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EGYPT 2.0

OUTSOURCING DESTINATION GUIDE

ITC/BSS MARKET
EXAMPLES
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Independent information guide by German Outsourcing Association

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ACCESS
PROCESSES
GLOBAL DELIVERY
EXPERIENCE

EGYPT
ITO/ BPO/ SHARED
SERVICES

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Outsourcing Destination Guide Egypt

We present with the Outsourcing Guide Egypt the capabilities and actors of the Egyptian ITO, BPO and Shared Services industry.

We show case unique solutions invented by Egyptian industry experts in the form of case studies and project reports.

As a result we help decision makers better understand the advantages and conditions in working with Egyptian IT- and business process service providers.

Independent information guide by German Outsourcing Association in co-operation with ITIDA - Information Technology Industry Development Agency, Egypt.

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EGYPTIAN ICT / BSS INDUSTRY

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A market overview

The Egyptian ICT & BSS Industry

By Stephan Fricke, CEO & Head of Advisory Board at German Outsourcing Association and German process Automation Association

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Deciding for a location for shared services or to source IT and business process services from is not a trivial undertaking. The choice of the destination plays an important part in the success of a shared service organization or buyer - service provider business relation.

Looking at traditional location for Shared Services and BPO, Egypt enjoys a unique blend of qualities, putting it in the same ranks as Bucharest (RO), Budapest (HU), Krakow (PL), Prague (CZ) and Warsaw (PL).

The one aspect that sets Egypt apart from other nearshore destinations in Europe, as well as on a global comparison, is the possibility to implement service centers on a meaningful scale, like the Philippines and India.

This provides especially for European businesses that are looking to expand their SSC or outsourcing operations / contracts great opportunities in a reasonable proximity and even in a similar time zone to facilitate productive business interactions.

From Rapid Growth to Maturity

Since the early 2000's, the government has opened up the economy and the Egyptian service industry has gone through rapid growth, establishing itself as a reliable and much needed partner not only for European but also US, African and Middle East markets.

Currently, the ICT sector in Egypt is the fastest growing sector and largest contributor to GDP growth. IDC projects that the sector's exports is forecast to grow from $3.26 Billion in 2017 to $4.7 Billion in 2020 and that the outsourcing industry's workforce will reach 240,000 FTEs by 2020. See Graphic 1.

According to Frost & Sullivan, Egypt's BPO market is experiencing a shift in its services portfolio as providers move from multilingual contact centre services to high-value niche services, such as product development and R&D.

Moreover, Everest Group, reported that the unique geographical position of Egypt together with its very attractive value proposition puts Egypt on the track to become a major hub for business operations in EMEA.

