

# Damien O'Sullivan

Chief Executive Officer



# New ECDL



## Base Modules

Computer Essentials
Online Essentials
Word Processing
Spreadsheets

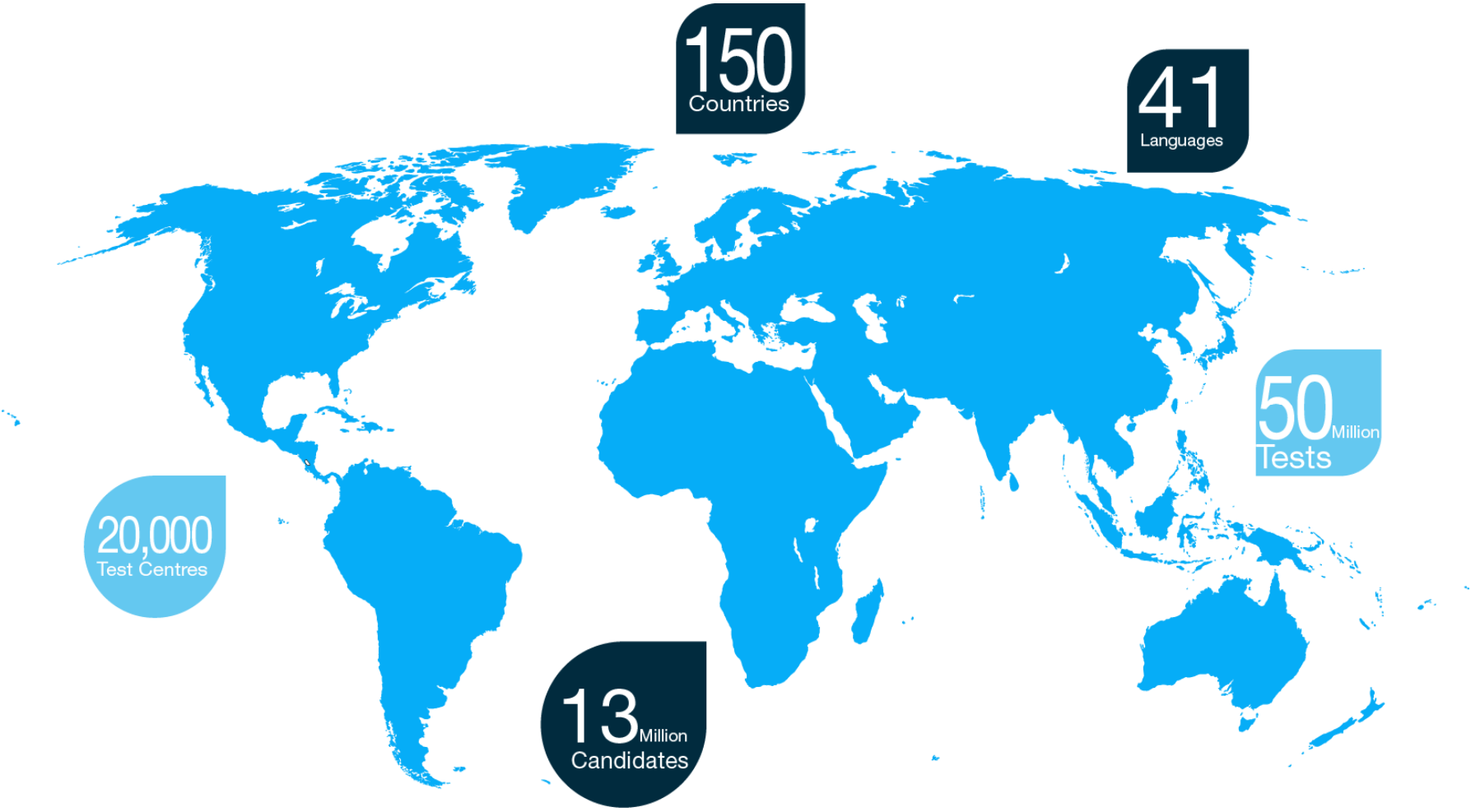
## Standard Modules

Presentation
Using Databases
Web Editing
Image Editing
Project Planning
IT Security
Online Collaboration
2D Computer Aided Design

## Advanced Modules

Advanced Word Processing
Advanced Spreadsheets
Advanced Databases
Advanced Presentation

# Global Reach

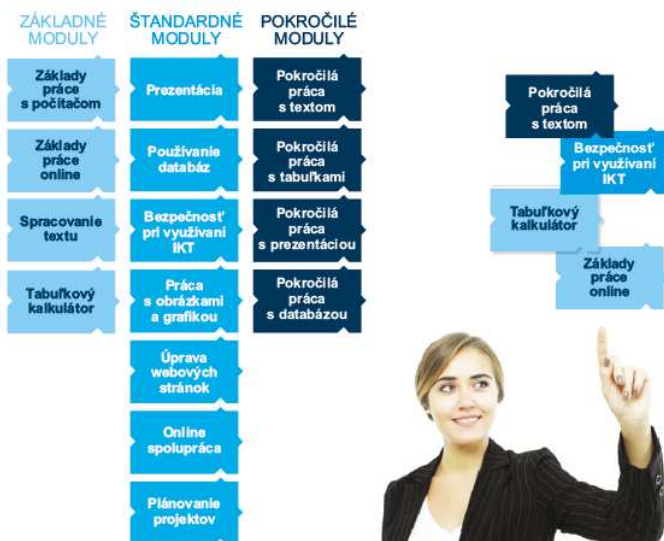




## ROZVÍJAJ SI DIGITÁLNE SCHOPNOSTI SVOJOU CESTOU

Vyber si oblasť znalostí a zručností v IT podľa svojich potrieb. Priprav sa. Získaj osvedčenie o skúške podľa medzinárodného štandardu. Skúšky môžeš priebežne dopĺňať.

**Certifikáty ECDL** sú prirodzenou súčasťou systému celoživotného vzdelávania.



ECDL – Digitálne schopnosti pre trh práce



## SLOVENSKÁ INFORMATICKÁ SPOLOČNOSŤ

# Our Mission is ...

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... to enable proficient use of ICT that empowers individuals, organisations and society, through the development, promotion and delivery of quality certification programmes throughout the world.

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Digital Proficiency Gap ?

