

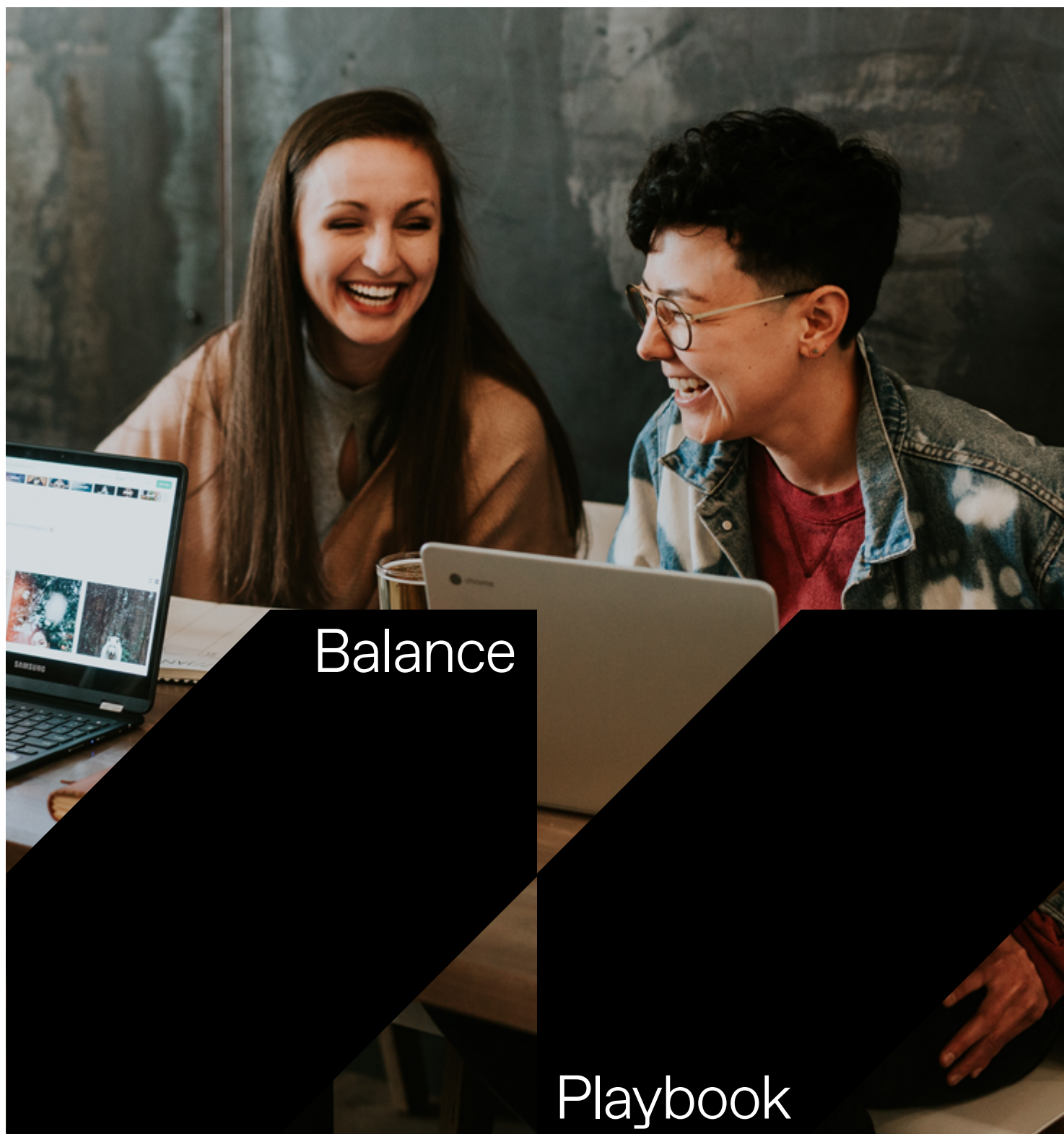
Digital commerce for higher education



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7 key strategies to integrate digital commerce into the student experience and grow revenue.



Balance

Playbook

Foreword

Digital innovation is changing how the world learns and, in turn, how established and emerging higher education institutions now generate revenue.

Higher education institutions (HEIs) must keep pace, maintaining the rapid digital transformations of recent years, and continue scaling digital innovation to further transform the education experience.

By doing so, HEIs will meet the increasing demand for modern, flexible and on-demand micro-learning products, such as micro-credentials, to support the growing demand for skills in job markets, and Australia's 25 emerging job sectors.

This playbook is centred around integrating digital commerce into the learning experience — Creating a transactional ecosystem for providers fit for the commercialisation of education products and services, deeper personalisation for each learner journey, automation to maximise business operations and the bottom line, seamless integration between critical systems, and sustained revenue growth.



Aaron Chidley

Director of Business Development, Balance
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Whether you're a digital transformation professional or a c-suite leader, the innovation imperative for revenue growth is very real.

That's why we've put together this playbook.

We provide strategies demonstrating how integrating digital commerce into the student experience will benefit the bottom line.

We've worked with our team of commerce experts at Balance, leading industry experts in the higher education sector, commerce practitioners and digital transformation leaders from across Adobe — Bringing together their knowledge and understanding in this rapidly evolving field.

In the post-pandemic landscape, higher education has proved its ability to pivot and respond to unforeseen events. We are excited to see this unfold.

From the team at Balance and our partners at Adobe, we hope you find the playbook helpful.

Summary

Landscape at a glance

Together, Australia's roughly 100 higher education institutions represent one of the country's top export industries. International education is Australia's fourth largest export – and the largest services export industry — generating **\$40.3 billion** in export income pre-pandemic.

Before the pandemic, Australia was the second most popular destination for students choosing to study overseas, behind the United States. In 2019, Australia hosted **8.4%** of the 6.1 million international students worldwide studying at a tertiary level.

In 2020, total operating revenue for Australian universities fell **5.9%** (or \$2.1 billion) in real terms to \$34.1 billion from \$36.3 billion in 2019.

In 2021, **43.5%** of Australians aged 25–34 years old held a Bachelor-level qualification or higher, up from 31.9% in 2008. Australian Bureau of Statistics census data also consistently shows that graduates perform better in the Australian labour market than non-graduates.

In 2022, **60%** of Australians aged 15-74 years (11.5 million people) were fully engaged in the workforce or higher education study. So, whether a school leaver or already in the workforce, it is evident that higher education is essential to us as a nation. Further, revenue generated from international education is of critical importance for economic growth.



