

ITIDA & IDC Go-To-GCC Launch

3 November, 2009

Smart Village, Cairo



- 1. Introduction to IDC**
- 2. Project Flow**
- 3. Key Milestones**
- 4. Gulf IT Market Overview**
- 5. Successful GTM Strategies**
- 6. Q&A**



Introduction to IDC



- IDC is the premier independent global market intelligence, events, and advisory firm for information technology, telecommunications, and consumer technology markets (ICT)
- More than 1,000 IDC analysts & consultants provide global, regional, and local expertise on technology and industry opportunities and trends in over 110 countries
- We have been delivering IT intelligence, industry analysis, market data, and strategic guidance since 1964
- Our multilingual, multicultural workforce surveys over 250,000 technology users and decision makers annually, delivering unrivaled coverage
- IDC is a subsidiary of IDG, the world's leading technology media, research, and event company



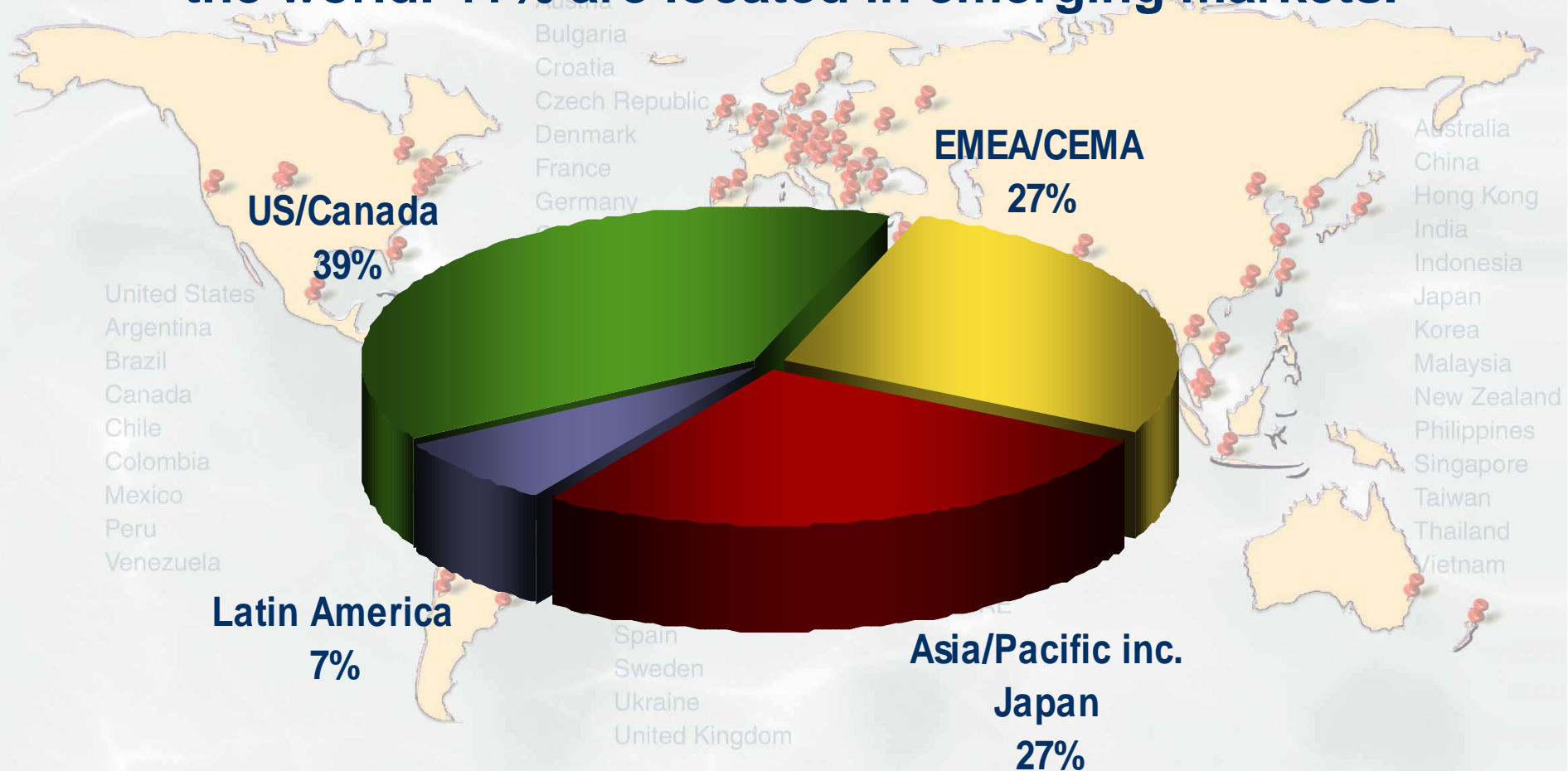
IDC Analysts Present in Over 50 Countries



