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COMMUNICATIONS

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PaperClip Communications
Webinar

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Your Campus Card System:

Critical Considerations For 2015

December 2, 2014
2:00 – 3:30 PM ET

Panelist

- Robert C. Huber, CMC, CPCM
- President
- Robert Huber Associates
- Campus Card Business Consultant
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- www.AllCampusCard.com

The opinions expressed during today's event are not necessarily those of PaperClip Communications.

Your Campus Card System:

Critical Considerations For 2015

Robert C. Huber, CMC, CPCM
Campus Card Business Consultant
President & CEO
Robert Huber Associates
Scottsdale • Arizona • USA

Agenda

A. **Introductions**

B. **Definitions & Concepts**

C. **The Changing Landscape**

D. **Business Recommendations**

E. **2015 Campus Card Industry Forecast**

F. **Questions**

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Webcast Presenter

Robert C. Huber, CMC, CPCM, has been a pioneer and leader in the campus card industry for over 30 years.

Bob is a certified business consultant, entrepreneur, former restaurateur, and Hall of Fame honoree.

Since 1991, he has been president of his vendor-independent consultancy, Robert Huber Associates, which specializes in all aspects of campus cards, campus card systems, card technologies, Requests For Proposals, vendor negotiations and campus security assessments.

Webcast Presenter

After managing 50 Burger King Restaurants, Bob developed the revolutionary "**All-Campus Card**" concept in 1985, as well as the 4-Year Campus Card (HiCo), and many other campus card industry innovations.

He installed the first campus smart card systems, and has implemented over 200 debit card, door and parking access, meal plan, food production, and 500 point-of-sale (POS) foodservice systems at over 200 colleges, universities, hospitals and corporations.

www.**AllCampusCard**.com

www.paper-clip.com

Webcast Presenter

"I Eat, Sleep & Drink This Stuff!"

Bob Huber

Webcast Participants

Organizations

- Boarding School

- Military College

- Community Colleges

- Colleges & Universities (4-Year)

- Auxiliary Service Corporations

Webcast Participants

Geography

- **7 States**

- East Coast
- Mid-West
- Northwest

Webcast Participants

Venues

- Rural

- Small Town

- Suburban

- Urban

- Large Metropolitan

Webcast Participants

Campuses

- Commuter
- Residential
- Commuter / Residential
- Satellite Campuses
- Academic Centers

Webcast Participants

Enrollments

- 800
- 15,000 (Average)
- 50,000

Webcast Participants

Funding

- Public

- State Assisted

- Private

- Corporate

Webcast Presenter

"I Eat, Sleep & Drink This Stuff!"

Bob Huber

Help!

Audience Survey Question
#1

Our Organization

Campus Card System

A - We do not have a CCS.

B - We have/manage a CCS (limited).

C - We have/manage a CCS (extensive).

D - Considering adding Door Access application.

E - Considering adding Merchant applications.

F - Considering upgrading Card Technology.

G - We are considering a new/replacement CCS.

Example: C + F + G

Help!

Audience Survey Question

#2

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Participants

Your Role

- Administrator

- Manager

- Influencer

Example: 2-Managers, 4-Influencers

Help!

Audience Survey Question

#3

Participants

Your Division

- Business / Finance
- Student Affairs
- Academic Affairs
- Development
- President's Office
- Information Technology (Division)

Example: 2-Business, 1-Academic, 1-Special

Help!

Audience Survey Question

#4

Participants

Your Responsibility

- Campus Card Office
- Food Services
- Business / Auxiliaries
- Financial Services
- Safety & Security
- Physical Plant

- Student Housing
- Student Life
- Information Technology
- Admissions
- Conferences
- Other …

Example: 1-Campus Card, 3-Food Service, 2-I/T

Thank You!

Free Stuff!

Questions?

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Definitions & Concepts

- ## All-Campus Card

  A multi-application patron identification <u>credential</u>, often with a patron image, which provides pre-approved access to privileges and services at venues associated with a business / academic organization.

- ## Credential

  A card, badge, key, key fob, token, watch, wearable technology, tablet, smartphone, etc. which is associated with an individual member of an organization.