# Digital Divide

# Social Divide

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PC

Broadband

Skills

No PC

No Broadband

No Skills





Digital Native



Digital Immigrant



# New Digital Divide

# Economic Divide



Digital Lifestyle Skills



Digital Workplace Skills

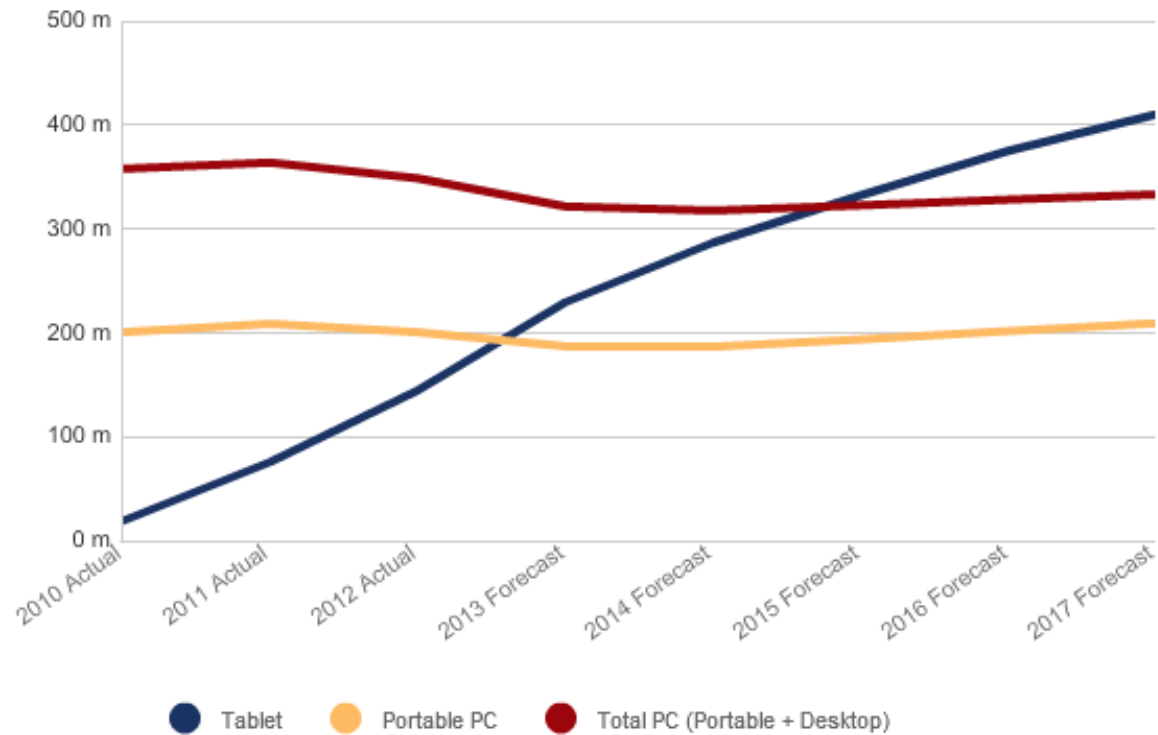
# Digital Workplace

By 2015, 90% of jobs will  
need at least basic  
computer skills.

# Are PCs relevant?



### Worldwide Tablet and PC Forecast, 2013Q1, Units



# PC Sales in Q1 2014



**Table 1**  
**Preliminary Worldwide PC Vendor Unit Shipment Estimates for 1Q14 (Units)**

Company	1Q14 Shipments	1Q14 Market Share (%)	1Q13 Shipments	1Q13 Market Share (%)	1Q13-1Q14 Growth (%)
Lenovo	12,907,344	16.9	11,641,152	14.9	10.9
HP	12,248,274	16.0	11,770,542	15.1	4.1
Dell	9,541,231	12.5	8,755,092	11.2	9.0
Acer Group	5,564,358	7.3	6,534,362	8.4	-14.8
Asus	5,310,000	6.9	5,064,431	6.5	4.8
Others	31,001,926	40.5	34,142,058	43.8	-9.2
<b>Total</b>	<b>76,573,135</b>	<b>100.0</b>	<b>77,907,637</b>	<b>100.0</b>	<b>-1.7</b>

Note: Data includes desk-based PCs and mobile PCs, including x86 tablets equipped with Windows 8, but excludes Chromebooks and other tablets.

Source: Gartner (April 2014)

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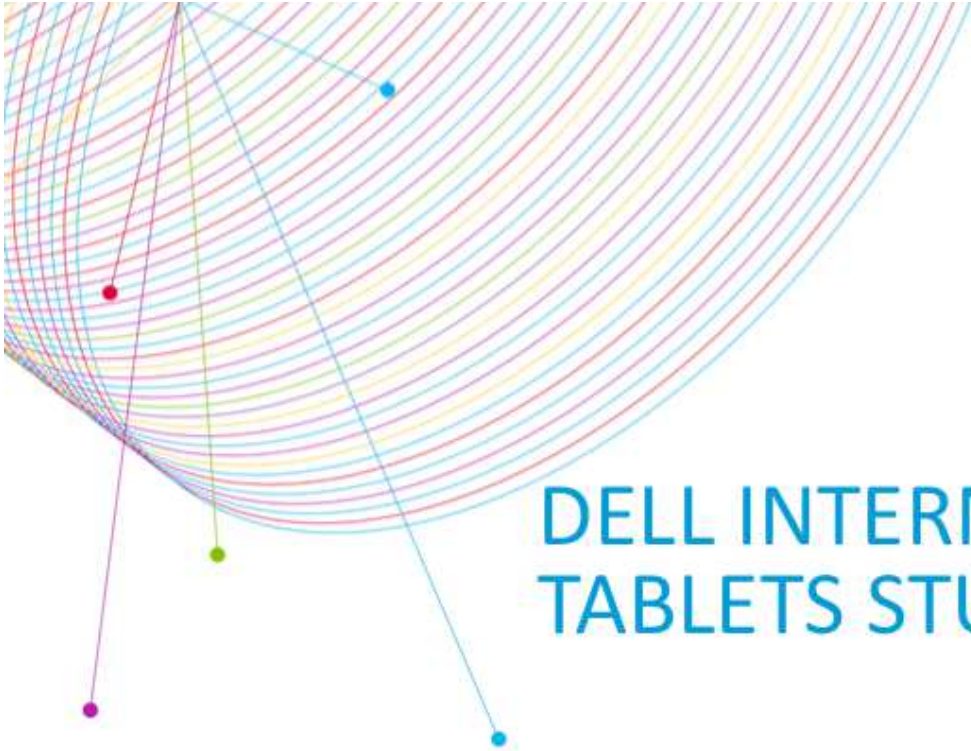
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Source: Gartner (April 2014)



PCs will continue to be the  
workhorse for business

# Dell study



nielsen  
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## DELL INTERNATIONAL TABLETS STUDY