**Graphic 1 -
Outsourcing
Industry Workforce**
Source: IDC

169,000
2017

189,000
2018

212,000
2019

240,000
2020
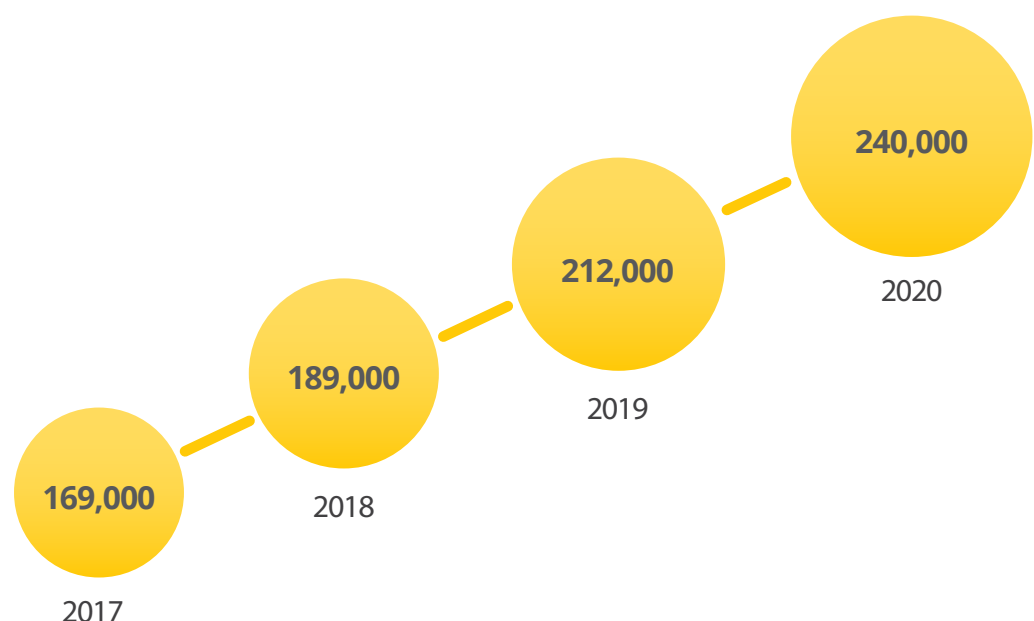
Talent Pool

The talent pool is one of the corner stones of Egypt's very unique position among the global BSS destinations.

It is the aspect that provides organizations that operate ITC/BSS centers in Bratislava, Bucharest, Budapest and other established SSC locations in Europe the opportunity to scale further.

With about 500,000 annual graduates from over 50 universities and 100 institutes the Egyptian ITC and BSS industry offers a unique perspective for larger operations, in proximity to the European continent.
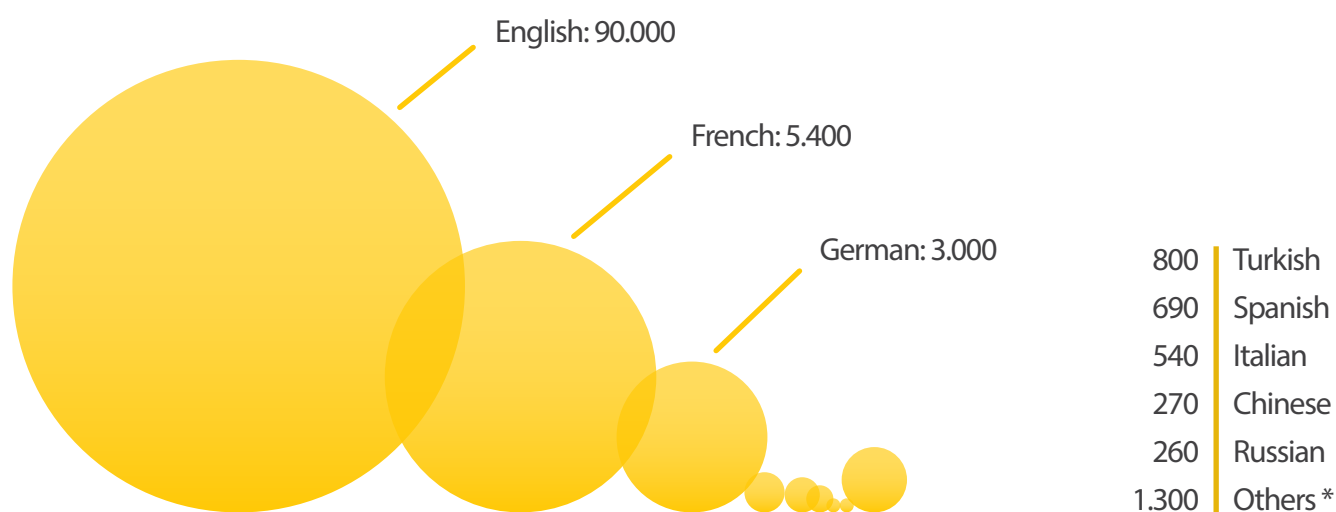
Every year, about 220,000 students in business process services related fields and about 50,000 students in IT-related fields graduate, ready to deliver advanced processes and knowledge services in over 20 languages across more than 100 countries.

With these numbers, Egypt is positioned among Poland and the Philippines, traditionally strong sourcing destinations. See Graphic 2.

While UK and France are the better examples here, as the graduates with English and French language knowledge are the highest in number, German graduate numbers are still significant, especially compared with other sourcing destinations in CEE and the growing demand and costs.

