

2016

Campus Card Business Forecast

#1 Smartphones - The New Generation of Campus Cards

Since most students' best friend is their smartphone, we expect 50-100 institutions to begin acceptance of smartphones as virtual Campus Card credentials by Fall 2015.

#2 Apple iPhone 6 - The Preferred Campus Card

Apple iPhone 6 will become the dominant smartphone at most colleges and universities in North America, especially at private residential campuses, within two years.

#3 Campus Card Systems Move To The Cloud

We expect all campus card system vendors to provide cloud-based systems within two years and 25% of all installed Campus Card Systems will be cloud-based by the end of the decade.

#4 Campus Card Marketing Focuses On Social

With more smartphone campus card credentials, participating merchants will focus on social marketing - especially daily, hourly or logistical merchant coupons.

#5 Campus Card Services Ascend To The Cloud

Campus card program services will be promoted to patrons via the cloud by 2016.

#6 Campus Card Program Administrators

The coordination and oversight for all operations and marketing campus card services will be managed by locally-based Campus Card Program Administrators.

#7 Wireless Door Access Installations Skyrocket

With increased parental campus safety concerns and need for more centralized security system control, institutions will accelerate their transition to a "keyless campus" and single enterprise door access systems by the end of the decade.

#8 Residence Hall Keys ... Vaporize

By the end of the decade, residence hall keys will either become extinct ... or an institution Achilles' Heel.

#9 Banks Abandon Campus Card Market ... Again

Most financial institutions will exit and terminate (permanently) their remaining campus card relationships by the end of the decade.

#10 Wearable Credentials Become Fashionable

Wherever a chip can reside may be recognized as a personal "credential" in the future.

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