2018
Campus Card Business Forecast

by Robert C. Huber, CMC, CPCM
Vendor-Independent
Campus Card System Consultant

Prediction #1 – Mobile Becomes Primary Enterprise Credential

With TSA adoption of mobile identification, food contractor mobile payments, and "geo-fencing" for mobile door access, campuses will transition to virtual student credentials and enterprise mobile privileges for increased security, institution cost savings, and greater student satisfaction over the next five years.

Prediction #2 – Campuses "Leapfrog" Over Contactless To Mobile

Many institutions will opt to avoid Contactless (13.56 MHz) and "leapfrog" directly to virtual credentials and mobile-ready applications throughout their campuses for reduced long-term infrastructure and operational costs.

Prediction #3 – Campus Card Marketing Focuses On Social

With global mobile communications, campuses will focus most of their marketing on social media - including virtual coupons and geo-activated promotions.

Prediction #4 – Mobile Apps Replace Card Readers

With the dramatic increase of virtual campus card credentials (smartphones), the number of "unattended" campus credential applications will increase via mobile apps.

Prediction #5 – Mobile Collaborative Partnerships Increase

Mobile application facilitators will increase their partnerships with campus multi-application system vendors to provide institutions with more integrated mobile applications.

Prediction #6 – Plastic Campus Cards Become "Optional"

As Mobile Millennial students and employees embrace virtual campus credentials (smartphones), mandatory issuance of plastic campus cards will diminish.

Robert Huber Associates

(480) 551-0520 Direct   ●   Huber@AllCampusCard.com   ●   (888) 277-3118 Toll Free

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Prediction #7 – Downsizing Of Campus Card Vendors

Of the five prominent campus card system vendors and seven campus card multi-application systems, at least 50% will be sold or merged into existing systems by the end of the decade.

Prediction #8 – Increased Universal Technology Options

With global technology standards, the desire for non-proprietary equipment and credentials (supported by multiple vendors) will increase significantly by institutions - especially in an era of increased vendor turnover.

Prediction #9 – Door Access Vendors Conundrum

Despite strategic focus on enterprise campus security, door access system vendors will generate increased market confusion with competitive technological rhetoric and proprietary systems.

Prediction #10 – Mobile-Ready Vending Captures Market

Vending machine contractors will provide more institutions with embedded, mobile-ready, wireless, multi-credential readers that are vendor-agnostic and alleviate PCI issues.

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