

# 4<sup>th</sup> IT STAR Conference

**ICT Skills, Education and Certification: the Multistakeholder Partnership**

*Rome, November 27<sup>th</sup> 2009*

# Agenda

1. **WebScience company overview**
2. LATAM: sample ICDL/eCitizen projects
3. Korea: ICDL national roll-out
4. Q&A

# History

## Today

A well-established and growing company

**2000**

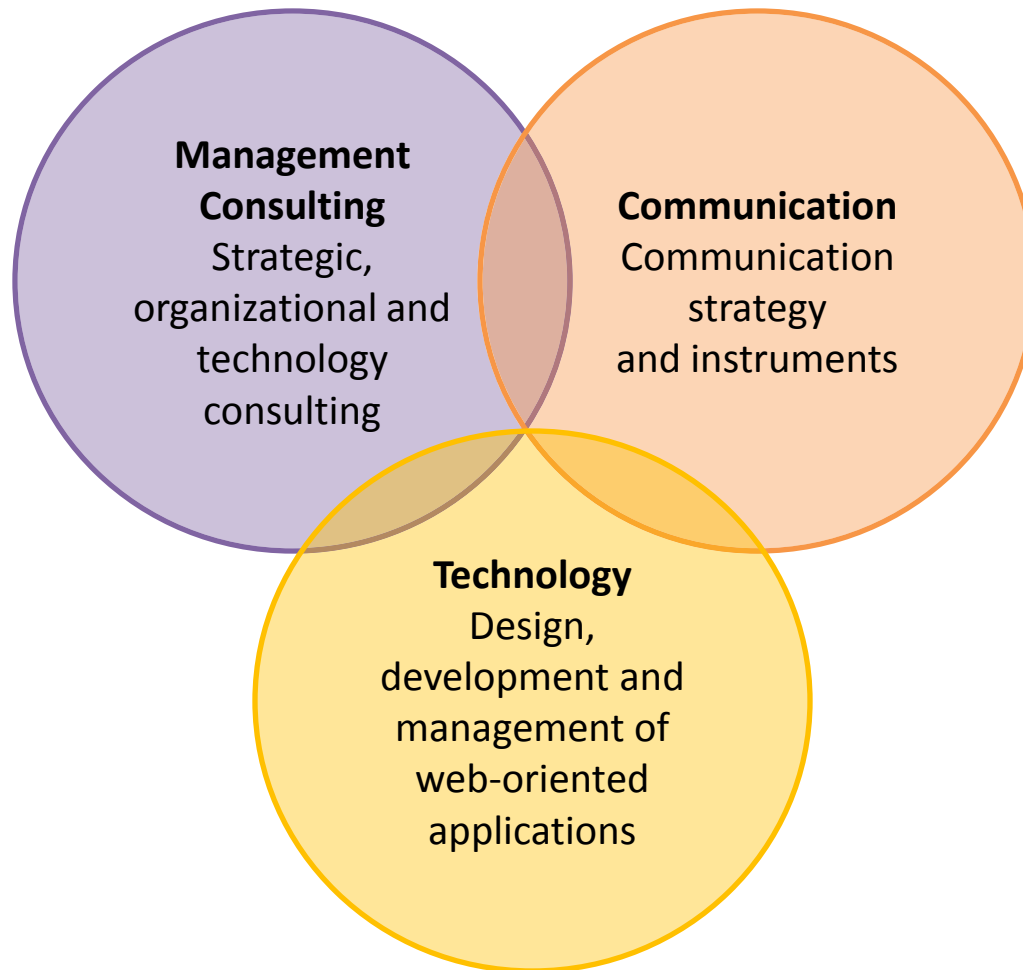
Born as spin-off WebScience

**1998**

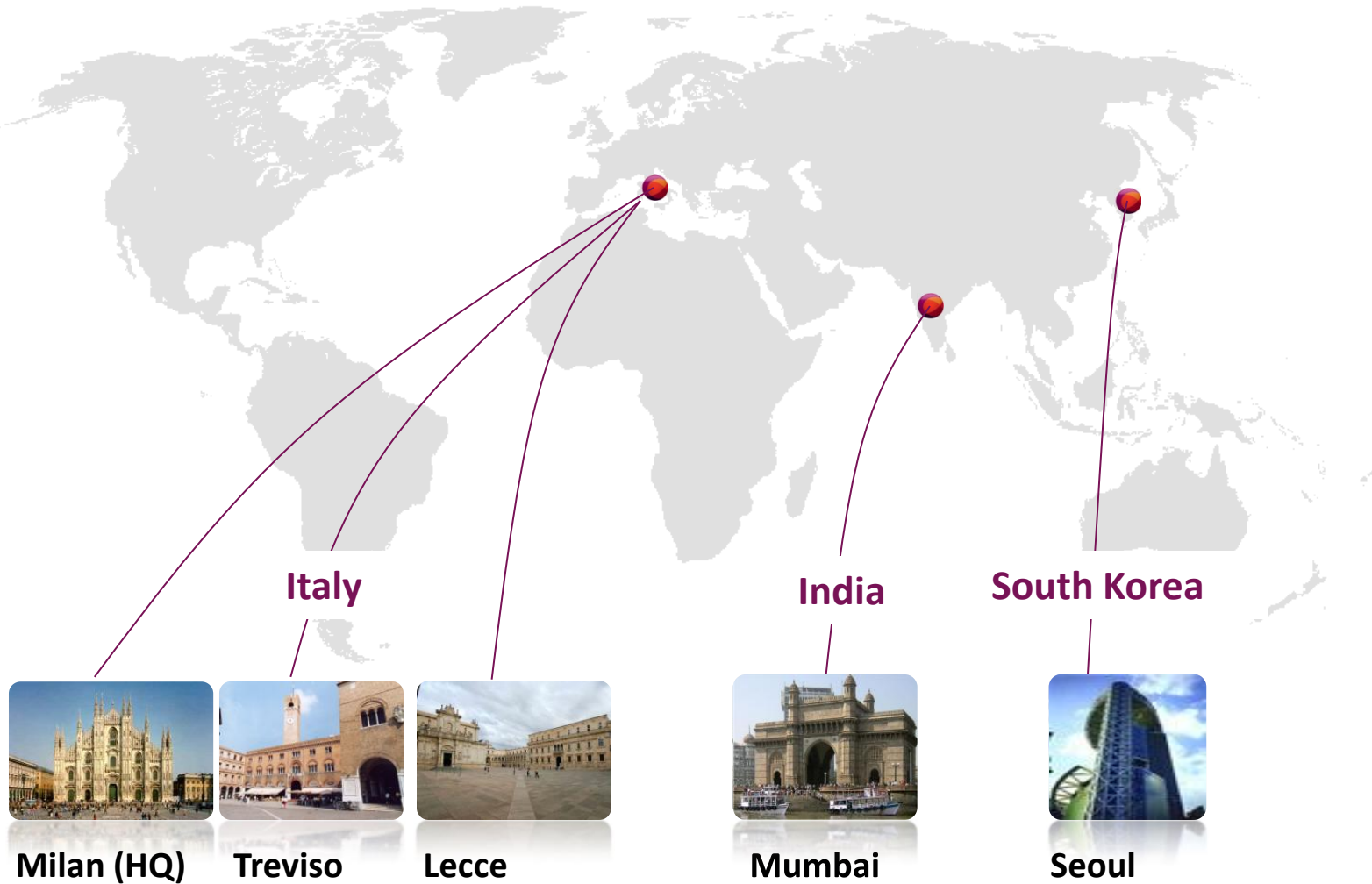
Research group of Politecnico di Milano EBLab,  
an awarded Research Center in Italy and Europe



