

PROFESSIONAL SOLUTIONS



Sun Microsystems, Inc.

Goals

Align existing professional content with the rigor required of academic space

Increase awareness of the Sun brand and certification

Challenge

High barrier to entry into academic market

Solutions

A Sun/Pearson Learning Solutions partnership that leverages Pearson's extensive knowledge of and access to the academic market

Interactive, student-friendly CourseConnect-enabled courses

Custom-developed, stand-alone special topic supplements

Result

A cost-effective and flexible suite of products that provides the most up-to-date learning and instructional materials on Sun technologies

No one knows Java—or, for that matter, Solaris—like Sun Microsystems. Sun developed both of them and has since steadily built on that history via ongoing development and the delivery of supplemental material direct from the source to a community of more than 6 million developers.

Today, Sun receives inquiries from education ministries around the world seeking advice on how to integrate Sun content into their educational courses. Sun enjoyed more than 900,000 student adoptions last year alone.

To leverage this growing opportunity in academia, Sun decided to create Java and Solaris curricula that specifically target the education market. The curricula needed to be interactive, exciting, and, most important, student friendly.

"We sought a partner who was as knowledgeable about the needs of the academic audience as we are of the commercial one," says Diana Gray, Sun senior product manager. "Pearson has that market cornered. No other publisher has both the market insight and the instructional design capabilities Pearson does."

In June 2008, Pearson and Sun began work on the Sun Academic Advantage Program, a suite of materials designed to supplement present information about Java technology, Java FX, Open Source, and OpenSolaris. The program enable instructors to incorporate ready-made and fully authorized Sun Academic Advantage course modules into their curricula, thereby offering students of all levels an enhanced classroom experience using the latest Sun technologies, as well as the opportunity for students to identify exactly what they need to learn to qualify for Java or Open Source certification. Materials include 12-week e-learning courses as well as stand-alone special topic supplements, a lab manual, certification maps, and practice tests.

Pearson Learning Solutions leveraged Sun's technical expertise with its own academic expertise and proven project management, instructional design, content writing, page layout, and development services. The

project team then tapped visionaries James Gosling, father of Java, and Simon Phipps, one of the United Kingdom's most esteemed Open Source community members, to provide authentic historical content.

The resulting CourseConnect-enabled courses, scheduled for rollout in fall 2009, will revolutionize the way computer sciences are taught. Each course is interactive, utilizing a breadth of innovative technology and conveniently located within a customized Web portal. Both sides are more than satisfied with the outcome.

"Pearson's partnership with Sun augments an academic institution's ability to keep curricula current with the latest technology," says Chris Shenk, vice president at Pearson Learning Solutions. "In today's economic environment, the Sun Academic Advantage Program will play a critical role in providing industry-recognized training that successfully prepares students for professionally and financially rewarding careers."

"We anticipate that these new courses will be widely adopted," says Gray. "Sun has the largest Java certification program in the world. And now we've improved on that by enabling instructors to obtain up-to-date materials for their classrooms. Partnering with Pearson means we can show instructors and their students the latest innovative technology from Sun in the kind of real-world, innovative manner that reflects it."

Sun plans more partnership activities with Pearson in the future. "Pearson Learning Solutions is in the forefront of developing solutions for the education industry. They're a best-kept secret. We look forward to unveiling other partnership developments in the coming year," says Gray.

PEARSON

Pearson Learning Solutions Education That Works

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