



Go to GCC Program

FAQ

1. What are the KPIs that we can set to measure the success of the program? When will the KPIs be formulated and announced?

IDC will be sending out a document detailing the flow of the project as well as key deliverables of the outcomes for each significant milestone. Given that this project is more of a long-term engagement and we are only entering the pilot phase now, IDC will work together with ITIDA to develop the KPI's through the course of the program.

2. Can IDC send an email to the Egyptian Firms prior to the interviews informing them with all required documents; discussion parameters etc, so that they would have enough time to prepare for it during the deep dive stage?

ITIDA and IDC teams will shortly send local companies, the workshop presentation, discussion guides, and analysts' profiles.

3. Why host the Go to GCC event in Dubai rather than Abu Dhabi?

The event in Dubai is a regional event with attendees from different Gulf countries (excluding Saudi Arabia) in the GCC region who would prefer having the event in Dubai. Additionally most of the system integrators and channel partners are headquartered in Dubai. We will also be targeting specialized Abu-Dhabi based systems integrators who will be invited to the Dubai event.

4. Why not host a GTM event in Egypt and invite channel partners from the GCC to Egypt?

Hosting the event in the targeted markets gives a good chance for system integrators and channel partners to get introduced to Egyptian companies. After the relation between both parties develops we can assess the potential of having a regional event in Egypt.

5. What are the strategies that IDC will use to make SIs and channel partners willing and keen to be part of this program?

IDC's role within this project is to understand what the appetite, demand and requirements are for partnership from the Gulf companies and to support the Egyptian companies in correctly positioning to satisfy these requirements. IDC will target the communication with the Gulf companies to focus on need fulfillment. By following a research led Go to Market strategy, the Egyptian companies, with the support of IDC & ITIDA will be positioning solutions that satisfy a need rather than doing a generic sales pitch. Unlike other consulting firms, IDC is exclusively focused on the IT & Telco sector and have long-standing and strong relationships with the Gulf based organizations. Given our traditional focus on these markets, IDC have helped and assisted Gulf companies for many years, we believe our relationships in the Gulf will come in handy during the interview process. Our assessments of the Gulf companies will entail detailed Gaps Analysis and we will provide realistic and targeted assessments of areas where Egyptian companies have the opportunity to fill these gaps.

6. How can IDC or ITIDA assist Egyptian companies in tackling obstacles faced during business practices in KSA ex: Visas, governmental regulations etc?

IDC will be guiding each short listed company on the operating environment within each country, the challenges, hurdles, obstacles, competitive environment etc during the workshops, as these will be the areas that the Egyptian companies will need to be able to effectively tackle during the one-on-one meetings. IDC will also be analyzing drivers and inhibitors within each Gulf country and these will be submitted to ITIDA who will work with other stakeholders to try over come some of these obstacles.

7. Does IDC have a projection for the expected growth / IT spending for targeted regions?

IDC sizes and forecasts each market and has a strong understanding of dynamics of each region and will be advising the short listed companies during the workshops.

8. Does IDC have an estimated figure of the amount of revenues that can be generated out of this program?

In terms of the potential opportunity for the Egyptian companies, it is too premature to comment at this stage of the project as we are only entering the opportunity assessment phase now. We would have a much stronger idea of the demand post the research phase. It is a pilot program and the research on both sides will give us a more realistic assessment of the real opportunity. It is critical to understand that this is a long- term program, and should this be successful, this pilot program will be replicated to other regions in the world.

9. Did IDC organized similar events? Was it successful? What were the results?

IDC has been working with ICT vendors, channel partners, government agencies worldwide for a number of years and as part of our work we have assisted our clients in

numerous ways including: opportunity assessments, partner recruitment, opportunity analysis, potential forecasting and go-to market events. We have also worked on somewhat similar assessments in KSA, Morocco and several other countries in APAC & Europe. These programs have provided us with valuable experience on what strategies are effective. Our customers have benefited from: increased foreign investment in their ICT sector, better understanding of core competencies and focus, independent and insightful profiling, better understanding of their competitive environment and where opportunities exist within particular solutions, technology areas or industry sectors. Our very successful events team has also consistently delivered valuable platforms for ITC buyers and partners to interact.

10. In terms of export readiness, some companies are more mature than others. Will the program support these companies in identifying short term partnerships (Quick Wins)?

We realize that some companies will be more ready than others to engage quickly in partnership and we realize that there may be short term opportunities uncovered during the course of the program, however, in order to be successful, this project needs to be very process driven as it is part of a broader development strategy.

11. Some SMEs are too small to capture the deal, can the program help in clustering these SMEs and helping them to work together to capture the deal?

The program is a horizontal program, and it's focused on supporting the ICT companies in developing partnership opportunities. In the future there will be other vertical programs that serve specific niches.