APOGEE

## Managed Residential Network Services for **Higher Education**

Higher education is our higher purpose.

At Apogee, our passion for higher education is core to our mission. Like the thousands of administrators and professionals we've partnered with in the deployment of managed technology services, we care deeply about creating an environment in which students thrive, both academically and emotionally.

Apogee is the only company in the industry exclusively focused on higher education. Your goals are our goals. Your challenges are our challenges. So, our day begins much like yours, by asking ourselves how we can most effectively leverage our resources and expertise to enrich the student experience and foster student vitality.

The answer comes in the way we empower you for success. We live and breathe all things higher education. We dig into student and technology trends and into institutional operational models — and then we don't stop digging. With focus and determination backed by two decades of experience and expertise, we work tirelessly to anticipate the challenges we'll overcome together. It's the essence of partnership and a cornerstone of who we are.
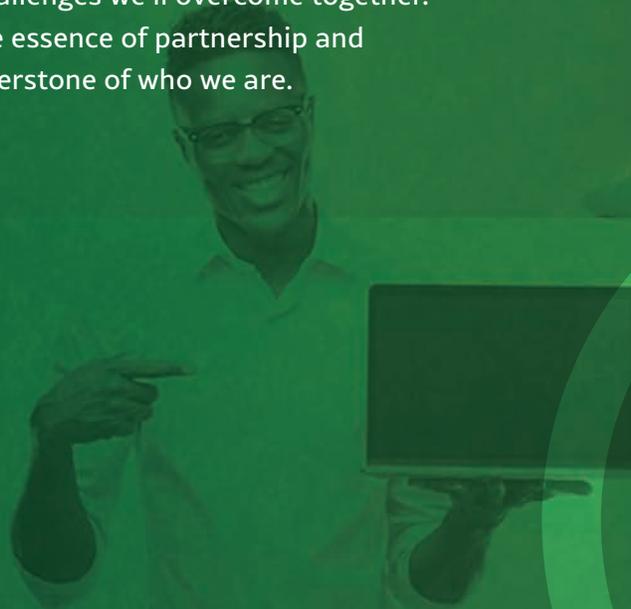
In March 2020, the global coronavirus pandemic erupted and blindsided everyone, not just higher education. Universities and colleges across the country responded aggressively, closing campuses and moving instruction online at blazing-fast speed. Most residence halls closed, allowing certain students who had nowhere to go remain on campus.

The pandemic has also created a serious economic crisis, with families voicing concerns over how to pay for school and whether it's safe to return to a dorm environment. There is pressure to innovate and respond to the crisis in a way that ensures that US higher education not only survives the crisis, but flourishes in the coming years and continues to be the best in the world.

For business officers, this means working to achieve operational excellence in a way that ties to the school's mission and enhances resilience. Technology plays a big role. There's a need to ensure that the residence hall is a safe place where students can study, take online courses should the need for social distancing arise, and seamlessly communicate with their families. Student expectations for WiFi service in on-campus housing in the COVID-19 era aren't for the faint of heart.

"If you haven't made delivering cutting-edge technology a priority, you better believe others have. Across higher education, universities are engaging in a lifestyle arms race to recruit students — and great technology is the key weapon in their arsenals."

– Rick Gaumer, *Vice President of Business & Finance,*
   Emory & Henry College

Let's challenge ourselves to win.

The State of the
Residential Network 2019

IN ITS ANNUAL SURVEY OF COLLEGES AND UNIVERSITIES, ACUHO AND APOGEE FOUND THAT:

74%
OFFER 1GB

74% offer 1GB or more of dedicated ResNet bandwidth, with nearly one-third offering 7GB or more

89%
OF SCHOOLS

Netflix is seen as the biggest content threat to bandwidth capacity by 89% of schools

CAMPUS
BANDWIDTH

Smartphones consume the most campus bandwidth, followed by desktops/laptops and gaming consoles

But the harsh realities of managing IT infrastructure and services for a diverse student population haven't changed. The coronavirus pandemic has led to limited budgets, limited staff, and a need to right-size investments and priorities. Technology investments must be made wisely, in a way that furthers the student experience and ensures learning continues.

IT'S IN THESE CHALLENGES THAT APOGEE SEES OPPORTUNITY.

It's time rethink your residential WiFi business model and future-proof it for years to come. Instead of diverting staff from the critical priorities that now engulf your institution, free them up to focus on the pressing initiatives. Instead of overspending on technology, explore ways to work within your budget and simplify and right-size operations. Reframe the crisis and invest the time and energy needed to rethink what is possible.

What will you do **to win?**

With limited staffing, it's difficult to build, manage, and maintain a consistent and affordable wireless network. According to the State of the Residential Network Report 2019, college and university IT leaders turn to outsourcing of their ResNet for four main reasons: keeping up with evolving technology, improving ResNet services, increasing student satisfaction and retention, and controlling costs. For schools that have already outsourced, overall budget stability, the reduction of risk, and faster time to deployment are critical benefits.

In choosing whether to handle your ResNet project internally or outsource it to a third party, it's helpful to set goals that will put you out in front of other colleges and universities competing for the same declining pool of new students. Don't strive to only be incrementally better. Instead, innovate by staying up to date on current technology trends and carefully investing in the foundational infrastructure that will support students for years into the future.

