

IT Training, a positive contribution even in Tough Times

IT Training providers claim business has been down by between 20% and 30% during the recent economic downturn. This reduction is less than the market reduction that was seen for hardware or software product sales but enough to spark concerns that organizations are not getting the right level of education they need.

We recognize that training is often one of the first expenses to be reviewed in times of fiscal prudence. Equally, when companies are delaying purchases of new technology, the appetite for training becomes understandably subdued.

Doing the Opposite Increased Productivity

Richard Pryor-Jones, President-EMEA at Global Knowledge, a specialist provider of IT related training argues that organizations should be doing exactly the opposite in any down turn in the economic cycle. This is because continued investment in training can lead to increased productivity among existing resources and allow companies to "sweat their assets" until normal investment levels resume.

He also warns that organizations who scale back their training investments could find their actions prove to be counter-productive in the long run. "The issue that organizations face is that when things start to pick up and organizations need to grow again, they will lose the edge against their competitors who have continued to invest in skills. This will limit their ability to adopt the new technologies and new solutions that are needed to both drive top line growth and continue to manage the new cost base that has been implemented during the downturn. There is also evidence that the best people, who may have been under developed in the down turn will move to companies who are perceived to have continued to invest in their people " Pryor-Jones added.



Global Knowledge Bidding on MEA

US-based Global Knowledge ventured into the Middle East two years ago by acquiring Synergy Professional Services, which had built up an impressive professional and technical IT skills training portfolio.

The Middle East business now spans one office in the UAE, two in Egypt and three in Saudi Arabia, plus more than 40 classrooms across the region that are directly owned and operated by the company.

"Global Knowledge's claim to fame is that we are probably the largest learning partner for Cisco and Microsoft in the world with a revenue of roughly US\$350m per year and around 1,500 employees worldwide and operations in more than 40 countries," said Pryor-Jones, emphasizing the global scale of the company.

Although more than half of Global Knowledge's sales are linked to its Cisco and Microsoft expertise, the company is certainly no 'two-trick pony' Over the last 2 years they have significantly increased their portfolio to their customers. There has been significant investment to provide competency and training in leading-edge technologies such as Virtualisation, with VMware and Citrix, Data Centre and Storage Convergence with Netapp and EMC, and specialized security, with Iron-Port and Blue Coat. At the same time, Global Knowledge has expanded its capabilities in the IT project Management arena, Service Management with ITIL and a significant number of courses for IT and Non IT staff in General Business and Soft Skills training.

Global Knowledge has weathered the storm well with its focus on providing solutions to a vast range of customer needs.

The aims for Global Knowledge during the next 18-24 months are to increase our geographical reach, enter new, adjacent markets, change the way we engage with their partners, vendors, launch multiple new innovative programs and continue to focus on solutions for our customers. All of the above is happening in 2010 and 2011 with all the organisational change and procedural change that goes with it.



Where Global Knowledge can make the difference?

Data Center

Today's organizations face the demands of storing and processing large amounts of information. They require dedicated areas to process, compute and save their data in an infrastructure that guarantees flexibility, mobility, high availability and a responsible utilization of resources. Well designed and implemented Data Centers therefore become more and more important these days.

Global Knowledge is the Cisco learning Partner of the year with technical expertise and highly educational skills in the Data Centre area, which guarantees a high level in product and technology related training and a highly satisfactory result for organizations. Always being on line with the latest developments and trends in Data Center technologies ensure and underline GK commitment to the high quality in technical training.

Unified Communications

Moreover, GK has been early to market in recognizing the challenges that organizations face and the demand on new skills that are required for both their IT department and their workforce. With a strong background in telecommunications training, along with a unique vendor relationships has given GK early access to the demands of this changing market.

This expertise has allowed developing a solution that addresses the training needs of any organization that is currently implementing a Unified Communications strategy regardless of which hardware or software that they adopt, focusing on single and multivendor learning solutions...

Security

Organizations using Cisco Network Security Solutions rely on their experts to maintain and protect the integrity of their network. Global Knowledge provides these professionals with the necessary knowledge and skills through expert, hands-on training in various areas through a broad-based security curriculum that includes the latest in skills-building and vendor specific training from Cisco, Microsoft, Bluecoat, ISC², Red Hat Linux, and EC-Council. We combine expert instruction with hands-on labs for results-oriented Security training.

Wireless/Mobility

Through mobility partners, customers, employees and assets can connect anywhere, anytime to improve convenience, enhance customer responsiveness, and increase competitive advantage.

GK offers Cisco professionals the necessary knowledge and skills to design, install, support and operate a mobile wireless solution. In the IP Transfer Point area, GK has a truly unique position, being the only Cisco Learning Solutions Partner offering expertise in this area.

Virtualization

Virtualization dramatically improves the efficiency and availability of resources and applications in your organization. Internal resources are underutilized under the old "one server, one application" model and IT admins spend too much time managing servers rather than innovating. An automated datacenter, built on a virtualization platform, lets you respond to market dynamics faster and more efficiently than ever before..GK offers latest virtualization training of major technology providers; Cisco, VMware, Microsoft, Citrix..