# Multi-disciplinary approach based on distinctive competences



# Where we are: office locations



# Where we are: current activities

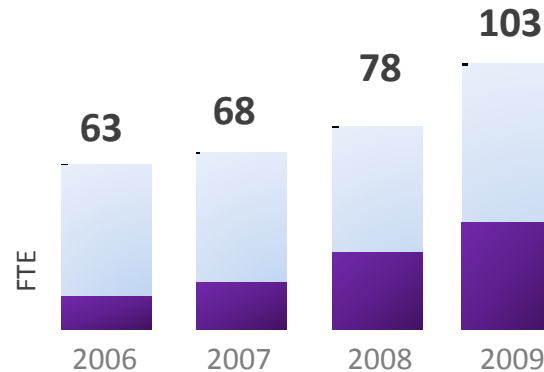


● ECDL / ICDL

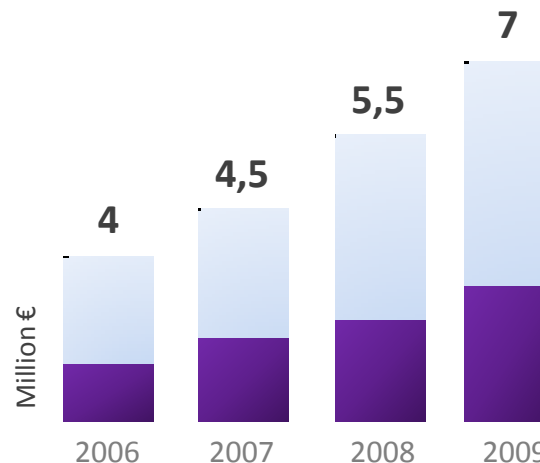
● Other Projects

# The Company “in numbers”

## Team



## Revenues



- **35% of total turnover is related to ECDL/ICDL projects**

- **>3.600.000 official tests administrated**

- **>3.000 Authorized Test Centers managed**

- **>70.000 desktop workstations managed**

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2. **LATAM: Sample ICDL/eCitizen projects**
3. Korea: ICDL national roll-out
4. Q&A