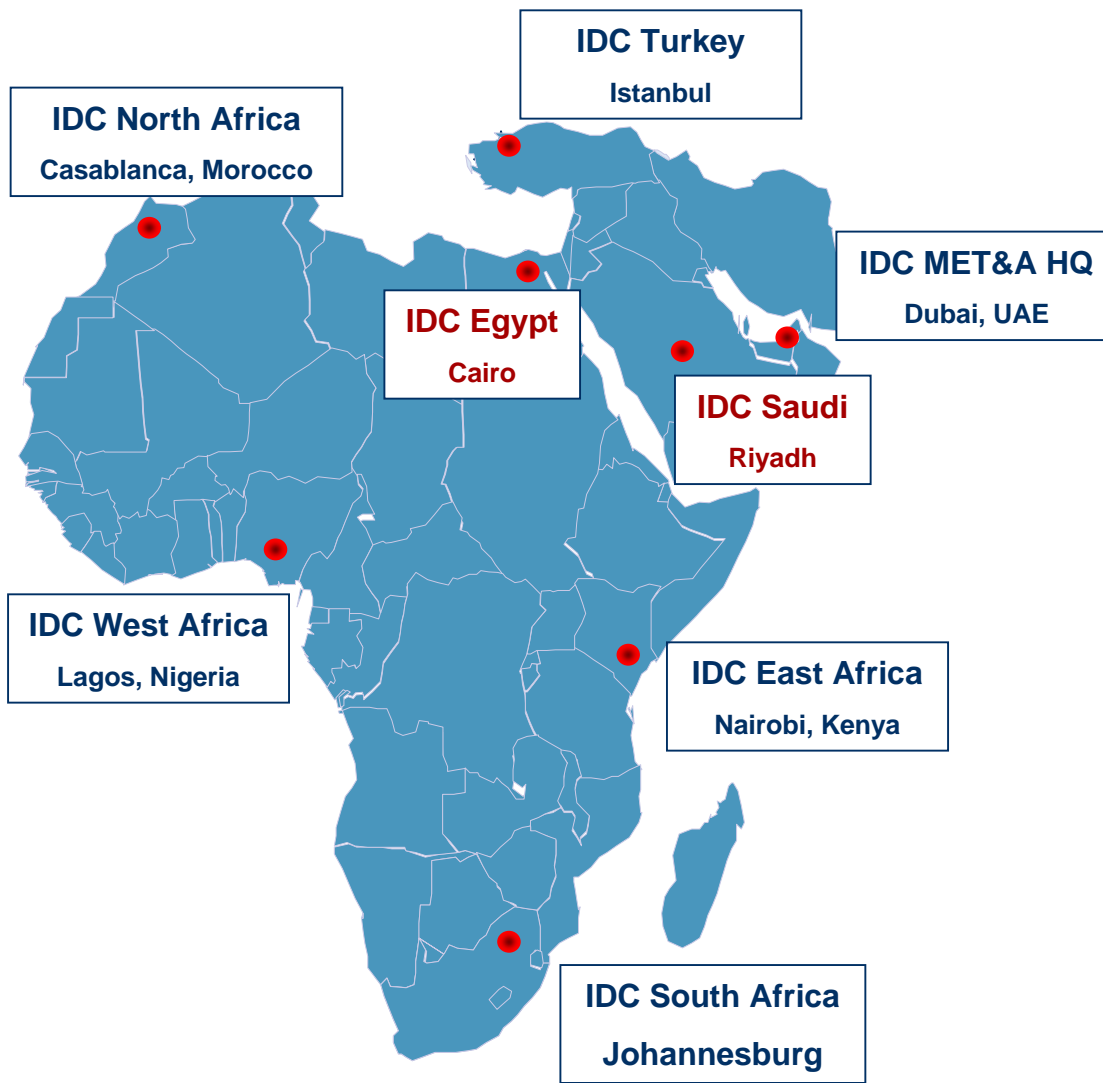
- IDC analyzes the future of IT, telecommunications, and consumer technology markets worldwide, with analysts in over 50 countries and regional research hubs in: *Framingham, Massachusetts; Miami; London; Prague; Dubai; Singapore; and Hong Kong.*

