



i n v e n t



Francine Nunley
marketing manager
Hewlett Packard

e-learning: the internet's
next killer app

hp World

september, 2000



agenda

- putting the "e" in learning
 - definition
 - market
 - trends
- your grandfather's classroom - yes or no
 - learner considerations
 - e-learning value chain
- hp invents!
 - hp e-learning examples
 - demo
- should you care about e-learning?
- cbse

putting the "e" in
learning

definition



applying internet
technologies to enhance
knowledge transfer in
support of life-long learning



putting the "e"
in learning

the market

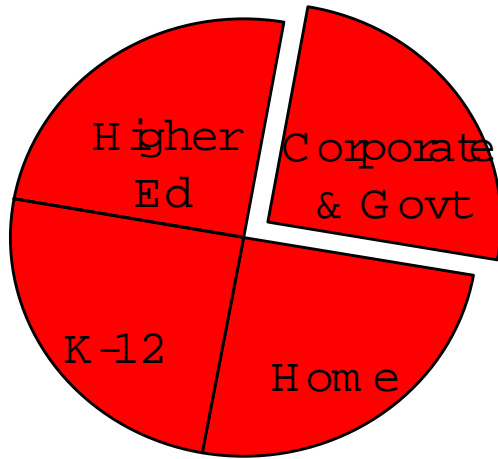
word on the street...

\$6B in venture capitalsince 1990

\$3B in 1999

\$4B estimated for 2000

e-learning ... "the next big
killer application on the
Internet" - John Chambers,
Cisco Systems



