



# Turn Your Data Into Wisdom with AWS Cloud for Higher Education



Is your higher education institution looking to improve security, lower costs, analyze data and provide equitable access to teaching and learning resources? Colleges and universities across the country are doing just that, digitally transforming with cost-effective, scalable, secure and flexible Amazon Web Services (AWS) Cloud infrastructure.

With TD SYNEX Public Sector as your AWS partner, your institution can support teaching and learning, connect the campus community to systems and tools, store data efficiently, make data-driven decisions to save money and resources, and accelerate research efforts. Let's explore how:

## **Modernize, Secure and Improve Your Campus Experience**

By moving to AWS's cloud infrastructure your campus can increase agility, data security and compliance, and lower costs while modernizing administrative operations, enterprise resource planning systems, and student information systems. Your institution will also be able to access resources that you can scale as you go to help migrate workloads and data centers to the cloud, and lower costs. Additionally, you'll receive support for 98 security standards and compliance certifications while minimizing downtime and data loss with fast, reliable disaster recovery. Schools like [The University of Notre Dame find errors in minutes, not hours](#), with the help of AWS services.

With AWS, your institution can also create new ways to communicate and personalize engagement with students using virtual computer labs, intelligent digital assistants and chatbots, innovative voice technologies, and unlock artificial intelligence (AI) and machine learning (ML) capabilities.

## **Empower Researchers and Turn Data Into Wisdom**

Higher education institutions can optimize the entire lifecycle of institutional data and use analytics to make data-driven decisions and lower costs. You'll be

able to store, manage and unlock insights from even the largest amounts of data to support predictive analytics, retention efforts and student engagement, with data sharing capabilities across platforms to get a comprehensive view of student performance or for collaboration.

## University of Pittsburgh Athletics use AWS to unlock data insights for every step of the fan journey

When Pitt wanted to know more about its fans, it looked for an innovative solution and turned to AWS. By focusing on fan behavior and seeking out trends in ticket sales, the department hoped to answer questions surrounding team loyalty and how they could stay competitive. Using [AWS Lambda](#) and [AWS Glue](#), Pitt built out constituent profiles with ingested data stored in centralized warehouses in [Amazon Simple Storage Service \(Amazon S3\)](#) buckets. Thanks to the new, more complete fan profiles, Pitt Athletics has exceeded ticketing goals by a considerable margin, paving the way for additional data innovation and customized sales and marketing processes. Today, with more than 800,000 resolved fan identities—on target for 1 million by the end of 2024—the department has a powerful tool for engaging and selling across the entire fan journey.

AWS helps higher education institutions of all sizes, as well as national and international research agencies, accelerate research timelines by spending less time building infrastructure and more time on science. With the ability to launch secure compute, storage and database resources within minutes and easy access to open datasets, funding and training, AWS optimizes the research experience.

## Build with TD SYNEX Public Sector, Your AWS Partner

Ready to take your higher education institution to new heights with AWS Cloud services? TD SYNEX Public Sector is here to help make the transition seamless. Contact us today to discover the AWS Cloud services that best suit your higher education institution's needs and turn your data into wisdom.