

The Strategic Importance of the ICT Training and Certification

Ciara O'Higgins
European Software Institute

Trained Professionals

Excellent professionals

Motivated professionals

Measurable ROI

Heroes

Appropriate
model / standard

Mature Organisations

Process management

Organisational benefit

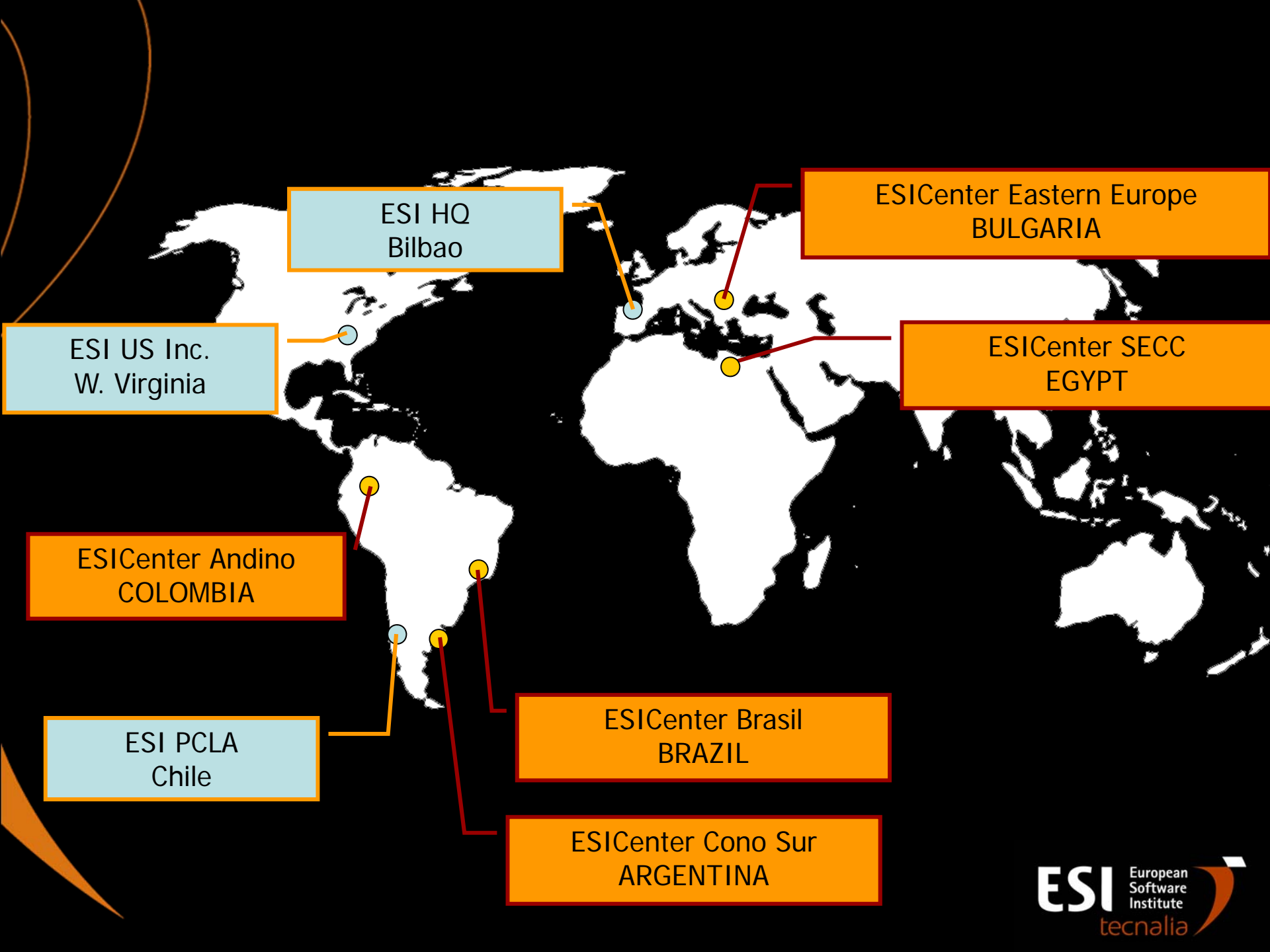
Client satisfaction

Market positioning

Access to large clients

Motivated professionals





ESI HQ
Bilbao

ESICenter Eastern Europe
BULGARIA

ESI US Inc.
W. Virginia

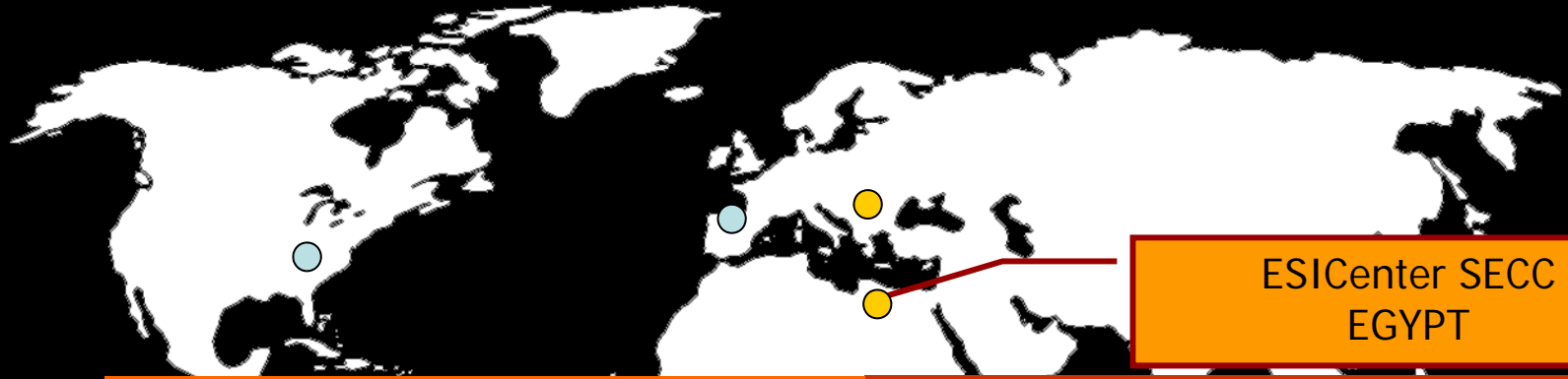
ESICenter SECC
EGYPT

ESICenter Andino
COLOMBIA

ESI PCLA
Chile

ESICenter Brasil
BRAZIL

ESICenter Cono Sur
ARGENTINA



ESICenter SECC
EGYPT

Professionals with foreign degrees
High quality IT education
Training courses widely available

International companies -> potential clients
Strategic sector for gvt