the market

putting the "e" in learning

Corporate IT Training & Education Market

	1999	2003	CAGR
Size:	\$19.4B	\$30.6B	11.9%

eLearning as a Portion of this Market

	1999	2003	CAGR
Size:	\$870M	\$11.4B	94%

* includes CD-rom, videotapes & satellite video

** based on IDC US figures; extrapolated for WW view



putting the "e" in
learning

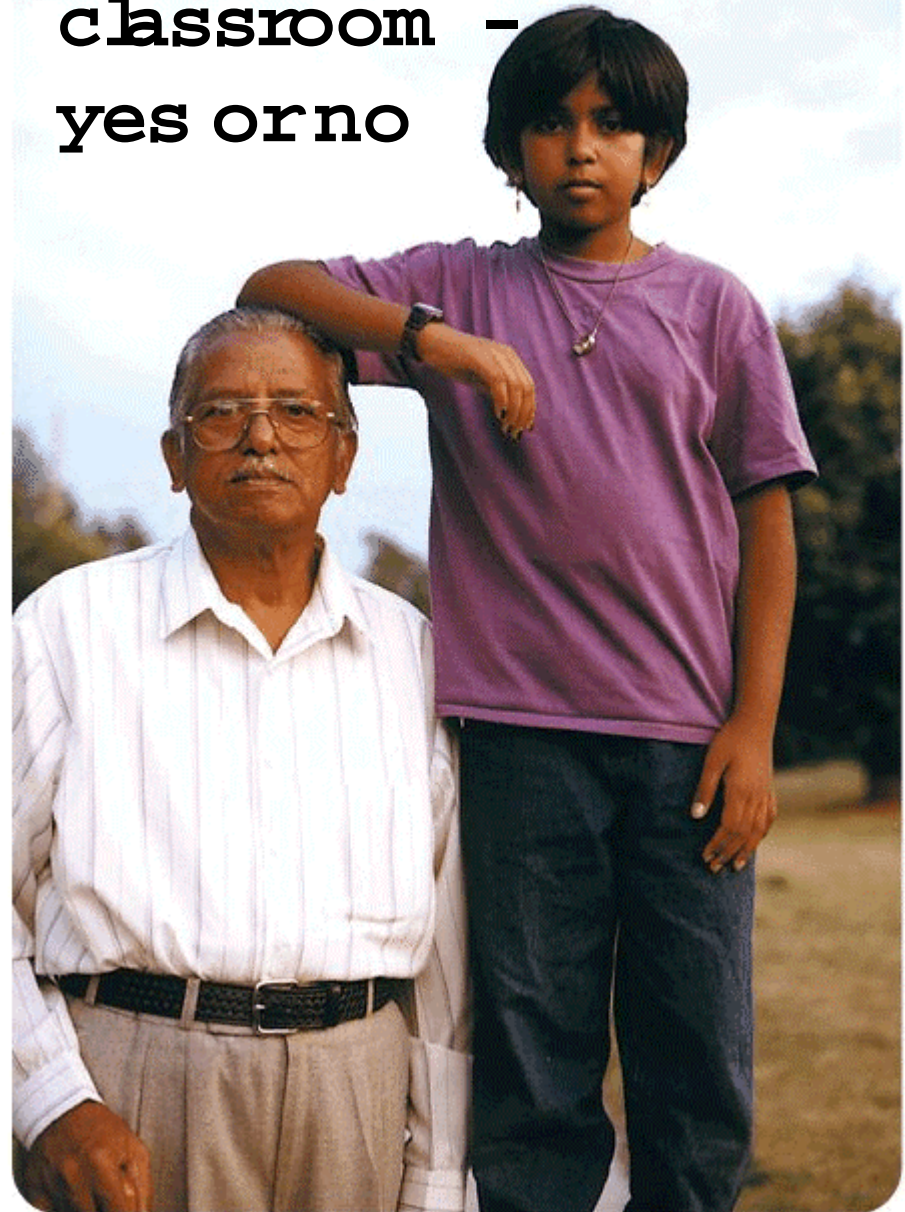
trends

- need for higher skilled workers ;
The Reality - unemployment is low and adult population under-
degreed
- technological advances move
into workplace
- training & development moving
up on corporate agenda
- outsourcing mandate from any
corporations
- demand by employees for
development opportunities -
"The Brand Called Me"

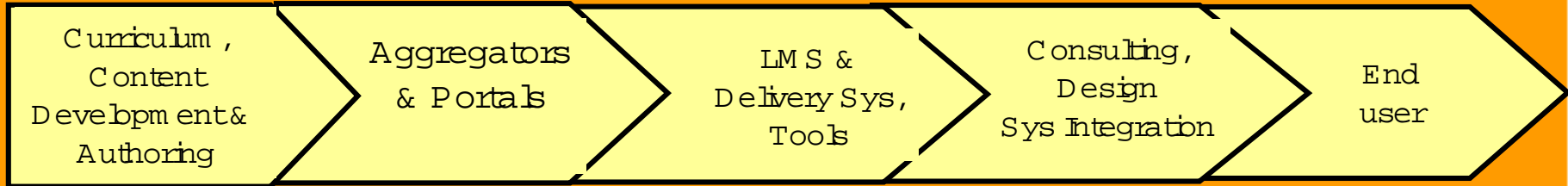
learner considerations

- core assumptions of adult learning
 - adults are autonomous & self directed
 - adults are goal oriented
 - adults are relevancy oriented (problem centered)
- motivations
- barriers
- life experiences
- culture , language

your grandfather's
classroom -
yes or no



your grandfather's classroom ,yes or no high level value chain structure



value chain elements introduced w /e-learning .