Definitions & Concepts

- ## Campus Card System

  A computer system that links card readers to a central host - which can be located on-site or off-site.

- ## Campus Card Program

  The management and marketing of a variety of privileges and services associated with a campus card, its credential holders (e.g., students, employees, select visitors, contractors, etc.) and application providers.

Definitions & Concepts

- ## Paradigm Shift #1

   All colleges and universities are <u>Cities</u>.

- ## Paradigm Shift #2

   All colleges and universities are <u>Businesses</u>.

- ## Paradigm Shift #3

   All colleges and universities are <u>Technology Businesses</u>.

Definitions & Concepts

- **Brand**

  The public <u>image</u> of your organization, its products and its services.

- **Business Plan**

  An <u>internal</u> survival plan.

- **Marketing Plan**

  An <u>external</u> survival plan.

Definitions & Concepts

- **Vision**

  What you <u>envision</u> as your ultimate organization Goal.

- **Mission**

  Your <u>assigned responsibility</u> to achieve your Goal.

- **Strategies**

  <u>Tools</u> to help you achieve your Goals & Objectives.

Definitions & Concepts

- ## Campus Card Program

  A Campus Card Program is an <u>Administrative, Management & Marketing Tool</u> Which Can:

  - Solve Organization Problems.
  - Assist With Recruitment & Retention.
  - Facilitate Member Privileges & Services.
  - Positively Promote the Institution.
  - Facilitate Better Customer Service.

Early Card Reader

Photo Courtesy of John Darjany

Card Technologies

Card Systems

- **Bar Codes**
- **Barium Ferrite**
- **Contact Chip**
- **Contactless (13.56 Hz)**
- **Contactless / Prox (125 kHz)**
- **Mag Stripe (HiCo / 2,750 Oe)**
- **Mag Stripe (HiCo / 5,000 Oe)**
- **Mag Stripe (LoCo / 300 Oe)**

- **OCR (Optical Character Recognition)**
- **Optical / Laser**
- **RFID (Radio Frequency Identification)**
- **Weigand Wire**

NOTES:

NFC - Near Field Communication
BLE - Bluetooth Smart / Low Energy

These are not card technologies but competitive communications technologies.

Robert Huber Associates
Rev: 10-01-2014

Contactless Chip Technology

Chip Operating Systems
13.56 MHz

- **Felica (Sony)**
- **iCLASS (HID)**
- **iCLASS SE (HID)**
- **ISO-X (IR)**
- **LEGIC (Legic)**
- **Micro (ST)**
- **MIFARE (NXP)**
- **MIFARE Ultralight (NXP)**
- **MIFARE Ultralight C (NXP)**
- **MIFARE Classic (NXP)**

- **MIFARE Plus (NXP)**
- **MIFARE DESFire (NXP)**
- **MIFARE DESFire EV1 (NXP)**
- **MIFARE DESFire EV1 aptiQ (NXP)**
- **MIFARE SAM AV2 (NXP)**
- **MIFARE SmartMX (NXP)**
- **MOCA (XceedID/CPI)**
- **My-d (Infineon)**
- **Picotag (Inside)**
- **Tagit (TI)**

Note: All CONTACT and CONTACTLESS Chip Technologies Use An Internal Operating System.

Robert Huber Associates
Rev: 10-01-2014

Early Card Readers

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The Changing Landscape

- ## Enterprise Technology Management

    Information Technology

    Business & Auxiliary Services

    Campus Safety & Security

    Physical Plant (Locksmiths)

    Student Housing

The Changing Landscape

- ## Card System Management

⬆ **Cloud Hosted**

⬆ **Vendor Managed**

⬆ **Shared / Regionally Managed Systems**

⬇ **On-Site Hosted & Managed**

The Changing Landscape

- ## Card Reader Communications

  ↑ **ON-LINE / Communications (Wired)**

  ↑ **ON-LINE / Communications (Wireless)**

  ↑ **ON-LINE / Communications (Mobile)**

  ↓ **OFF-LINE / Communications**

  ON-LINE / OFF-LINE (Hybrid)