# Key challenge: ICDL recognition



Typical situation in  
LATAM countries (but  
not only...)

- No culture of certification
- No demand for certification
- No knowledge of ECDL/ICDL



Need to stimulate  
market demand,  
very often driven by  
complete **training/  
certification  
projects/** programs

# Key success factors for ICDL adoption

## Central PA involvement / Fund raising

Public Institutions as “champions” of adoption and endorsement of special initiatives/projects to sustain diffusion among specific population targets

## Content Design / Business Development

High quality projects specifically designed to meet needs of different targets: public institutions, large companies and mass market

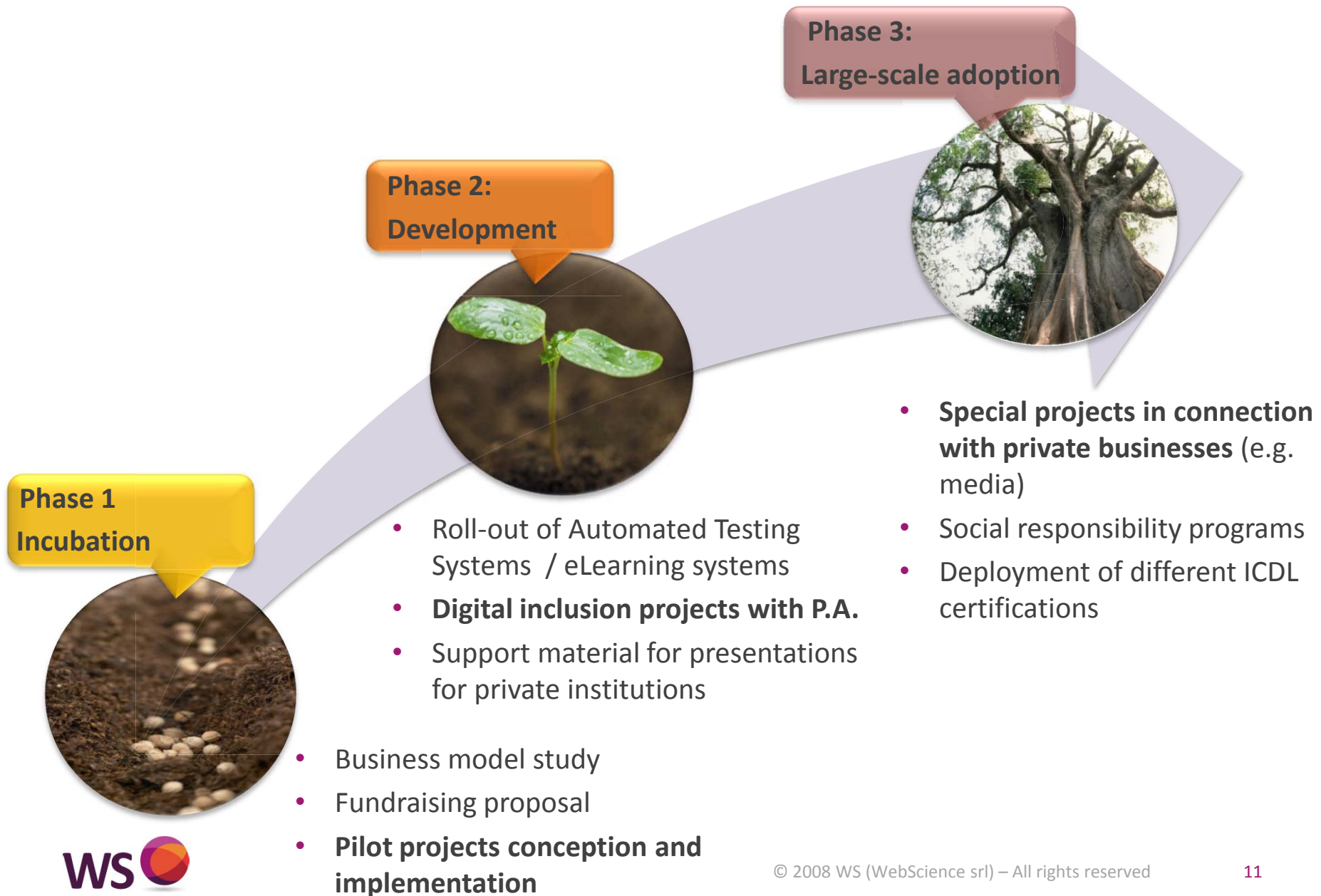
## TC network

Wide-spread network of public infrastructures (Universities/ Institutes/ Schools) and private companies covering different steps of the value chain (learning/ training)