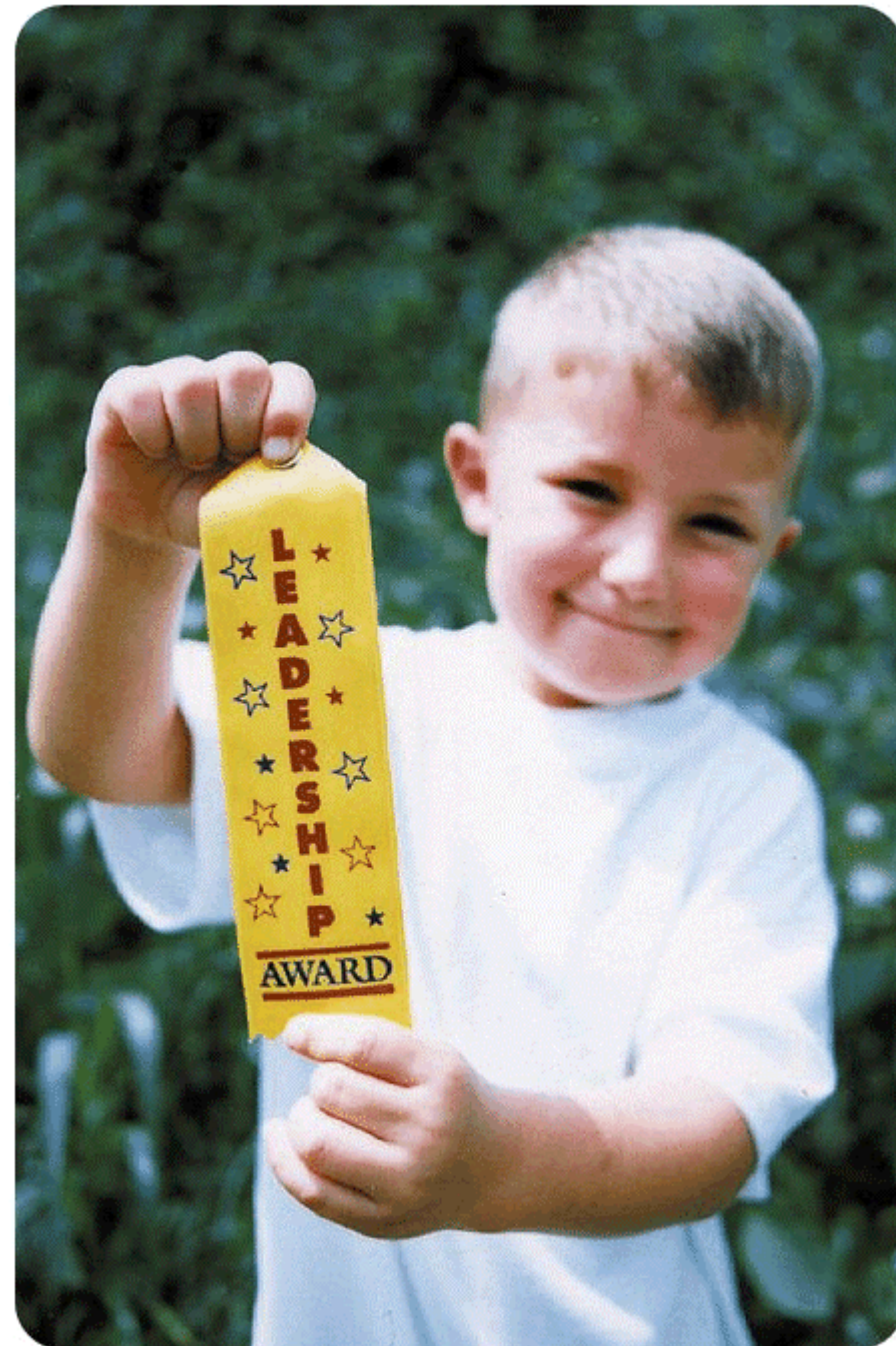
hp invents

dem o

hp virtualclassroom

hp virtual classroom

- reduce internal training cost
- faster means of delivering new product/procedure training to relevant personnel
- improved accessibility of training for remote users
- reduced time out of workplace for participants
- retain through interactivity



why it works

- multiple platforms
- 28.8 KB connectivity
- security / authentication
- scalable, up to 1,000 concurrent users
- works through firewalls
- synchronous events
- persistent data
- web-browser interface

hpvc components

The screenshot shows a web browser window titled "HPVC 3.1 External - Microsoft Internet Explorer provided by Hewlett Packard". The main content area displays a slide with a blue background and the text "Smart Moves for Home Buyers" and "Session 1: Getting a Grip on Finances". The slide is annotated with three handwritten black brackets and text: "collaborative tools" at the top, "communication tools" on the left, and "interactive tools" at the bottom. The interface includes a sidebar with the HP logo, a "Hand Up" button, and a list of participants: "Sally_Martin" and "Steve_White". The bottom of the window features a navigation bar with buttons for "Group Chat", "Handouts", "URL Links", "Questions", and "Dock".

HPVC 3.1 External - Microsoft Internet Explorer provided by Hewlett Packard

HP Virtual Classroom

Steve White
Slide 8 of 11

Smart Moves for Home Buyers
Session 1: Getting a Grip on Finances
Audio: (800) 555-1212 or (719) 555-1212

Notes Review Print

0 in queue

Hand Up
2 here; 1 offline

Sally_Martin
Steve_White

Offline Mute
Private Chat
Room: demo-001
EXIT HELP

collaborative tools

communication tools

interactive tools

Group Chat Handouts URL Links Questions Dock

Dem o Slide

communication

The screenshot shows a web browser window titled "HPVC 3.1 External - Microsoft Internet Explorer provided by Hewlett Packard". The interface includes an HP logo, a "0 in queue" status, and a "Hand Up" button. A presentation slide titled "Smart Moves for Home Buyers" is displayed, with the subtitle "Session 1: Getting a Grip on Finances" and contact information for "Fast Action Bank". A participant list window is open, showing "Steve_White" selected and "Sally_Martin" listed below. At the bottom of the participant list are buttons for "Offline", "Mute", and "Private Chat".

