

# Member Spotlight: Globe Educational Technology

*Globe Educational Technology are based in the Netherlands and have been active members of the A4L Community since March 2015.*

## **How long has your organisation been active in the education marketplace?**

Globe Educational Technologies is a joint venture start-up company. Both our shareholder companies have a long history in the educational (software) marketplace. One even goes back to ancient pre-digital world in the early 1920s and started as a school supply retailer and distributor. The involved parties began to work together when sharing perspectives on future proofing their companies and visions about how education could or should be supported by technology. The companies decided to take the brave route of "going back and starting from scratch" in terms of the development of a joint software product utilizing the very best of both organizations experience, skills and expertise. So here we are: building a modular integrated cloud solution to facilitate the educational learning and management process for all parties involved (students, teachers, parents, management, publishers and third-party software vendors). We call it Yunoo, and yes, we do have the ambition to support the education of the future... but don't we all?

## **What made you consider SIF as the solution to interoperability for your products?**

The philosophy of our product leans heavily on interoperability, integration and adaptability so finding standards that support that was a first priority. SIF seemed to us as one of the most modern ones so a good place to start. Especially the fact that SIF 3 separates infrastructure from data was a huge point for us. Our product can therefore serve many different markets, so we need the flexibility of different data models over a common infrastructure.

## **You have recently completed SIF 3 Certification on your product, why was this important for you?**

We are building *Yunoo* as a platform that is very open to third-party software vendor integration. A certification shows

that we are taking interoperability and integration seriously and know what we are talking about. It lets others know that we really fit the standard.

We also have future plans to offer our SIF broker as a separate product under brand umbrella of *Yunoo* in the future, which should encourage other providers to offer customized integrations for learning systems.

## **Are you currently working on a project/implementation with SIF?**

We are currently preparing a proof of concept in Spain between a major Pupil Management System and our Learning Platform to show the strength of using SIF as an open standard to enrich the overall learning experience. We will create a first Spanish data model and hopefully that will get adopted across Spain.

## **What caused you to pursue creating SIF solutions for the European Union (EU)?**

The market needs solutions for interoperability and especially in the EU where every country and sometimes even region has its own educational system. The need (and the market potential that comes with it) for standards is significant. If you want to market an educational software solution and you want to enrich the user experience via or with third-party data then using a widely adopted standard is critical.

## **From your perspective, what are the greatest needs the EU has that the A4L Community / SIF standard might help address?**

The market would benefit immensely from more regions that can model their educational structures in a way that fits the standard. We will start with Spain but the A4L community will need more than that. Wouldn't it be great if all the EU countries have interoperable data models so that the data can follow the already migrating students? It's no longer the case that if you grow up in the Netherlands you automatically spend your whole learning career there. You might go to Sweden or Germany for a year, and later further your studies in Paris. We believe our

community could help pave those ways by putting specific effort in getting more countries and parties on board to adopt interoperability solutions (like the SIF infrastructure) and create data models that can interact with each other. That way we can truly innovate the way education data is used.

## **What struggles do you foresee in opening a new locale to the interoperability world?**

Although we all work in one of the most advanced and innovative industries known to mankind (that is software technology of course) it is surprising how many parties are still thinking from the perspective of doing everything themselves and trying to influence the world around them from within their limited scope instead of working together to create solutions much more useful to the user. In the end, the user will decide in our opinion.

A challenge specific to the EU space is the fact that we're not talking about introducing one new locale, but multiple ones, for the many different educational systems for each country, or even region. In particular, finding some common ground over all these systems will be very challenging, but would help new adopters to customize an existing core data model to their specific needs.



We want to take this opportunity to thank the A4L community for their warm welcome and help with getting us around to the point that we now have a certified product. We hope that we can return the favor by becoming a strong advocate for the SIF standard.