The student experience in a digital-first world

Adobe's 2022 report, **Higher Education in Australia – State of the Industry**, demonstrates through industry benchmarking that in today's post-pandemic phase, the higher education experience has been reimagined.

Students and learners now expect a hybrid learning experience and support, whether learning virtually or in person and the ability to switch between modes effortlessly. This requires a significant lift in digital capability for HEIs.

In addition, there is an overarching need to improve student engagement and retention, drive course completion and enhance learning and employment outcomes. Doing so will rely on unifying data from learning management systems to core student admin platforms to deliver an experience tailored to every student's needs.



Commerce capability for higher education

Since 2020, HEIs have experienced an average of **34%** higher website traffic as digital learning modes have gained prominence. In addition, developing a fully integrated, highperformance digital ecosystem has become a top priority for all of the higher education institutions we work with.

Of all the higher education institutions we interviewed and across all the research conducted to produce this playbook, enabling commerce capability to facilitate digital ecosystem innovation was a top priority.

The most commonly observed reasons driving the urgent need for commerce capability were:

- To quickly enable new revenue streams with commercialised education products and services
- To enable rapid go-to-market of micro-credentialing and alternative-credentialing products and services for the workforce
- To promote new format business-to-business products and services
- To create opportunities for first-party and commerce data to improve personalisation at scale across the institution
- To create optimised integrations and automation for business efficiencies

- To manage and consolidate payments for products and services from one location
- To elevate the student experience at every touchpoint, in particular, acquisition, conversion and retention

Explore these in more detail in Play #1 — Define the business case for breakthrough ideas.

The revenue growth imperative

From experts at Balance Internet, leading professionals in the higher education sector, commerce practitioners and digital transformation leaders from across Adobe, bringing together their knowledge and understanding in this rapidly evolving field — We have unearthed seven strategies to integrate digital commerce into the student experience and growing revenue. Let's get started.

Transactional ecosystems for Higher Education

A single platform for all products and services — We have laid out the opportunity that exists for HEIs to create a fully integrated, transactional digital ecosystem. What the student, staff and faculty see on the front end is just as important as what's happening beneath the bonnet.

Transactional ecosystems for Higher Education

Adobe Commerce and Balance are global leaders in digital transformation, offering solutions that prioritise accessibility compliance, multiple payment types, advanced mobile-first user experiences, single sign-on, and marketplace functionality.



<p>Learning Management System (LMS)</p> <p>moodle Blackboard technologyone Litmos canvas</p>	<p>Customer Relationship Management (CRM)</p> <p>salesforce TRIBAL PeopleSoft Microsoft Dynamics 365</p>	<p>Payments</p> <p>ipay DIRECT DeBIT eft zipPay stripe PayPal Alipay pay afterpay Apple Pay adyen</p>
<p>Business Intelligence (BI)</p> <p>Adobe Analytics SAP Business Objects + a bleau Power BI MicroStrategy</p>	<p>Content Management Systems (CMS)</p> <p>Adobe Experience Manager Drupal™ SQUIZ SITECORE</p>	<p>Enterprise Resource Planning (ERP)</p> <p>SAP technologyone PeopleSoft Microsoft Dynamics ORACLE</p>

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PLAY #1

Define the business case for breakthrough ideas with commerce

Breakthrough ideas require clearly defined business problem statements — How will a commerce implementation solve the specific business problem?

In recent years, through our extensive experience working with leading educational institutions there has been a growing commonality in the ways commerce is being used to solve business problems in the higher education landscape.

Commonly observed business problems a commerce implementation addresses include the following:

- Maintaining local market share and competitive edge
- International expansion requires new digital capability
- The shift in the way students choose to learn requires new digital capability
- The growing desire for flexible, on-demand delivery formats and products
- The significant decrease in international student recruitment and retention
- Enablement of commercialised micro-learning and alternative-credentialing
- Enablement of business-to-business products and services

- The need for a single platform for all products and services for prospective students, active students, staff, faculty, alums and business clients

- A multi-tenant environment for faculties and departments to manage their products and services.

Further, breakthrough ideas with commerce require the following critical aspects to be clearly defined:

- Raise: which factors of the commerce implementation should be raised well above the industry standard?
- Create: which aspects of the commerce implementation should be created that the industry has not yet created?
- Eliminate: which factors of the industry standard could be eliminated with commerce implementation?

With tight budgets, even faster delivery timelines, and fierce local and global competition, the business case for commerce-led innovation must be watertight.

Take Action Now

- Is the business problem user-focused or organisation focused?
 - How might the commerce innovation business case be adapted to reflect user-centricity and the future learner consumer (rather than organisational benefit or efficiency)?
-

Expert Insight

“As higher education institutes face increasing pressure to improve outcomes & contain costs, there is a growing need for breakthrough ideas to expand teaching offerings.

Of course, the business case for these offerings must be clear and compelling to gain traction with decisionmakers. A practical business case must address the needs of the higher education marketplace and the unique value proposition of the offering. In addition, it should be grounded in data and evidence. When done correctly, the business case for an emerging teaching offering can be a powerful tool for driving change.”



John Mackenney

Practice Lead
Digital Strategy APAC Adobe

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PLAY #2

Recruit students who seek to immediately train in areas of high demand

Digital-first acquisition is shaking up student recruitment. In Australia, several of the emerging industries and jobs didn't exist in their current form a few years ago. As these industries evolve and the job market supporting them grows, training and education for these occupations becomes critical. For context, the **National Skills Commission** has identified and validated 25 emerging occupations within seven categories in the Australian labour market alone.

When it comes to student recruitment and enrollment — nothing speaks louder than your ability to deliver in-demand learning opportunities before others. HEIs can utilise digital capabilities to engage learners while they research and deliver important information. **Gartner** noted virtual career fairs, as one of the important recruitment innovations for 2022, further demonstrating the importance of digital-first.

HEIs can stand out from competitors by using commercialised products, such as microlearning content, to accelerate student enrollment. Australians are invested in studying. In mid-2022, the **ABS reported** that 3 million Australians aged 15 -74 (approximately 16% of the population) were studying. This figure is predicted to continue growing. Further, companies are hiring individuals committed to learning on the job. According to **myfuture**, companies recruiting for emerging industries will employ individuals who possess 'some' of the required skills or are willing to completely reinvent themselves in a new career pathway.

With more digital users online in APAC than ever before, student acquisition continues to evolve in digital channels. Global trend forecaster **WGSN** reported in 2021, over 60 million new digital users came online in Southeast Asia. As a result, brands across the region turned to digital to capture this massive new consumer base. Further, digital ad spending grew by 11.5% to become the fastest-growing advertising medium in the region.