## IT Platform

Common IT platform managed centrally and flexibly adapted to different delivery models

# Phases for ICDL adoption in “green field” countries







Digital inclusion projects with P.A.

## Project's macro-structure:

### Target

specific segments of population at major risk of exclusion from the information society.

E.g.:

- elderly
- unemployed people
- ...

### Contents

Computer basis



Information research



Use of services available online



Digital photo, video and music



e-government customized contents

Operative  
model

Roles

Timing

Communication  
plan



## Special projects for publishing

- Series of collateral issues bundled with weekly/bi-weekly magazine.
- High circulation (e.g. 500.000) of which a part with bundled package (e.g. 20%)



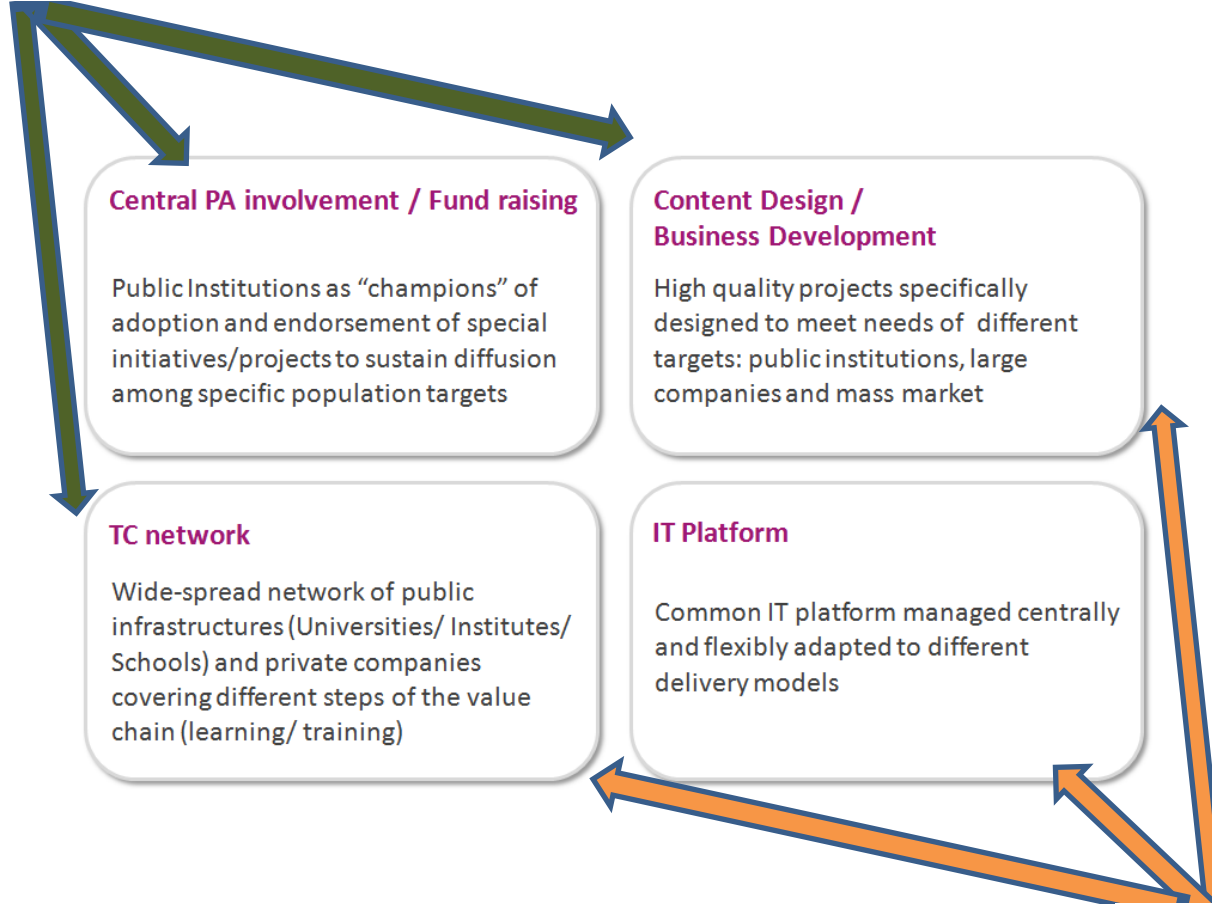
- Learning path is split in 12 issues\*
- Based on e-citizen certification program
- Enriched with additional contents (e.g.: digital photo, music and video)