THE STATE OF THE RESIDENTIAL NETWORK 2019 REPORT SUGGESTS TURNING TO A MANAGED NETWORK SERVICES PROVIDER **CAN YIELD AN IMMEDIATE COMPETITIVE ADVANTAGE.**

More than **95%** of respondents believe a high performing ResNet is key to attracting and retaining on-campus residents

14% of schools don't provide live help desk support at all – a **6%** rise in the past five years

24/7 support hovers around the **23%** mark – only an **8%** increase since 2015

68% of business officers have growing concerns about Wi-Fi management and budgeting – a rise of **10%** since 2017

The arrival of Gen Z to college campus introduces a unique set of challenges and opportunities. Unapologetically connected across multiple devices all the time, many taking out student loans or paying out of pocket for their education, Gen Z has higher standards and expectations for their online access. With the right visionary strategy and focused investment, you can completely renew and revitalize the residential digital experience for Gen Z and those that follow, creating a legacy of change that will benefit your school for decades to come.

Why Apogee
ResNet is Better.

From multiple connected devices to bandwidth-hoarding gaming systems to whatever Netflix, Hulu and YouTube are serving up, we work hard to stay well ahead of the dynamic and complex Gen Z technology requirements. Our student-centered approach to product development ensures that Apogee ResNet creates an environment in which thriving students use all their many connected devices for study, research, entertainment, creativity and socialization.

Reliability and Availability

When it comes to creating an engaging residential digital experience, only Apogee delivers the guaranteed speeds and high availability your students demand. Over the course of two decades, we've built and maintained relationships with the industry's leading network architects and developers – along with networking vendors who come to us to test their products – sharing new insights that inspire our ongoing innovation. With dedicated, per-student bandwidth scaled to your needs and dedicated, proactive on-site field support staff, we eliminate complaints and help improve your school's technology reputation.

Single sign-on (SSO) capabilities and eduroam support mean students can connect easily using their school's credentials, and Personal Area Networking allows students to connect all their devices, just like at home, to print wirelessly, use Apple Airplay, listen to music on their wireless speakers, and more.

Simplicity and Support

Apogee makes deploying and maintaining your ResNet a breeze. From comprehensive student onboarding, to non-disruptive installations and refreshes to ensure on-demand scaling of your ResNet infrastructure, Apogee helps you stay ahead of trends and challenges without diverting attention away from strategic priorities. Your dedicated Apogee client services manager helps you stay on top your investment with monthly actionable insights into the success of student onboarding and engagement.

Innovation and Futureproofing

Creating a ResNet infrastructure capable of taming whatever new technology Silicon Valley throws at it demands constant study. Over the course of our two decades in the industry, we've reviewed more than 250 higher education strategic plans and are performing one of the nation's largest studies of Gen Z ever undertaken. What we've learned fuels our ResNet planning and design to ensure your investment is futureproofed 5-10 years out.

Post-deployment, Apogee ResNet Location Analytics leverages the power of ResNet to deliver actionable insights about how your facilities are being utilized and what activities are popular among your students. By tapping into a massive wireless dataset and utilizing machine learning, Apogee provides an anonymized analytics platform that empowers school administrators to: visualize the usage of common areas over time, observe traffic patterns for bottlenecks, gauge attendance at events, and identify under-utilized areas to improve spaces.

Cost and Time to Value

From state-of-the-art smart buildings to historical landmarks requiring special care, Apogee is deeply experienced in the design and installation of ResNet infrastructure. While a similar project handled by your own IT staff might take a year or longer depending on available resources, Apogee gets you up and running fast, saving time and money with limited disruption to campus activities. Our typical installation timeframe is just 2-4 weeks. Plus, our flexible OPEX 5 to 10-year funding model includes annual bandwidth increases, refresh evaluations in year 4, and regular preventative maintenance throughout the life of the contract.

"Today our students receive a guaranteed level of service, even if usage patterns and demands change. And 24/7 support has freed up Residence Life and IT so they can focus time and energy on other priorities. Best of all, we now have a 21st century living-learning environment that ranks high in student satisfaction."

– John Kennedy, Director of Residence Life, SUNY Canton

APOGEE

APOGEE

ABOUT APOGEE

For more than 20 years, Apogee has been
redefining the student campus life experience. As the only
managed technology services provider with a sole focus
on higher education, Apogee has become the trusted
partner to more than 400 schools and 1 million students
and administrators who rely on the company's innate
understanding of how superior Wi-Fi powers student vitality.
Apogee's comprehensive portfolio includes unmatched
residential networks (ResNet) and Managed Campus networks
that drive student and administrator success; video services
that provide "like home" rich media experiences;
and digital community engagement solutions that
serve as an extension of the university's staff.
Partnering with Apogee enables schools to derive
greater return on their IT investments and increase
student satisfaction while achieving budget
stability and predictability.

Visit Apogee at apogee.us.

sales@apogee.us
512.478.8858
1905A Kramer Ln. Austin, TX 78758

APOGEE