



Highlights:

- The rise of socially driven digital media and cloud computing is presenting exciting new possibilities for teaching, learning, working and collaborating
 - Classroom in the Cloud is about moving from virtual learning environments to more socially collaborative working
 - Students gain a technologically immersive and engaging learning experience while institutions gain exponential scalability of its resources and brand to a global market
 - Educational establishments need to work smarter, not harder – and to do this requires innovative approaches
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IBM Classroom in the Cloud

Using social collaboration tools to improve the student experience

Classroom in the Cloud is one of the solutions that, along with Student Relationship Management, form the Exceptional Student Experience pillar in the IBM Smarter Educational Framework.

The rise of socially driven digital media and cloud computing is driving the need for significant change in the education market and presents exciting new possibilities – and challenges – for teaching, learning, working and collaborating.

To support this new social environment, educators are building classrooms in the cloud. With anywhere-anytime access to learning materials, students and teachers move seamlessly from chalk-and-talk to social networks to online tools for shared social learning, presenting and collaborating, connecting the minds of education institutions in the Cloud.

Research shows us that this social learning environment can significantly increase productivity as students are more engaged and teachers have a better work/life balance.

Classroom in the Cloud

Classroom in the Cloud embraces moving from, or integrating with VLEs (Virtual Learning Environments) to SLEs (Social Learning Environments). It vastly improves the student experience by bringing together social collaboration tools in one place and with a consistent look and feel, that can be accessed and used globally, in real-time and in a secure and centrally managed system.

Students gain a technologically immersive and engaging learning experience, while the institution gains exponential scalability of its resources and brand to a global market, opening significant opportunities for new learner groups, industry integration and international collaborative partnerships.



This solution draws on the way students are currently working and living through social media, remote connections and locations, and using various applications and sites to create a joined up experience. It enables institutions to embrace this way of working – rather than trying to change it. It also creates a more proactive and positive experience for the student that in turn increases the opportunity for engagement, attendance and ultimately success for the learner and institution.

The possibilities are endless

Classroom in the Cloud maximises opportunities for any institute. It can not only revolutionise the way it runs its education business, but, through the enhanced capabilities the solution offers, can help the institute expand into new markets, such as to overseas students or to those who don't have access to mainstream education.

One of the leading demonstrations of this, led by Birmingham Metropolitan College, saw 13 leading education institutes from 12 different countries and time zones, all receive a presentation through Classroom in the Cloud, sharing best practice and collaborating in real-time and helping them establish a stronger international presence.

Because the system is cloud-based, institutes can benefit from the pay-as-you-go service with no upfront capital costs. It is also designed to integrate with, and automate the management of, user accounts as students join and leave an institution.

Why IBM?

As students are demanding more social and integrated ways of learning, institutes are recognising that having a global partner like IBM brings significant benefits. Institutes can tap into IBM's global reach and its 100 years of experience in making the world work better through the use of technology – including engagements in education and government. IBM also works in collaboration with institutes, for example through guest lecturing and providing and reinforcing strong links between education and industry.



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