

G4E The Big Three Breakdown: CIO / IT Buyer Persona

- 1. Maintain a secure IT stack across the institution** - The institutional IT tech stack is vast and at risk of fragmentation; CIOs and IT leaders must ensure that their varied stakeholders have the technology resources they need while not compromising the institution's proprietary information and sensitive data (of which there is a ton).
- 2. Leverage innovative technology that efficiently meets the needs of diverse stakeholders** - The CIO office provides the core IT infrastructure for the entire institution while also playing decision-maker and key consultant roles in technology decisions that will address the needs of administrative leadership and staff, teaching faculty, and students. Ensuring the complete tech stack integrates well and is easy to manage is a major priority.
- 3. Ensure institutional resilience through fiscally responsible, impactful, secure and sustainable investments in core IT spending across the institution** - As enrollment declines or stagnates and competitive priorities force a re-evaluation of instructional delivery models and institutional value, the CIO Office needs to prioritize tech innovation that will maximize impact on student learning, faculty satisfaction, and institutional efficiency.

Big Three Maintain a secure IT stack across the institution

Step Research and Preparation

Research Indicators:

- *Data security is often the most prevalent hurdle preventing the adoption of AI: look for institutions that have NOT instituted institution-wide policies regarding generative AI use or that may have BANNED the use outright out of security concerns.*

Research Indicators:

- *Nearly two-thirds of companies are ill-equipped to vet a GenAI provider's security capabilities: look for institutions that are NOT current Microsoft customers and, therefore, may be looking for a provider that can enable secure generative capabilities with consultative support and distributed controls.*

Step Control the Convo [PAO]

Step Discovery: Start with Insight Openers

Amongst enterprise companies, data security is often the most prevalent hurdle preventing the adoption of AI...

Furthermore, nearly two-thirds of companies are ill-equipped to vet a GenAI provider's security capabilities...

...How does this resonate with you?

Discovery Questions

- Tell me about the privacy controls your organization requires to feel confident in using a Gen AI tool.
- How does your team handle unsanctioned or shadow IT in your institution?
- What security controls does your institution require when evaluating a new technology?
- How do you approach implementing user-based tools like Grammarly?
- What are the top risks that you want to ensure you're mitigating?

IMPACT	SOLUTION
<p>Confidently bring scalable, secure AI-powered writing assistance with optional generative capabilities to all of your faculty, staff, and students without sacrificing your institution's security.</p>	<ul style="list-style-type: none">● Responsible AI - Grammarly's generative AI capabilities are entirely optional for education institutions and can be turned on/off for various groups within your institution. We use Microsoft Azure's LLM and have an enterprise agreement in place that ensures no end-user or institutional data is used to train their LLM. In addition, we never have and never will sell user data.● Third-party security validation - Grammarly has completed and maintains a SOC 2 (Type 2) attestation. This examination, conducted by Ernst & Young, validates that Grammarly meets the strict SOC 2 standards for the security, availability, confidentiality, and privacy of our customer's data. Grammarly is also GDPR, FERPA, HIPPA, and ISO 27000 compliant.● Data processing - All data is transferred to the United States for processing and storage using Amazon Web Services, one of the world's leading data center providers.<ul style="list-style-type: none">○ Data in transit is protected by up-to-date encryption protocols (including SSL/TLS 1.2). Data at rest is encrypted using the industry-standard AES-256 algorithm. Passwords are encoded using the bcrypt algorithm.● Enterprise security features - Within the product, we offer domain, application, and client controls, Administrative controls, SSO, and governance and audit logs for visibility and control of use. We have recently enabled Customer Data Training Control (CDTC) for education institutions by default, so no user or institutional text is utilized for training and/or product improvement.

Big Three **2**: Leverage innovative technology that efficiently meets the needs of diverse stakeholders

Step **1**: Research and Preparation

Research Indicators:

- Depending on the study, roughly only 1/3rd of institutions have a formal generative AI policy in place, with most others leaving the use of generative AI up to individual faculty members: look for 2 types of institutions as you are prospecting: 1.) those who are out in front of generative AI and may be intrigued by a managed institution-wide generative solution; and 2.) those who do NOT have any formal policy on generative AI and may be reticent to embrace it, but need more guidance from vendors on how to do so responsibly and effectively.

Research Indicators:

- Since the pandemic in particular, colleges and universities have expanded online and hybrid degree programs that depend on technological innovation for seamless delivery and differentiation: look for institutions outside the top 100 that have recently expanded their online/hybrid delivery programs and need more scalable tech solutions to support their students who may not be on campus.

Step **2**: Control the Convo [PAO]

Step **3**: Discovery: Start with Insight Openers

Our research with [Forrester Consulting](#) shows that generative AI is the new workplace necessity for a wide variety of sectors. 89% of respondents said gen AI was a “critical priority” for their department, and 97% of respondents said their company will have implemented gen AI by 2025...

However, we also know that higher education is understandably more reluctant to embrace generative AI, with our own survey data indicating that only 1/3rd of institutions have developed gen AI policies that guide effective use...