HPVC 3.1 External - Microsoft Internet Explorer provided by Hewlett Packard

hp

HP Virtual Classroom

Steve White
Slide 1 of 10

Smart Moves for Home Buyers
Session 1: Getting a Grip on Finances
Audio: (800) 555-1212 or (719) 555-1212

0 in queue

Hand Up

2 more

Steve_White

Sally_Martin

Next Home

Fast Action Bank
ent, D.D.S., J.D., Ph.D., PMBS

Offline Mute

Private Chat

Dem o Slide

collaboration

The screenshot shows a Microsoft Internet Explorer window titled "HPVC 3.1 External - Microsoft Internet Explorer provided by Hewlett Packard". The main content area displays a presentation slide titled "Smart Moves for Home Buyers" by Steve White, "Slide 1 of 10". The slide content includes the HP logo, a "Hand Up" button (2 here), a list of participants (Steve_White, Sally_Martin), and control buttons (Offline, Mute, Private Chat, Room: demo-001, EXIT, HELP). The slide itself features three large icons: a notepad for "Notes", a magnifying glass for "Review", and a printer for "Print". A yellow arrow points to the "Review" icon. A text box at the bottom of the slide reads: "This is one category of tools you may be given. None of them allow you to impact the presentation on the 'Whiteboard,' but they do allow you to view and print slides and notes." Below this text is a line that says "NOT CONFIDENTIAL AT ALL".

collaboration

The screenshot shows a web browser window titled "HPVC 3.1 External - Microsoft Internet Explorer provided by Hewlett Packard". The interface includes a top toolbar with icons for Text, Point, Draw, Box, Erase, Notes, Review, and Print. Below the toolbar, a user profile for "Steve White" is shown, along with "Slide 7 of 11". A "Hand Up" button indicates "2 here". The main whiteboard area contains a red dot, a purple scribble, and a blue rectangle. A bottom toolbar has "Offline", "Mute", "Private Chat", "Room: demo-001", "EXIT", and "HELP" buttons. A large blue "ANNOTATE" button is at the bottom right.

Select Text, click on whiteboard, and type. Carriage return will end a line, but let you continue to type.

Type a comment

Select Point, and click on the whiteboard. All subsequent pointer clicks will move the pointer.

Select Erase and click on an annotation.

Select Draw or Box and drag mouse pointer over whiteboard.

ANNOTATE

question manager

Enter questions here followed by Return or Submit

The screenshot shows a web-based 'Questions' applet. At the top, there is a text input field for entering a question and a 'Submit' button. Below this is a table with columns: ID, Text, Submitted By, State, and Me Too!. The table contains three rows of data. Below the table, there is a section for viewing responses to a selected question, showing the question text and a response from 'Steve_White'.

ID	Text	Submitted By	State	Me Too!
6	What kind of payments will I have to make if I buy a house	Anon	Text Resp	◊
8	What if I buy and then hate my new neighbors? Wayne_	Wayne_Small	Text Resp	◊
9	Is there a % of income you should spend on you house?	Anon	Text Resp	◊

Question: What kind of payments will I have to make if I buy a house over \$200,000.?

Response to 6: Steve_White:It depends on how much of a "down payment" you make, your taxes and insurance, and the interest rate you can get. Our bank offers the lowest rates anywhere.



Click anywhere on a line to **select** the question.

Who submitted question and question status

Click here if you are interested in the same topic. The instructor can see a count of the number of people interested in a question. It's a toggle button. The icon is green if you're interested.

Responses to **selected** question

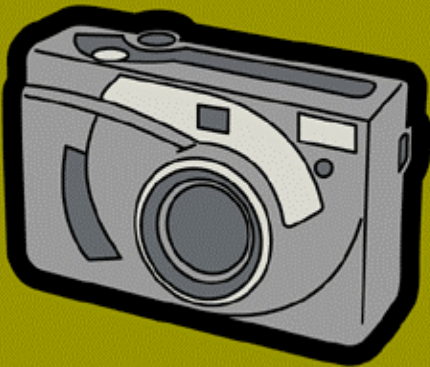
collaborative tools to encourage participation