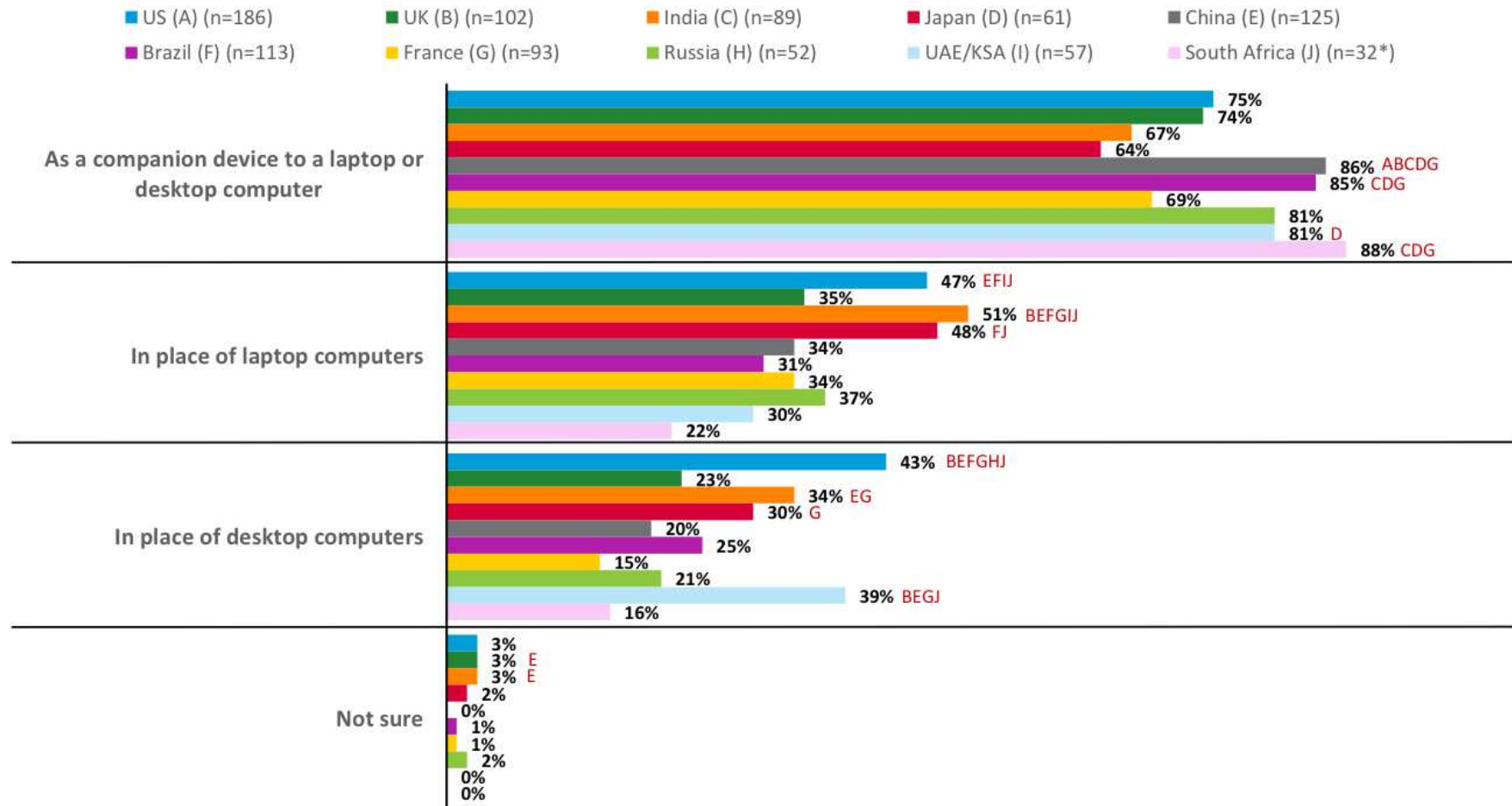


Maria Yarolin, Nielsen Consumer Insights  
September 10, 2014

# Dell Study



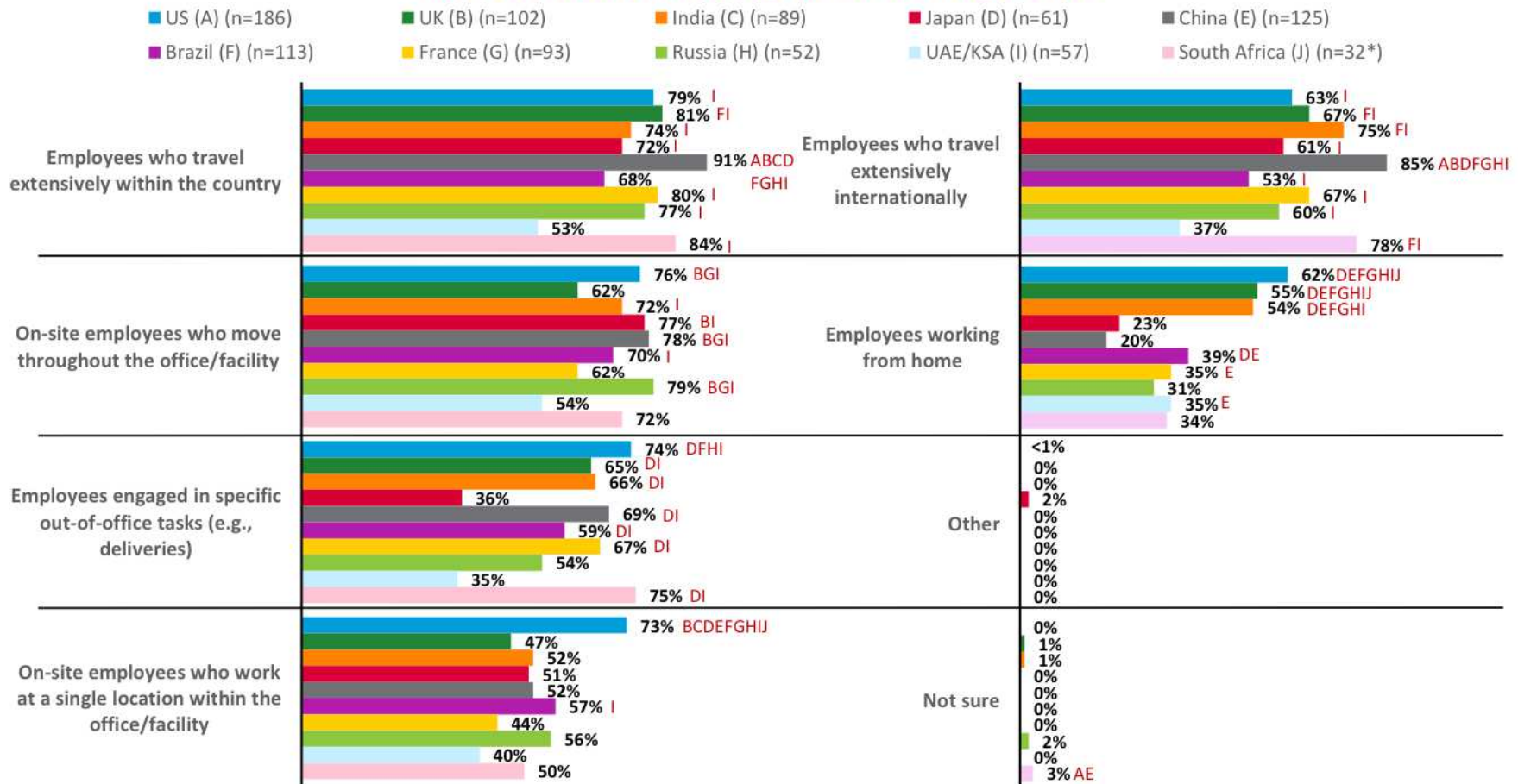
## Use of Tablets in Relation to Laptops/Desktops



