

# Education Giant Creates Project to Overcome the Data Management Challenge



“We selected Informatica’s solution to solve the different technical challenges of the project. We needed a high-quality provider that was committed to our business imperatives.”

– Airton Brandão, CIO,  
Kroton Educacional

Kroton is among the world’s largest companies in the education sector, serving more than one million students, from preschool to post-graduate education. It has 125 credits of higher education in 18 Brazilian states and 83 cities, 726 distance learning graduation hubs, 400 free courses and preparatory hubs, and 870 member schools throughout the country, with centralized national management. Its mission is to enhance the lives of people through responsible and quality education, educating citizens and preparing professionals for the market.

Focused on this mission and with the goal of becoming a leader in education, Kroton has grown through acquisitions. In 2010, it acquired the IUNI Educational group and became a major presence in the education industry. As a result of the many acquisitions, Kroton experienced exponential growth. In higher education, Kroton grew from 18 thousand in 2007 to 1.1 million students in 2014. The complexity of

its IT environment also grew to include four different systems managing the student database. Data management became a true challenge for the company.

## Leveraging the data potential

To deal with the complexity of managing such diverse technologies and big data, Kroton decided to implement a project which allowed it to centralize all the different student management systems in a single, strong platform, ensuring clean, safe data, and full data management. Project K-Hub (K-Hub) was designed as a technology platform with important goals: to create master registrations for students, teachers, credits and subjects, to deploy data cleansing tools and to allow the adoption of Service-Oriented Architecture (SOA) technology for data integration.



education is our passion

### Overview:

An education sector company creates a platform to centralize An education sector company creates a platform to centralize and manage data effectively from different systems.

### Country:

Brazil

### Business Needs:

- Acquisition of companies with different platforms
- Technology support to enrich the database, get to know the students and personalize teaching

### Technology Strategy:

- Initiatives K-Hub creation to connect student’s data with several systems and applications

### Solution & Results:

- New information hub that connects student data with multiple systems and applications; reduces time to connect a new system to the student database by over 50%

One year after implementation, K-Hub has shown to be essential in enhancing the operational efficiency of IT and the business. New systems are implemented easier and faster creating several benefits. In 15 days, K-Hub made it possible to deploy a portal for connecting companies and students which helps students join the work force. As a result, Kroton has improved its reputation with students who are now able to access innovative technologies.

K-Hub also helps the company get a better picture of the profile and behavior of students. With quality data, Kroton's goal is to improve personalized teaching, or "adaptive learning," which focuses on understanding and meeting specific learning needs – thus leading to further improvements in the education of students and professionals.

## Results

Thanks to K-Hub, Kroton was able to complete projects in record time reducing the time, efforts and resources needed to implement systems. The integration of applications using point-to-point connections is a now a thing of the past. Airton Brandão, CIO, Kroton, commented: "Before, we used to have projects that required huge IT efforts. It was necessary to interrupt the work of several in-house teams to develop interfaces. Not now." The CIO also highlights the time savings: "An integration that used to take three months can now be deployed in 15 days."

K-Hub now deals with all the data challenges. One of the challenges was to obtain alumni information. With the help of Seresa, a credit research firm, the information obtained from this project was included in Informatica's Master Data Management (MDM) solution. The institution's database is now consolidated and enriched.

## The role of Informatica

For K-Hub's implementation, Kroton acquired three products from Informatica, PowerCenter, Master Data Management (MDM), and Data Quality, each of them representing one part of the data management process. "We came to the conclusion that a single solution would not be enough for the size of our challenge," says the CIO. The result was a strong platform, with a solid master file and cleansed data across applications, without the need of specific point-to-point connections.

Assisted by the consulting services of Gartner, the initiative started with an evaluation of the solutions available in the market. In the decision-making process, functional, technical and cost-benefit assessments were made; including detailed a proof of concept. "Once we had the big picture, we saw that Informatica's solution outdid its competitors," states Brandão.

- More complete view of students' performance to analyze gaps, improve retention and allow personalized teaching and adaptive learning
- 15-day deployment of a new portal connecting students to potential jobs— increasing Kroton's brand value to both students and companies
- Consolidated & enriched student database including previously missing alumni information for long-term student engagement opportunities

### Inside the Solution:

- Informatica PowerCenter Advanced Edition
- Informatica Master Data Management (MDM)
- Informatica Data Quality



Digital transformation is changing our world. As the leader in enterprise cloud data management, we're prepared to help you intelligently lead the way. To provide you with the foresight to become more agile, realize new growth opportunities or even invent new things. We invite you to explore all that Informatica has to offer—and unleash the power of data to drive your next intelligent disruption. Not just once, but again and again.

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