- surveys, both formal and informal 
- ability to ask questions
- ability to join in live synchronous discussions 
- ability to go "out of sync" with the rest of the class



additional
features

snapshots



What are you looking for



STEP 1



Pick

STEP 2

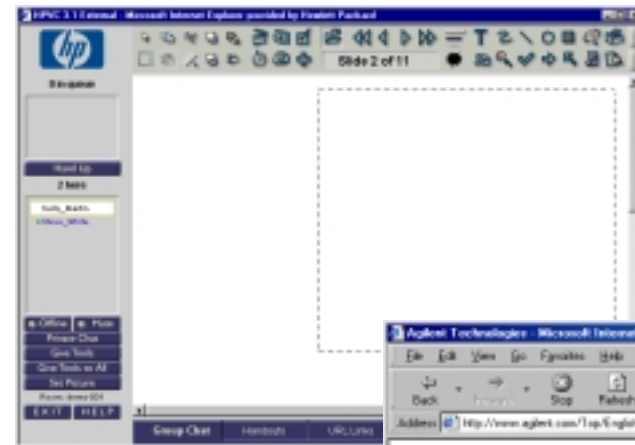
Calculate how much
you'll need to borrow

You can author pages after you are inside the Virtual Classroom. One of the ways is to insert images into the presentation with the Snapshot tool.



live demo

You can share results of applications running on your desktop to participants in the virtual classroom using live demo.



e-Learning on-tap, the offering

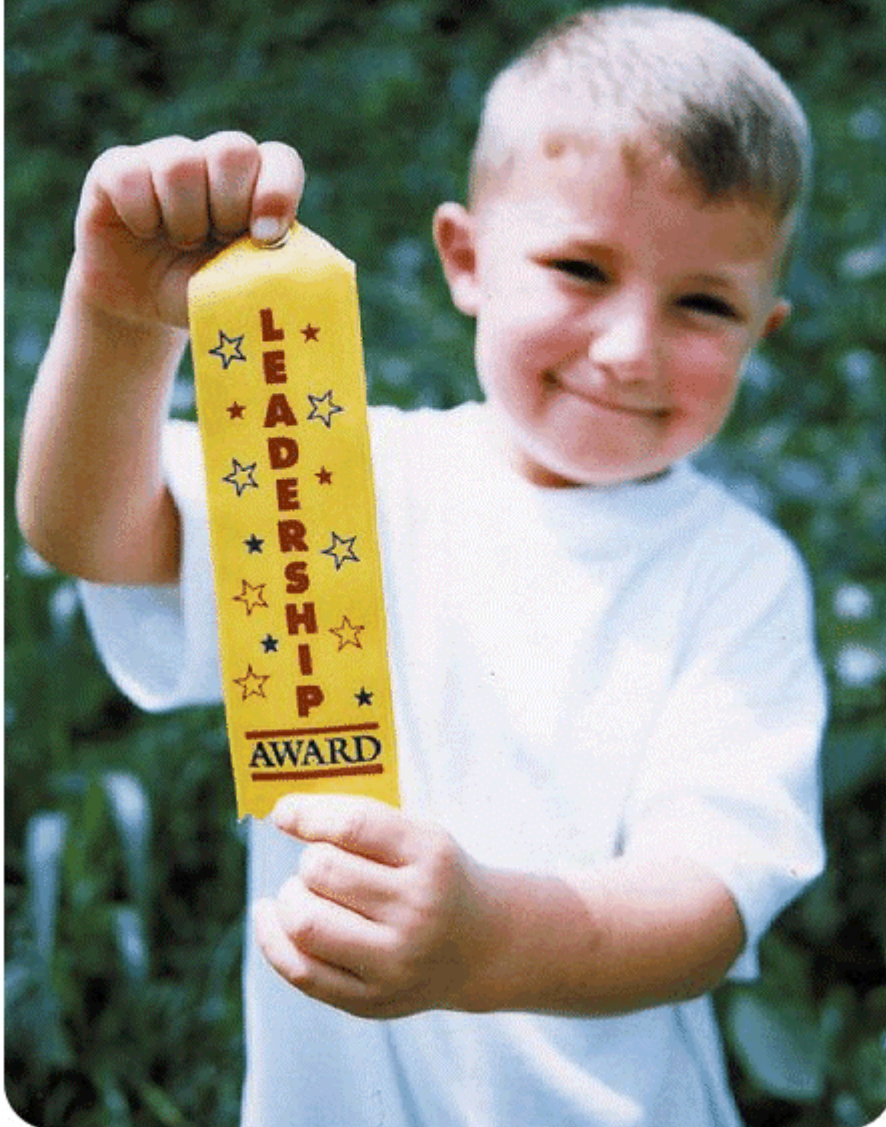
one stop solution for e-learning infrastructure and services

- based on a reliable hosted infrastructure
- live on-line training using the hp virtual classroom
- the on-tap approach: rent what you need and pay for what you use

IT Sales Training
new business models
Product Launches



should you care
about e-learning?



a new paradigm ...

