

shaping

the future with education
foundations for 21st century learning



Education at the crossroads

Every government in every country places education as one of its two or three top priorities. It's not hard to see why. We are building a global marketplace, in which many key economic activities could take place anywhere, as long as the right skills are available in the right quantities, at the right price.

Most countries today are competing in a knowledge-based market, where the key differentiators are skill, expertise, know-how and the ability to deliver excellent services fast and efficiently.

In other words, and for every country, economic competitiveness increasingly depends on the quality of our education systems.

Quality of life

The drive for economic advantage may be a critical influence on education policy, but it is not the only factor that counts. This is also about the future wellbeing of our own populations. Like it or not, every child growing up today is competing with children in every other county around the world. They need the tools and equipment to build a successful, satisfying life for themselves, and education is more than ever the key to that.

An education revolution

Almost everything to do with the design and delivery of educational programs is going through rapid and irreversible change. For the new generations of "digital natives", education is increasingly based on creative use of digital media, from research via internet search engines and interaction through social media channels, right through to the latest apps on their SmartPhones and games consoles. They absorb content from a mass of different sources and in a huge variety of ways, quite outside the conventional classroom experience.

For older generations, as well, continuous learning takes them far beyond traditional schools and colleges, enabling access to content of unparalleled variety and richness, making it possible for education, at last, to be a life-long, unending process.

But there is another side to this positive use of technology to extend and open up new opportunities. In fact, today there is a "perfect storm" in education. Budgets are under pressure in most countries, while the consumerization of technology, together with cloud-based, on-demand models, opens up new possibilities for the use of technology in education, and the methods we use to pay for it.

For the first time ever, we can imagine the creation of a "global classroom", in which a growing range of content and resources can be made available online to teachers anywhere, and accessed via "pay per use". That could transform the ways in which educational bodies acquire their IT resources and content.

There have never been so many opportunities for a new direction in education, and there has never been such a compelling economic need for creativity and flair. Yet to deliver the best options and avoid both the economic and social problems that an under-performing educational system brings will take creativity, a clear future vision and mastery of new communication techniques.

“In the global classroom, there will be a whole world of new content available to teachers and students, together with different ways to access it and pay for it.”



Building a new educational world

There is a new world of learning now being developed and Atos is one of the companies that are defining a new approach, making limited educational resources go further, while opening up greater opportunities to students at every level, in every country.

Worlds of work

Atos has created online learning environments for organizations of every kind. We have shown how a shared technology environment can open up access to a broader spread of resources and capabilities than any individual organization could support. This approach works effectively in the corporate sector and now, with different content and resources, is adding value to mainstream schooling, as well.

In Hauts de Seine, France, secondary school students are connected to each other and to a wider world of knowledge through the Future Digital Working Environment designed and built by Atos. New opportunities are brought to students at low cost and high levels of sustainability. A similar approach is now being taken by Atos to educational communities in other countries, including the Netherlands, Spain, Germany and UK.

And the Atos community-education approach goes beyond traditional schooling. In Scotland, Atos has worked with Skills Development Scotland to create their new online web service My World of Work (My WoW). My WoW connects the way that people live, learn and work, empowering them to make the best possible career decisions. It has a range of features and tools to create a personalized user experience for customers, helping them to find work, develop their careers and make learning choices.

Worlds of collaboration

Atos recognizes that in many countries, in particular North America, the UK and some parts of the Asia-Pacific region, private companies are starting to take an active part in educational projects. We also understand that their contribution needs to be embedded within the educational priorities and structures the state has put in place.

Atos has experience of coordinating private sector businesses within the framework of educational excellence, tapping into additional funds, accessing specialist skills and packaging them for delivery to students.

In the Greater Cincinnati area, Atos has fostered community engagement and opened both new educational and employment opportunities to students through the INTERalliance project. Bringing together the University of Cincinnati and six corporate sponsors, including Atos, we are delivering educational programs into a growing range of local schools, while also running career camps designed to open potential new work placements.

In the UK and beyond, Atos have teamed up with Pearson, the world's leading learning company, to provide a new, more integrated model for ICT (Information Communications Technology) in education. This new model enables schools to benefit from the combined skills of market-leading education and ICT specialists to deliver services that meet both the learning opportunities and the economic challenges for education today, in an innovative way. Schools will have the confidence to work with a partner who will remain at the leading edge of education-related ICT development.



World of efficiency

Like all organizations, public or private, schools and universities are confronting the need to do more and better for less. Money spent on administration needs to be cut, funds for upfront investment are in short supply and yet there is a strong appetite for new ideas, new technology, new methods to improve quality and results.

This drive for innovation comes equally from students, as “digital natives”, comfortable with consumer technology as an access point for content, and educators, seeking new ways to make limited budgets go further, while keeping students engaged.

Atos has shown right across the public sector, in the UK, France, Netherlands, Spain and Germany, that it is possible to improve process efficiency by sharing services across all operations.