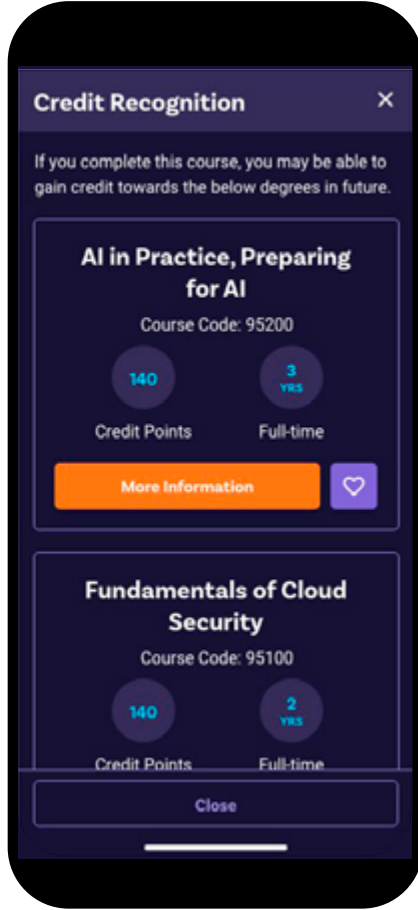
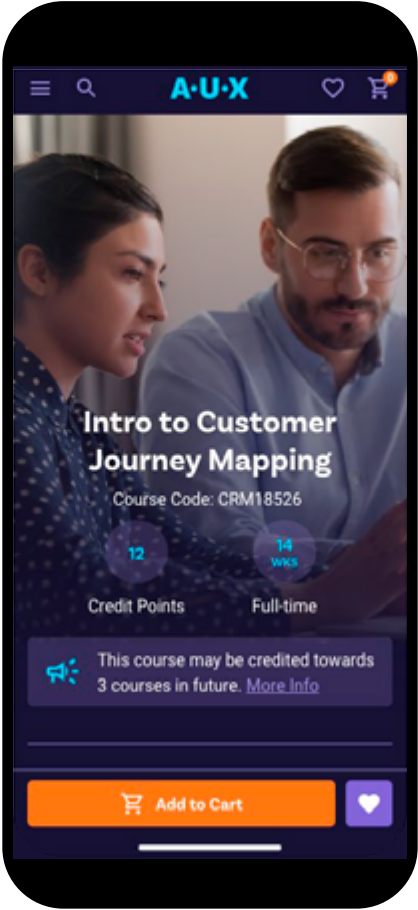
So, how should digital-first acquisition be used to grow revenue? Focus on comprehensive digital-first marketing strategies that demonstrate immediate value to learners, prioritise urgency in the market, and utilise digital capability to boost high-value leads.

Further Discussion Topic

Seamless student acquisition is user-friendly, multichannel and provides consistent communication. Have digital capabilities held you back from a virtual career market for emerging job sectors?

Balance Digital Commerce Innovation Lab
— Aspire University Demo

Products and services are presented to prospective students as they gather information about learning opportunities. First-party data is leveraged to provide a seamless experience.



Expert Insight

“We know from significant behavioural research that prospective students have changed their preferences when it comes to learning engagement.

As a result, student recruitment must reflect the evolving shift of preferences.

Students now have access to a wealth of learning opportunities they did not have before the pandemic, so we need to look at recruitment through a global lens and apply that to how we engage with students at an individual level. For example, the traditional university recruitment calendar is not necessarily relevant for individuals in the workforce who want to upskill with microcredentials and short courses for emerging job sectors.

Understanding what audiences want and creating learning opportunities to reflect that is a big focus for us and the sector as a whole right now; there is going to be a total redefinition of what ‘flexible learning’ looks like, which is quite exciting.”



Yasmin Spencer

Senior Manager, Strategy and Planning,
Western Sydney University

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Expert Insight

“Higher Education institutes can work closely with industry and embed students into the core of their business, exposing each student to what’s happening right then and there in the landscape.

Working closely with industry is crucial to provide opportunities for students to acquire relevant and in-demand skills and knowledge. The demand for a workforce with the skillset to support emerging sectors and job opportunities is at an all-time high. Digital technologies and integrated ecosystems will be essential in delivering the curriculum and content to facilitate these educational experiences.”



Nimrod Klayman

Head of Entrepreneurship,
The University of Queensland

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Expert Insight

“Beyond enabling a digital commerce capability, there is significant opportunity for HEIs to use the integrated digital ecosystem to empower learners to create a dynamic career pathway.

As new capabilities are introduced into the workforce, learners can strengthen core competencies, and in turn employability.

In the Australian market, there’s major growing interest in micro-learning for prospective and current students, graduates and those already in the workforce. Formal education is no longer a linear process, and it’s exciting to see education evolve with the workforce.”



Theresa Brancatisano

Value Stream Lead —
Prospective Student, RMIT

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PLAY #3

Create personalised experiences before, during and after

Using commerce capability to sell at the right time is critical to the student experience.

In 2022, Adobe commissioned Forrester to evaluate the state of personalisation at scale and identify best practices of experience leaders. The report found that **98%** of digital marketers agree that failure to overcome personalisation challenges carries a high cost. Further, **75%** are expanding their personalisation efforts. The report demonstrates the importance of personalised experiences with commerce, which undeniably impacts the higher education sector.

HEIs wanting to expand personalisation efforts should focus on critical moments in a learner's journey:

Before the learning: Before the learning experience begins, how might you use personalisation to improve the research and information gathering for a prospect? For example, if the prospect is gathering information about applying skills, they will learn in a real-world setting; which kinds of dynamic content would serve them best?

During the learning: It's essential to create opportunities for learners to interact with the material in a way that works for them.