"We host here Vodafone's worldwide center of excellence on technology. Things such as RPA (Robotic Process Automation) is being done out of Egypt for the rest of the world. So many activities where you can see that it's really the technical hub is happening in Egypt. Why is that? Simply because we have fantastic talent in the market and we have the ability from a cost perspective to offer quality services in a very competitive price to our other operators around the world." Alexandre Froment-Curtil, CEO, Vodafone Egypt

**Graphic 2 -
Annual university graduates by language of study** (IDC)

English: 90.000

French: 5.400

German: 3.000

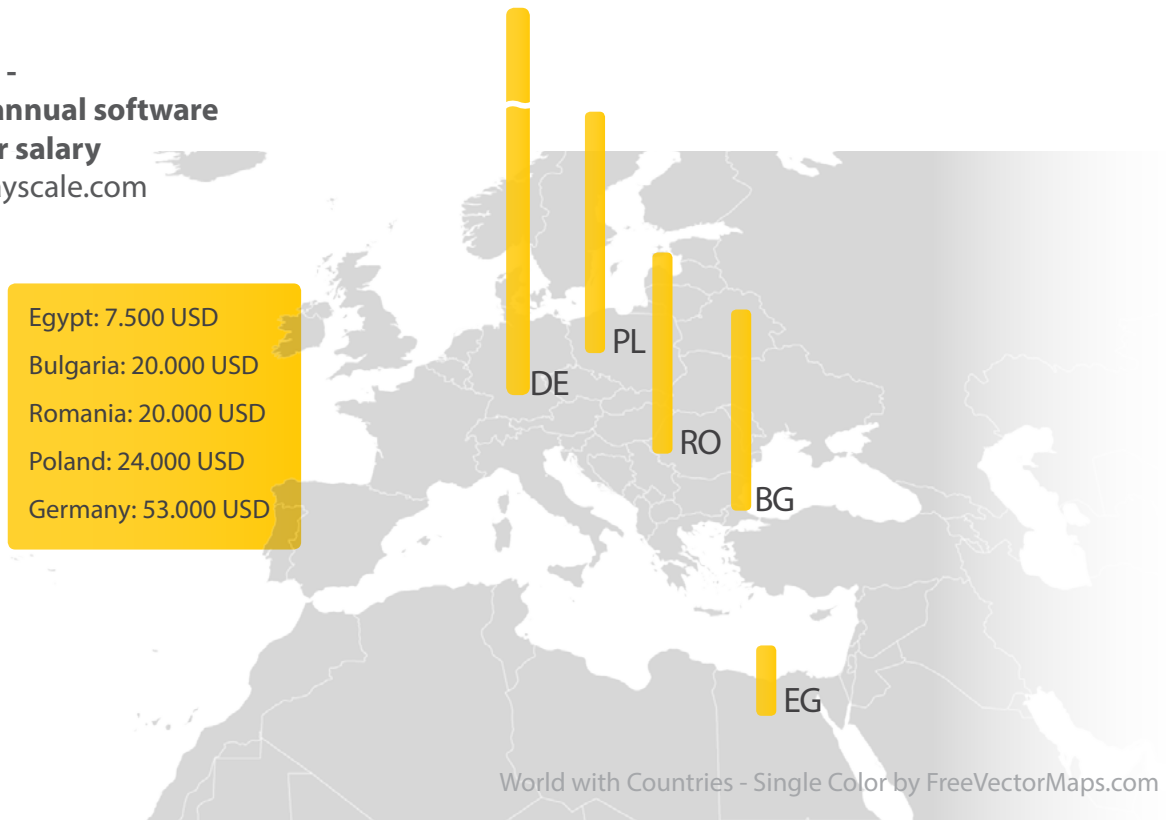| 800 | Turkish |
690	Spanish
540	Italian
270	Chinese
260	Russian
1.300	Others *

* Other languages include Siamese, Hebrew, Farsi, Greek, Urdu , Korean, Japanese, African, and Czech

Labor Cost

Egypt offers one of the most competitive operating cost per full-time employee according to IDC. The cost differences compared to other sourcing destinations in reach are immense. Compared with labor cost for software development in popular nearshore locations for Europe, like Bulgaria, Romania or Poland, the savings reach up to about 60%. See Graphic 3.

