

Case Study

Building an AI Modernization Strategy for a Global Higher Ed Institution



The Client

The client is a globally positioned academic institution serving over 20,000 learners across diverse programs, with a mission to advance innovation in education and research.

The Challenge

The institution faced growing pressure to deliver adaptive, connected, and data-informed learning experiences. They needed a strategic partner to envision and plan a modern AI-enabled ecosystem that could support personalized learning, faculty productivity, and institutional decision-making.

Critical Success Parameters

- ✓ Identify 10+ high-impact AI use cases across teaching, learning, and administration.
- ✓ Recommend a modular, scalable architecture with cross-platform interoperability.
- ✓ Demonstrate AI capabilities in adaptive tutoring, assessment, and mastery tracking.
- ✓ Enable rollout planning and governance across 3 academic divisions and 2 IT teams.
- ✓ Compare out-of-the-box vs. custom AI solutions with cost-benefit analysis.

Our Approach

- ✓ Conducted persona-based mapping of AI use cases for students, faculty, and administrators.
- ✓ Developed a phased rollout roadmap, starting with pilot deployments in 3 departments.
- ✓ Delivered working product demos using MagicBox, ezPrep, and KEA to showcase readiness.
- ✓ Proposed a centralized architecture featuring:
 - Socratic AI Tutor to drive 30-40% increase in active student engagement.
 - RAG-powered Knowledge Base enabling semantic search across 1M+ content artifacts.
 - AI Question Generator & Grading Engine to cut authoring and grading time by 50-60%.
 - Analytics Suite for student progress insights across 100+ courses and pathways.
- ✓ Presented cost models estimating 15-25% TCO savings with modular AI implementation.



Key Result Highlights

Delivered a clear, scalable roadmap for AI transformation across the institution.

Projected to improve student engagement and course completion by **15-20%**.

Enabled internal alignment on AI investment and multi-phase deployment.

Positioned the university as a digital innovation leader in global higher education.