- knowledge
- speed
- cost
- employee retention

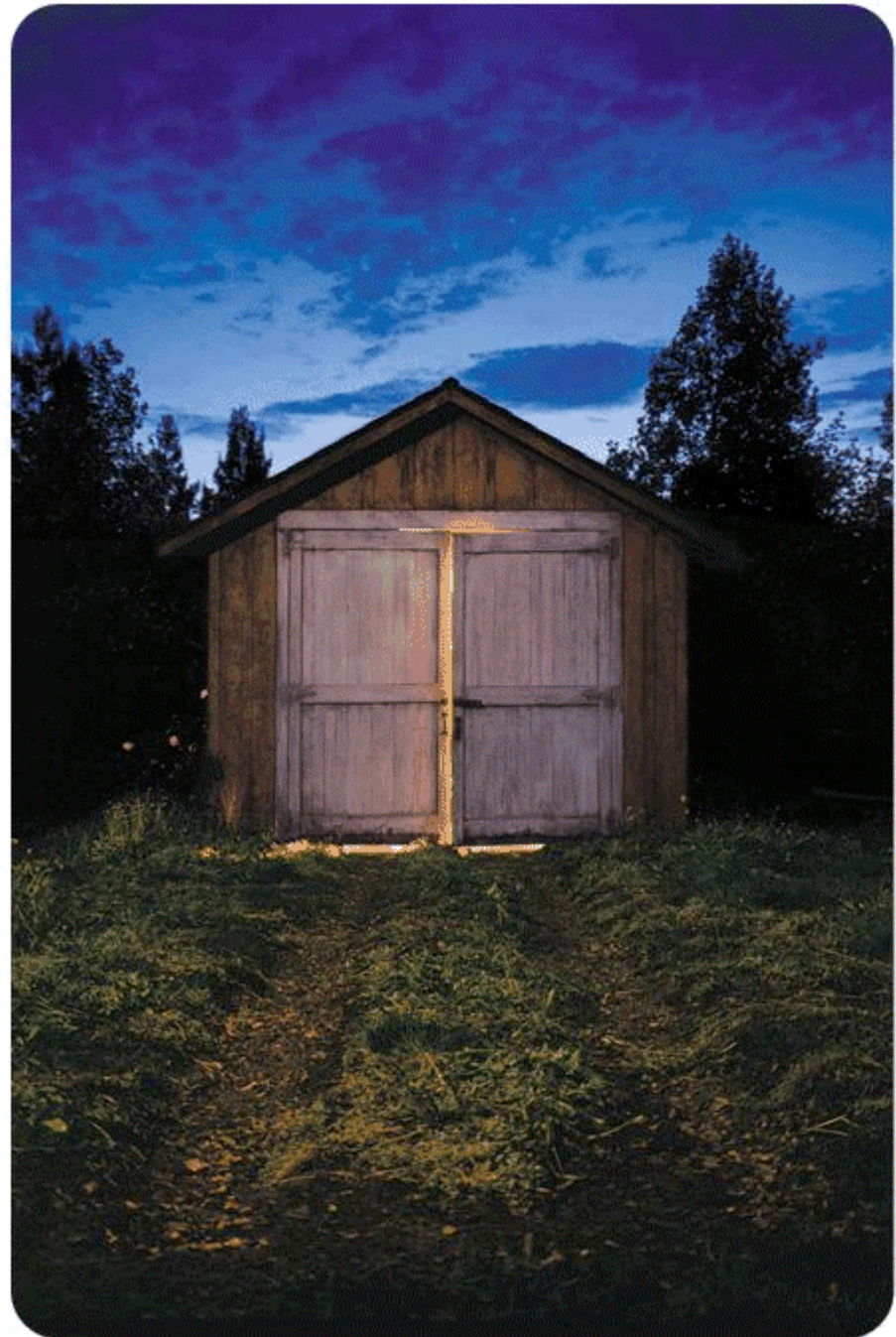
winning companies in
today's knowledge
based economy will
embrace e-learning

reinvent

learning



it just works



BACKUP SLIDES

AGENDA

- hp Education Services -who we are
- Our Integrated Learning Approach
- Our Products , services & solutions

HP is strongly positioned to be a major player in e-learning ... They are the first major provider to pull together the pieces required for a turnkey solution, combining their hosting expertise with value-added services to run online classes.