\* *possibility to re-package on project basis*

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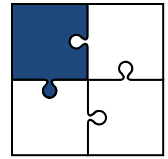
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# Key success factors for ICDL adoption





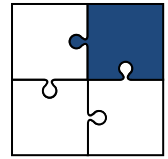
# Central PA involvement - KPC



- **57** KPC established as a non-profit, non-governmental organization
- **87** KPC designated by the Ministry of Labor as a Vocational Training Center
- **92** KPC designated as the National Technological Guidance Body for small and medium company
- **98** Training Center established
- **05** Extension of the Korea Productivity Center Training Institute
- **08** **Introduction of the ICDL as Information Technology Certificate Criteria at national level**

- KPC, since its foundation in 1957, has played a pivotal role in increasing productivity of the industries to promote the rapid growth of the national economy
- KPC is currently undertaking the following various services to support globalization efforts and new management innovation movements of the business enterprises to meet the challenges of the 21st century.
  - Nation-wide public services to increase productivity of the industries through Consulting services aimed to rationalize and innovate corporate management.
  - Education and training of specialized personnel on all fields of business management.
  - Guidance and education on factory automation and information system
  - Research and survey to increase productivity for improving efficiency of the industrial policies of the government and corporate management, and development and dissemination of productivity improvement methods.

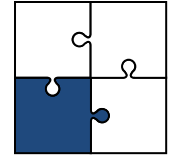
# Business Development



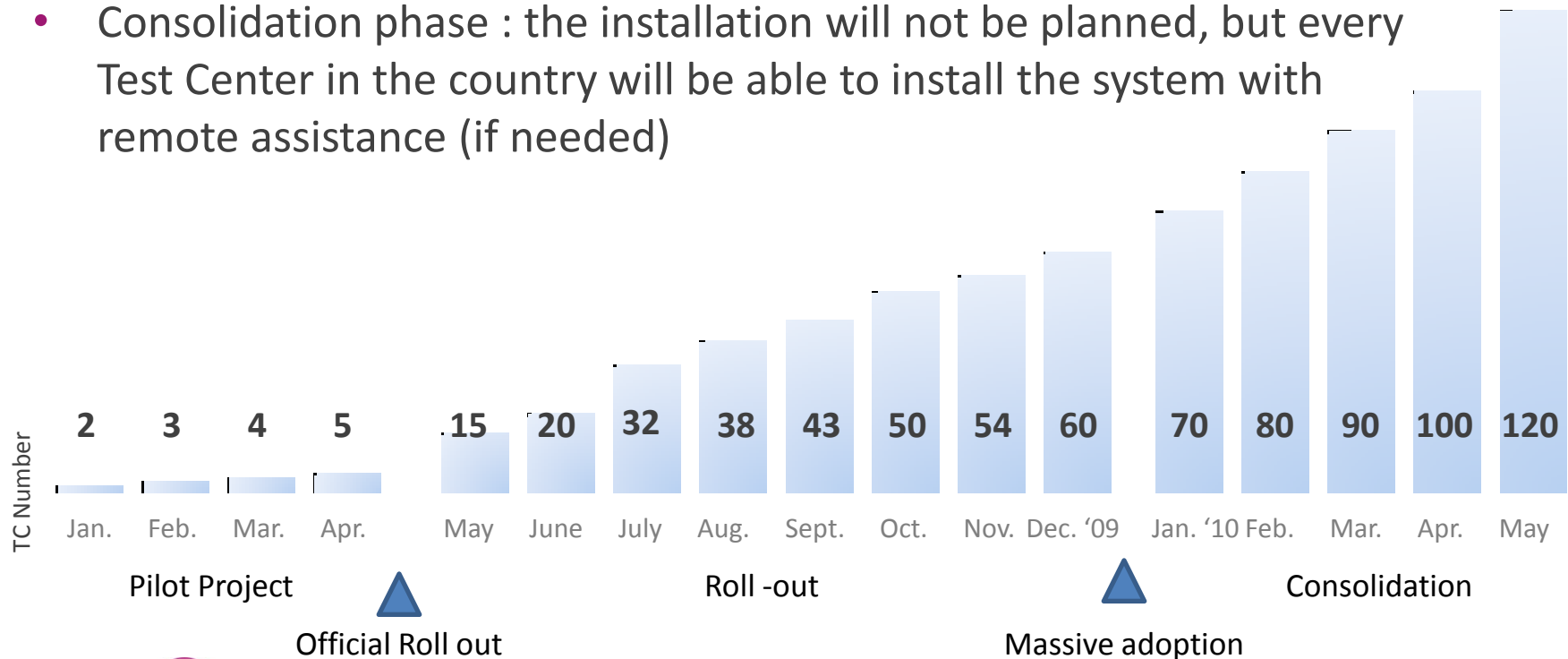
- Definition of the roadmap of automated system adoption
- Creation of Test Center network.
- Creation of promoter network to explain value added of the certification to private companies/corporations
- Meetings with government and institutions to sign agreements about ICDL certification



