



# Education

Innovation with Technology  
For a better Future and Education

Kay Hooghoudt  
Strategy & Business Development Manger PHT

Your business technologists. **Powering progress**

**Atos**

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## Kay Hooghoudt

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Global Business  
Development  
Manager ,  
Atos(2011)  
Account Director  
Education, Atos  
Origin (2007)  
Director  
International,  
Justice  
Department  
(2004)  
International  
Coordinator,  
Migration Service  
(2002)  
Director  
Knowledge Centre  
, IND(1998)

- Kay joined Atos in 2007 as Account Director for Education in the Netherlands. Since 2011 he has broadened his role as *Global Strategy & Business Development Manager Education & Public Administration*.
- Kay has a clear vision on Technology in the public sector, in particular in Education. Amongst others he has introduced the Olympic Games as a unique business case in Higher Education including visiting in 2010 Vancouver , Canada with Executive Board members during the Winter Games and also in a recent pre-Olympic Visit to London 2012.
- He has designed a new clear strategy and position for Atos in Education and positioned a vast network at Boardroom level. Developing strategies for Executives how to use Technology enabling them to withstand challenges they face in present fast moving world. He believes in new Technology like Cloud that can connect The New Generation , giving an answer to consumerization, globalization, cost pressure and profiling Universities, Business Schools and K12.
- Kay has a long track record in Government Services, with over 10 years in senior management positions. He has a vast experience in developing national and international strategies and sharing best-practices in implementing (EU-) policies.
- Kay (1962) is father of 4 kids and is living in Leiden, the Netherlands. He has his educational background in International Law (LLM) and Anthropology at the University of Leiden.

# Atos perspective on Education & Cultural Heritage

Universities

Business schools

Polytechs/Vocational Schools

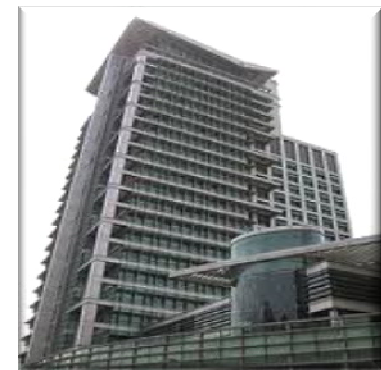
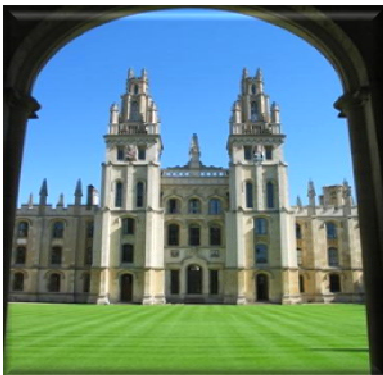
K12

Private schools

(Science & Research) Musea

Libraries

Relevant for Atos any Institution with approx. more than 2.000 staff and over 10.000 students,  
BUT..



## Education in Turmoil...

Every Board member of an Educational institution is more than aware of the demanding challenges they face these days:

- ▶ Staying connected to The New Generation,
- ▶ the growing consumerization of society the students grow up in,
- ▶ increasing demand for more flexibility
- ▶ and at the same time cost pressure in a more competitive economy.
- ▶ And finally globalization which forces institutions in competing amongst each other for better ranking on one hand but also more international cooperation on the other.

The speed with which new technologies like Cloud services are introduced in the market now enables Universities, Business Schools but also High & Primary schools to finally give an answer to these ever demanding challenges. Being the largest European Technology Service Integrator, Atos has a clear vision and a long track-record on how Technology can be an enabler for Education.



## 2. The Perfect Storm.. And Technology is the answer?



- ▶ Consumerization
- ▶ Flexibilization
- ▶ Cost reduction
- ▶ Globalization

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# If Technology is the answer, what do we need to procure?

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# But what about this?