IDC's Research Assets are Distributed Around the World

IDC's 1000+ analysts are located in all regions around the world. 41% are located in emerging markets.



IDC Middle East, Turkey and Africa



IDC Middle East, Turkey and Africa Expertise

Data and analysis on the Middle East, Turkey and African ICT markets since 1995

ICT Market Coverage Across 25+ Countries

Advisory Services to the ICT Community, Governments, and Telcos.

IDC Middle East, Turkey and Africa fields over 90 ICT Analysts, Consultants & Events Team

Access & leverage with a global network of intelligence, analysts & tools

IDC Channel Reach in MEA

IDC conducts face-to-face & telephonic interviews with the full breadth of the ICT Channel in MEA:

- Over 700 (450+ in Gulf alone) IT service providers & channel partners across the region on an annual basis
- All major ISVs in the region – packaged software, security & others on a quarterly basis
- All major hardware vendors across the region on a quarterly basis
- All all major distributors across the region on a quarterly basis
- All telecommunications providers in the region on a quarterly basis



The IDC Go-To-GCC Team

Introduction to IDC Team for Go-To-GCC Project



<p>Jyoti Lalchandani Project Steering</p>	<p>ICT trends in emerging markets & IT as a business enabler; Impact and analysis of latest technology</p> <p>Impact of IT on national economies (GDP, employment, indirect effect on consumption)</p> <p>Analysis of drivers/inhibitors of ICT & Forecasting ICT market trends</p> <p>Broadband adoption and benchmarking; Go-to market Strategies and Implementation</p>
<p>Margaret Adam Project Manager</p>	<p>IT market dynamics in MEA & economic impact of IT; Country comparisons for offshore development hubs</p> <p>IT Channel profiling, vendor assessment, analysis and benchmarking</p> <p>IT market opportunity assessment & IT market entry strategy</p> <p>3rd Party datacenter feasibility & demand for space; Smart Cities; Business consulting</p>
<p>Naser Shashaa Project Team</p>	<p>IT Hardware devices dynamics, trends and analysis; Location analysis; IT channel analysis</p> <p>Market entry strategies; Feasibility studies; End-user perception studies</p> <p>Feasibility studies for Hardware R&D and manufacturing investment</p>
<p>Kavita Bhaduria Project Team</p>	<p>Egypt IT Services Market; Gulf IT Services Market;</p> <p>Brand Management; Marketing & Communication</p> <p>Market research & analysis; Outsourcing, BPO & offshore research in the MEA region</p> <p>Go-to-market strategy & planning; End-user studies; IT Market opportunity assessment</p>

Introduction to IDC Team for Go-To-GCC Project



<p>Jozef Gemela Project Team</p>	<p>Economic models; Competitive intelligence; Go-to market strategies and implementation Positioning studies; Quantitative modeling; Information security; Software Piracy; E-learning Strategic marketing; Marketing communication; Managing large consulting engagements</p>
<p>Mark Walker Project Team</p>	<p>SMB and IT development; Segmentation analysis; Industry sector trends; Benchmarking trends and models CIO/IT Manager challenges and priorities; Government sector IT priorities and challenges Industry Benchmarking ; Market opportunity assessment; Strategic planning; Partnership challenges Banking & Finance Sector market strategy development and competitive market analysis African IT market benchmarks – technology, geographic & user demand; Competitive studies</p>
<p>Mukesh Chulani Project Team</p>	<p>Education sector IT priorities and challenges (Gulf) Managed services; Packaged software research (applications, security, storage, BI) IT services market analysis IT Skills availability; IT Market opportunity assessment</p>
<p>Ranjit Rajan Project Team</p>	<p>IT market dynamics in MEA; Economic impact of IT; IT Channel Analysis; ICT in Education IT market opportunity assessment; IT market entry strategy; Competitive analysis and benchmarking Information security, Business Continuity; B2B IT Buy & Sell-side priorities & challenges Leading technologies & trends in software; Country-level ICT reports & strategy advisory</p>

