HP Education Services (HPES) provides the added value that customers expect from HP, and gives you additional solutions to differentiate HP during the sales cycle.

You can think of education services in two ways:

- **reactive**: respond to your customers needs with education solutions
- **proactive**: position education solutions with the five key customer imperatives you use everyday with your customers.

What kinds of customer business problems can you help address with HPES solutions? Whether it’s combating travel costs or helping IT evolve for current business conditions, HPES provides solutions to meet specific customer needs. The following challenges stated by your customers are triggers to position HPES:

**challenge: cut travel costs, maximize employee productivity among highly mobile or geographically dispersed employees.**

*Solution: HP Virtual Classroom.* The Virtual Classroom is an online meeting tool that provides a rich environment for conducting highly effective, interactive online events — and eliminates the need to travel. HPVC enables remote collaboration and discussion. It includes a rich set of live interactivity tools to keep online events interesting and engaging; and security features to ensure complete control over content and events.

**challenge: bring new employees up to speed, drive down employee turnover, maximize return on technology investments, maximize the adoption of new technologies**

*Solution: Education Consulting.* This solution combines technical know-how for implementing learning technologies, and educational expertise to deliver the best solution for your customers using the best and proven methodologies. HP’s scalable approach ensures that every education dollar spent delivers results fast.

**challenge: improve ability to evolve IT to match changing business conditions.**

*Solution: IT Service Management (ITSM) learning solutions.* Our comprehensive IT Service Management education portfolio, based on role play simulations, formal training and ITIL certification, provides your customers with the latest information. These learning solutions help IT evolve for current conditions and develop skills needed to effectively implement all aspects of ITSM, enabling IT to be aligned with the business.

**challenge: optimize IT assets for maximum ROI, reduce system downtime, boost employee productivity, reduce complexity.**

*Solution: IT Training.* HPES blended classroom-based and e-learning options are available globally, whenever and wherever it’s most convenient for your customers to learn. IT Training course offerings cover over 200 topics for technical and business professionals with more than 3,000 online and classroom courses from the IT Resource Center and our 150 education centers worldwide. In addition to the broad range of classroom and online courses currently available, custom course development is another option.
education services dovetail with hp themes

HP’s education services also fit well with the five HP imperatives you use daily in communicating with customers. These HP themes focus on the business agility customers are striving for and the HPES services that complement them:

**enable business agility by linking business with IT**
- **IT Service Management:** The comprehensive ITSM curriculum based on ITIL provides the knowledge needed to align business and IT, along with the skills needed to effectively implement all aspects of ITSM.
- **Education Consulting:** Education Consulting helps to fill the gap between IT and users with a range of custom services to design, develop, implement and measure specific education solutions on a project basis.
- **BRM seminars:** Workshops delivered by HPES help your customers understand and benefit from improved linkage between business and IT, leading toward a stronger, customer-centric IT organization.

**ensure cost-effective stability and flexibility at the infrastructure core**
- **IT training (online and classroom):** These training services contribute to higher productivity, lower downtime and maximized return on IT. HP’s online courses located on the IT Resource Center lower training costs by reducing travel and time away from the workplace.
- **HP Virtual Classroom:** The virtual classroom enables remote collaboration, discussions and meetings. Employees gain up-to-date information on new technologies, organizational changes and business processes without having to travel.

**extend value and reach to every aspect of the enterprise**
- **HP Virtual Classroom:** The HP Virtual Classroom and value-added services, such as online meeting facilitation, design consulting or voice over IP, help companies communicate and interact with their many audiences: employees, partners, suppliers and customers.
- **IT Service Management:** ITSM defines a framework and methodology for IT management to align with and support business challenges. Successful ITSM adoption requires customers to develop the knowledge and skills to implement it. Effective training of both IT and business staff enables efficient utilization of ITSM processes and technologies.

**reduce complexity of the business of IT**
- **IT Training and Education Consulting:** HPES can act as an outsourcing partner with its managed training services, simplifying IT management to let your customers focus on their core business—reducing costs, raising employee satisfaction and retention. Our world class IT training services reduce the complexity of the business of IT by providing technical knowledge and skills to your IT staff on a wide range of topics from PDA’s to super computers.
- **HP Virtual Classroom:** This tool provides employees up-to-date information on new technologies, organizational change and business processes while saving travel costs and increasing productivity.

**optimize today’s assets for tomorrow**
- **IT Training:** Training contributes to a better understanding of the IT environment, leading to more proactive capacity management, optimization of existing IT tools and shortening return-on-investment during IT upgrades.
- **HP Virtual Classroom:** Promote the use and adoption of new technologies with the help of innovative solutions such as HPVC, which enables effective business collaboration, discussions and meetings with minimal cost.