# Dell Study



## Types of Employees in Organization Using Tablets



# Dell Study



## Kinds of Apps Intended To Be Used On Company Tablets

	U.S.	U.K.	India	Japan	China	Brazil	France	Russia	UAE/KSA	South Africa
	A	B	C	D	E	F	G	H	I	J
	(n=186)	(n=102)	(n=89)	(n=61)	(n=125)	(n=113)	(n=93)	(n=52)	(n=57)	(n=32*)
<b>ANY (NET)</b>	<b>100%</b> H	<b>100%</b> H	<b>99%</b>	<b>100%</b>	<b>100%</b> H	<b>100%</b> H	<b>100%</b>	<b>96%</b>	<b>100%</b>	<b>100%</b>
Email	<b>80%</b> I	<b>80%</b> I	<b>79%</b> I	<b>77%</b> I	<b>85%</b> I	<b>81%</b> I	<b>81%</b> I	<b>79%</b> I	<b>47%</b>	<b>91%</b> I
Calendar or scheduling	<b>69%</b> B	<b>57%</b>	<b>60%</b>	<b>59%</b>	<b>72%</b> B	<b>61%</b>	<b>63%</b>	<b>71%</b>	<b>81%</b> BCDFG	<b>81%</b> BCDF
Online productivity tools	<b>68%</b> DGH	<b>67%</b> DGH	<b>66%</b> DGH	<b>49%</b>	<b>72%</b> DGH	<b>63%</b> H	<b>52%</b>	<b>46%</b>	<b>88%</b> ABCDEFGH	<b>81%</b> DGH
Word processing	<b>68%</b>	<b>64%</b>	<b>72%</b> DG	<b>56%</b>	<b>75%</b> DFG	<b>59%</b>	<b>56%</b>	<b>71%</b>	<b>84%</b> ABDFG	<b>84%</b> BDFG
Cloud storage	<b>66%</b> G	<b>63%</b>	<b>66%</b>	<b>59%</b>	<b>77%</b> BDFGH	<b>64%</b>	<b>53%</b>	<b>60%</b>	<b>81%</b> ABDFGH	<b>78%</b> G
Spreadsheet	<b>64%</b> D	<b>73%</b> D	<b>69%</b> D	<b>48%</b>	<b>75%</b> ADG	<b>74%</b> DG	<b>60%</b>	<b>77%</b> DG	<b>81%</b> ADG	<b>88%</b> ACDG
Messaging	<b>63%</b> D	<b>60%</b>	<b>62%</b>	<b>48%</b>	<b>75%</b> ABCDF	<b>62%</b>	<b>66%</b> D	<b>63%</b>	<b>79%</b> ABCDF	<b>81%</b> ABCDF
"Proprietary" apps	<b>60%</b> DH	<b>57%</b>	<b>48%</b>	<b>41%</b>	<b>67%</b> CDHI	<b>62%</b> DH	<b>60%</b> DH	<b>42%</b>	<b>49%</b>	<b>56%</b>
Organizational and note taking apps	<b>57%</b> H	<b>48%</b>	<b>56%</b> H	<b>49%</b>	<b>74%</b> ABCDFGH	<b>50%</b>	<b>57%</b> H	<b>37%</b>	<b>65%</b> BH	<b>75%</b> BDFH
Navigation	<b>57%</b>	<b>50%</b>	<b>57%</b>	<b>46%</b>	<b>68%</b> BDG	<b>68%</b> BDG	<b>54%</b>	<b>71%</b> BDG	<b>82%</b> ABCDEFG	<b>78%</b> ABCDG
Company-created multimedia assets	<b>50%</b> DHI	<b>45%</b> DH	<b>52%</b> DHI	<b>23%</b>	<b>62%</b> ABDFHI	<b>50%</b> DHI	<b>53%</b> DHI	<b>25%</b>	<b>33%</b>	<b>63%</b> DHI
Social media	<b>43%</b> H	<b>46%</b> H	<b>45%</b> H	<b>34%</b> H	<b>55%</b> ADGH	<b>47%</b> H	<b>35%</b> H	<b>15%</b>	<b>82%</b> ABCDEFGHJ	<b>50%</b> H
Payment	<b>41%</b> DG	<b>44%</b> DG	<b>57%</b> ADEGH	<b>18%</b>	<b>35%</b> D	<b>51%</b> DEG	<b>26%</b>	<b>38%</b> D	<b>77%</b> ABCDEFGHJ	<b>56%</b> DEG
Photo and video	<b>40%</b> D	<b>39%</b> D	<b>49%</b> D	<b>23%</b>	<b>54%</b> ABDFGH	<b>36%</b>	<b>37%</b>	<b>35%</b>	<b>68%</b> ABDFGH	<b>53%</b> D
News	<b>39%</b> G	<b>45%</b> G	<b>35%</b>	<b>43%</b> G	<b>48%</b> G	<b>42%</b> G	<b>25%</b>	<b>37%</b>	<b>77%</b> ABCDEFGHJ	<b>44%</b> D
Other	<b>3%</b>	-	<b>7%</b> BE	<b>2%</b>	<b>1%</b>	<b>4%</b> B	<b>2%</b>	<b>2%</b>	<b>4%</b>	-
None of these	-	-	<b>1%</b>	-	-	-	-	<b>4%</b> ABEF	-	-

Prepared for Dell



FORRESTER®

FOR: CIOs



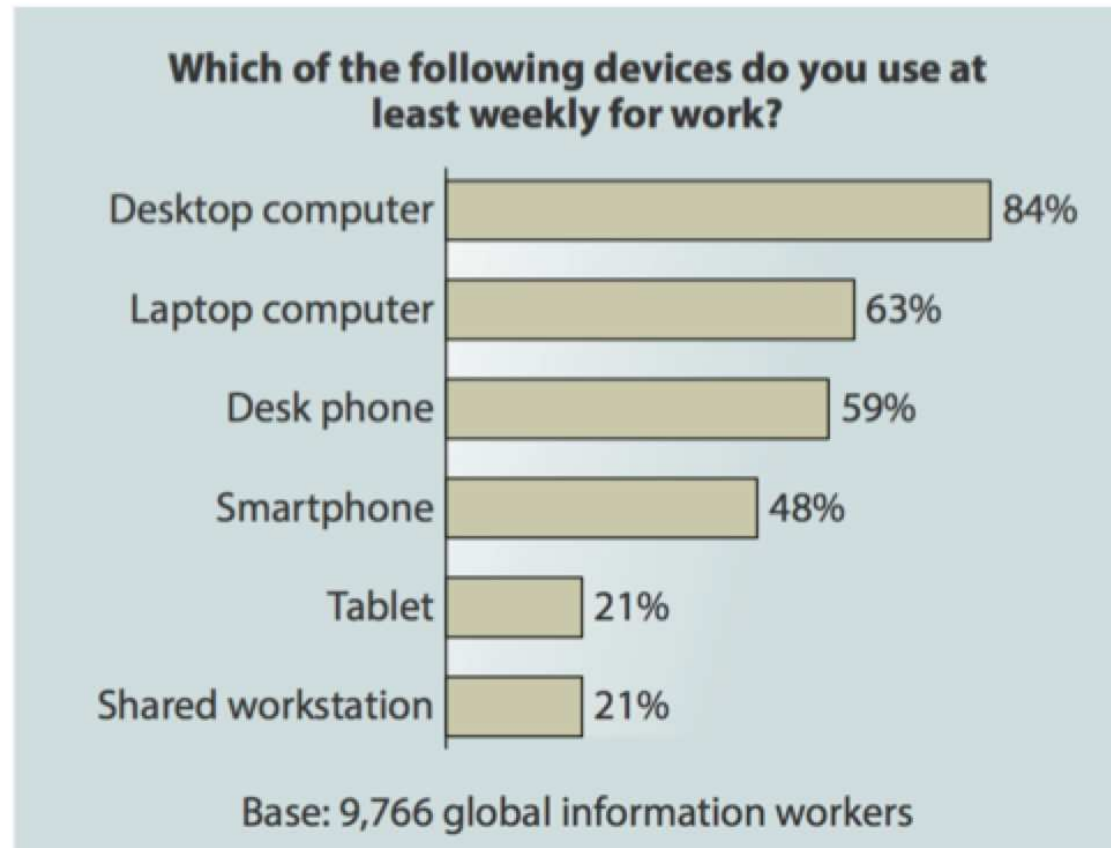
## 2013 Mobile Workforce Adoption Trends

