SSB
EDUCATION

Data Integration, Management, & Visualization for Higher Education

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GET TO KNOW SSB

SSB applies unparalleled expertise to create and implement innovative solutions to complex business problems faced by our clients.

Our unique products and services deliver a clear picture of your business – comprised of any number of your data and information inputs – in an elegant and simplified manner. The result is the empowerment that comes with transformative knowledge of student, prospective student, alumni, fan, or customer information, as well as ongoing access to relevant, real-time data in an easy to understand format.

Ultimately, we enable you to make the educated, actionable, and profitable decisions to take you to a new level of success. SSB has significant subject matter expertise in Education, Sports and Entertainment, and Healthcare, and our products and services have been applied to a wide array of clients in many other industries.

SSB was founded in 2008 with a deep Big 4 consulting background and key leaders who have hands-on experience in development, design, and implementation of programs for the education field. We marry superior technology with vertical expertise to provide you a “single version of the truth” from all of your data sources, including student records, recruitment, foundations, alumni, athletics, and much more. SSB products and services provide full life-cycle knowledge of all of your constituents, enabling the insights and understanding that leading institutions need in the ever evolving world of technology and data.

UNIVERSITY CLIENTS:

KEY PARTNERSHIPS & CERTIFICATIONS:
ABOUT SSB EDUCATION

SSB believes that higher education institutions should have fast, reliable, and consistent access to their constituents at every stage of their relationship.

SSB is well aware of the challenges that silos of data create for institutions; addressing those issues is why SSB exists. The path to a better data environment requires the simplification of the complexities involved with data integration, data management, and data visualization.

We can help address the challenge presented by the current digital landscape to meet the ultimate goals of verified, complete profiles for all of your audiences, reduced cost, increased efficiency, increased effectiveness, and improved relationships with constituents. Business Intelligence is a critical component to long-term growth.

Once in place, SSB Education becomes the data foundation for all of the data flows and processes that empower administrators, fundraisers, recruiters, educators, business offices, marketing and communications departments, and other key university groups. The resulting Business Intelligence is actionable information which enables end-users to make informed decisions that can have a significant impact on the success of all programs geared towards enhancing long-term relationships with the university, exceeding financial goals, and much more.

The SSB Education platform includes three modules:

- **DATA INTEGRATION**
  Consolidating, cleansing, and integrating the data through Extract, Transformation, and Load (ETL) processes

- **DATA MANAGEMENT**
  Improving data management with respect to quality, reliability, interoperability, accessibility, and usefulness

- **DATA VISUALIZATION**
  Visually representing data in an effort to help users understand the significance of the information

According to IT and analytic professionals, university systems are most often made up of multiple silo’s with little to no data integration.

University data ecosystems are predominantly made up of multiple CRM systems and databases related to specific schools or departments. These are typically independent sources which often contain multiple listings for the same constituent in an individual registry, rather than a cohesive, consistent, and complete lifecycle record.

SSB Education is a cloud-based data integration hub that allows centralized integration, management, and distribution of real-time data efficiently and securely. **SSB Education exists to redefine master data management** through a seamless exchange and comparison of records.

SSB Education creates a centralized location for input from all of your data sources. Once aggregated, positioned, and structured, **SSB Education redistributes the now completely integrated data to all of the subscribers that you authorize, internal or external.**

The integration of your data enables the creation and execution of business rules and comparisons, so all of the data related to an individual constituent is compared automatically. This results in a registry that details all constituent relationships with the university, and ensures that data including email addresses, phone numbers, and more, have real-time accuracy and are easy to access and utilize immediately by downstream programs.
The best business decisions are made when all of the data that defines the student, prospective student, alumni, fan, donor, employee, or customer is consolidated, relevant, and available to be utilized in a timely manner.

SSB Education offers a data management foundation service combined with its Master Data Management (MDM) as a comprehensive method of enabling an enterprise to provide a common point of reference, language, and architecture for its critical data. This service is comprised of four components: Cleaning, Matching, Ranking, and Mastering.

SSB Education’s segmentation tool allows for the merging and filtering of data to create a desired grouping or population of records across multiple data sets and data sources.

There are limitless use cases in higher education, all of which are geared towards efficiency, effectiveness, cost management, consistency, ease-of-use, and ensuring the most current, accurate information is being acted on consistently by all departments and functions across campus.
SSB’s Central Intelligence portal serves as the main user interface for all services, integrations, and data in the system.

With the SSB Injectable Javascript Library (SIJL), components can be embedded into any HTML based site. Additionally, any preferred third party analytics tools can be used, such as Tableau, PowerBI, Cognos, and many more.

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