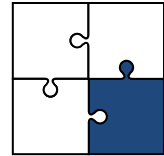
# TC network



- Pilot project phase: the core of a new Test Center network was created with strict KPC supervision
- Roll-out phase: WSKorea help desk supports Test Centers to install and use the Automated Testing System necessary to provide the computer-based certification on a planned basis
- Consolidation phase : the installation will not be planned, but every Test Center in the country will be able to install the system with remote assistance (if needed)



# IT Platform



Kplace 사용자: helpdesk helpdesk - Logout  
환경 설정

**Skills Card**

- 테스트 센터
- 테스트 센터 리포트
- 점수 분석

**테스트 센터 검색**

연속/자격 코드	<input type="text"/>	<input type="radio"/> 개별과목	<input type="text"/>	<input type="radio"/> 범위 지정	
연속/자격	모두				
테스트 센터 이름	<input type="text"/>				
테스트 센터 상태	모두				
국가	모두	도/특별시/광역시	모두		

**테스트 센터 목록**

결과 없음

- Kplace ATEs system has been developed in 4 months (from Oct 2008 to Jan 2009) and started official operations in May 2009

- Created more than 1,700 simulations on Korean version of MS software suite in 3 months (including Hanguk, the national equivalent of MS Word)

- Opened in Seoul, technical Help Desk infrastructure (with dedicated web site) to support KPC operations

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## 4<sup>th</sup> IT STAR WS - ICT Skills, Education and Certification: the Multistakeholder Partnership

*Rome, November 27<sup>th</sup> 2009*

Rome	November 27, 2009
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**WebScience company overview**

WS is a company specialized in innovative projects aiming to transform into real value the opportunities emerging from the continuous changes of today's world.

WS combines the up-to-date knowledge of professors and faculty members to the long-standing management experience of high-skilled professionals.

## 1 HISTORY

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**1998** – Establishment of EBLab (Electronic Business Laboratory) at Politecnico Innovazione, an awarded Research Center in Italy and Europe, developing activities on the following fields:

- IT strategies and investments in companies and the public administration
- Corporate IT systems
- Web-focused systems

**2000** – Born WebScience s.r.l. as a spin-off of the EBLab Research Centre.

Right from the start, WebScience focused on the large companies market and established various strategic partnerships

**2006** - Market launch of ATLAS, the main product developed by WS  
Focus on the development of innovative products for the IT training market (Kplace).

Development of skills and projects for Enterprise 2.0 (Community, social network, ...).

**Today** - A well-established and growing company, counting on a team of 120 people and based on a multi-disciplinary approach based on 3 distinctive competences:

- Management consulting



- Communication
- Technology

## 2 COMPETENCES

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WS' multi-disciplinary approach is fundamental strength: the combination of different backgrounds contributes to enhance analysis and drive assertive decisions, adding value to each project phase and achieving projects' success.

### CONSULTING

- **Strategy:** Strategic analysis, Business Plan, Marketing plan, Innovation labs.
- **Organization:** Redefinition of organization charts / Job description, Rewarding systems, Processes analysis and reengineering, Finance and Control systems, Design and implementation of Change Management plan.
- **Education:** Corporate University, Theme-based seminars, e-Learning contents
- **ICT:** Enterprise 2.0, Information system evolution, Structure of ICT Governance

### COMMUNICATION

Design and management of **integrated communication**:

- definition of the communication strategy
- design of the interface and usability of the web/IT applications
- design and realization of events, showcases, settings and meetings

### TECHNOLOGY

Design, development and management of web-oriented applications. The main strengths of the Technology Business Unit are its capacity of managing and successfully concluding innovative and complex

projects, assuring elevated flexibility in adapting project requirements to emerging needs.

