

PARTNER SOLUTION OVERVIEW

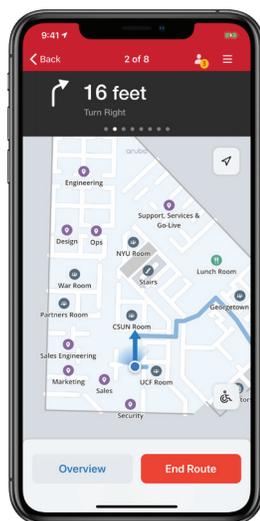
ARUBA MERIDIAN AND MODO

Enhancing student experiences with an all-in-one location-aware campus app

Digital transformation is impacting higher education in similar ways as many other market segments. Increasingly, students are looking to digital experiences before, during, and after their time as a student. Providing this type of channel to engage students and keep them informed and supported is crucial, and can have a direct impact on student involvement and retention. With virtually everyone on campus carrying a smartphone, the logical place for students to look for that digital experience is via a campus mobile app. Having a university-branded, unified app experience that evolves with the student on their journey is a key component to build that personalized, persistent engagement.

WHY MODO?

Lacking a unified digital strategy, over time many universities have released multiple point solution apps to address individual use cases. As a result, these universities now have a disjointed collection of mobile apps that users must independently discover and download. A single university may have one app for general campus information, a separate app when registering for classes, another app for athletics news, and additional apps for alumni engagement, dining menus, and campus shuttles.



KEY FEATURES AND INTEGRATIONS

- **Location Awareness** – Indoor mapping, wayfinding, and location-based messaging
- **Unified Messaging Platform** – Keep users engaged with relevant content and a seamless experience
- **Integrated Marketplace** – Support for fully integrated, secure campus storefronts
- **Security** – Across hosting, access, applications, and accounts

Enter Modo Campus, which provides an app creation platform to enable a unified, seamless app experience for everyone associated with the university – prospective applicants, current students, staff, faculty, alumni, and even includes campus events like new student orientation and commencement. Users do not want to download multiple apps to be successful as a student; they want a single app that reflects and responds to their needs throughout their time before, during, and after a student's time on campus.

Modo Campus incorporates a broad set of capabilities that allow customers to quickly build unified, seamless, no-code app experiences, including:

- Course registration and financial aid
- Campus marketplace providing peer-to-peer and departmental storefronts
- Course schedules and grades
- Instant deployment of app changes
- Targeted personas for various on- and off-campus user audiences
- Public, personal, and opt-in messaging
- Robust delegation capabilities
- Campus events (new student orientation, Game Day, commencement, etc.)

ARUBA MERIDIAN INTEGRATION

Modo has integrated the Aruba Meridian SDK into their mobile app platform. In addition to the campus and complete indoor mapping this adds, it also includes real-time location awareness, enabling the app to provide turn-by-turn navigation across campus to any classroom. It also enables timely notifications based on the user's current physical location. These new capabilities allow Modo customers to deliver individualized user experiences based on user location.

MODO AND ARUBA TOGETHER

Adding indoor mapping, location awareness, and proximity notifications to Modo Campus enables customers to provide more contextually relevant information which, in turn, will provide a more engaged audience. Some examples of how these solutions improve the campus experience include an art gallery visitor receiving a notification as they approach a painting or sculpture, alerting them to a video with more

information about the artist; a student using the app to navigate unfamiliar hallways in order to make their class on time; students being prompted to self-report their class attendance upon entering a large lecture hall, allowing the teacher to focus on instruction; and alerting game day attendees as they enter the stadium about security measures and special events. Each of these experiences are enhanced by the integration of Modo Campus and Aruba.

For more information regarding Meridian visit:

<https://www.arubanetworks.com/products/location-services/>

For information regarding Modo Labs visit:

<https://www.arubanetworks.com/partners/programs/engage>