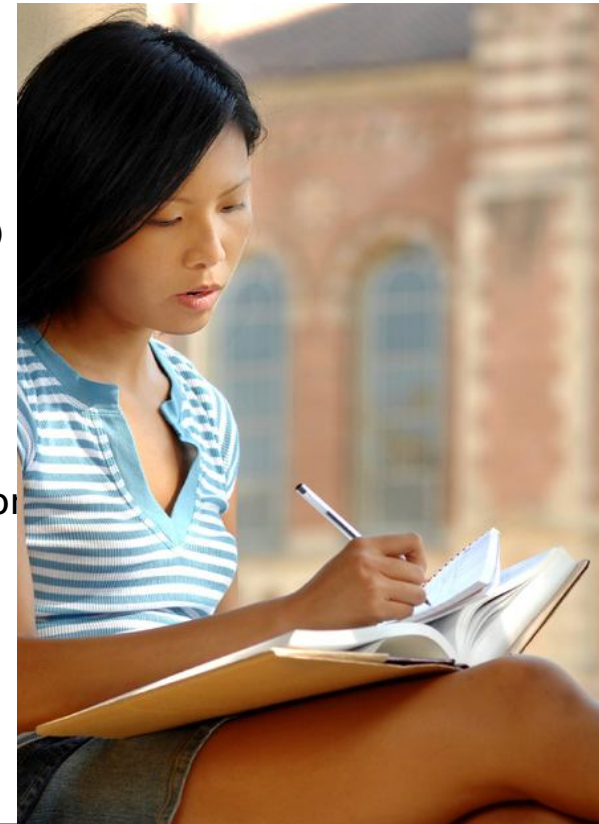
October 2011, Kay Hooghoudt Strategy & Business Development Manager Education