Why IDC for Go-To-GCC



- Extensive local knowledge of the MEA region
- Network of international analysts, consultants, projects & tools to draw on
- Consultants & analysts with relevant and localized expertise engaging directly with both parties
- Ability to utilize and apply winning formulas from both local (MEA) and international Go-To-Market projects
- Ability to provide unbiased, independent and well-researched advisory services
- Extensive international & local experience in creating successful Go-To-Market events with tangible outcomes



Some Examples of Key Projects



APEBI - Moroccan ICT Association

- Opportunity for Moroccan ICT Products & Services in Algeria; Go-To-Market for Morocco in UAE – 1 GTM event in Dubai



CITC - Communications and Information Technology Commission

- State of IT in Saudi Arabia and two GTM events



European Commission

- Innovative SMEs in Europe; EU ICT Industry & Market for Products & Services, GTM Services (Belgium)



China Regional Gov

- 5 Year ICT Strategy to Develop Robust & Profitable IT Services Industry (Tianjin); SW R&D Market Strategy & GTM Services (Dalian) ; BPO & IT Services Market Development Strategy (Wuxi)



Malaysian Gov

- Strategy to Develop Malaysia's IT Services & BPO Industry and to attract global MNCs to establish operations and delivery centers in country



Taiwan

- Strategy Development and 12 Month GTM program to promote Taiwan as global destination for BPO & IT Services Offshoring

Agenda

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Project Phases – Go-To-GCC



Research & Analysis Phase

Research & Analysis

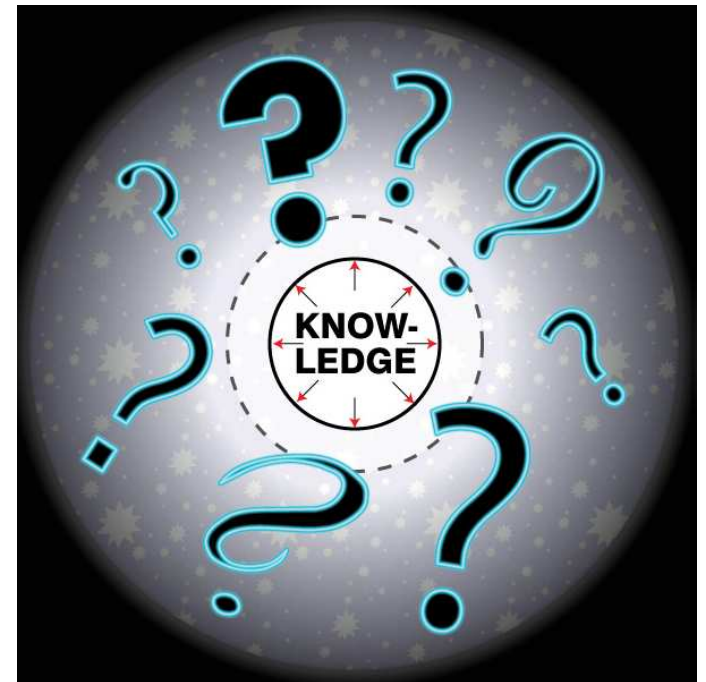
1. Interviews with Egyptian Companies

Objectives:

- Comprehensive profiles of registered Egyptian Company's
- Current and future plans of these companies
- Identify export potential

Process:

- Face-to-face interviews
- Discussion guide
- Feedback form



Research & Analysis

1. Interviews with Egyptian Companies (cont.)

Interview scope:

- Organizational Structure
- Geographic Presence
- Product/Services Offerings
- Skills, Capabilities & Certifications
- Vertical experience
- Customer references
- Partner Ecosystem
- Future Investments



Research & Analysis

2. Interviews with Potential Partners in the Gulf

Objectives:

- Understand current and future demand
- Understand opportunities for Egyptian companies
- Gauge the appetite for partnership
- Identify a set of potential partners

Process:

- IDC identify a set of market segments (clusters) with highest opportunity for Egyptian companies.
- Within each cluster, IDC will identify companies potentially interested in a partnership with Egyptian companies.
- Conduct interviews potential partners to understand needs, expectations and the level of interest.



Research & Analysis

3. Matchmaking

Objectives:

- Identify potential partnerships
- Identify gaps between the current demand in the Gulf and Egyptian company's offerings.
- Provide recommendations on which skills and capabilities should be developed to be successful

Deliverables:

- Build a list of potential partners for suitable local companies.
- Identify a set of strengths, which should drive the partnership.
- In case no suitable partners identified for a company, IDC will identify what should be addressed to establish partnership in the future



Research & Analysis

3. Matchmaking



Go-To-Market Phase

Go-to-market Phase

1. Workshop

Objectives:

- Present and discuss the results of matchmaking study and to get feedback from Egyptian companies
- Present format of the GTM events
- Understand the support that the Egyptian companies will need prior to and during the events.

Process:

- IDC will provide a detailed analysis of existing opportunities in the Gulf market, segmented by individual clusters.
- IDC will deliver the results of the matchmaking exercise to each Egyptian company
- IDC will provide to each selected Egyptian partner detailed profiles of potential partners.
- IDC will introduce the format of the ITIDA events and instructions on how to set up 1-to-1 meetings with potential partners.



Go-to-market Phase

2. ITIDA Events

Objectives:

- Create a partnership and networking forum to initiate and facilitate partnership engagements
- Provide Gulf companies with the background, value proposition and information on the supply of capacities, skills and resources, products and services offered by Egyptian companies.

Process:

- IDC will provide Egyptian companies with bullet proofing sessions to ensure optimum positioning & preparation for 1-to-1 meetings.
- IDC will organize two events an event in Dubai (for partnership across GCC excluding Saudi Arabia) and in Riyadh focusing on the Saudi market.
- Post-event success evaluation: IDC will contact each participant to identify and monitor initiated partner engagements and areas where IDC/ITIDA support will be required.



Go-to-market Phase

2. ITIDA Events (cont.)

Event introduction/objectives

ITIDA Keynote (e.g. Egypt and its IT potential)

IDC Keynote (e. g. Alliances and Partnerships in a Flat World)

Break

1-1 meetings between participating Egyptian companies and prospective channels/alliances in local market (IDC facilitated)

Break

ITIDA/IDC Summary

Exhibit Areas



Go-to-market Phase

3. Ongoing Support

Objectives:

- To provide support to selected Egyptian companies and guidance on forming partnerships with the identified partners
- To facilitate communication between the two parties
- To assist in solving any potential bottlenecks
- To monitor partner engagements and document success stories.

Process:

- IDC in cooperation with ITIDA will check regularly the progress of partner engagements and provide support where necessary.