The Changing Landscape

- ## Card Reader Management

    ⬆ **Managed** (Local Contractor / Vendor)

    ⬆ **Managed** (I/T)

    ⬇ **Managed** (Card Office)

    ⬇ **Managed** (Foodservice)

    ⬇ **Managed** (Housing)

The Changing Landscape

- ## Card Office Management

   ⬆ **Information Technology** (Virtual)

   ⬆ **One-Stop Center**

   ⬆ **Outsourced**

   ⬇ **Student Life**

The Changing Landscape

- ## Campus Card Applications

  ⬆ **Door Access**

  ⬆ **Off-Campus Merchants**

  ⬇ **Copies & Printing**

  ⬇ **Laundry**

The Changing Landscape

- ## Campus Vendor Consolidation

    ### Companies (5)

    ### Brands (7)

    ### Mega Corporations

The Changing Landscape

- ## Banking Partnerships

  ↓ Schools

  ↓ Banks

  ↓ Commissions

  ↓ On-Campus Branches

The Changing Landscape

- ## Campus Card Issuance

  ### Colleges & Universities (4-Year)

  ### Community Colleges

  ### Commuters (Library)

  ### Commuters (Parking)

  ### Secondary Education

The Changing Landscape

- ## **Card Technologies**

  ⬆ **Contactless** (13.56 MHz)

  ⬆ **Smartphone** (Beta Sites)

  ⬇ **Magnetic Stripe**

  ⬇ **Contactless / Proximity** (125 kHz)

  ⬇ **Bar Codes**

Questions?

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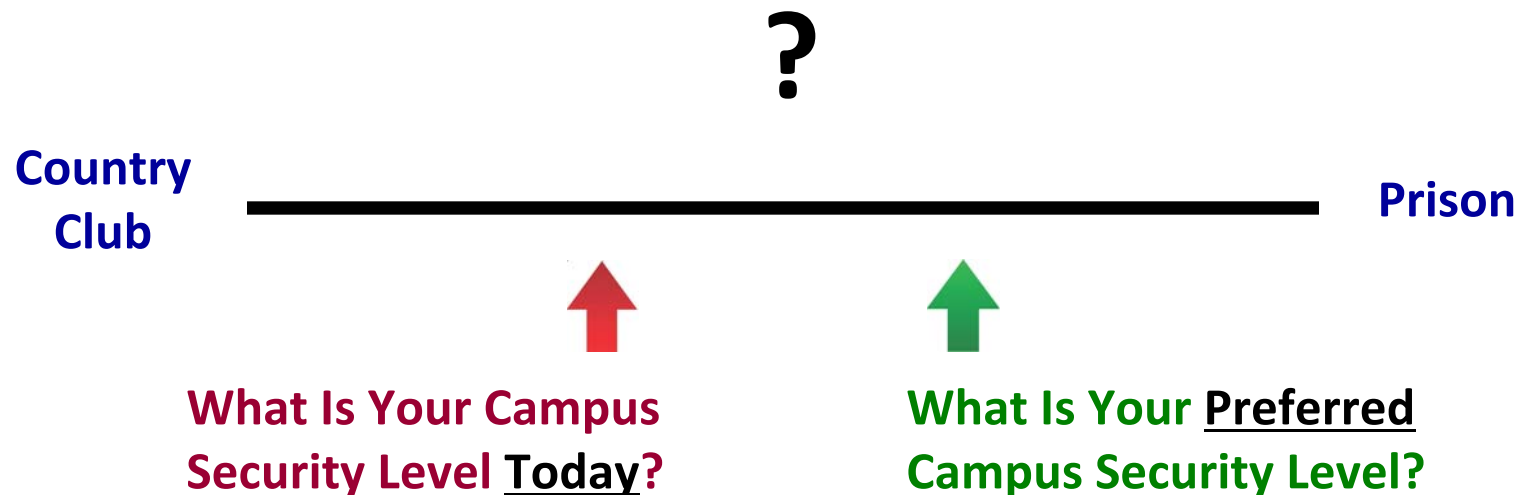
Business Recommendation #1

Consolidate Door Access Systems

- Greater Campus Safety & Security

- Immediate System Lockdown

- **Implement System Lockdown Protocols**

- Increased ROI and Systems Management

- Greater Customer Protection and Satisfaction

Campus Security Paradigm

Door Access Applications

?