This gives them a key advantage over companies that just provide software or a technology platform."

Thomas Kucharvy, Summit Strategies

Analysts say ...



hp Education Services is a
worldwide leader in technical
training and education solutions

- Over 20 years of education
experience
- 100,000 students trained
annually
- Recognized for Quality and
Reliability
- Global facilities and
consulting services
- Industry and vertical market
expertise
- Award winning e-learning
implementation

Who we are ...

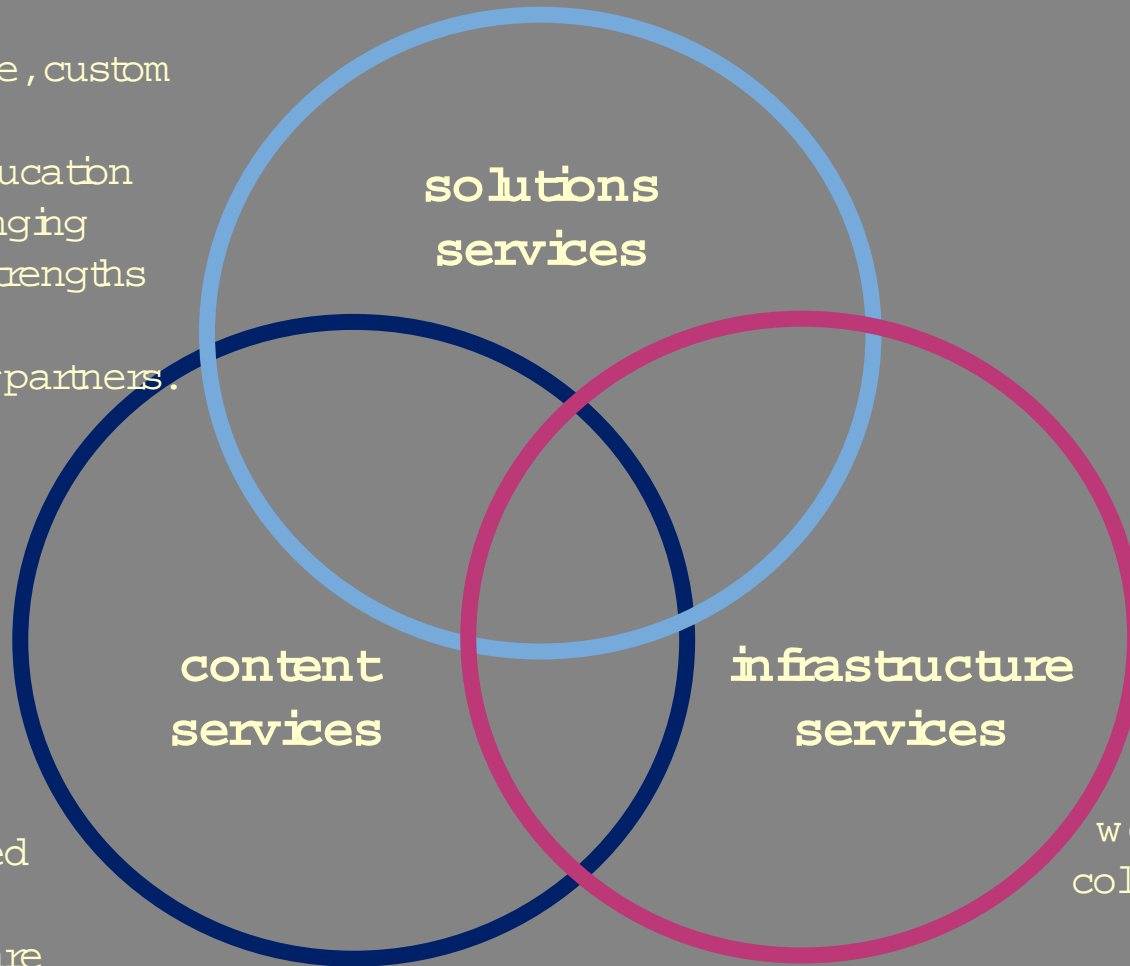
The business we are
in ...

providing e-learning
centered solutions to
meet customer needs
through our integrated
learning approach

hp education services integrated learning approach

HP creates comprehensive, custom developed, end-to-end education solutions - bringing together the strengths and expertise of HP and our partners.