# Present IT trends in EDU

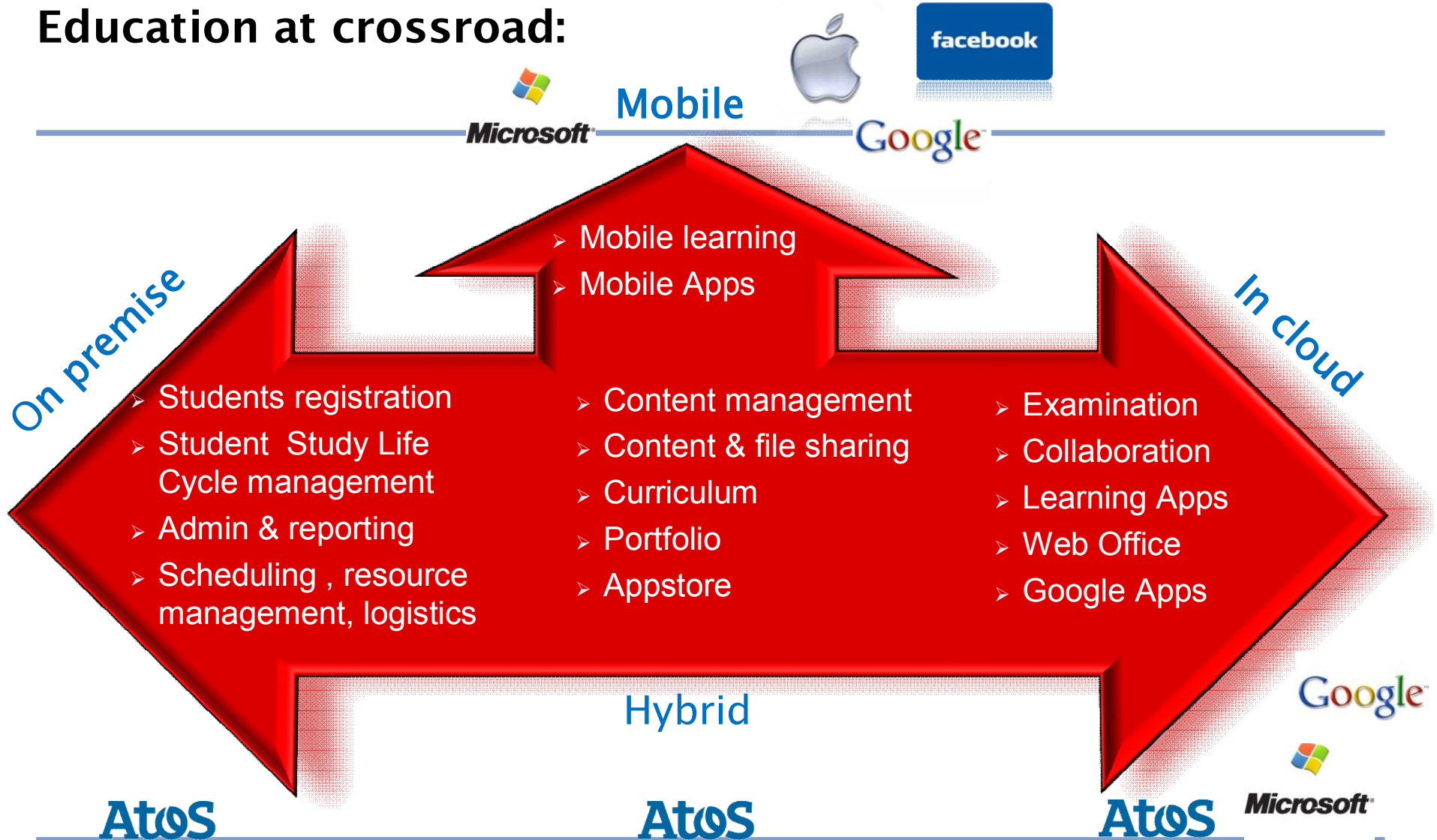
## IT Strategy in a Nutshell

- ▶ (Out)Sourcing strategy is rising including BYOD
- ▶ Usage of cloud services is rising
- ▶ Pay-per-use business model (e.g. per student/per examination)
- ▶ More standardization, less self-build
- ▶ Connect to consumerisation (e.g. Google/Facebook/MS)
- ▶ Massive repeatable business in K12 & Polytechs
- ▶ Less smaller vendors, looking for large secure service integrator





# Education at crossroad:



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## Cloud = the Art of Letting Go..

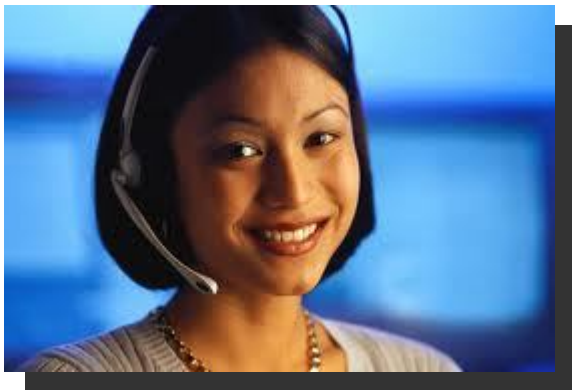


- ▶ “The essence of strategy is choosing what not to do”
- ▶ “In the world of Higher Education Information Technology, what choices do CIOs have? What can they choose *not* to do?”

- ▶ Michael Porter, professor and director of the Institute for Strategy and Competitive Advantage at Harvard Business School.

**Atos**

# Procure Services, not servers..



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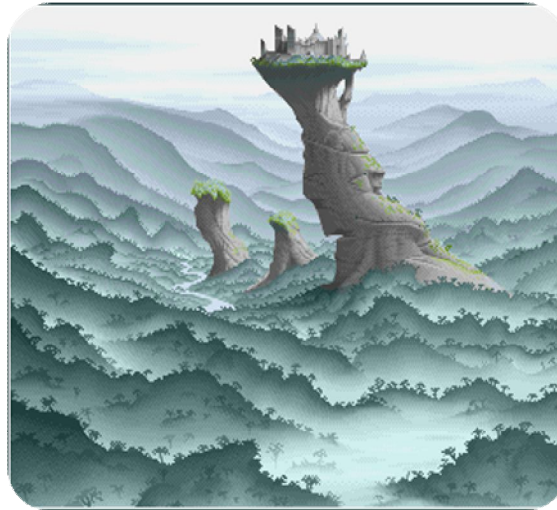
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# The tip of the iceberg..

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▶ Gartner: "Cloud is the new outsourcing"



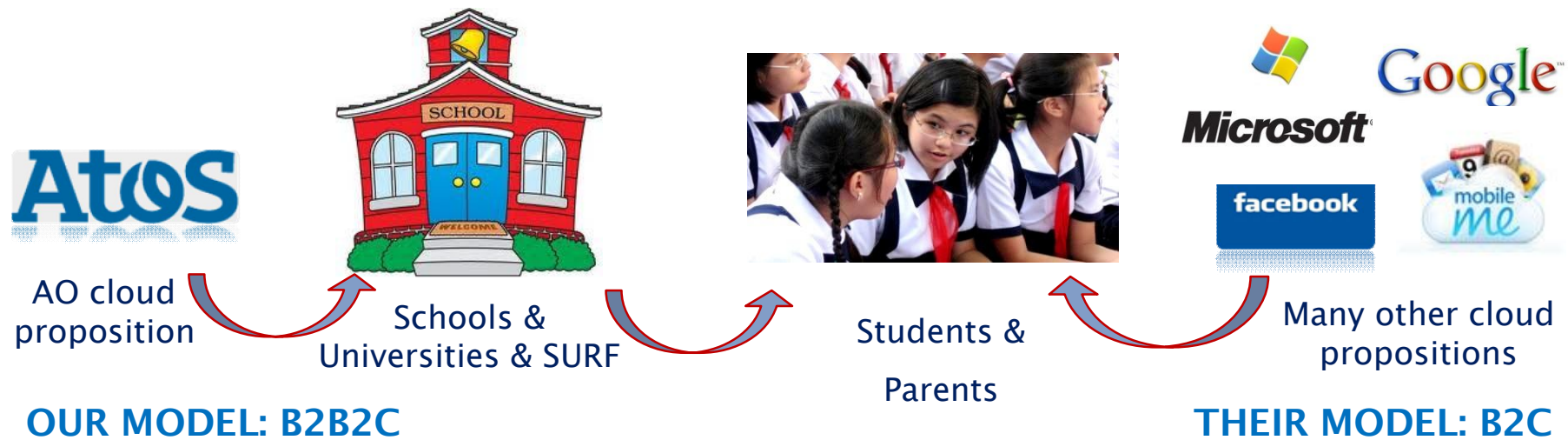
▶ IT-managers are not (yet) always ready for that..



