

Digitisation changes everything

Key Points

- Consumer adoption of technology is driving digitisation in the education sector, as in all business types
- Disruptive technologies are also opportunities
- Digitisation results in educational institutions becoming more responsive, flexible, agile and insightful
- The financial and insurance; computers and electronics; and media and telecommunications sectors are adapting best to the need to digitise
- Education leaders, procurement managers and IT advisors will need to work together to create a comprehensive, far-reaching digital strategy
- It should be based around creating an organisational digital ecosystem, but can be implemented one business unit at a time

There were 22.3 million internet users in Australia in January 2022, with penetration standing at 88 per cent. These users are spending nearly 40 hours per week online."

Prosperity Media, *Australian Internet Statistics 2022* ²

The rapid evolution of the digital landscape is shaping businesses globally across all sectors. The opportunity for the education sector is not only how we connect; it's the speed in which we do so, now that traditional time barriers no longer apply.

Significant advancements in technology are enabling students to benefit from digitised information in more ways than ever, with the student adoption of technology moving faster than most schools, universities and colleges can respond. This demands a holistic digital strategy to reduce the gap and deliver speed, agility, accessibility and mobility. The institutions that leverage it best will achieve a substantial competitive advantage over those whose digital capabilities fail to complement, blend and, update their analogue offerings.

The Journey to Digitisation

		Transaction Experience	Digitisation Era
TIME ↓	Late 80s	Bricks and Mortar	Traditional (non-digital)
	Mid 90s	Online Shopping	eCommerce
	Early 00s	Interactive Experience	Digital Engagement
	Now	Converged Everything	Digital Immersion
			DEGREE OF DIGITISATION ↑

Education must respond to consumer speed

Within a relatively short space of time, adoption of the internet and digitisation has changed the way we access and organise information – and how we interact with and react to it. As of January 2022, 4.95 billion people globally use the internet, and this number is growing at a rate of four per cent annually. Of the total internet users, 92 per cent connect using mobile phones and roughly 66 per cent connect to the internet using either a laptop or desktop.¹

There is very little today that today's Gen X, Y, Z consumers cannot buy, access, share or learn in real-time, around the clock and from anywhere – all at the touch of a button. The same ubiquitous level of connectivity also applies to the way we do business and how our students, colleagues and industry partners work. Their expectations are increasingly the same: real-time information must be readily accessible; service must be fast and cost efficient; processes must be seamless.

Integrated digitisation in education was a milestone that was bound to occur. This process was accelerated through the effects of COVID-19, forcing many educational leaders to rethink how they present products, connect with partners, structure systems, and communicate with students. This shift occurred in all levels of education, from tertiary education down to primary and secondary schools.³

Digitisation has also revolutionised the availability and accessibility of data. The way to gain competitive advantage is by using this data to better understand student

Competing in the digital era requires more than launching a few online initiatives; it requires complete, end-to-end digitisation. The digitised educational institution is one that can do things faster, better and more cost effectively – enabling it to meet market demands today and adapt to changing conditions tomorrow. To succeed in the digital era, IT leaders and innovators must invoke changes to transform how their university, college or school operates, interacts with students, staff and industry partners, and the way it presents itself to potential students.

needs and behaviour and to innovate new ways to capitalise on that intelligence.

Data continues to grow in direct proportion to connectivity because people create paths of online data throughout every digital activity in which they engage – which means volumes of potentially exploitable data are growing rapidly. According to IDC, data creation will grow at 23 per cent annually between 2021 and 2025.⁴

The benefits and opportunities of digitisation

Digital technology has presented the education sector with an important opportunity. There are innovative, limitless ways to present and promote educational services; enhance personalisation of student services; compete globally; gauge real-time feedback and then act decisively and quickly on it. In a digital world, institutions can win loyalty, increase brand value and forge strong relationships by using new technologies to improve student, staff and stakeholder satisfaction – potentially even creating new services, business models and revenue streams in the process.

Technology is naturally the lynchpin of your digitisation strategies and becoming more proactive and agile. It allows you to capture key data to provide you with greater insight into the way you work and into what students need, when they need it. The possibilities are endless and include electronic procurement and inbound supply chain logistics; monitoring student feedback via Twitter; sending them real-time mobile financial alerts; interactive, on-campus kiosks; digital platforms that coordinate and orchestrate interactions with industry partners and government bodies.

Every institution can benefit by examining its own relationships and asking how it could do better by creating a holistic digital ecosystem, as Ernst & Young's model illustrates.⁵



Forward thinkers

To date, particular industries have recognised the importance of digitisation, and are taking demonstrable steps to incorporate it into all facets of their operations, developing new business models that allow them to capitalise on its benefits. Most notably, the financial services and insurance; IT and electronics; and media and telecommunications sectors are performing well in capturing value from digitisation – as is the education sector.

Some examples of digitisation in education include:

- Online portals created for school communities, automating common interactions and allowing parents, students, teachers and administrators to communicate and collaborate across a wide range of activities.
- The introduction of 21st Century Learning into the Australian National Curriculum, to provide students with the skills they'll need in a digitised world
- At tertiary level, forward-looking institutions are digitising all aspects of the student lifecycle – from the admission process through course administration and timetabling to the automated development and distribution of course completion certificates and the awarding of diplomas and degrees.
- Many universities now offer online learning programs, digitising every aspect of taking a qualification off-campus – transforming existing courses and study options for delivery via digital channels.

Start now

All over the world, analysts report that decision-makers are recognising the benefits of digitisation. Education leaders, procurement managers and IT advisors will need to work together to create a comprehensive, far-reaching digital strategy that encompasses the unique way each institution operates; how its teaching and administrative staff work; how it attracts, admits and interacts with its students; and how it collaborates with its suppliers and industry partners. The resultant digital strategy should include the scope to explore ways to create new revenue streams and, for the truly pioneering, to create whole new industry models.

Consider a digital ecosystem that incorporates:

- Multi-channel student and staff connection points
- Unique, online services and mobile apps
- Paperless end-to-end administration processes and automated workflows
- Less reliance on internal ICT infrastructure by outsourcing non-core functions
- Cloud-based software and 'as a Service' offerings

"Organisations are also investing in new technologies to enhance the workplace environment, with 33 percent saying they want to improve the quality of the employee experience."

– KPMG, *Digital Fuel, Igniting enterprise transformation and growth 2021*⁶

Konica Minolta's vision

Digitisation makes business easier and more exciting. The world economy is quickly becoming digitised by new, disruptive innovations and processes that make it possible and necessary to do things differently. As a result, new business opportunities continue to emerge.

How Konica Minolta can help

Unsure where to begin?

Konica Minolta provides solutions that enable you to move closer to a digital world. Our specialised, digitised services include:

- Cloud-based **Enterprise Content Management Services** to help you improve processes, manage content and automate workflows
- Data capture solutions to turn documents into data
- An expert Professional Services team to work with you to create a holistic digitisation strategy and help identify business opportunities

¹ <https://datareportal.com/global-digital-overview>

² <https://prosperitymedia.com.au/australian-internet-statistics/>

³ <https://www.pwc.com.au/government/Digitising-higher-education-report.pdf>

⁴ <https://www.idc.com/getdoc.jsp?containerId=prUS47560321>

⁵ Ernst & Young, The digitisation of everything, 2011

⁶ KPMG, Digital Fuel, Igniting enterprise transformation and growth 2021