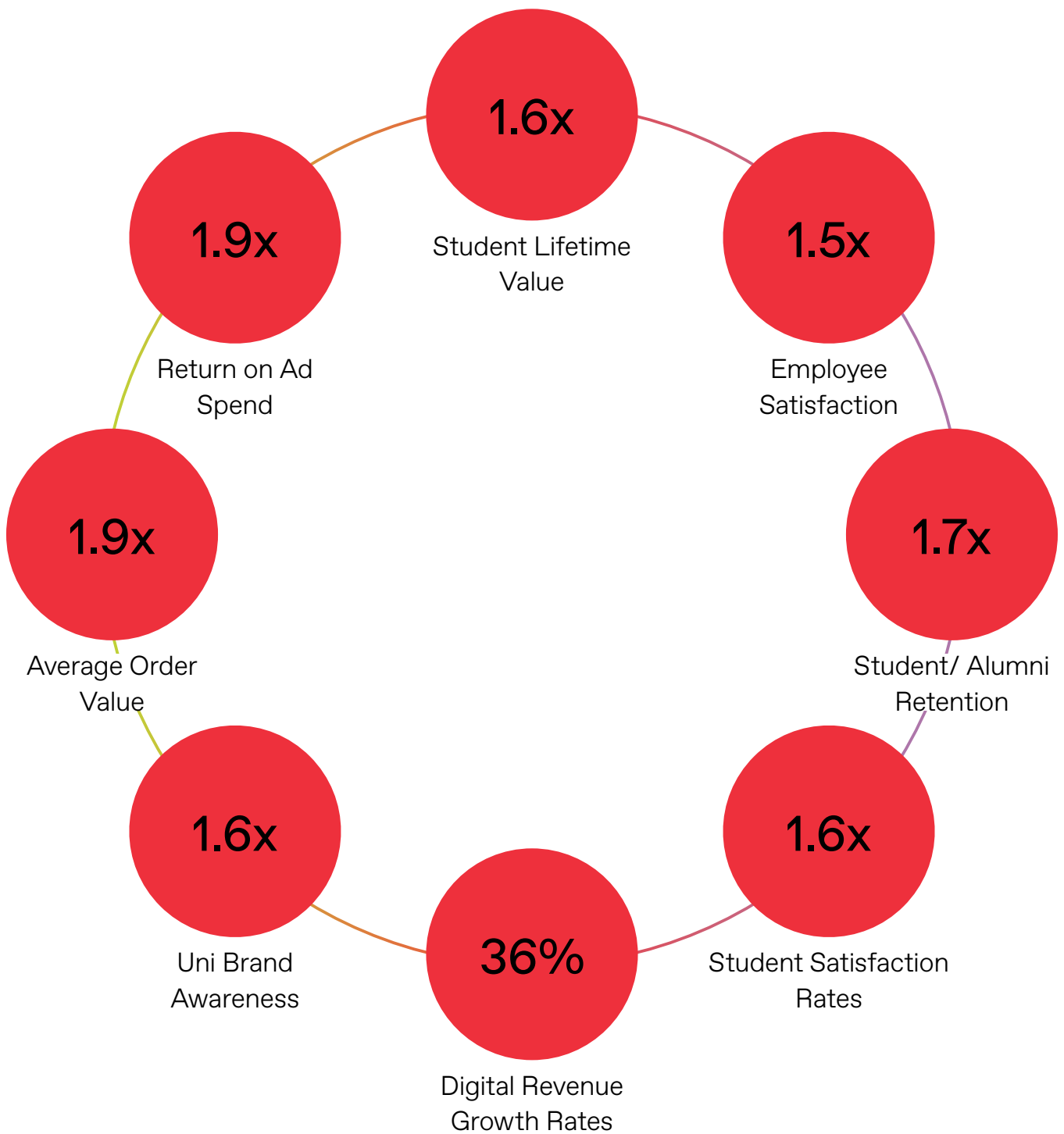
This might mean providing different types of content (e.g., text, audio, video) or choices about how they want to learn (e.g., individual, group). Whatever you do, ensure you're constantly assessing their understanding and adapting. **Swinburne University**, for example, aspires to be the most digitally-accessible university in Australia, according to its 2025 strategic vision. Their personalised education aims to equip learners to be independent, innovative and enterprising contributors to their employer's success or their start-up enterprise. According to **Deakin University**, these same capabilities will become even more critical as students expect greater personalisation in their courses.

After the learning: The experience doesn't stop when the course is over. To ensure learners can apply what they've learned, there is an opportunity to sell additional products, resources and support.

Take Action Now

- Commerce data is some of the best first-party data and can be one of the strongest predictors of future behaviour. However, merging it with data from other systems takes time and often leaves you with an incomplete picture of your customer, making personalisation at scale impossible. How might you better merge and leverage commerce data?
- When you share data between commerce, marketing, advertising and analytics, the result is often a more personalised commerce experience for learners. From dynamic promotions and basket price rules to journey orchestration and multi-variant testing across the entire customer journey. How might you better leverage data sharing?

Focusing on experience is good for students



Source: *The Business of Investing in Experience*, Adobe, 2021

Expert Insight

“What’s really exciting about the future of personalisation in higher education is how institutes will utilise the enormous amount of first-party data available

to create hyper-personalised learning opportunities. For example, how might institutions leverage data about evolving learning preferences, individual career ambitions and commercialised learning products, like micro-credentials for learners at all stages of their careers?”



Malcolm Burt, PhD

Lecturer / Production Team Leader, Learning
Design & Innovation Central Queensland University

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Expert Insight

“The future of higher education is an opportunity-rich environment. There is significant potential to evolve the student experience at an individual level

to focus on outcomes and opportunities for the modern learner. For example, we can utilise digital technologies and the associated data available to us to provide an individual with opportunities that reflect their delivery format preferences and targeted career aspirations.

We are excited about the future of higher education because it offers many opportunities for learners at an individual level. We are continuing to evolve how we can tailor an individual’s learning experience, providing them with opportunities and formats most beneficial to preferences, goals and career aspirations.”



Damien Bellew

Executive Director, Marketing & Communication
Western Sydney University

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PLAY #4

Increase employability with rapid go-to-market of micro-learning

In every industry and sector, dynamic learners, learners who are committed to continuous learning and diligent personal growth, outperform their peers and realise higher impact and fulfilment by learning continuously and building knowledge, according to research from **HBR**.

According to the **ABS**, more than half of the Australian population now have a qualification — over 11 million Australians have a vocational or tertiary qualification, a 20 per cent increase since 2016. Further, Australians are increasingly up-skilling once in the workforce, with 1.1 million people undertaking further study at the most recent census.



By providing an accessible and industry engaged micro-learning catalogue, with a commerce solution, HEIs provide opportunities to stay up-to-date with the latest trends and technologies impacting the jobs market and increase employability prospects for the workforce. According to **Swinburne University of Technology**, the future of work will require different capabilities, driving the need for upskilling and reskilling.