▶ The Future is about the Orchestration of Services

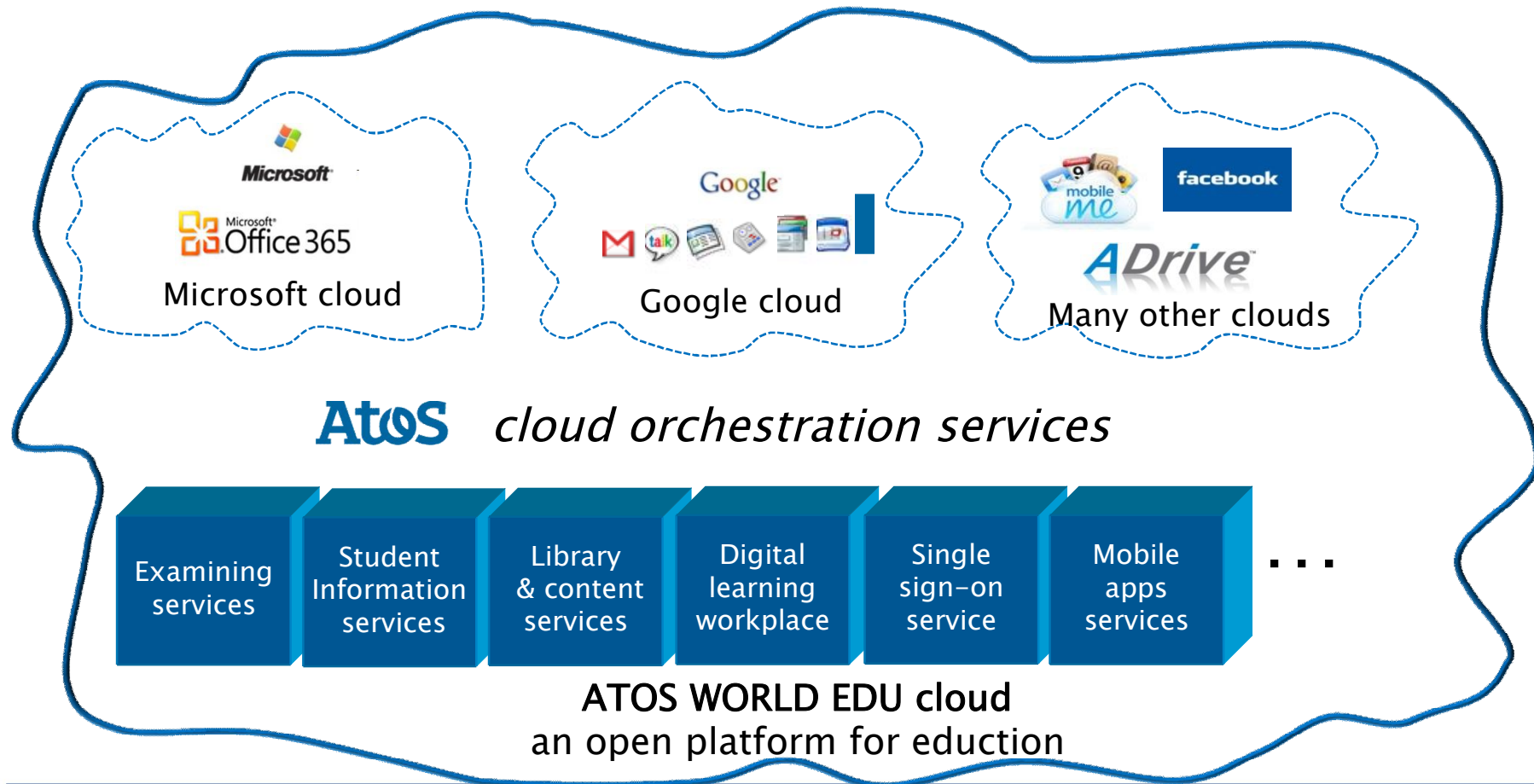
# Now where is Atos in this?

