



HP Institute

Elevator pitch

The HP Institute program provides the industry's first business and IT architect-level certifications designed for academia. The learning goes well beyond simple IT concepts and product knowledge, focusing on career skills and real-world experience. A certification from HP validates students have current IT expertise and business acumen to succeed in today's fast-paced world.

The opportunity

A gap exists between student skills and those needed by businesses. While IT jobs are plentiful, a shortage of skilled and experienced people to fill these openings exists. Academic institutions want to effectively fill this gap with relevant skills that include hands-on practical experience.

What do I sell?

The program includes a comprehensive learning solution including:

- Instructor Courseware and Classroom Slides
- Student Courseware and Study Guides
- Practice tests
- Certification exams

In addition, HP Remote Labs provides hands-on experience using state-of-the-art equipment—removing major capital investment requirements.

Technical career path:

- HP ATA – Connected Devices*
Covers PC, mobile Internet, and virtual clients; printing; security and management
- HP ATA – Networks*
Covers wired and wireless networking; security and management
- HP ATA – Servers and Storage*
Covers servers, storage, security, and management
- HP ATA – Cloud**
Covers cloud essentials, hosted and cloud services, and business acumen

Business/Entrepreneurial career path:

- HP ATA – IT for Business**
Covers key IT components and how they are used to solve business challenges

Combination Business/Technical career path:

- HP ATA – IT Architect
Combines business and technology skills

Why we win

- Delivers the industry's first architect-level, cloud-focused certification for academia
- Develops the practical, end-to-end IT skills and business acumen for employability
- Provides students with an industry-recognized credential and economic opportunities
- Enables academic institutions to be the preferred provider of IT expertise to local employers
- Reduces curriculum development and maintenance time, resources, and costs
- Enhances learning experience and information retention via HP Remote Labs
- Satisfies requirements for grants and funding
- Lowers per-student exam and curriculum costs and program overhead costs via site licenses
- Prepares students for the next level of HP or industry certification

Key facts

- HP serves more than 1 billion customers in more than 170 countries.
- HP ships 48 million PC units annually.
- One out of every three servers shipped is from HP.
- HP Institute is the academic arm of the HP ExpertOne certification program with over 500,000 community members worldwide.
- Certiport is the world leader in performance-based certification exams and practice tests solutions.
- Certiport delivers products through 12,000 partners in 142 countries.
- Certiport currently delivers two million exams per year.

* Prerequisite for HP ATA – Cloud certification

** Prerequisite for HP ATA – IT Architect certification

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Key players and problem statements

Administrators

“How can we differentiate our IT and business curriculum to attract more students?”

“We need third-party validation to obtain grants and other funding.”

Educators/Instructors

“The Cisco certification does not provide multi-vendor knowledge across the data center.”

“How do I provide relevant skills that lead to enhanced business and IT career opportunities?”

“Our students do not have modern hardware and software on which to learn.”

“Creating complete courses with hands-on labs and exams requires significant time and resources.”

“I want to teach my students about current and relevant technologies; such as cloud computing.”

“How do I best prepare my students to know how to engage their skills at a business level?”

Employers

“I cannot find people with real-world experience and enough business savvy to support my business objectives with technology solutions.”

Students

“I want to obtain hands-on IT experience.”

“I want to prove that I am qualified for that job.”

“I want to be confident that I can accept an IT or business position and know what I am doing.”

“I want to obtain cutting edge skills that will help me stand out in today’s job market.”

