

Campus Card Industry Forecast

(2010 – 2012)

by Robert C. Huber, CMC
Campus Card Industry Business Consultant

Prediction #1 – Contactless Becomes Preferred Campus Card Technology

After magnetic stripes have dominated campus card systems for 40 years, advanced "contactless" smart chip technology (high frequency 13.56 MHz) rapidly ascends as the preferred identity and reader technology due to its high data security, read/write storage capability, non-mechanical reader design, expansion scalability, extended reader life, increased communications security, and rapid customer appeal with "Tap & Go" functionality via a variety of patron credentials (i.e., cards, badges, keyfobs, tags).

Prediction #2 – Wireless & Contactless Propel Door Access Expansion

Parallel contactless and wireless innovations surpass early low frequency (125 kHz) "prox" technology with advanced data security, faster installations, reduced wiring and maintenance costs, 2x reader life (non-mechanical design), emergence of multiple host shared readers, PoE (Power over Ethernet), phase out of building controllers and costly home run wiring, and increased web-assisted facility and perimeter security.

Prediction #3 – Merchant Programs Achieve Core Application Status

Increased consumer mobility, student proclivity for endless variety and convenience, incremental revenue-sharing opportunities and outsourced merchant management services, will escalate merchant applications as an expected element of all diversified and contemporary campus card programs.

Prediction #4 – Virtual, Virtual, Virtual

Except for initial security verification, most campus card patron management services will increasingly be customer managed via 24/7 on-line and imaginative kiosk devices.

Prediction #5 – Social Sizzle ... Instead Of Substance?

The failure to preserve and promote brand continuity, obscured by the excessive use of on-line graphics, without an applied correlation to a structured, academic and strategic marketing plan, may result in many tactic-based campus card marketing programs that fail to achieve enduring and affirmative results expected by administrators.

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Prediction #6 – Which Credential Would You Like Today?

One of the benefits of contactless technology (13.56 MHz), actually pioneered with low frequency contactless, is the convenience of several simultaneous credentials per patron (i.e., cards, badges, keyfobs, tags) and already built-in to most campus card systems.

Prediction #7 – Biometric Access Applications Go To Graduate School

A pronounced increase of contactless memory-enabled patron credentials and concurrent development of third-party biometric readers, fused with government research site requirements, healthcare privacy, costly laboratory equipment, sensitive animal research labs, and protection of vital data centers will see a rapid increase in biometric facilitated multi-factor authentication facility access.

Prediction #8 – Community Colleges Become Major League Market

Potential new off-campus merchant revenues, increased campus safety and identification issues with a highly fluctuating population, and verified access to buildings, doors, labs, restricted areas, and parking facilities in a more traditional open public campus environment will drive accelerated interest and corresponding government funding assistance for campus card systems at community colleges throughout the United States.

Prediction #9 – Shared, Leased & Hosted Systems Gain Prominence

The increase of national server farms and state contracted data centers for management of many administrative database and enterprise resource planning systems will encourage CIOs at institutions to recommend use of increased vendor hosted services for labor, economies of scale, and harbored resources strategies.

Prediction #10 – Vendor Shuffling In The Cards

The retirement of long-term industry professionals, increased financial scrutiny by corporate boards, and the ever increasing charisma of the campus card industry will inevitably shift market share and vendor ownership of campus card industry vendors on a continual and evolutionary basis.

What's Hot and What's Not?

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HOT

- Tap & Go
- Credentials
- Wireless
- Contactless
- Non-Mechanical
- Power over Ethernet
- Smart Readers
- Contactless Technology
- Biometrics
- Print Mgmt Systems
- Web Apps
- Cool Merchants
- Grazing 24/7
- FLEX Accounts
- Virtual Services
- Cell Phones

NOT

- Swipe
- Metal Keys
- Wired
- Magnetic Stripe
- Mechanical Readers
- Home Run Cables
- Building Controllers
- Proximity & Bar Codes
- PINs
- Copier Readers
- Terminal Apps
- Malls
- Meal Plans
- Food Only Accounts
- Service Counters
- Clipboards

Consultant Background



For nearly 30 years, Robert C. Huber, CMC has assisted over 200 colleges, universities, healthcare institutions and corporations with strategic business guidance for campus card systems throughout North America. His extensive business and customer service expertise has been derived from his experience in positions ranging from restaurant management, operations, corporate training & development, sales, marketing, project management, personnel, purchasing, construction, zoning, and senior management. He has worked with clients in secondary education, higher education, boarding schools, medical schools, hospitals, retail, restaurants, hotels, broadcasting, and the federal government in operations throughout the United States and Canada.

Robert C. Huber, CMC was honored in 2009 by induction into the Mount Pleasant High School "Hall of Fame" (Wilmington, DE) for his commitment to a lifetime of community service and his outstanding entrepreneurial developments, including the co-founding of WMPH-FM (1968), the first Delaware educational radio station, and the internationally recognized "All-Campus Card" multi-application credential concept (1985).

Robert Huber Associates is a vendor independent consultancy which specializes in Industry & Card Technology Education, Campus Card Program Assessments & Recommendation Studies, New System Implementations, Campus Card System Upgrades & Conversions, Development Of Request For Proposals & Statements Of Work, Vendor Negotiations & Oversight, Project Management Card Office Design & Layout, Card Design, Business Plans, Multi-Campus Strategies, Revenue & Funding Strategies, Best Business Practices And Strategic Marketing.

Robert C. Huber, CMC is a board certified business and marketing consultant, author, entrepreneur, industry analyst, futurist, card technology expert, media resource, college adjunct instructor, community volunteer, and frequent speaker at business workshops and national conferences.

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