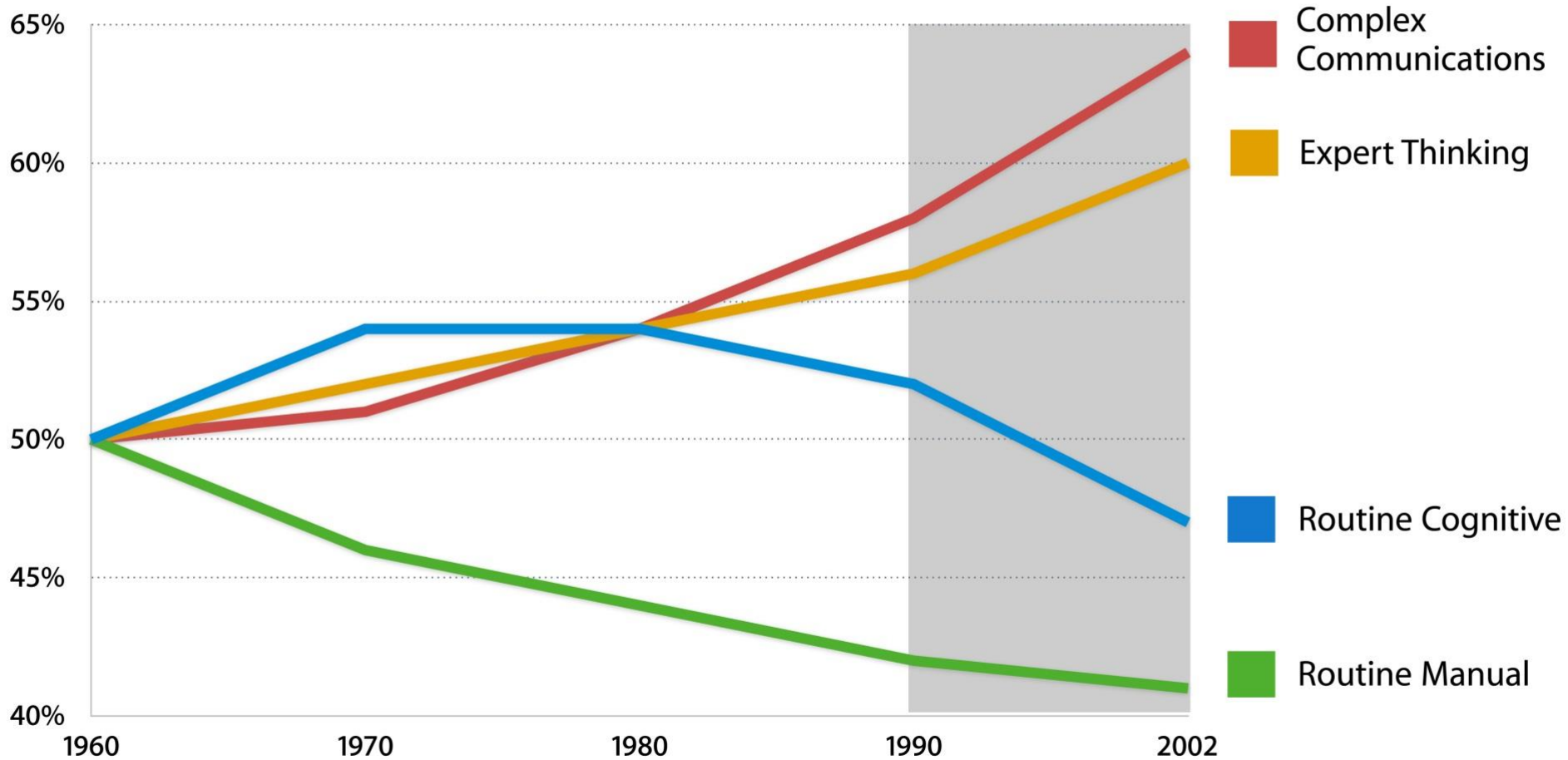


Luís Pinto

Director Education Business Solutions
JP-Inspiring Knowledge

Arab Education Summit
Jordan, May 2013

How Demand for Skills has Changed



COMMUNICATION

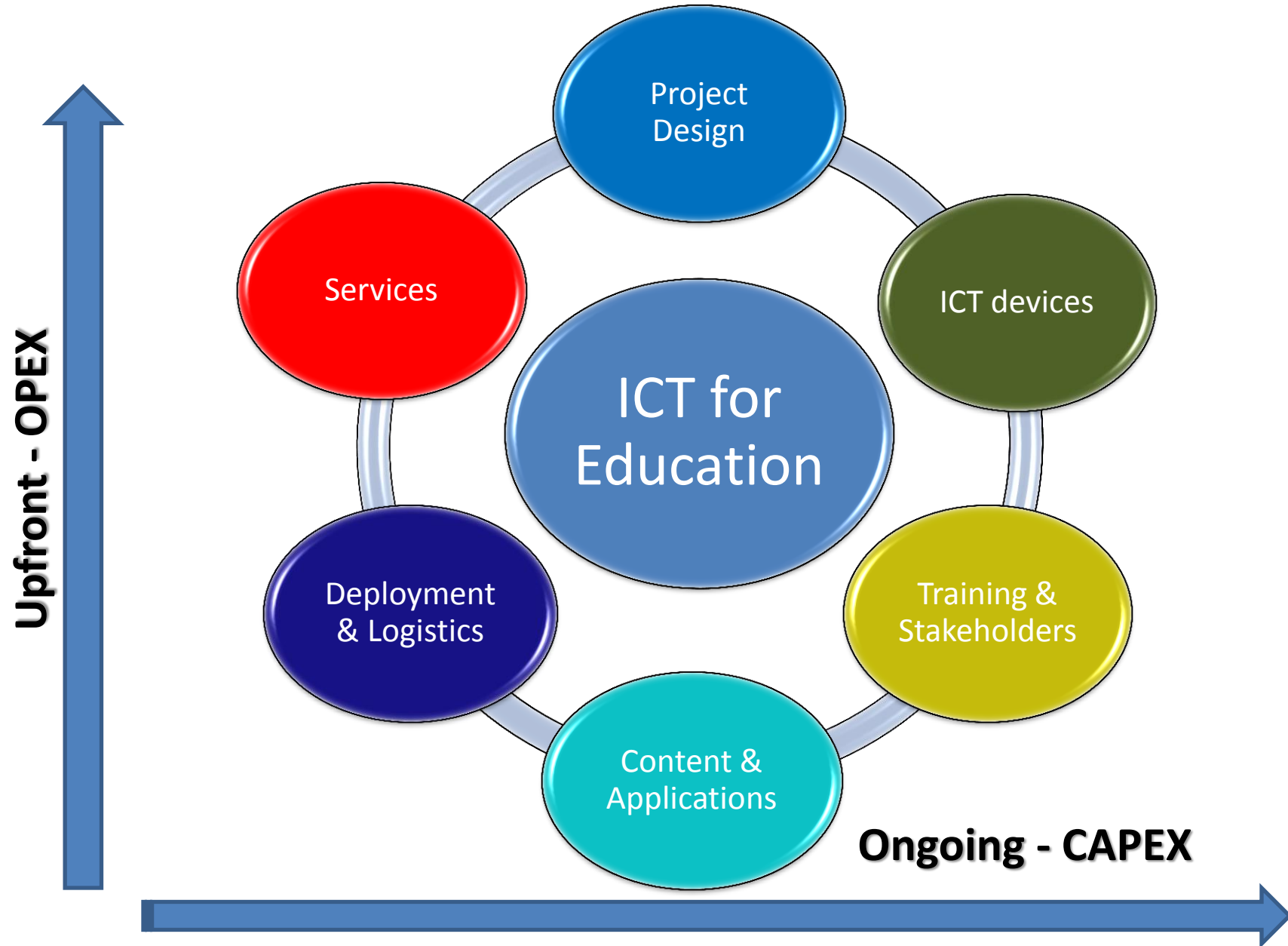
COLLABORATION



CREATIVITY

CRITICAL THINKING

Scope of an ICT for Education Project



Total Cost of Ownership

- Long term view
- Predictable Budget
- Ensuring results

Total Cost of Ownership

(TCO) on 1:1 eLearning Solutions

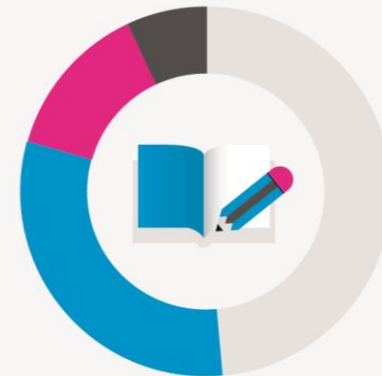


JP-Inspring Knowledge is the largest OEM deploying Intel Classmate-based educational netbooks, operating in more than 70 countries and having delivered over 4 million CMPCs around the world.

The JP-IK total solution helps facilitate predictable budgeting cycles for governments and a manageable project framework over the long term. At the same time, customers can reduce costs by choosing and customizing the hardware and software features most appropriate to their needs.

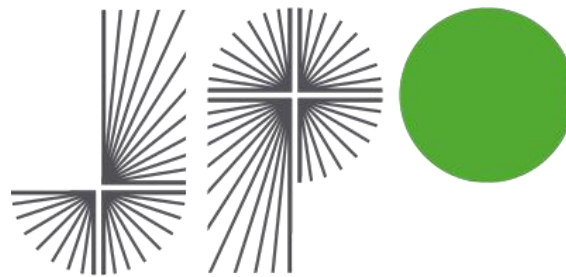
It is extraordinary how little data is available on the TCO of ICT within education... if this scale of investment was applied within the private sector there would have been greater expectations about the rigor and scale of the required TCO studies."

5-Year TCO Cost Structure



Proven total solution is cost-optimized and the Intel LS solution makes TCO predictable.

Initial School Costs:	49%
5-year Recurring School Costs:	30%
Recurring Central Costs:	14%
Initial Central Costs:	7%



inspiring knowledge

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