The technologies used are always at the cutting edge, as are the design methodologies and the development and testing tools.

### **3 WHERE WE ARE: LOCATION AND OFFICE**

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- **Italy:**
  - Milan ( Head Quarter)
  - Lecce
  - Treviso
  
- **India**
  - Mumbai (representative office)
  
- **South Korea:**
  - Seoul

### **4 WS AND ECDL/ICDL**

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ECDL/ICDL represents 35% of WS projects and 30% of WS' employees are engaged on ECDL activities.

Our clients are based in Italy, South Korea, Hong Kong, Colombia and New Zealand.

With 3,6 million exams, 2.700 test centers, 60.000 desktops managed, WS counts on the experience of the Italian market (second market in the world for certification) and the best practice transfer among international experiences.

The combination of WS distinctive competences on ECDL field results on a range of solutions tailored to different demands, aiming to encourage Licensees and partners on setting up and managing successful training and certification programs.

## LATAM: Sample projects

### 5 CHALLENGE: ICDL RECOGNITION

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The frequent barrier to a “green market” approach is the recognition of the certification, where there is still no ICDL certification culture/brand awareness.

Government , Institutions, Schools and Companies do not require as specific certification to validate the ICT skills and competences.

In a first approach, ICDL certification value is still not known by Public and Private institutions. To stimulate the demand, it’s necessary to deliver the message of the advantages on developing ICT education in national level: once digital technologies pervade every aspect of modern society, ICDL is an important support also to include citizen in the Information society and contribute to improve also Country competitiveness internationally.

It’s not an easy mission. The successful certification recognition and implementation is based on well structured strategy.

### 6 KEY SUCCESS FACTORS OF ICDL ADOPTION

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Key success factors of icdl adoption are 4:

- Central P.A. involvement / Fund Raising
- Content Design / Business Development
- Test Center Network
- IT platform

**Central P.A. involvement / Fund Raising:** Public Institutions as “champions” of adoption and endorsement of special initiatives/projects to sustain diffusion among specific population targets. The Government has to recognize the certification and became “the first utilizer”.

**Content Design / Business Development:** High quality projects specifically designed to meet needs of different targets: public institutions, large companies and mass market

**Test Center Network:** Wide-spread network of public infrastructures (Universities/ Institutes/ Schools) and private companies covering different steps of the value chain (learning/ training)

**IT platform:** Common IT platform managed centrally and flexibly adapted to different delivery models for different certification. Coupled with a tool dedicate to the learning the offer will be completed.

## **7 PHASES THE ICDL ADOPTION: “GREEN FIELD”COUNTRY**

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To develop a “green field country”, WS proposes an approach based in 3 phases:

- Phase1: Incubation
- Phase 2: Development
- Phase 3: Large-scale adoption

### **Phase 1: Incubation**

In the first phase it’s necessary understand the country dynamics and the correct business model to approach the market. It’s also fundamental the Public Administration endorsement. Pilot projects are a very important moment to test and refine the model.

### **Phase 2: Development**

In this phase it's necessary to develop Test Centers private networks, Develop public infrastructures in Universities/ Institutes/ Schools and reinforce partnership the P.A., implementing education programs for citizens. Private sector is also an interesting partner, delivering to employees ICT education and improving labor productivity.

### **Phase 3: Large-scale adoption**

In the third phase, the country is ready for mass market projects, , in partnership with private business, e.g.: media/ publisher with large-scale distribution.

It's also time to enlarge the market offering new certifications, but also provide new projects for different targets.

## **8 ILLUSTRATIVE CASES – PHASE 1**

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It's important in the phase 1 to create pre-conditions for further large scale-adoption, involving key stake-holders to lay the foundations of development.

Also is necessary create awareness of certification value-added within Public Administration, Universities. Associations (e.g. Chamber of Commerce, Industrial Bureau).

Another important step is to include ICDL certification in e-government master-plans and have endorsement by central government.

## **9 ILLUSTRATIVE CASES – PHASE 2**

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Second phase is based on to create business system.

The develop of induced-market in all steps of delivery value chain (e.g. private networks) it's key success factor, for this reason consolidate relationship with Public Administration Institutions it's important to create value to the certification.

Consolidation of partnerships with P.A. is also important to stimulate ICDL recognition by Universities/ Institutes as “educational credits”.

Further, Schools can substitute the basic IT courses with ICDL Certification, being compliant with an internationally recognized standard.

To build a test centers network, Universities/ Institutes/ Schools are potential partners, once they already have available infrastructures and skills. They are also the principal channel to build-up IT training courses market to enlarge the market demand. The quality of contents is also fundamental to enhance customer experience.

