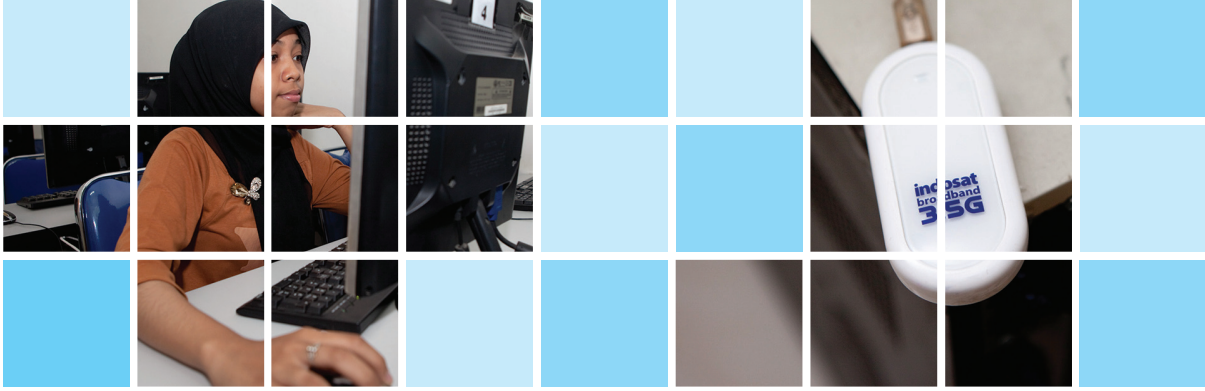
Wireless Reach™
from Qualcomm



Health Care | Education | **Entrepreneurship** | Public Safety | Environment

Partners

- Indosat
- PalComTech
- SRA International

2011 Statistics

- Life expectancy: 71.6 years
- Population: 248,216,193
- GDP per capita: US$4,700
- Internet penetration: 22.4%
- Mobile penetration: 102.8%

Sources: CIA World Factbook (https://www.cia.gov/library/publications/the-world-factbook); Mobile penetration data provided by Informa UK Limited and based on market intelligence. Internet penetration data based on user data provided by Paul Budde Communication Pty Ltd and population data from CIA World Factbook.

The Technomatic courses help me with my job skills and my future promotion opportunities.

– Hendra, Gramedia Employee
Indonesia

Case Study

Global Ready eTraining Centers: Technology Training and Job Opportunities for Underserved Indonesians

On the island nation of Indonesia, in what was once known as the ancient Kingdom of Srivijaya, residents of Palembang, the capital city of South Sumatra province, are now using today's most advanced wireless technology to access information technology training and gain the skills necessary to compete successfully in the modern global economy.

Challenge

- Indonesia is the world's largest archipelagic state and despite their standing as the fourth largest population in the world, it is estimated that 13.3% (2010 est.) of the nation's people remain below the poverty line.[1]
- Lack of access to current communications technology, information technology (IT) training and professional development inhibit the modernization of the economy and the development of Indonesian citizens. This is particularly true for Indonesians living in middle-mile[2] and generally more rural last-mile[3] communities that lack both the access to connectivity and the technology skill set needed to participate in the economic benefits of the emerging knowledge-based economy.
- The development of infrastructure is further hindered by the perception that there is not sufficient market demand in middle-mile communities to justify the expenditure.

Solution

- The Global Ready eTraining Center pilot program was developed to provide underserved, economically disadvantaged students with access to affordable high-quality IT training and professional development.
- A rapid, hands-on training program was designed by the Indonesian technology training company, PalComTech, to expedite participants' ability to enter Indonesia's professional services market and realize the economic advantages of their newly-acquired skill set.
- Global Ready eTraining Centers, also called Technomatics, are located in middle-mile towns, where economic resources are available to sustain them and where last-mile communities can still benefit from increased proximity to training resources.
- Global Ready eTraining Centers are equipped with 3G HSPA wireless technology that offers mobile Internet connectivity at broadband speeds. Each location has several classrooms; some devoted to computer/Internet training and at least one classroom devoted to training in computer/server maintenance and repair.
- The Global Ready eTraining Center pilot project took place from March 2009 to May 2010. During this period, the primary implementing partner, SRA, designed and managed a program that offered prepaid vouchers for tuition to economically disadvantaged students.
- The pre-paid vouchers program is similar to the concept of micro-scholarships. PalComTech distributed vouchers to 1,000 students who were then able to redeem them in order to receive free three-month basic computer and Internet training courses.

- The objective of the prepaid tuition voucher program was to stimulate interest in (and long-term demand for) technology services within middle-mile community populations to such an extent that the centers would ultimately become economically sustainable through full tuition-paying enrollment.
- While all of the students are defined as economically disadvantaged, they represent a strong future customer base as their newly-acquired skills lead to gainful employment, job promotions and demand for further training.

Impact

- All 1,000 prepaid vouchers were redeemed and used by students to attend training classes.
- Ninety five percent of participants successfully completed the training program.
- Twenty percent received job promotions.
- Ten percent are starting technology-related enterprises.
- The balance (90 percent) found new jobs or are now better prepared for the workforce.
- Approximately 75 percent of the graduated students report an increase in their incomes (based on a recent sample study).
- 100 percent of the voucher holders are satisfied with the training program, based on their responses to the survey distributed by SRA to all of the 1,000 voucher holders in Janauary 2010.
- Teachers who participated in the program reported improved performance in the classroom. Nearly 60 teachers attended the initial courses. Teachers are now able to use Microsoft Word® for writing papers, Excel for calculating results, PowerPoint for media presentations, etc.

Students in the PalComTech training courses.

Project Partners

- **Indosat**, one of Indonesia's top telecommunications providers, provided 3G HSPA technology to the eTraining Centers and made a major in-kind contribution to the project by investing in two WCDMA nodes and increasing 3G bandwidth allocations for dedicated connectivity to the project sites.
- **PalComTech**, an educational institute focused on the development of IT skills, owns and operates the Technomatics and shared in the project costs.
- **SRA International**, an organization dedicated to solving complex problems of global significance, defined the project's overarching goals, designed its structure, determined the location, assembled the team, developed and managed the voucher program, oversaw implementation and conducted performance monitoring and evaluation.
- **Wireless Reach Initiative from Qualcomm** was the primary funder and provided project management support.

[1] These estimates are taken from the CIA World Factbook, online edition in June of 2010. https://www.cia.gov/library/publications/the-world-factbook/geos/id.html#top.
[2] The "middle-mile" can be defined as having a population base from about 50,000-250,000 people, good economic activity, a district or regional market town, having some access to ICTs and related applications and services but still not enough to meet demand. Michael Tetelman, Ph.D., SRA, June 8th, 2010.
[3] The "last-mile" is defined as generally the most rural, relatively low population base (under 25,000 people), and most crucially not having adequate access to ICTs. It is an area that the private sector does not see as economically viable in terms of putting in infrastructure. These are communities where universal service funds are necessary to ensure telecom/ICT access gets there.

Wireless Reach™ Initiative from Qualcomm

Qualcomm believes access to 3G and next-generation mobile technologies can improve people's lives. Qualcomm's Wireless Reach initiative is a strategic program that brings wireless technology to underserved communities globally. By working with partners, Wireless Reach invests in projects that foster entrepreneurship, aid in public safety, enhance the delivery of health care, enrich teaching and learning and improve environmental sustainability. For more information please visit www.qualcomm.com/wirelessreach.