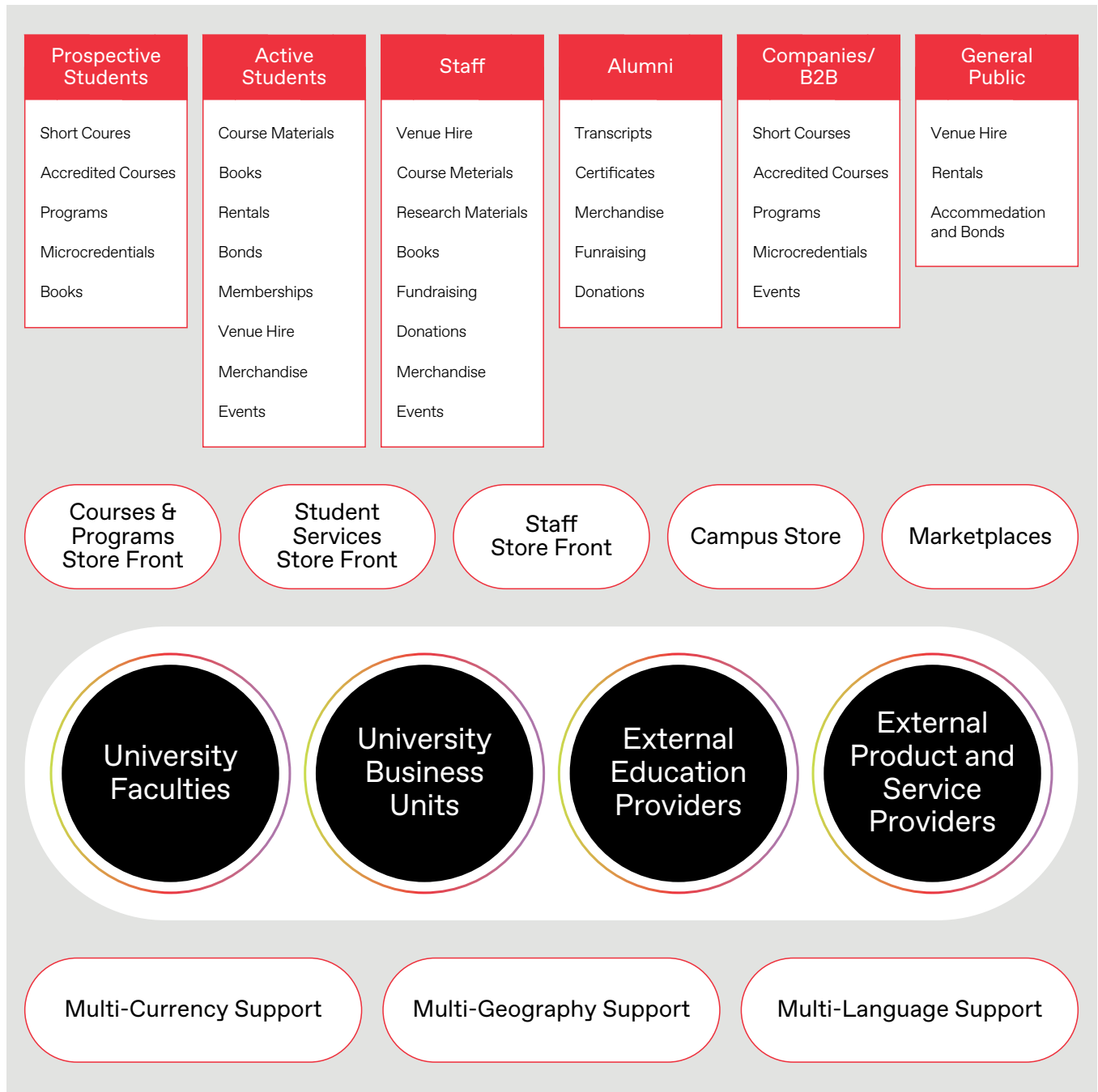
Commercially-viable micro-learning opportunities, such as micro-credentials, can serve several different audiences. For example, **Deakin University** targets various contemporary learners across what they call careers starters, career advancers and career changers.

Globally, education is moving towards offering education programs via flexible pathways that complement work routines, family situations and personal choices. Increasingly, access to education is needed over an individual's entire lifetime to enhance livelihoods and well-being, according to **RMIT**. Further stating that the lifelong learning revolution, where millions of people become engaged in continuous reskilling and up-skilling throughout their adult lives, is pivotal to the transformation of our economy and whole industry sectors.

So, how can HEIs get these education programs into the market sooner? The answer is commerce. Adobe Commerce and the wider Adobe Experience Platform uses AI and advanced data sharing capabilities to create end-to-end personalised commerce experiences from a single platform that is flexible, extensible, and scalable. End-to-end personalised commerce experiences from a single platform that is flexible, extensible, and scalable.

Single platform for all products and services

Our digital commerce for higher education solution supports a variety of product types and experiences to support staff, faculty, business customers, prospective students, existing students and alumni.



Take Action Now

Embed and promote the employability benefits of all microlearning opportunities. Demonstrate how learners can release their career goals in a rapidly changing digital world. Do products effectively convey the growing importance of lifelong learning?

“Increasing employability is a key focus for providers and learners alike, particularly in workforce upskilling and reskilling.

As the economy continues to evolve to adapt to the fourth and fifth industrial revolutions, workforce development is more critical than ever. Individuals must continuously learn and develop in-demand skills and competencies to increase ongoing employability and gain a competitive edge. Micro-learning opportunities provide learners with the specific, in-demand skills they need to succeed in today’s workforce. By quickly adapting to industry needs and making micro-learning options available to learners such as micro-credentials, HEIs can increase employability and better prepare individuals for success in the modern workplace.”



Associate Professor Josephine Lang PhD

Academic Director, Educational Innovation,
University of Melbourne

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“We need to challenge some fundamental assumptions about higher education; one of them is that the knowledge you gain after high school and before you enter the workforce

is sufficient to live and thrive throughout a career and as a citizen. Similarly, the experience you gain once in the workplace is in and of itself sufficient. The utilisation of digital technologies will continue to become necessary for opening up access to new products and learning pathways for in-demand modern educational experiences, such as micro-learning and micro-credentials. Industry-relevant opportunities for continuous learning and personal growth will play a significant role in higher education.”



Gregory Winslett, PhD

Deputy Director UQ Institute for Teaching & Learning
Innovation, The University of Queensland

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PLAY #5

Manage transactions for all learners from one location

Payment and transaction reconciliation consolidation is key for growth — The move to digital commerce allows HEIS to overcome barriers to conducting international business, to capitalise on untapped revenue in local markets and provide business efficiencies.

The changes in payment preferences associated with the COVID-19 pandemic means that the shift to contactless and mobile payments, away from cash, is likely to be permanent, according to the **Reserve Bank of Australia**. So, not only must HEIs move to digital-first education delivery, it is critical that the costs of digital payments are kept low and the commerce platform enabling these payments is resilient.

With commerce payment consolidation, HEIs are able to process cross-border transactions, the commerce solution will ensure processing fees are competitive and authorisation rates are optimised, thus generating a direct benefit towards driving revenue.

