



Recession can't stop a good thing...in fact it might be helping!! **eLearning identified as a great opportunity in these tough times.**

Santa Cruz, California - - May 11, 2009 - - These tough times are placing a variety of challenges on companies and individuals. But for online learning and training companies such as UDUTU of Victoria, B.C. the demands have been of the kind that many companies can only wish for lately. Rapid growth! As an innovator in the elearning solutions sector UDUTU has found that the downturn has actually increased interest in their learning and training solutions. So much so they decided to open a US office in Santa Cruz, California; just 30 minutes away from Silicon Valley.

Richard Mundell, President of UDUTU-USA states, "We have found that the need for more efficient spending has pushed organizations to look more closely at online learning and training solutions. Because our business model provides an immediate solution at minimal cost or up front risk it is drawing more attention than the enterprise software solutions of the past." eLearning has been touted as one of great opportunities for organizations to focus on in these cost conscious times. As John Chambers of Cisco once put it, "There are two fundamental equalizers in life - the internet and education." For organizations challenged with the need to continually adopt, combining the internet and education is a definite opportunity made even more relevant by the recent economic challenges.

"Our struggle is in keeping up with demand. Despite almost no advertising we are growing rapidly by word of mouth; so much so that a second office here in the US was needed. So many companies and organizations need to produce more with less and they are recognizing that elearning solutions can be a huge benefit in doing exactly that."

But why Santa Cruz, California?

Being such a short distance from the hustle and bustle of Silicon Valley and San Francisco was certainly a factor but more importantly UDUTU wants to make sure they are always locating in places where creative people want to live. "We saw that having a second location in close proximity to Silicon Valley would benefit both our company and our growing list of US [clients](#). The best people for what we do are those that have the creative skills to bring technology to life. We use people with graphics, animation and writing skills as well as teaching skills and subject matter expertise. Santa Cruz seemed an excellent choice as it's one of those communities that attracts a lot of talented people from various backgrounds."

Having large universities (UVIC and UCSC) as well as numerous colleges and technical training schools within their regional areas certainly doesn't hurt on that front. They are just another



factor that makes these two communities more attractive to start-up Bio and Tech companies looking for a place to establish their first or subsequent locations.

Richard goes on to say, "There's quite a buzz here in Santa Cruz despite the gloomy reports about the economy in general. It's an exciting place to be with a number of small, innovative and fast growing companies. It's a great place to live and yet still close to the enormous draw of Silicon Valley. We look forward to building a strong presence here in Santa Cruz."

About UDUTU

UDUTU wants to make formal online learning as widely used as the informal learning that applications such as Google and Wikipedia have enabled over the past decade. Formal learning is structured learning with proof that it was completed, and until now it has only been largely utilized by large organizations that could afford expensive software solutions and infrastructure.

UDUTU provides very powerful web-based course creation and tracking tools and makes them available for FREE to encourage anyone - whether a department head at a large corporation, professor, teacher, small business or an individual - to create, deliver and manage effective online training and learning. The company earns revenue from a range of optional services it offers to its rapidly expanding user base.

Based in Victoria, BC and now with an office in Santa Cruz, California, UDUTU was formed in 2005 after several years of academic research. The company's free Web-based tools (myUDUTU and the Facebook Apps, UDUTU Teach and UDUTU Learn) were designed for knowledge experts rather than technology and multimedia experts. They provide an online collaborative tool that enhances the design process and brings the subject matter specialist closer to the course development process. UDUTU also offers web hosting, user management services, support, consulting, design and authoring services for clients needing assistance or simply not wishing to produce the material on their own. With the myUDUTU tool in their belt the services provided by UDUTU can be conducted more efficiently which translates into greater cost savings for UDUTU customers. Many major clients, such as Microsoft, The United Nations, all levels of Government as well as private sector companies and entrepreneurs have adopted UDUTU software and services to rapidly develop and deploy web based training for employees, customers, or the public. www.udutu.com.

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