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Time Schedule

Nov

Dec

Jan

Feb

Mar

Apr

May

**Interviews with
Egyptian Co's**

**Interviews with Gulf
Co's**

**Matchmaking
Egyptian & Gulf Co's**

**Work
Shop**

**Prep & Support
Go-To-GCC events**

**GTM Events
KSA & UAE**

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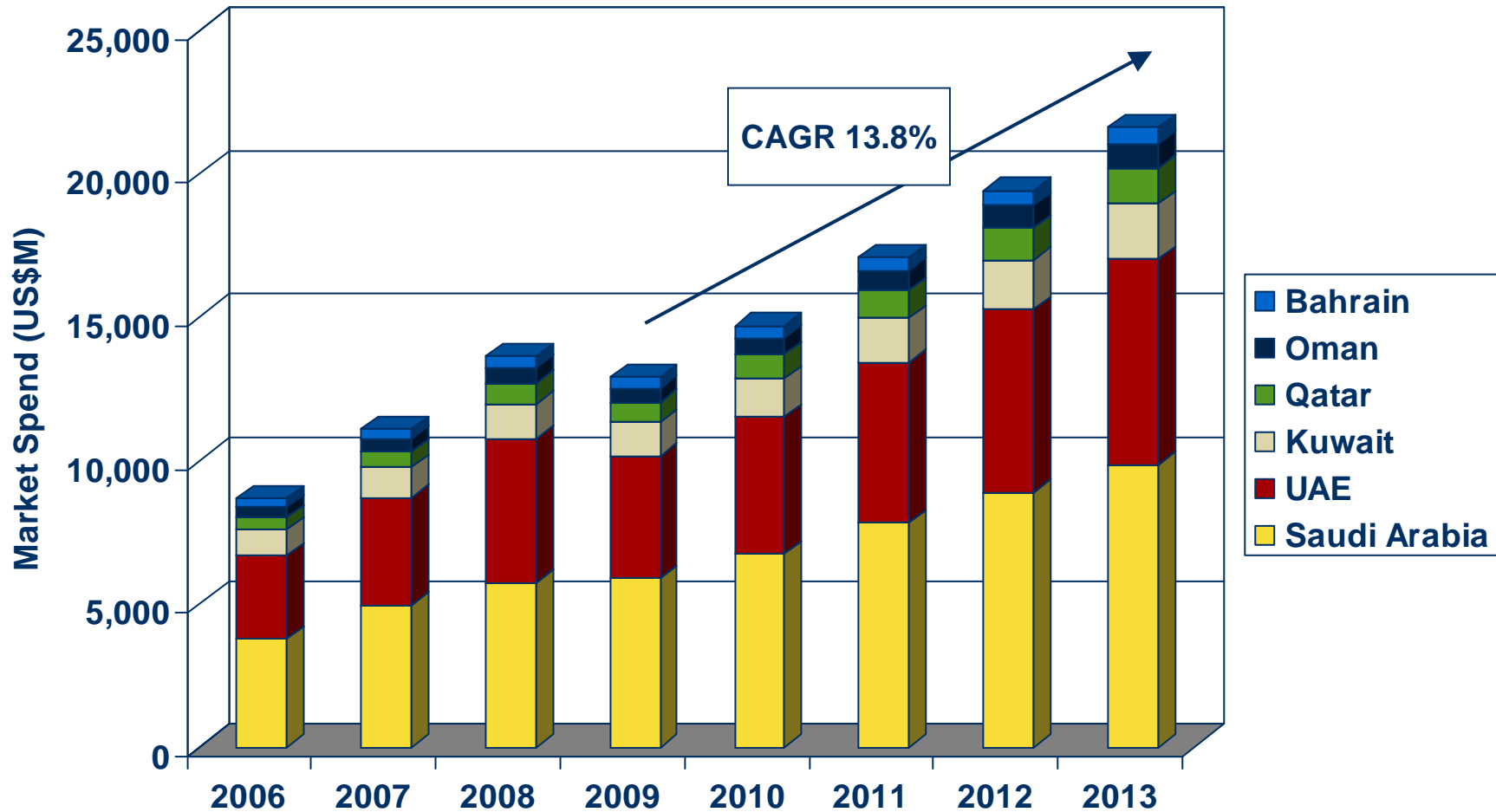


Current Status in the Gulf

- In 2009, the Gulf region suffered from a rapid slowdown in growth as a result of contracting funds from foreign investors, a real estate crash (particularly in Dubai) and less revenues from hydrocarbon resources.
- The region is heavily dependent on revenue from oil and a reduction in the oil price impacts spending by both government and commercial enterprises.
- Oil & Gas, Government, Banking & Finance, and Telco are the main IT spenders.
- Building basic IT infrastructure is the main concern for Gulf organizations.
- The region experiences a significant lack of IT skills and is dependent on foreign IT professionals. This, in turn, represents an opportunity for offshoring business.