by Ted Schadler, February 4, 2013

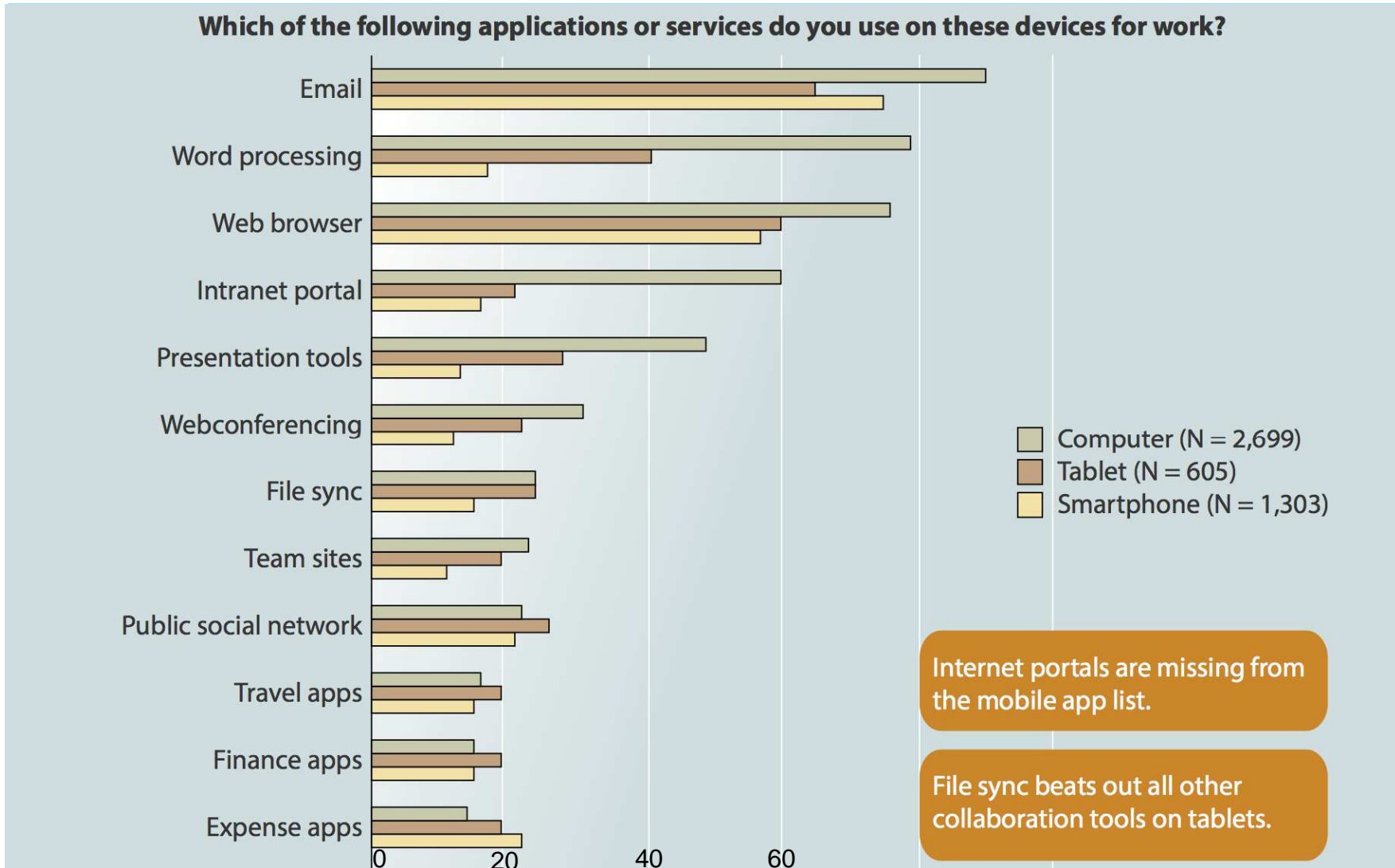
Anytime, Anywhere Information Work Is The New Normal

*Today, we characterize 29% of the global workforce as anytime, anywhere information workers - those who use three or more devices, work from multiple locations, and use many apps. This number has risen from 23% of the global workforce in 2011 and will continue to rise, as we will see 905 million tablets in use for work and home globally by 2017.*