Additional benefits of commerce implementations that support payment consolidation include the following:

1. Fit for the HEIS ecosystem: Integrations can exist with multiple payment gateways, delivering many payment methods to ensure alignment with the broader ecosystem.
2. Implementations using enterprise level

multi-tenant platforms with multiple payment methods: Support of local and international credit cards, digital wallets, BNPL, payment on invoice and others via a single platform allowing revenue splitting and centralised reconciliation.

3. PCI-DSS compliant solutions with fraud prevention mechanisms: Certified underlying infrastructure and applications with configurable AI-driven fraud identification and reporting mechanisms
4. Solutions to cover or pass on the surcharges: Online payment solutions with configurable surcharges for supported payment methods.
5. One off and subscription based payments: Subscription plans and payments are self managed by the customer minimising involvement of staff.

With a holistic view and unified management, payment consolidation capability will also provide HEIs with a deeper view of the institute's sales, make it possible to pull detailed custom reports, improve data storytelling with business intelligence and analytics, resolve payment disputes, process refunds, provide transaction communications and more — There is no longer the need to export data to other systems.

Take Action Now

Evaluate the integration between any chosen commerce solution and payment gateway to ensure the following:

- Ability to process payments, run reports, view analytics & more.
- Accept local currencies and a wide variety of payment methods.
- Track funding and chargebacks, view conversion and attribution data and improve reconciliation.
- Keep data safe with PCI-DSS compliance, fraud prevention, 3D secure transactions and the latest data encryption standards.

Expert Insight

“As personalisation in higher education becomes more widespread, HEIs must be at the forefront of using it to improve the student experience

In the past, personalised learning experiences were something that only happened outside of the classroom. As a result, students would have to take it upon themselves to supplement their learning. However, personalisation and its role in the student experience is increasingly becoming a priority for HEIs. We've seen this come to life in a number of ways such as providing customised content and resources, offering personalised advice and enrollment support, and using data-driven insights to tailor ongoing learning.”



Michael Smith

UX & Design Director,
Balance

Connect on LinkedIn

PLAY #6

Optimise integrations with commerce to increase efficiencies

There is considerable opportunity for maximised efficiency within a digital ecosystem seamlessly integrated with commerce capability and established business systems.

With careful consideration of each integration, particularly across the distinct touchpoints and systems that various departments are responsible for, HEIs can both improve the overall student experience and critically use this to drive operational efficiency to increase revenue.

Through our experience working with leading higher education institutions and training providers, we have observed that the sheer scale of revenue losses in the postpandemic landscape cannot be managed by undifferentiated cost cutting — It requires a fundamental reset and maximising efficiencies within the digital ecosystems and commerce implementations being used by HEIs.

Commerce integrations within a HEIs digital ecosystem can be optimised to provide a number of efficiencies, including (but not limited to) the following:

1. Improve the student experience at each touchpoint: Careful consideration and optimisation of each touchpoint in the student experience across systems integrated with commerce, including

curriculum management systems, financial management systems, LMS, CRM, ERP, OMS, and more.

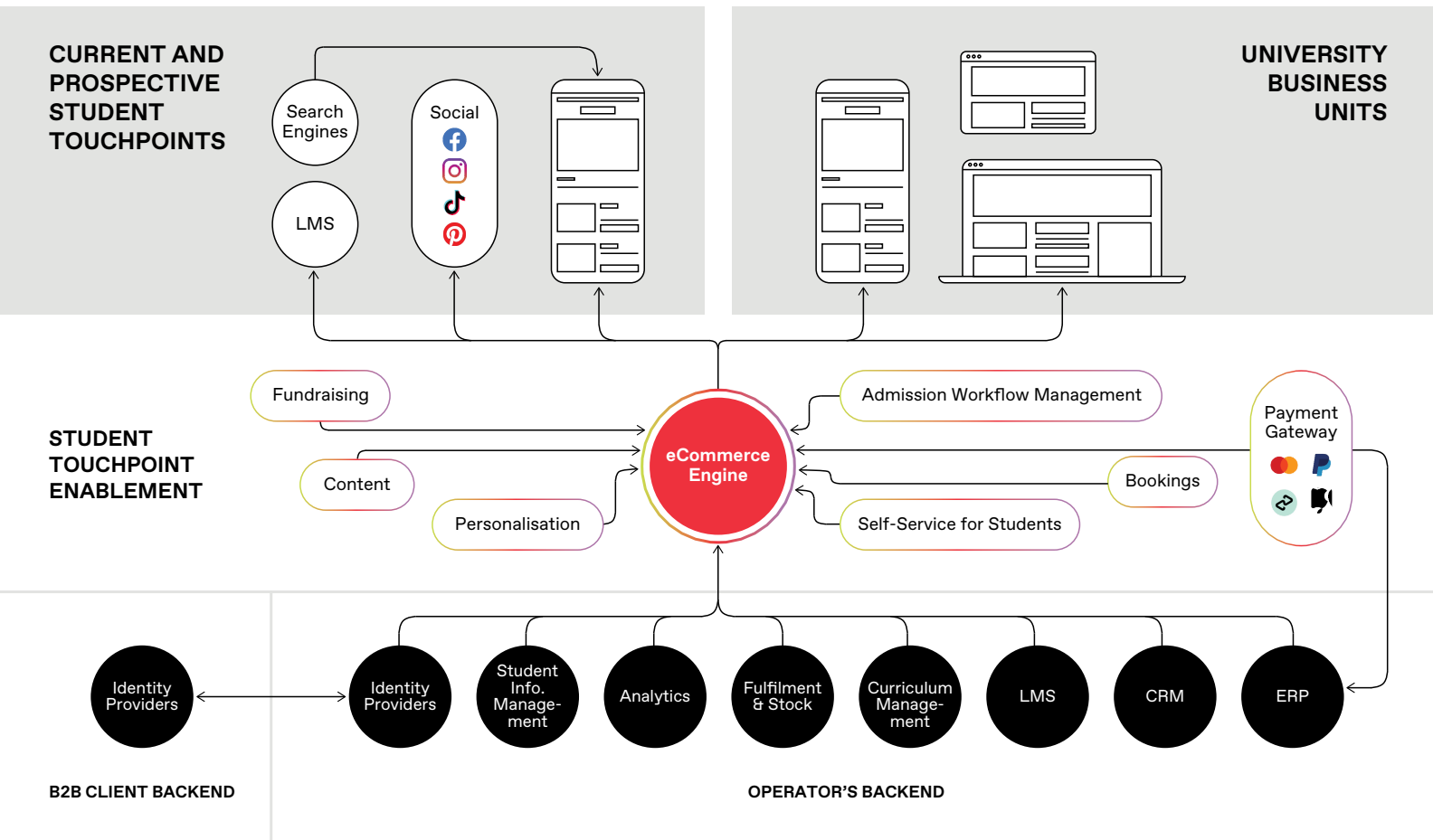
2. Align with data models: alignment with higher education data models, standardised business and data architectures, commerce product types, and associated workflows.
3. Integrate student information and identity management systems: Deeper personalisation powered by commerce, authentication, authorisation access controls and compliance.
4. Collect enrolment and eligibility assessment data: First-party data can be collected from various touch points across the prospective student journey and used to improve the dynamic content, product and service recommendations.
5. Design service-specific workflows: Workflows can be designed for various services, for example, workflows requiring one-off or subscription-based payments powered by the commerce engine such as campus parking or club memberships.
6. Support specific fulfilment and product or service ownership: Support for distributed product ownership and fulfilment models, including “in-class” fulfilment, powered by the commerce engine.