Large scale awareness among IT companies



Highly trained professionals

“Pull” effect of the US

Training courses widely available

Export oriented: US market, EU market

Difficulty retaining professionals

Strategic sector for government

Awareness among IT companies

ESICenter Andino
COLOMBIA

Government

Competitiveness

Brand

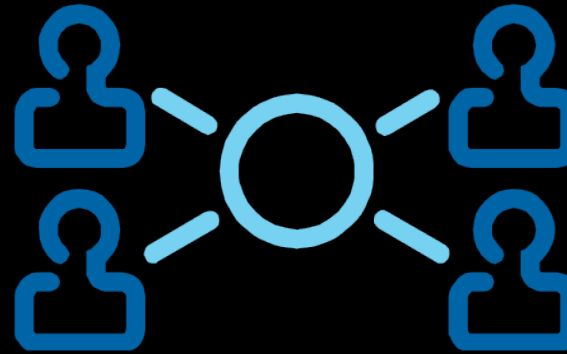
Indicators

Companies

Training & certification

Adapted solutions

Local support



Professionals

Information

Attractive job market

Practical application

Stability

Donor

Fund & Project

Management

Methodology

Key Success Factors

1. People

Manager

Local consultants

Key Success Factors

2. Sustainability Plan

2-3 year plan

Product / Service Mix

Key Success Factors

3. Partner Implication

Support

Fulfil commitments

Shared objectives

Thank you!

Contact:

ciara.ohiggins@esi.es