# Mobile Workforce Trends

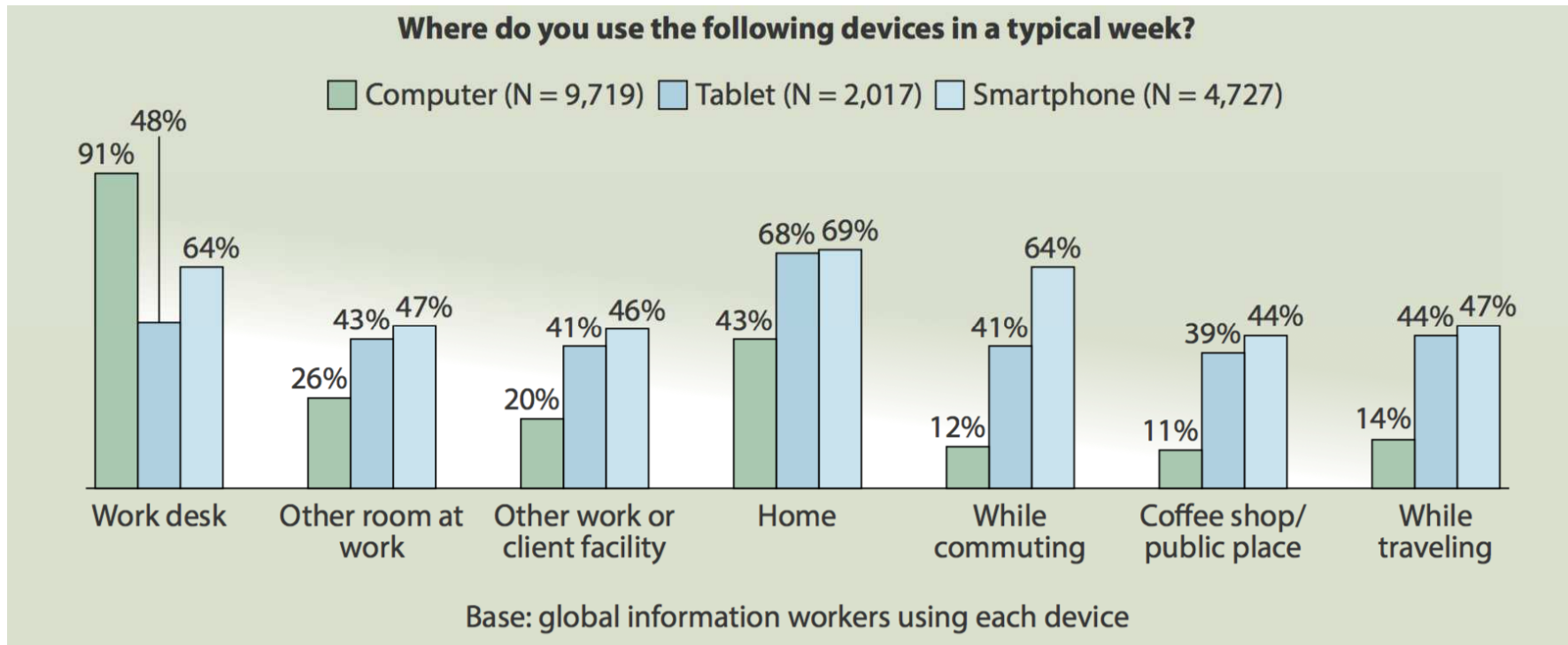


# Mobile Workforce Trends





# Mobile Workforce Trends

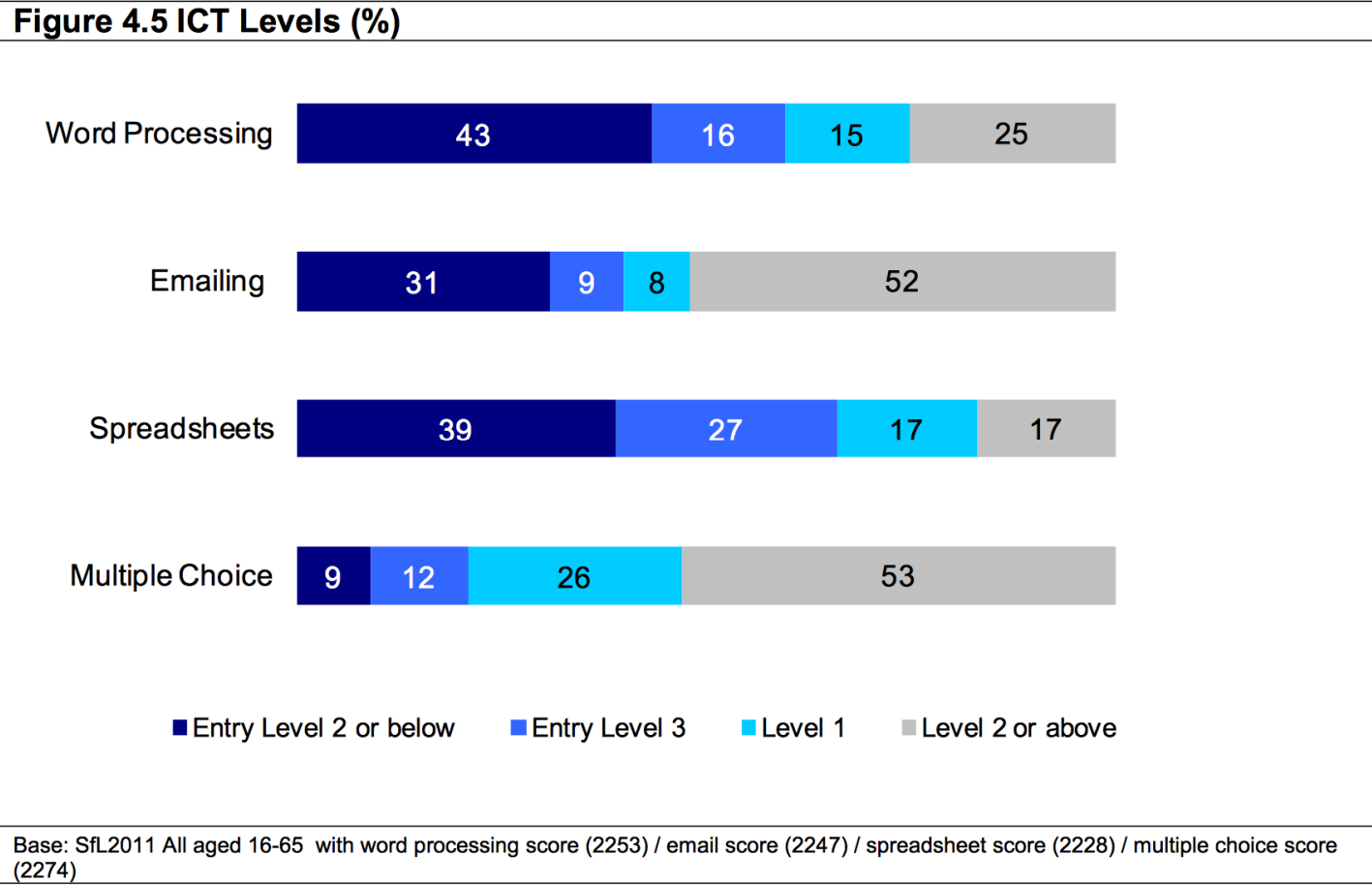


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## Survey of HR Professionals and Employers

- 81% require their workforce to have digital skills
  - 52% believe their workforce has the digital skills to meet their future challenges
  
  - 97% rated email skills as very or quite important,
  - 92% rated word processing skills as very or quite important
  - 89% rated spreadsheet skills as very or quite important
  - 71% rated social media skills as very or quite important
-