Gulf IT Market Overview



UAE Snapshot

IT MARKET

- 2'nd largest in Gulf - \$4.27 Billion (2009)
- Projected to grow at 13.9% CAGR to 2013
- Strongest growth in IT services market
- Most mature of Gulf Markets
- Heavily dependent on expatriate workforce
- Government, Banking & Finance, Telco & Transportation biggest spenders

CHANNEL

- Very competitive market, with some sectors starting to mature
- Services market most mature in region
- Shortage of niche, advanced & verticalized skills
- MNC's increasingly active with many investing in services capabilities

INDUSTRY & ECONOMY

- Heavily impacted by global downturn, especially Dubai
- Strong growth in Abu Dhabi
- Heavily dependent on expatriate workforce
- Strong public sector initiatives in terms of economic diversification

OPPORTUNITIES

- Infrastructure enhancement solutions
- Increasingly open to outsourcing
- Security & compliance
- Hosting, managed services & datacenters
- Strategy & consulting
- Industry / verticalized solutions

KSA Snapshot



IT MARKET

- Largest in Gulf (45% of market) - \$5.89 Billion (2009)
- Projected to grow at 13.8% CAGR to 2013
- Characterized by some very mature organizations and very immature SME sector
- Heavily dependent on expatriate workforce
- Oil & Gas, Government, Banking & Finance & Telco are biggest spenders

CHANNEL

- Very competitive market
- Preference shown for local companies or those with presence in the Kingdom
- MNC's starting invest heavily in the kingdom
- Severe skills shortages
- Large local players dominate but Indian firms making a big impact – esp. Wipro

INDUSTRY & ECONOMY

- Heavily impacted by fluctuations in oil price
- Government active in diversification policies
- Visas remain a challenge
- Large family-owned conglomerates dominate
- Recent defaults have led to a tightening of credit
- Strong Saudization agenda

OPPORTUNITIES

- Arabic skills a strong advantage
- Increasingly open to outsourcing
- Security & compliance
- Hosting, managed services & datacenters
- Strategy & consulting
- Industry / verticalized solutions, particularly in government, healthcare & education

Qatar Snapshot

IT MARKET

- Projected to grow at 13.3% CAGR to 2013- market value = \$702 Million (2009)
- Potential to leapfrog IT investments, some very sophisticated installations
- Strong e-government drive & government support for IT industry
- Oil & Gas, Government, Banking & Finance, Education

CHANNEL

- Skills shortages – Arabic preferred
- A number of very sophisticated service providers coming out of Qatar (eg MEEZA)
- Preference shown for local companies
- Qatar is a target for MNCs with many adding Qatar to expansion plans
- Highly competitive market

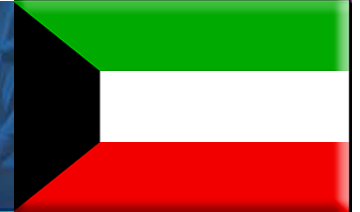
INDUSTRY & ECONOMY

- Strongest GDP forecast in Gulf
- Government active in diversification agenda
- Big projects in O&G, particularly LNG
- Increasingly liberalized Telco sector
- Politically – some sensitivity in relation to Egypt
- Education given high priority

OPPORTUNITIES

- Security & compliance
- Infrastructure
- Strategy & consulting
- Industry / Verticalized solutions
- Managed Services
- Expertise in Education, Oil & Gas, Telco advantageous

Kuwait Snapshot



IT MARKET

- Projected to grow at 13.3% CAGR to 2013 – market value: \$1.16 Billion (2009)
- Relatively immature market – esp SMB
- Strong e-government drive
- Characterized by long procurement cycles
- Oil & Gas, Government, Banking & Finance & Family owned conglomerates

CHANNEL

- Skills shortages – Arabic preferred
- Fairly immature in comparison to UAE, KSA & Qatar
- Preference shown for local companies
- Limited MNC activity
- Shortage of niche, advanced or verticalized skills

INDUSTRY & ECONOMY

- Heavily impacted by fluctuations in oil price
- Government less active in diversification policies in comparison to other Gulf countries
- Large family-owned conglomerates dominate
- Limited economic liberalization & lots of red tape
- Instability in government has delayed a number of initiatives