Graphic 3 -
Average annual software
developer salary
Source: payscale.com

Egypt: 7.500 USD

Bulgaria: 20.000 USD

Romania: 20.000 USD

Poland: 24.000 USD

Germany: 53.000 USD

PL
DE
RO
BG
EG

World with Countries - Single Color by FreeVectorMaps.com

Driver for Further Development

Multinational companies and organizations benefit from Egypt as a hub for IT and business process services that grants access to Europe Africa and the Arabic speaking region. Egypt provides good conditions why a number of companies, including Uber, Siemens, Nestlé, HSBC, IBM among others, leverage Egypt for their global operations.

There is a good perspective for the further development of Egypt's ITO and BPO industry. Domestic demand and economic growth, availability of well-educated workforce and reliable infrastructure for business operations along the Nile River.

The factors on the outside seem to affect Egypt's ICT industry growth evenly. The growing demand in Europe for IT and process capacities and their already critical shortage of skilled labour, the shift in the shared service industry to higher value services as well as the rising cost in the established nearshore destinations in the CEE region promise to fuel the growth of Egypt's ICT and BSS industry.

Testimonials

"Egypt is one of the fastest growing offshore destinations in the world. Indeed, over time, Egypt's IT and BPO offshore industry has gradually gained share in the global markets."
IDC (2019)

"Egypt ranked 4th most favored offshore location for 2019"
Ryan Strategic Advisory (2019)

"…among economies with most improved ease of doing business" **World Bank (2018)**

"Egypt continues to remain the largest global service market in Middle East and Africa; significant growth expected in Egypt driven by service delivery of both traditional and digital services." **Everest Group (2018)**

"Representing one of the largest qualified labour forces outside of India" **ATKearney (2017)**

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EGYPT

THE DESTINATION OF CHOICE!

Located at the heart of EMEA, Egypt is your gateway to competitively provide high quality services and technology innovation to the rest of the world.

ACCESS THE GATEWAY TO GLOBAL MARKETS

Pivotal Location
at the heart of EMEA

Similar CET Zone Business Continuity
with US & Asia
Follow the Sun approach

Internet backbone
connecting 60+ countries through 13 routes, up to 60 Tbps cables capacity

FREE **Free Trade agreements** covering **70+ countries** across Africa, Asia, and Europe

TAP ON ABUNDANT, SKILLED TALENT POOL

100+ Million
Population
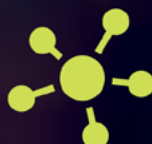**%50** Aged 44-15

500,000 Annual Graduates

220,000
business process services related
50,000
IT related

20+ Languages served across 100+ countries

50 Universities & 100 Institutes

Culturally compatible with western business

Low Attrition Rate

SEEK QUALITY AT COMPETITIVE COST

One of the most **competitive operating** cost per FTE according to IDC

Annual Salary (in 000s USD) for a 0-2yr experience Software Developer

Czech Rep.	Hungary	Poland	Romania	Bulgaria	South Africa	Egypt
32	27.5	25	24	20.5	18.5	7.5

Substantially low Software Development costs

Among Lowest cost of living worldwide according to EIU

UPSCALE AMONG INDUSTRY LEADERS

Hub for Global **Fortune 500** companies' BPO, ITO & KPO services

Serving numerous **verticals globally**

150,000+ Offshoring Jobs

INNOVATE IN COLLABORATIVE ENVIRONMENT

Fastest Growing Sector

Advantageous **technology parks** across the country

Aspiringly growing **innovation** ecosystem

Data Protection Law in Compliance with **GDPR**

Secured Intellectual Property Rights

High-quality, resilient & upscaling **infrastructure**

BENEFIT FROM DEDICATED GOVERNMENT SUPPORT

Mix of financial & non-financial **incentives** to foreign investors

New Investment **Law** for providing additional incentives

One-stop-shop for establishing business

By Jyoti Lalchandani
Group Vice President & Regional
Managing Director Middle East,
Turkey & Africa, IDC

A **Major Hub** of Business and Technology Services **in Digital** Transformation

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For several years, leading organizations in developed economies have outsourced and offshored IT and functional business skills to countries with strong talent pools to bridge the skill gaps.