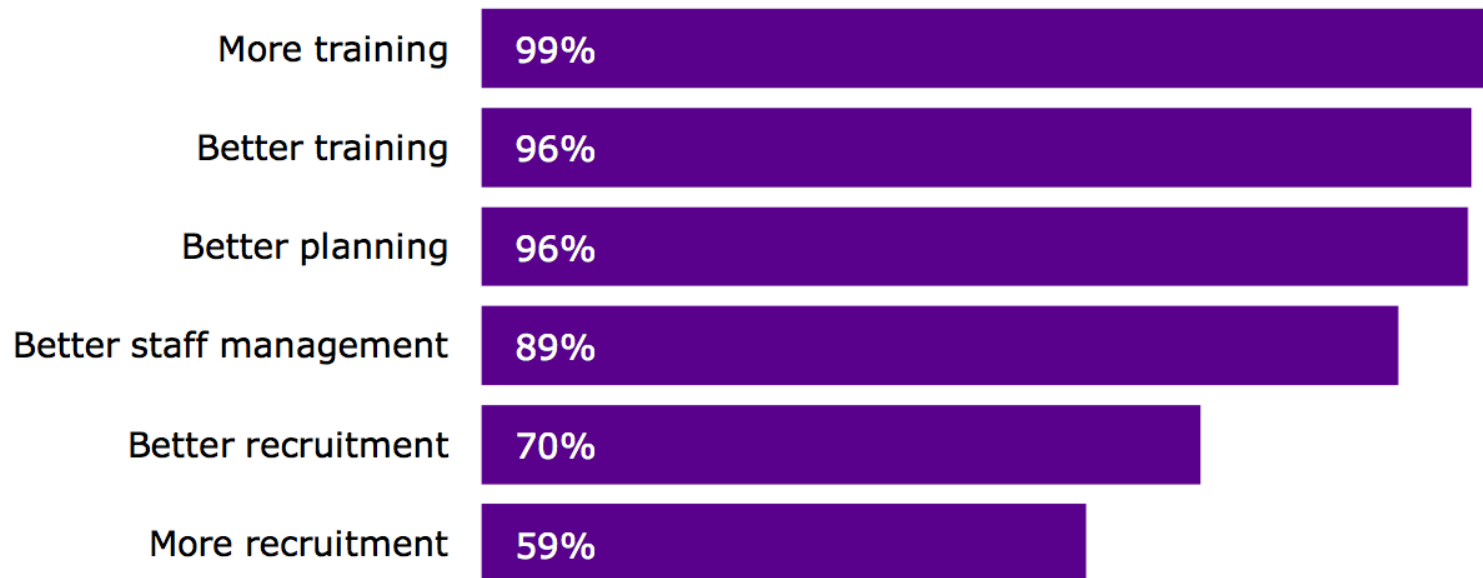
# Workplace Skills Gap



UK Dept. for Business, Innovation & Skills – Skills for Life Survey

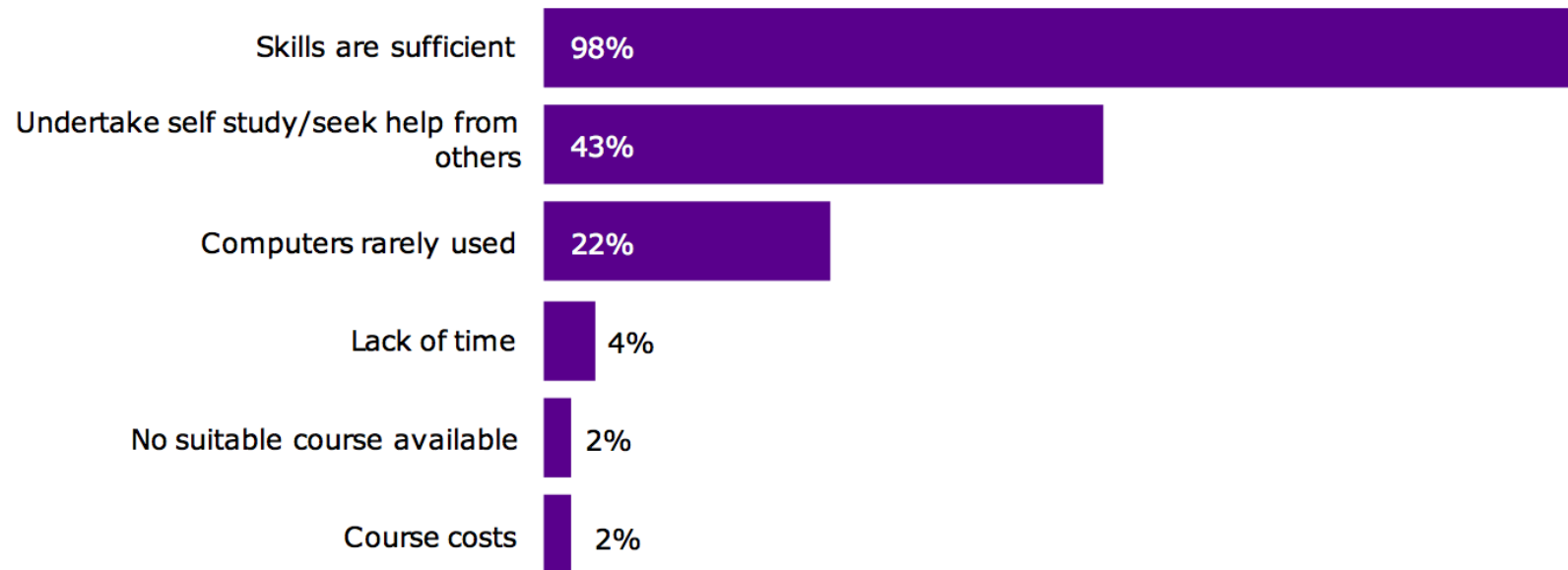


# Employers' Solution



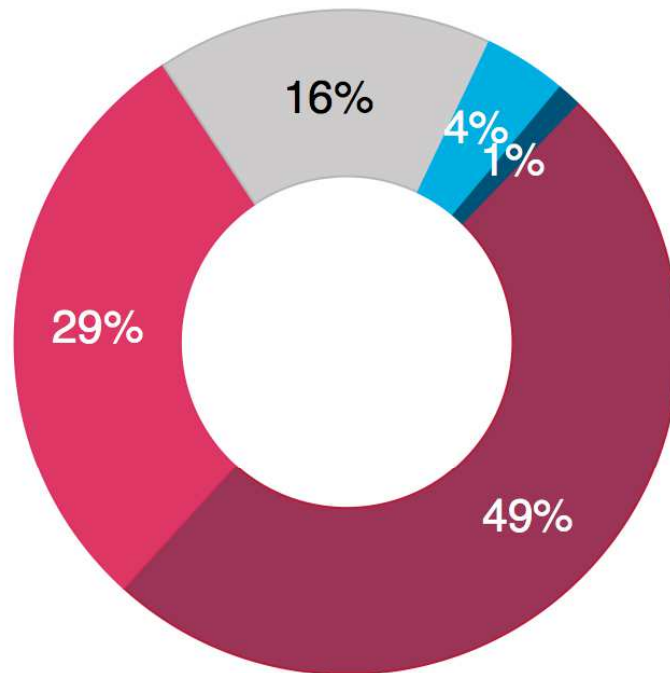
Source: National Skills Academy for IT - Employer survey, 2011