OPPORTUNITIES

- Arabic skills a strong advantage
- Security & compliance
- Infrastructure
- Strategy & consulting
- Industry / Verticalized solutions
- Skills shortages could drive outsourcing, although cultural reluctance to outsource

Bahrain Snapshot



IT MARKET

- Smallest IT market in GCC (\$369 million 2009)
- Expected to grow at a CAGR of 12% to 2013
- One of the most liberalized telco markets in the Gulf – has driven investment from Telcos
- Banking and finance sector very active in terms of IT investment
- Lack of government initiatives in IT

INDUSTRY & ECONOMY

- Banking and Finance largest contributor to GDP but at risk from global slowdown
- Liberalized Telecommunications market
- Strong economic diversification initiatives
- Was very active in attracting FDI, been limited due to current global crisis
- Heavily impacted by fluctuations in oil price

CHANNEL

- Local players dominate, very competitive & price sensitive market
- Limited MNC activity
- Quite sophisticated due to high demand from banking & finance sector
- Shortage of niche, advanced or verticalized skills

OPPORTUNITIES

- Banking & Finance Solutions
- Security & compliance
- Telecommunications solutions
- Content for Telco
- Skills shortages and cost reduction drives in finance sector could lead to increased appetite for outsourcing

Oman Snapshot



IT MARKET

- Small & relatively immature, valued at \$499 million in 2009
- Expected to grow at a CAGR of 13.6% to 2013
- Companies still very much in an infrastructure / build out stage

INDUSTRY & ECONOMY

- Heavily impacted by oil price
- Active in economic diversification – particularly in construction, hospitality & tourism but this has been impacted by the global crisis and environmental challenges (Cyclone Gonu)
- Privatization – esp. electricity, water, telco
- Some infrastructure investment

CHANNEL

- Skills shortages have affected several IT companies in Oman
- Finding & retaining advanced skills is challenging
- Small and relatively immature market
- Price conscious and competitive

OPPORTUNITIES

- Government
- Oil & Gas
- Banking & Finance
- Hospitality
- Skills shortages could drive demand for outsourcing although there is still a cultural reluctance to outsource

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How Do We Build a Successful GTM?

In order to develop a high-performance Go-To-Market strategy::

Target the right markets:

- Short, medium and long-term opportunities will be identified for short-listed organizations via a research led GTM engagement.

Align with the behaviours and needs of customers in those markets

- Egyptian companies will be guided and informed on customer trends & preferences in order to effectively position for partnership & opportunities in the Gulf

Choose the right sales channels

- Egyptian companies will be informed and advised on each potential partner and will be comprehensively supported to correctly position for GTM event with Partners

Put the right products and value propositions into these channels

- Matchmaking Process will enable Egyptian companies to correctly position solutions with select Gulf companies which have an identified need & are a suitable match for partnership

Pull it all together into a sustainable, integrated model

- IDC & ITIDA will NOT disengage after the GTM events but will provide support to ensure effective partnership development over the long-term.

IDC's Unique Proposition

By partnering with IDC for executing its Go-To-Market strategy, members of the program stand to benefit from:

- **IDC's brand.** All events will be associated with the IDC brand — using the phrase “*In Association with IDC*”. IDC is recognized worldwide as the leading and most independent research firm in the ICT field.
- **IDC's speakers.** IDC analysts are among the most respected and compelling speakers in the ICT field.
- **IDC's database.** On behalf of ITIDA's Go-To-GCC program, IDC will invite from its extensive database of Senior ICT decision makers to attend the Summit. IDC will create an integrated marketing campaign incorporating direct mail, email marketing, telemarketing and website optimization.
- **IDC content.** IDC will draw on its wealth of research and market insight to provide selected organizations with advice in terms of the needs of the key target audience and how best to strategically position the events, messaging agenda building, content for the invitation development and support you in terms of developing the right messaging for the events.
- **IDC's conference expertise.** IDC's will provide the program with the services of an expert conference producers who will organize the event from beginning to end. IDC will offer advice about the content of the agenda, complete all marketing activities to obtain delegates and manage all logistics and external supplier to ensure the smooth running of the events.

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