Take Action Now

By utilising your commerce platform, how can current selling activity be adapted to customers’ preferred engagement channels and purchasing journeys?

Fully integrated digital ecosystems

The model demonstrates careful consideration of each integration across the distinct touchpoints and systems across an ecosystem centred around commerce. From current and prospective student touchpoints, to university business units, student touchpoint enablement, business-to-business operations & beyond.



“The digital ecosystem that HEIs need to provide optimal experiences for learners will be more complex than ever before. In order to evolve at market pace and deliver on their strategic vision

it's essential they have a clear understanding of the different touchpoints throughout this journey from short course or product research all the way through enrolment and postgraduate studies. By optimising these integrations across every point in time during an individual's educational experience with them – whether while researching courses online then enrolling once chosen – institutions can create cohesive journeys which allow potential students maximum flexibility along life paths as well as make informed decisions about career path mobility.”



Sebastian Klett

Director Solution Architecture & Strategy,
Balance

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PLAY #7

Scale with sustained digital initiatives and an innovation roadmap

With digital technology more important than ever, is your innovation road map pointing to where you need to go — or only where you are now?

The impact of the COVID-19 pandemic on higher education institutions has been dramatic on a global scale. The resulting digital acceleration and advancements have been revolutionary and impacted the entire higher education system.

Increased competition in the digital environment places universities under more significant pressure to continue innovating the learning experience. Research from HBR found that **91%** of organisations that accelerated digital transformation amid

the pandemic intend to maintain that swift speed.

Innovation roadmaps depict how an organisation intends to manage future innovations. It will also show the connection between bottom-up project realities and the top-down vision and strategy, laying out a sequence of projects that enables innovation, states **McKinsey**.

Balance Internet CEO, James Horne, says, “HEIs must update innovation roadmaps regularly to reflect technological achievements and emerging opportunities.”

Benefits of a regularly updated innovation roadmap include the following:

- Demonstrates how each project supports the competitive strategy and whether the HEI has the capabilities to ensure a project can be executed successfully.
- Articulates required technologies, components, and product or service features for each prioritised innovation scenario.
- Allows innovation leaders to prioritise initiatives based on emerging marketing opportunities.
- Highlights the number of individual contributors, managers and stakeholders required to fulfil each initiative.
- Once projects have been launched, teams can identify and address challenges such as cost overruns, delays, and quality problems, then adjust the road map as needed.

For large-scale innovation to be successful, an innovation roadmap is the success blueprint required to prioritise initiatives and their role in bringing the institute to the forefront of digital education. Regular refinement will help to ensure sustained innovation & growth



Take Action Now

- Define your future (not current) commerce goals. Once you articulate future goals, you can begin to identify the capabilities required.
 - Identify your priorities. Not all commerce initiatives are created equal. Some will have a more significant impact on emerging opportunities, is this reflected in your roadmap? If not, it might be time to refine.
 - Take stock of your internal capabilities, how will each contributor help to deliver the roadmap. Further, what are the current and future talent gaps and how will they be filled? For example, through industry partnerships, contractors or servicespecific agencies and providers.
-



Expert Insight

“Higher education institutions need to have a long-term innovation roadmap to scale commerce initiatives and promote digital access

This will allow them to track their progress, ensure that they meet their goals, and make necessary adjustments along the way. While it may be tempting to focus and invest solely in the short term, it is essential to remember that sustained effort is required to achieve lasting innovation. Further, to deliver enhanced value to our students, partners and staff in ways that complement online learning and work experiences. By taking a strategic and long-term approach, higher education institutions can position themselves for continued growth and success in the digital age.”



Ashni Bakshi

Enterprise Account
Executive, Adobe

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Expert Insight

“Institutes driving a digital transformation agenda must ensure that students and learners are at the centre of all strategies and initiatives

Therefore, systems and processes must be fit for purpose and designed to facilitate modern educational experiences with greater engagement. Fundamentally, education, teaching and training are human endeavours that digital technologies can be utilised to improve. Digital technologies enable higher education institutes to increase access to learning experiences and drive better engagement with the institution behind the learning.”



Kevin Ashford-Rowe

Pro Vice-Chancellor (Learning & Teaching),
Queensland University of Technology

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Where to from here?

The Digital Commerce Innovation Lab at Balance

Through our digital commerce innovation lab, Balance provides a clear pathway to integrate digital commerce into your institution's ecosystem and enhance the student experience.

If you're ready to understand the next steps in your commerce journey and how commerce can support revenue growth, get in touch with our team of experts. Together, we'll work to:

- **Define the business case** for breakthrough ideas with commerce and architect the right solution for your needs.
- **Navigate the complexities** of student acquisition, working together to utilise commerce capabilities for converting prospective students.
- **Create seamless, personalised experiences** throughout the learning journey, from pre-enrolment to post-graduation.
- **Guide rapid go-to-market** of commercialised educational products and services with a fully integrated commerce engine.
- **Overcome the barriers** holding you back from international business and capitalising on untapped revenue.
- **Drive maximum value** from your technology investment with fully optimised ecosystem integration and automation to maximise efficiencies.
- **Scale with sustained digital initiatives** and an innovation roadmap that evolves as quickly as the market.



Get in touch to activate this opportunity for your organisation.

Call us on

1300 624 368

Send an email

hello@balanceinternet.com.au



Transforming the student experience

The student experience doesn't start on campus, it starts online.

Prepare your institution and your students for the future — From admissions marketing to student retention and alumni engagement, Adobe handles the multiple challenges facing higher education.