Furthermore, only 22% of overall faculty use generative AI in their own work, according to [Tyton Partners](#), well behind the 72% of students in a recent Grammarly survey that indicated they were at least “somewhat comfortable” using generative AI for their own learning...

With the increasingly competitive higher education landscape and declining enrollment numbers, we hear from our CIO and IT partners that they are more focused than ever on leveraging technology innovation as a way to differentiate and drive more value for students...

...How does this resonate with you?

Discovery Questions

- What is your institutional strategy for Generative AI?
- Help me understand how faculty and/or students use genAI today and how this use is being controlled and monitored.
- What are your evaluation criteria for a GenAI partner? How might this differ from other stakeholders involved in this purchase?
- What are the biggest areas in which you depend on technology to deliver value for your key stakeholders?

IMPACT	SOLUTION
<p>Become a technology leader by harnessing AI to help faculty, staff, and students become more confident, capable communicators across all platforms and writing contexts.</p>	<ul style="list-style-type: none"> ● Seamless writing assistance at scale - Grammarly for Education provides best-in-class writing support for all writing tasks. Whether you're seeking to support students, faculty or administrative staff in their varied writing and communication tasks, Grammarly works wherever your stakeholders work across more than 500,000 applications and websites, reducing context switching and improving productivity and output quality. ● Responsible, contextually relevant generative AI - Grammarly for Education empowers institutions to control who gets access to in-line, contextually relevant generative AI writing support. If enabled by the admin, students, faculty, and staff can use generative capabilities to brainstorm, iterate, revise, and comprehend written work more efficiently and impactfully. ● Administrative control - Grammarly for Education gives you, as the admin, the power to moderate and control usage via enterprise-grade administrative functionalities such as advanced access controls to easily moderate and scale who can access, view, and edit account settings. ● Efficient implementation and onboarding - With an average implementation time of one day and easy one-click end-user installation, Grammarly for Education seamlessly integrates into your existing tech stack and quickly brings time-to-value and productivity to your entire institution. <p><i>(For larger deals)</i> Throughout this implementation journey, you'll have dedicated support for success management and immediate troubleshooting.</p>

Big Three 3: Ensure institutional resilience through fiscally responsible, impactful, secure and sustainable investments in core IT spending across the institution

Step 1: Research and Preparation

Research Indicators:

- *Nearly one-third of institutions reported increasing central IT operating expenditures (32%) in the 2022-23 fiscal year, with the median amount of IT funds spent per student at \$1,500. This means that the majority of institutions have either flat or slightly declining IT budgets. Look for institutions that may fall on either end of the operating expenditure spectrum: Those with added budgets and expenditures may be better positioned and inclined to support individual SaaS purchases for the institution, while those with declining budgets may be focused on more impactful IT spending that scales across the institution.*

Research Indicators:

- *Grammarly has strong individual market penetration on free and premium licenses across U.S. higher ed, but the extent varies by institution. Look for individual penetration in [this dashboard](#) as an initial indicator of where we already have end-user buy-in and then go deeper in contacting power users to build support for managed i-wide deals.*
 - *NOTE - Keep in mind as well that institutions with very high individual premium penetration (>15% of FTE) are NOT good targets for managed deals because Grammarly would be taking a net loss on closing.*

Control the Convo [PAO]

Discovery: Start with Insight Openers

We frequently hear from IT buyers that they are increasingly focused on tech stack uniformity...

We increasingly hear from CIOs how important tool utilization is for renewal and expansion decisions...

...How does this resonate with you?

Discovery Questions

- What are your biggest challenges and, conversely, opportunities when it comes to innovation and resilience?
- What are the primary considerations you and your team have when it comes to purchasing a net-new SaaS tool for the entire institution?
- What oversight does your team have on overall purchasing for academic support and faculty productivity tools, respectively?
- How is your institution approaching generative AI from an access and equity lens?

IMPACT	SOLUTION
<p>Scale access to and utilization of one of the most popular writing assistants available and see student writing performance and faculty productivity significantly increase.</p>	<ul style="list-style-type: none"> ● Loved by millions - Grammarly is already used and trusted by millions of students across the globe, thanks to its best-in-class revision, plagiarism detection, and citation formatting capabilities that are essential for success in written assignments. ● Institutional value - Features like generative AI, style guides, snippets, brand tones and core grammatical error correction are available in all applications where your entire institution writes. With Grammarly for Education, you empower faculty, staff, and students with AI writing assistance to help everyone communicate more confidently and capably to their varied audiences. ● Enterprise-grade analytics - See aggregated insights on usage, # of improvements made, and categorized suggestions by volume in an easy-to-use admin panel that provides effective oversight over your Grammarly for Education deployment.

Payoff Questions ?

- If you had a secure generative AI provider that did not train on your IP and gave admins control over deployment, how much more likely would you be to roll out generative AI for your institution?
- What are the risks that you foresee of not rolling out a preferred generative AI writing solution for your institution?
- If each member of your faculty and administrative staff had almost an hour back in their day, what impact would that have on employee satisfaction and productivity?
- How might 24/7 writing assistance free up staff resources at your institution?