



The Computerworld Honors Program

Honoring those who use Information Technology to benefit society

Final Copy of Case Study

Year:

2013

Status:

Laureate

Organization Name:

HP

Organization URL:

www.hp.com/social-innovation

Project Name:

HP LIFE elearning

Category:

Economic Development

Please provide an overview of the nominated project. Describe the problem it was intended to solve, the technology or approach used, how it was innovative and any technical or other challenges that had to be overcome for successful implementation and adoption. (In 300 words or less.)

There are more than 75 million unemployed youth around the world that want, but don't yet have access to, educational resources that will help them establish or support their business ideas. There are many adults around the world too, struggling with their small-medium business or desiring to launch a business. Entrepreneurship has been recognized as a driver of local and global economic growth and well being. Since its inception in 2007, the HP Learning Initiative for Entrepreneurs (HP LIFE) has provided face-to-face training and online activities dedicated to providing vital IT and business skills to hopeful entrepreneurs globally. Using certified LIFE trainers in 340 HP LIFE Training Centers in 49 countries and a unique IT and business curriculum, over 1.2 million people were

reached and more than 43,000 new jobs and 20,000 businesses were created, maintained or developed. The development of new technology – the cloud – provides a way to give free access to enhanced training content. Massive Open Online Courses (MOOCs) such as HP LIFE e-Learning are changing expectations and opportunities for entrepreneurs around the world and thereby supporting economic growth.

When was this project implemented or last updated? (Please specify month and year.) Has it incorporated new technologies and/or other innovations since its initial deployment? (In 300 words or less.)

HP LIFE e-Learning was introduced on an HP converged cloud infrastructure in June 2012. In the first 6 months, over 30,000 people registered to partake in the revised curriculum of 18 topics across Marketing, Finance, Operations and Communications themes. HP has joined forces with global nonprofit organization Education Development Center (EDC) to develop the HP LIFE e-learning curriculum; new topics are constantly being added. E-Learning means users can take part anytime, anywhere they have Internet access; they learn at their own convenience. Using self-paced, interactive modules, practical business advice, and discussion boards, HP LIFE e-Learning courses introduce relevant business and IT skills, such as using a spreadsheet to track expenses or social media to market a business. The program includes dramatic narratives of the real-life challenges faced by nascent entrepreneurs in a variety of settings around the world. Designed for entrepreneurs at any business stage or skill level, the HP LIFE e-Learning program enables learners to receive feedback and advice from members of the HP LIFE community. They can take part in online forums, online discussions, and webinars. A mentoring program is also being offered which ranges from watching special skill-focused presentations to mentoring opportunities with a selected HP business expert volunteer. People all around the world are taking advantage of the flexibility of online training to skill up and reach out. HP LIFE e-Learning helps entrepreneurs adapt to changing environments and local circumstances to make their business a success.

If this is a previously submitted project that has been significantly updated and/or expanded, please describe the nature of the update here. (In 300 words or less.)

Evolving HP LIFE into HP LIFE e-Learning has only been possible with the HP Converged Cloud solution. To meet users expectations of instantaneous response when working online, the application is hosted by HP Cloud and its Content Delivery Network (CDN) and in an HP CloudSystem Matrix environment running on an affiliate/partner data center. The e-Learning application is a 2-tier cloud-enabled application based on Drupal and Nova. The content, as provided by content partners such as EDC, is hosted in HP's Cloud Services environment.

The solution has made it possible to host a transformed training program reaching many millions more students globally. It also allows for the addition of innovative contents, applications and software as relevant. The combination of HP Cloud and CloudSystem Matrix provides flexibility and scalability, and its speed-response enhances the learner's experience.

Is implementation of the project complete? If no, please describe the project's phases and which phase the project is now in. (In 300 words or less.)

The implementation of several training modules is complete. New topics will continually be added to the HP LIFE e-Learning curriculum such as: environment/sustainability or health and safety in the workplace. Our registered entrepreneurs also have ideas and requests for courses, and content will be developed in response. In 2013, the program will be translated into 4 languages with more planned the following year. Development will also be initiated on adapting the e-Learning platform for mobile applications. The HP LIFE community will continue to grow as more and more entrepreneurial people register and take the free, online courses and join the HP LIFE Community.

Please provide at least one example of how the technology project has benefited a specific individual or organization. Feel free to include personal quotes from individuals who have directly benefited from the work. (In 300 words or less.)

Natalia Echeverri believes that her idea can catch fire; she talked about her HP LIFE e-Learning experience to Burt Granofsky of EDC. An aspiring marketer in Argentina, she has launched a small business that helps other small businesses use networking, sales trainings, and social media to get noticed. The more she helps her clients succeed, the more her own enterprise will grow. Echeverri is dedicated to making her business work and she knows that many entrepreneurs like herself have had similar convictions and failed. "All entrepreneurs are worried about how to do it right, and you want to learn from the mistakes others have made," she says. "You have to find knowledge about how to overcome the walls that the entrepreneurial environment puts up in front of you every day." Echeverri is finding the skills and knowledge she needs in the new massive open online course (MOOC), HP Learning Initiative for Entrepreneurs (HP LIFE) e-Learning program. The online course provides entrepreneurs around the world with information and practice in using technology to grow their small business for free. As a branding and marketing entrepreneur in Argentina, Echeverri, is taking care to implement the skills she learns in the HP LIFE modules. She also participates in the online forums that provide a broad community of aspiring businessmen and businesswomen across the globe. "HP LIFE is a good way to learn about which weak points we have and how we can improve our businesses with simple tools,"



she says. "It is also good to interact with people from every part of the world within the HP LIFE community."

Would this project be considered an innovation, a best practice or other notable advancement that could be adopted by or tailored for other organizations and uses? If yes, please describe that here. (In 300 words or less.)

The evolution of HP LIFE to HP LIFE e-Learning showcases the use of leading technology solutions (e.g. cloud and ancillary elements) and on-going content development in tune with global, economic development needs. This MOOC is flexible and modular, providing vital technology and business skills to nurture growth. It is an innovative and interactive program that helps entrepreneurs solve business challenges with technology solutions. It is also an example of best practice partnership working between a private company and non-government organization, (EDC). The shared belief in the power of education and skills to help people achieve economic opportunities, combined with the unique competencies each brings, means the program remains dynamic, engaging, and responsive to the emerging concerns of entrepreneurs all over the world.