Adobe Commerce, part of Adobe Experience Cloud, allows brands to completely transform the student experience with a robust digital foundation. From faster content development to dynamic personalisation and streamlined enrollment, Adobe Commerce can help you to create seamless experiences that engage customers and keep them coming back.

Your institute represents a lifetime brand. Our technology helps you live up to that promise by delivering exceptional students experiences to increase applications for enrolment, graduation rates and fundraising efforts.

When you infuse our applications like commerce, video and web design into your curriculum, you create a digitally-literate student population. One that differentiates you and is ready for the future.

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Simplifying complex digital commerce systems with intuitive design, smart technology, and innovative solutions, since 2008.

Balance specialises in designing, developing, and supporting high-performing, fully integrated commerce solutions. We have extensive experience partnering with leading educational institutions, corporations and government departments to drive growth through digital-lead innovation.

We have a proven record of success in the higher education sector, and are trusted by leading universities and institutes to drive change.

As a Platinum Adobe Solution Partner, holding a specialisation certification in Adobe Commerce, our organisation is one of the longest standing Adobe partners in the APAC region.

Balance is part of Publicis Groupe, a global leader in communication. Through our unified and fluid organisation, our clients have facilitated access to all its expertise in every market.

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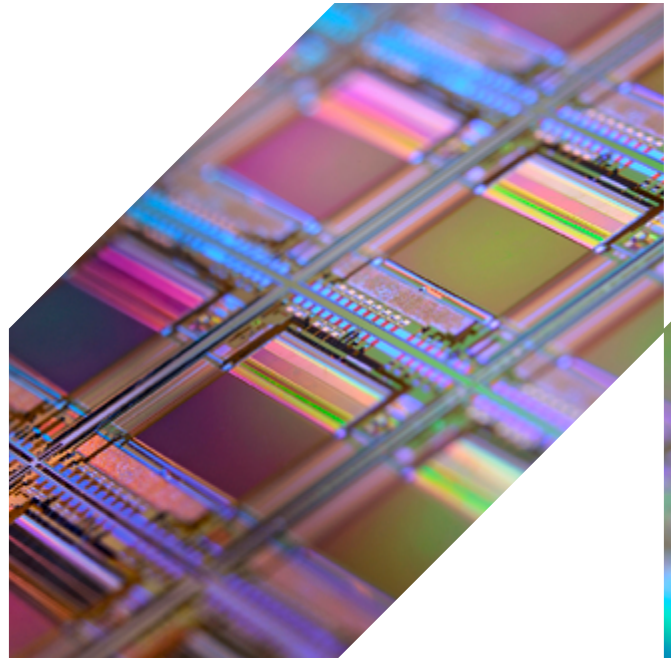
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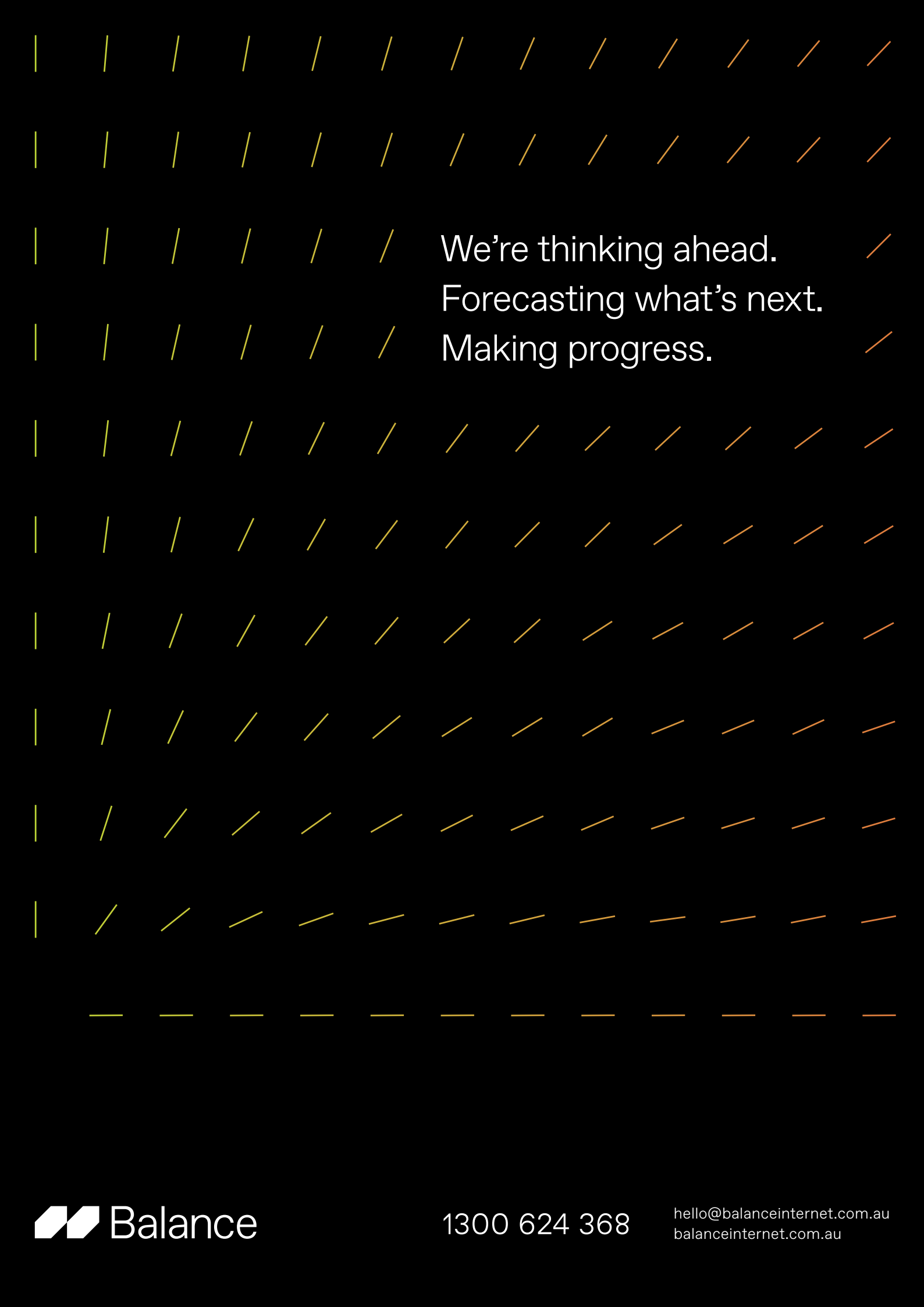
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