# Reason for not training

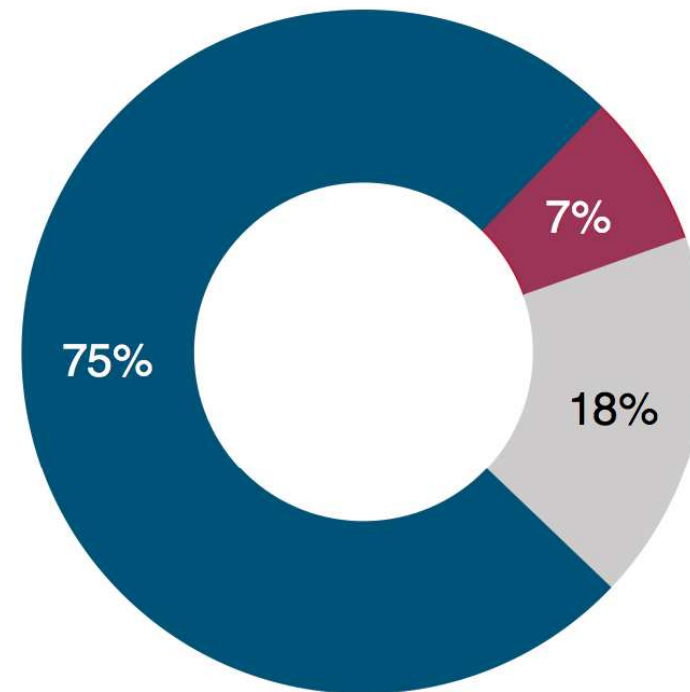


Source: ONS Internet Access - Households and Individuals, 2011

## Computer Essentials (Self-assessment vs. real knowledge)



- very good
- good
- average
- bad
- very bad



- very good and good
- average
- bad and very bad

# Digital Native Fallacy

# Digital Native Fallacy

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Lifestyle Skills



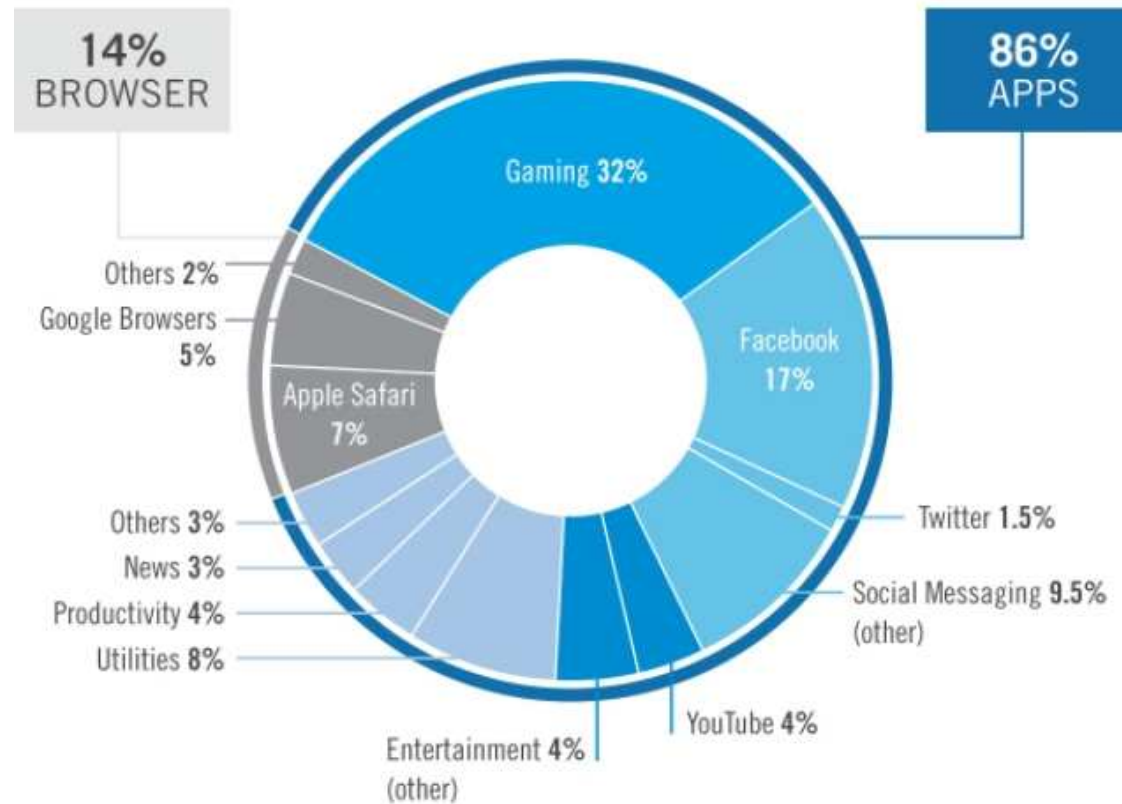
Workplace Skills



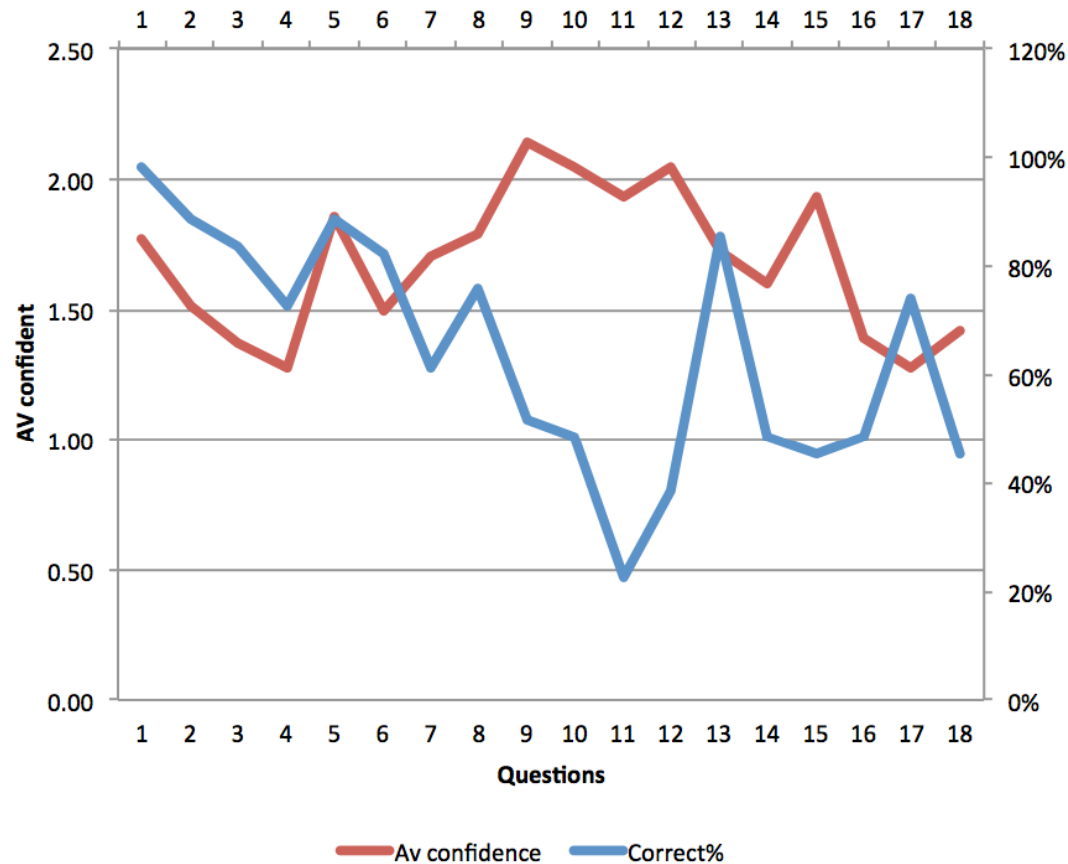


# Workplace skills?

## Time Spent on iOS and Android Connected Devices



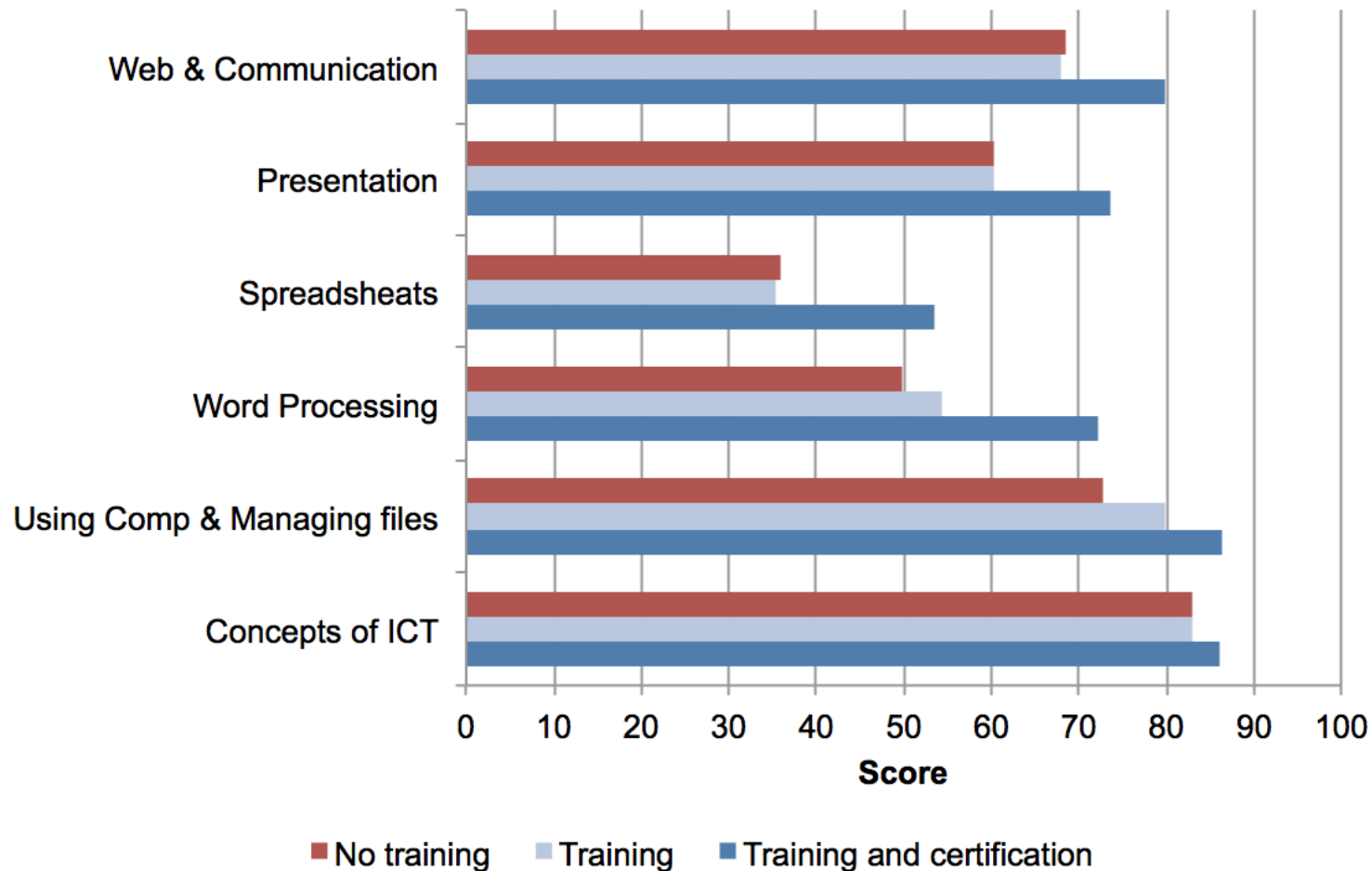
# ECDL Nordic Study



## % Incorrect answers over 25%:

- 27% Create a shortcut
- 39% Apply a different paragraph style
- 48% Mail Merge
- 52% Sort descending
- 77% Calculate numbers in a list
- 61% Change a chart
- 52% Clipart in master
- 55% Ungroup arrows and images
- 52% What https indicates
- 26% Bookmark a webpage
- 55% Save attached file

## Competence profile per module



# Digital Native Fallacy

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*"There is a myth about the digital native and the Google generation kid who, because they are young, are seen as being more computer literate than their parents, but that is totally wrong.*

*Kids can be very fluid and fast with computers, but they are only fast when they are doing something they have had a lot of practice in."*

Dr. Dan Russell, Google Research Scientist

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Skill

Re-skill

Up-skill

Thank you