Country
Club

Prison

**What Is Your Campus
Security Level Today?**

**What Is Your Preferred
Campus Security Level?**

Robert Huber Associates

Business Recommendation #2

Move Systems To The Cloud

- Lower Exterminator Costs

- Greater Data Security & Protection

- Increased Expertise & Lower Labor Costs

- Reduced Backup Expenses

- Higher Customer Satisfaction

Business Recommendation #3

✔ Review Campus Card Applications

- Reevaluate Existing Card Applications

- Reconsider Potential Revenue Opportunities

- Reevaluate "Non-Security" Applications

- Consider Universal Vendor Door Hardware

- Plan For Generic Smartphone Applications

100
Campus Card Applications

www.AllCampusCard.com/Library/Tips/

Business Recommendation #4

Reevaluate Card Technologies

- Assume Smartphone Credentials

- Consolidate Multiple Card Technologies

- Establish Campus Card Technology Standards

- Reduce Multiple Technology Expenses

- Focus On Increased Customer Satisfaction

Business Recommendation #5

Reevaluate Reader Technologies

- Transition to "**Non-Mechanical**" Readers

- Transition from "**Off-Line**" Readers

- Reduced Maintenance & Duplicate Systems

- Increased Security & ROI (3x - 4x)

- Focus On Increased Customer Satisfaction

Business Recommendation #6

 Reduce Campus Card Expenses

- <u>Double-Sided</u> Printers

- <u>Networked</u> Printers

- Eliminate Bar Codes (on campus cards)

- Use Photo Upload Software (Modules)

- Send Letters to Mom!

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Business Recommendation #7

Off-Site Card Production

- Consider Off-Site Bulk Production

- Reduced Inventory & Management Costs

- Increased Production Quality

- Reduced Card Office Labor Fluctuations

- Focus on Increased Customer Satisfaction

Business Recommendation #8

One-Stop Service Center

- Business & Campus Services Evolution

- Assume Smartphone Credentials

- Consolidated Office & Web Services

- Conference & Information Center Affinity

- Focus on Increased Customer Satisfaction

Business Recommendation #9

Requests For Proposals

- Mandatory Best Practices Process

- Educate Your Campus & Administrators

- Review Technical & Operations Infrastructures

- Review Current & Expected Applications

- Be Open To Professional Recommendations

Business Recommendation #10

Vendor Evaluation Process

- Become An Informed Shopper & Buyer

- **Vendors:** RFP Proposals, Vendor Presentations

- **Institutions:** Telephone Interviews, Site Visits

- Use Requests For Clarifications and **BAFO**s

- Be Open To Professional Recommendations

"How To Negotiate Like a Pro … With Vendors"

www.AllCampusCard.com/Library/Presentations/

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2015
Campus Card Industry Forecast

www.AllCampusCard.com/Forecast/

Final Thoughts

"Don't Confuse Activity … with Accomplishment."

Final Thoughts

"If You Don't Know Where You're Going …
… You'll Probably End Up Somewhere Else."

Yogi Berra

Questions?

Q/A

How Do I Call-in with a Question?

If you would like to ask a question of our panelist(s) please

press **_*1_** and you will be put in a call queue

until it is your turn to ask your question.

OR

You can write in a question or comment anytime during the event by clicking
on the **"Chat" Bubble** in the left hand corner of your screen.

For Questions that Arise After the Conference

If you have a question that you were unable to ask of our presenter(s),
please feel free to email us at:

Info@paper-clip.com

…and we will be happy to forward it to our panelists!

Feedback

We want your feedback on today's event!

If you would like to provide suggestions for improvement and/or ideas for future event topics, please email Laura Betti at:

laura@paper-clip.com

and she will send you the link to our brief online survey.

Thank you for your participation,

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