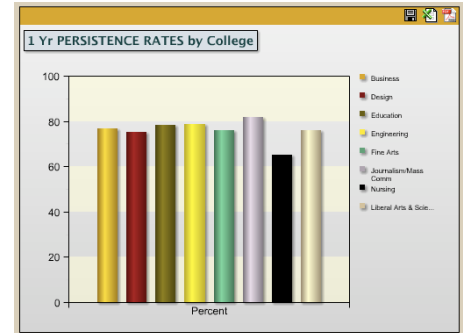


## Arizona State University (ASU) Discovers Innovative Uses for the Corda Technologies Dashboard, CenterView™

Arizona State University (ASU) is an innovative leader in business intelligence and data warehousing. Today, ASU captures key performance indicators (KPIs) into usable, actionable, and visually appealing graphics such as gauges, charts, and tables using CenterView™. The result: ASU employees and students, as well as Arizona residents and decision makers, have quick and easy access to the information most important to them through an easy-to-use web browser.



### Background

Today, ASU has approximately 65,000 students enrolled in classes. In the coming years, ASU has the lofty goal of becoming the largest public university in the United States, with a target enrollment of more than 100,000 students across four campuses. To meet the needs of such a large student body, ASU relies on best-in-class tools like CenterView.

### Challenge

ASU leaders needed a way to track and present KPIs—such as freshman persistence rates, student recruitment, and enrollment rates—to help the university meet its ambitious goals for enrollment and growth.

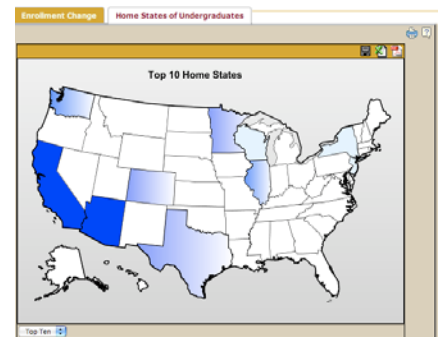
The university decided to look at deploying a performance dashboard solution. ASU needed a solution that could perform with the current system and grow with the university. Other factors ASU considered included visual appeal and the ability to take action using the dashboards (e.g., enrolling a student). In addition, ASU wanted to take advantage of a student workforce in work-study programs to maintain and update the dashboards.

### Solution

After looking at several solutions, ASU decided on Corda's CenterView dashboard-development product because it delivered everything ASU needed to deploy powerful performance dashboards in an easy-to-use and visually appealing format.

Now that ASU had its product, it needed a team to develop dashboards. ASU hired a group of students to work with a professional staff to create and update its dashboards. This dashboard team works in a small room on campus dubbed "The Cave"—a room with a lot of energy and excitement because these students are enthusiastic about what they are doing. This team delivers performance dashboards relatively quickly, sometimes even the same day.

The first major project that this team implemented was a series of dashboards for ASU administrative staff that tracked KPIs for student recruitment and yield. With the first project's successful implementation and the positive feedback ASU received from administrative staff, ASU decided to examine other areas where it could benefit from CenterView.



Next, ASU deployed CenterView throughout the university to perform tasks specific to each group of users. Today, CenterView dashboards provide valuable information to several groups:

- **The Research and Grants Department** tracks proposals, awards, expenditures, project statuses, and partnerships using performance dashboards.
- **The Information Technology Group** provides access to Open Tickets in the Customer Relationship Management (CRM) as well as deep linking back to the operational data using performance dashboards.
- **The Human Resources Department** is building metrics to look at the University's workforce and measure employment goals with CenterView.
- **Students** track their grades and class schedules and review their progress against graduation requirements using customized CenterView dashboards.

Once ASU established CenterView across campus, it expanded beyond campus in the Arizona Indicators Project—a collaborative research effort that involves ASU, the Arizona Community Foundation, the Arizona Department of Commerce, and the Arizona Republic. CenterView helped this group build a community-focused, dynamic data repository for the Phoenix area and the state of Arizona to assist residents and leaders in understanding the state's strengths and weaknesses in detail. Through a series of online tables, charts, and maps ([www.asu.edu/indicators](http://www.asu.edu/indicators)), this group provides information about Arizona resident quality of life, economic activity, innovative capacity, education, and sustainability to Arizona residents and decision makers.



The Arizona Indicators Project supplies more than just a “snapshot” of Arizona every few years; it builds on data sets that are updated regularly and integrates interactive maps and dynamic figures. Students at ASU can easily create dashboards for the Project using CenterView—dashboards that students can also easily update.

## What's Next?

ASU continually finds innovative ways to use CenterView to communicate key information. Currently, ASU is working with Google to develop a personal start page that integrates with the ASU CenterView performance dashboards. If you've ever created a customized Google start page, you know how convenient it is to have the information you want at your fingertips. This project would enable students and faculty to create a start page that not only integrates the national news, stock market, and other information offered by Google, but also specific ASU dashboards of interest. Students and faculty will be able to pick and choose the information important to them and publish it to their start pages through Google customization features.

ASU is also exploring ways to help students connect through CenterView performance dashboards. For example, future students may be able to use dashboards to help determine if they are on track academically and progressing toward graduation. Through these connections, students will have a better experience while attending and will feel more like a part of the ASU community.

## Conclusion

Andy Beier, Director of the Web Integration team for ASU, said, “the use of the Corda CenterView performance dashboard has exploded and is being adopted everywhere for administrative and student use to the benefit of all. ASU has gained such proficiency in developing and deploying CenterView that fully configured dashboards have been completed within five hours.”

John Rome, Director of Business Intelligence for ASU says, “Corda is a great tool that we have added to our arsenal of providing data access and information insight.”