Together with private test center or institutions, licensee can launch special projects for large companies that can adopt the ICDL Certification for different scope like as enabling employee to reach the required standard the company or work needs.

## **10 ILLUSTRATIVE CASES – PHASE 3**

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The transition to a mature sustainable business system (viable economics for every player involved) it's the natural evolution of the market. To accelerate this phase it's necessary enlarge the offer to the segments of citizens/ end users exploiting proper products/programs differentiation.

The special initiatives started in the private enterprises, now has to open to other category or other company of the same segment.

The cross-selling will be a good change to enlarge the target, for example the union between an e-citizen courseware with the offer of broadband carrier.

The other certifications like EUCIP are an opportunity to involve other users, the top level users that consider the certification a fundamental step for their work. These users are it-administrator, programmers or with high skills in IT

With the introduction of the new certification in the market the Test center would offer new services and options, that will bring the test center network in a consolidation phase.

It will be necessary update the offers in term of version and application supported by ICDL certification ( E.g. New software suite : Windows 7 or Office 2010 or new operating system Linux)

## **Korea: National Roll -out**

### **11 CENTRAL P.A. INVOLVEMENT - KPC**

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KPC, since its foundation in 1957, has played a pivotal role in increasing productivity of the industries to promote the rapid growth of the national economy. KPC is currently undertaking the following various services to support globalization efforts and new management innovation movements of the business enterprises to meet the challenges of the 21st century.

- Nation-wide public services to increase productivity of the industries.
- Consulting services aimed to rationalize and innovate corporate management.
- Education and training of specialized personnel on all fields of business management.
- Guidance and education on factory automation and information system.
- Creditation for the quality and environment management systems such as ISO 9000 / ISO 14000.
- Research and survey to increase productivity for improving efficiency of the industrial policies of the government and corporate management, and development and dissemination of productivity improvement methods.
- Overseas training and international exchanges to secure manpower to effectively meet the needs of the globalized age.

KPC, asked by government, started to provide training programs, specially designed for maintaining high employment.

Training has been an important area of KPC's services as its one of the most effective and efficient mechanisms that brings about the process of development and change, which is necessary to enhance productivity.

To meet diversified demands for training and education services from industry facing unprecedented challenges in the business environment coupled with rapid development of information technology, KPC provides various training programs in the field of corporate management, cost reduction, industrial relations, marketing, production management, and HRD.

From 2008, KPC provides also the ICDL Certification.

## **12 BUSINESS DEVELOPMENT**

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KPC in conjunction with WS define the roadmap of ICDL in Korea.

Licensee has defined the structure and the organization of test center and all processes. The processes have been mapped on ATS system (Kplace). WS build an IT infrastructure to support the test center and the help desk. WS trained the Help Desk to solve and fix every problems could occur before, during and after the session of ICDL certification

KPC, with his staff, is started to promote the certification in company, institution and schools. The goal is to have more 200 entities that recognize the ICDL Certification.

## **13 TC NETWORK**

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In according with the local Lincesee was planned a calendar that define the adoption of the new certification and the new computer-based system .

The calendar is divided in 3 phases:



- Pilot Project
- Roll-out
- Consolidation

In the pilot project , only selected Test Center were involved. The goal of project was to test the system and licensee process with various tipology of Test Center: University, High School, Company

After the test during the pilot project , with the Help desk , it's started the planned installation on the other test centers. Every months 5 test center was installed and had executed ICDL core session.

In the 2010 all test center located in Korea could install the system to provide ICDL certification. In the first six months of 2010 , it's foreknown to have a double of test center that are active at the end of 2009

## **14 IT PLATFORM**

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WS applied to Korea market the experience of Italy, to support KPC to educate and certify end users.

WS create and manage an automated testing environment system for ICDL Certification in Korean language, called Kplace. It is in fact a Multilanguage system and supports multi certifications.

WS create in Korean language more than 1700 high-fidelity simulations. The Simulations are interactive and support different resolution paths, so to reproduce the user experience of the real software.

WS provides, also, a Learning Platform. Kplace LP is an efficient learning tool that allows users to study while constantly monitoring their progresses.

Kplace LP adopts modular and personalized process, accompanies users throughout the following four phases:

1. initial skills assessment using interactive tests
2. planning of training path
3. training using e-learning video courses and practical exercises

#### 4. final skills assessment using interactive tests

Through interactive exercises and short movies users have the opportunity to become familiar with computer functionalities and with office automation programs.

All contents are approved by the licensee and for the certification, questions are developed together with the licensee. On request of KPC, webscience in only 1 month develops more than 100 questions on Korean word processor : Hangul.