Business    2    Business    2    Consumers    2    Business



- ▶ Largest IT-player EU with focus on Education (vs local niche players)
- ▶ High on volumes, security & e-services (pay-per-student)
- ▶ Local domain knowledge about core EDU processes
- ▶ Skills to orchestrate & combine various cloud offerings (MSI)

# Value added cloud services for Education



# E-services in Education

E-examining



Student Administration



Digital Learning & Work Environment



E-Library & E- Museum



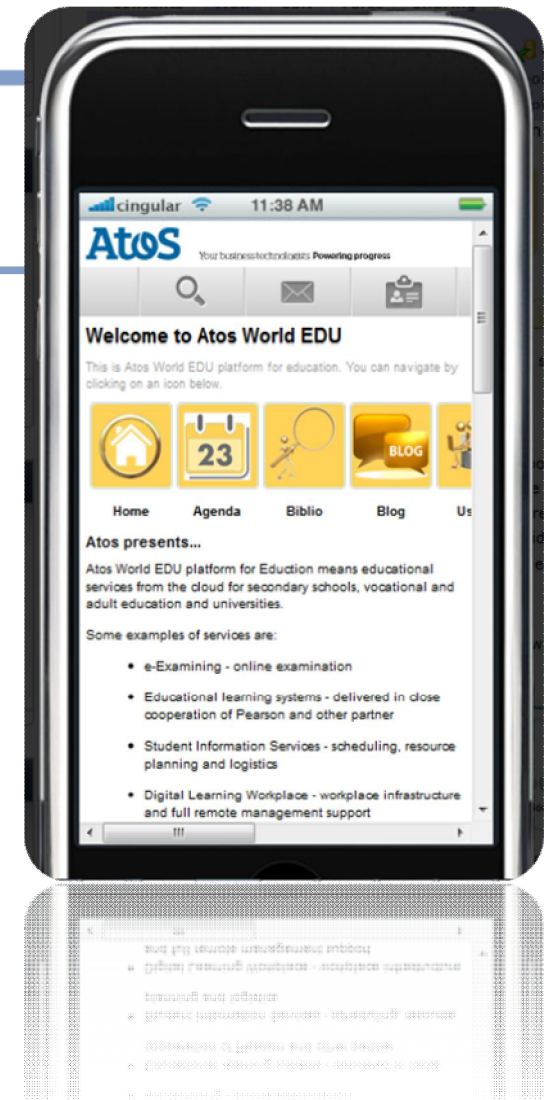
Campus Management



ISRM



# Atos World EDU Platform





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# E-services is the future, but ..

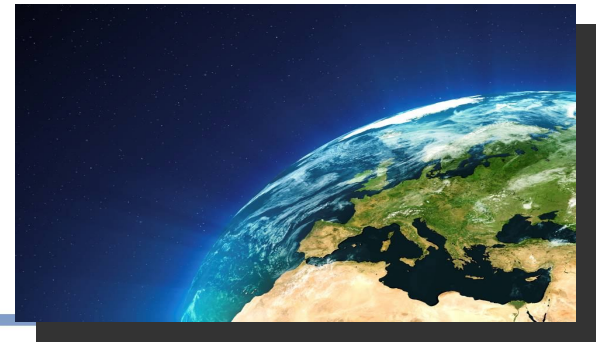
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- It has to be  
Massive &  
Secure &  
Repeatable  
Services =  
the business,  
based on a pay-  
per-usage



# Did you know that Atos ... ?



# Best practices in Education..



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## 10. Conclusion & Remarks

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- ▶ Lots of challenges in EDU
- ▶ There is a Perfect Storm going on at this very moment
- ▶ Meaning there is an answer, somewhere out there..
- ▶ Don't do everything yourselves, but use the private sector
- ▶ At the crossroad, go for Cloud (like Gmail, Facebook etc)
- ▶ Look for reliable & secure large Technology Partners to link it to your 'classics' in your basement
- ▶ And remember..



A ship in port is safe, but that's not what ships are built for...