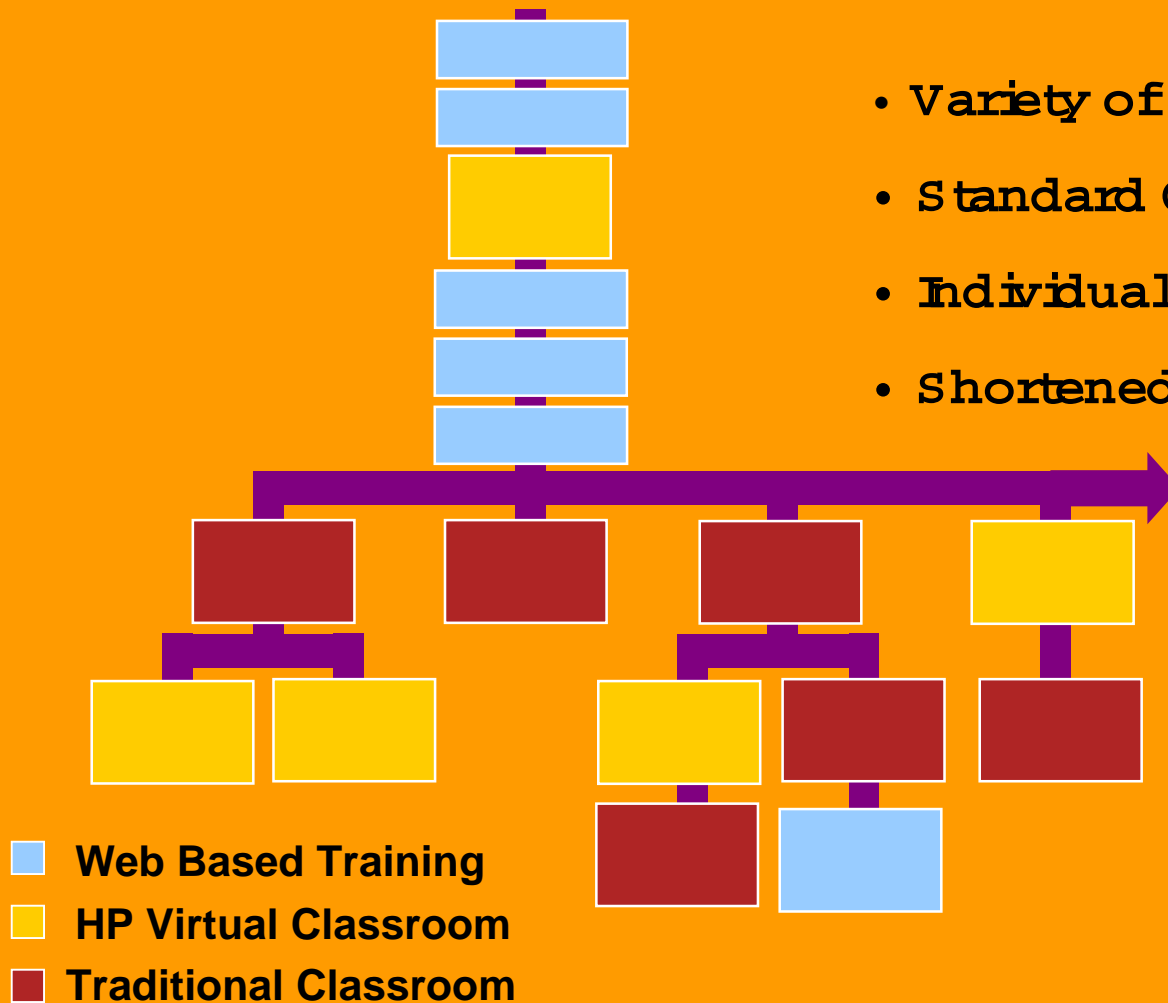
For more than 25 years, HP has offered high quality IT Professional training. Classroom-based and web-based delivery options are available globally.



HP's solid reputation in technical infrastructure is the foundation for our hosted, web-based training, collaborative delivery capabilities and learning management systems.

Example: Integrated Learning Curricula Design the Optimum Learning Experience

- Variety of learning methods
- Standard Curriculum Paths
- Individual Skill Assessments
- Shortened time in class



E-learning value chain

Our products and services



Classroom Web
& Partners



Partners



ITRC
& Partners



ELOT,
Docent



Solutions

End-to-end coverage, our efforts are intensifying so that we better position ourselves for market leadership. Smart partnering is a key component of our success.