- ▶ **Digital learning and working environments not only ensure that teachers are freed from time-consuming administrative work, they also reduce the cost of specialist managers, while creating secure collaboration platforms for students and teachers**
- ▶ **High-performance examination systems use the unique Hi-Tech Transactional Services (HTTS) capability that Atos possesses to build industrial-strength processes for managing transactions on a huge scale. This could include the efficient collating and management of examination papers for millions of students, backed by analysis and related management information**
- ▶ **Digital content management systems provide multi-media libraries that enable access to extraordinarily rich resources, while managing and authorizing access meticulously, and taking care of all copyright issues**
- ▶ **Student information systems & educational logistics help educational and funding bodies to manage their relationships with students, ensure that they have the support they need and also monitor progress through their courses**
- ▶ **Reporting systems collate information from all key processes and touch points, providing the information needed to manage all educational systems effectively and in full compliance with regulations**
- ▶ **Identity, Security and Risk Management (ISRM) ensures safeguarding of all those working in the educational sector, from physical security via access management at schools and campuses, right through to online authorization and identity validation on relevant sites.**

By mobilizing the full power of ICT to support educational bodies, Atos is reducing costs, saving time and helping hard-pressed schools and universities to focus on what matters most: educational excellence.

A new leader

The new Atos builds on the joint heritage of Atos Origin and Siemens IT Solutions and Services. We have over 25 years experience of partnering with public sector and educational bodies worldwide, with 16,000 skilled business technologists, two industry-leading research facilities and world-class capabilities in everything from pure innovation to industrial-strength delivery.

We're ready to go, right here and right now.

- ▶ The new Atos is not a work in progress: all of our capabilities are in place, fully integrated and ready to work with you today
- ▶ Our scale and financial strength offers complete peace of mind that we can give you the stability and risk mitigation you need for even the most demanding projects
- ▶ We are collaborative by nature, so clients have guaranteed access to the best thinking, innovations, know-how and expertise we have gathered in all sectors, countries and disciplines
- ▶ We share everything we do, between ourselves, with our partners and with our clients. We have a global network for ideas and knowledge sharing, backed by seamless processes to ensure rapid access and interactive working.

We are at home everywhere. Ours is a unique structure and culture: we are French and German, Dutch and British, American and Indian and more. We are one community but we are true citizens of the world.

Towards a new educational world

Conditions in the educational world are ripe, not just for change but for transformation.

- ▶ The crisis in public funding makes it vital to access new sources of investment and to maximize the role of the private and voluntary sectors
- ▶ Concerns about student welfare and safeguarding mean that all efforts to improve collaboration and openness must be matched by improved ID authentication and other security methods
- ▶ A growing number of "digital natives" are already at home online, but their instinctive use of web-based resources must be tempered by serious quality control, while it is essential not to leave the rest of the population behind
- ▶ Many countries are increasingly focused on education as an economic differentiator, but we must remember the need to use learning also as the key to personal satisfaction and wellbeing
- ▶ As more students go to universities and colleges, we need to find ways of managing the growing numbers, reducing the administrative burden and empowering students, who are now paying a high price for their education, as customers
- ▶ Current and future generations of students will insist on using their own trusted technologies, from popular social media channels to new options not yet launched, throughout the educational system.

It is hard to think of a sector anywhere that is facing quite as many challenges at the same time as education. This really is the emergence of a new world.

Change from the inside

Atos is itself a learning organization, and many of the new concepts we are taking into the educational marketplace were developed for our own use. These include our own university-level online learning community, our job search capability, matching skills to opportunities, and our strong commitment to supporting lifelong learning for all our people.

We are an ideas-driven company and we know just how vital it is to make best use of talent, to make sure that efficiency gains feed back into investment in people, and how creativity is the most precious gift: one that we foster wherever we find it.

We know better than most that education is no longer something that you do for a limited time in a specific place and setting: it's about your entire life's journey. It's the key to our success as individuals and to future prosperity for our societies.

Education is an Atos priority in every way. We invite you to explore this changing world with us.

Your business technologists.

Powering progress. Atos.

We are at home everywhere... we are one community but we are true citizens of the world.





“Maybe the most important overall finding during our visit to the Winter-Games in Vancouver was seeing that the outstanding achievement of Atos and its partners is not the result of some mysterious ingredient. The achievements are the result of meticulous planning, hard work, no corner-cutting, testing, risk management and focusing on delivering quality on time. Higher education can raise their IT to an Olympic level by raising the awareness that an IT project is about more than features and costs alone.”

Professor Dr. Wim Liebrand, CEO SURF Foundation

About Atos

Atos is an international information technology services company with annual revenues of EUR 8.7 billion and 78,500 employees in 42 countries. Serving a global client base, it delivers hi-tech transactional services, consulting, systems integration and managed services. Atos is focused on business technology that powers progress and helps organizations to create their firm of the future. It is the Worldwide Information Technology Partner for the Olympic Games and is quoted on the Paris Eurolist Market. Atos operates under the brands Atos, Atos Consulting, Atos Worldline and Atos WorldGrid.

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