Qualification questions

HP ATA questions

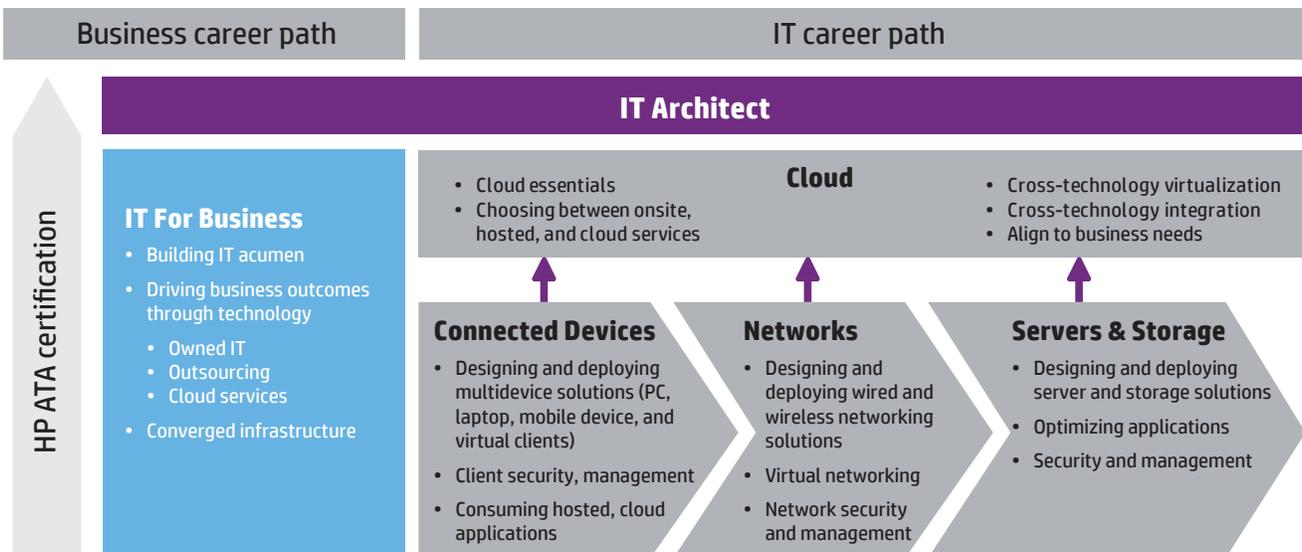
- How are you preparing students for the emerging cloud computing segment?
- Organizations report an enormous gap between the skills learned in the classroom and the skills needed in the workplace. How are you helping your students to fill that gap?
- As a Cisco Academy, how are you preparing students in the other essential IT segments—client connectivity, servers, storage, and cloud?

General questions

- How difficult is it to develop and maintain curriculum for your IT and business courses and exams?
- How do you satisfy the evidentiary requirements to obtain grants and other funding?
- How successful have your students been in finding IT-related jobs?

HP Institute offerings

Based on industry standards, powered by HP



Resources

HP ExpertOne programs
hp.com/go/ExpertOne

HP ATA certification
certiport.com/hp

Student resources
certiport.com/hpjobready

Competitive positioning

Cisco Networking Academies

- Cisco focuses solely on networking; HP ATA addresses all the critical components an IT professional will face in the real-world.
- Cisco targets implementation and support; HP ATA targets business and technology strategy, IT architecture, and deployment.
- Cisco and HP ATA are complementary certifications; current Cisco certification may be substituted for the HP ATA Networks certification.

CompTIA Certifications

- CompTIA addresses IT foundational learning; HP ATA drives employability skills in IT with business acumen.
- CompTIA focuses on maintenance, troubleshooting, and repair; HP ATA goes beyond foundational learning by developing strategic-thinking IT professionals.

Microsoft® Technology Associate (MTA)

HP ATA and MTA are complementary to one another.

- MTA delivers knowledge-based, foundational material; ATA delivers IT skills, hands-on experience, and applicable business skills.
- MTA targets beginners and secondary CTE; ATA targets advanced CTE and higher education.
- MTA provides complementary offerings to 1st year Cisco Academies; ATA to 2nd and 3rd year Cisco Academies.

Institutional success

- De Montfort University, Leicester, UK
- Central Technology, Oklahoma, USA
- Thomas A. Edison High School, New York, USA
- Belfast Metropolitan College, Northern Ireland

Applicable career paths

- Systems, IT, and network administrators
- Systems engineers
- Solution architects
- Support technicians
- Business analysts
- Finance manager
- Product, program, or project manager

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