Moreover, the rapid acceleration of Digital Transformation (DX) has compelled these organizations to urgently review their human resource sourcing strategies. Driven by DX adoption, the global offshoring IT services spending market is projected to expand from $74 billion in 2017 to $107 billion by 2022, translating into a CAGR of approximately 7.5%.

IDC believes Egypt is effectively positioned to become a major hub of business and technology services to countries and organizations that are undertaking DX, particularly those in regions such as North America, Europe, Middle East, and Africa facing resource constraints. Indeed, after establishing itself as a preferred regional outsourcing services hub Egypt started expanding its global outsourcing footprint and is now one of the fastest-growing offshore destinations in the world.

The country has also established a good reputation for its large, high-quality offshoring services. As a result, Egypt's BPO and IT offshoring industry has gradually gained share in the global marketplace over recent years.

Strengthened by the potential of the Egyptian ICT market, International Data Corporation (IDC) established its regional research center in Egypt in 2016. Leveraging the vast Egyptian talent pool and more than doubling the operational size to be the second largest office in the region, IDC has been successfully offering research and consulting services to clients throughout the EMEA region.

IDC has continued to build depth and support the Egyptian ICT industry as the premier global provider of market intelligence, advisory services, and events for information technology, telecommunications, and consumer technology markets. Through our research and events, IDC are supporting important topics including cloud regulation best practice, market size and growth across solutions and technologies as well as innovation accelerator forecast and focus and furthering our partners local go to market activities.

Egypt possesses many strengths that support its offshoring industry

A large resource pool (owing to the government's focus on technical education), thousands of fresh graduates in Engineering, Computer & Information Sciences, General Sciences and Technology and a large skilled workforce that enhance the country's position as one of the largest global sources of ITO, BPO, and knowledge process outsourcing (KPO) skills, and a large workforce with English, Arabic, French, German, and other European language skills.

A stable political environment, including several special economic and legislative reforms that have boosted the country's ranking in the World Bank's 'Ease of Doing Business' report 2018, which significantly increased the interest and confidence of overseas investors.

Continuous investments in developing local physical infrastructure (to provide better utilities and telecommunications connectivity to offshoring companies), significant improvements in international bandwidth, and a persistent focus on building technology parks across the entire country.

A rapidly expanding offshore services market footprint and steadily rising global experience (as an increasing number of international companies operate captive centers in the country).

The possibility of cost arbitrage due to the country's competitive labor rates and floating of the currency.The country's proximity to the EMEA region in terms of geography and time zone and strategic location at the intersection of 15 global submarine cable lines.

Other ecosystem drivers, including the country's high smartphone penetration level, the formation of a new administrative capital leveraging Smart City concepts built around the Internet of Things (IoT) and big data analytics, and the cre-

ation of the Egypt Government Cloud and a datacenter cluster.

Tremendous focus on skill building and resource pool creation

In Egypt, academic curricula are steadily being altered to include 3rd Platform technologies. In addition, major enterprises such as Cisco and Microsoft are partnering with educational institutions to offer practical training programs and internships to technology students. The focus areas are primarily mobile development, big data, and IoT.

Each year, institutions that focus on emerging ICT technologies receive thousands of applications for training programs that are supported by the government and international investments.

Education institutions and universities also collaborate with the major technology providers operating in Egypt to update curricula, fund laboratories and research programs, and provide internships to undergraduate and graduate students.

AI, Big data and IoT are similarly hot topics and focus areas that have been incorporated into training programs. For example, major research

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universities like Nile University have started offering diplomas in big data and analytics to students.

Egypt is making a number of investments that are expected to boost the skills ecosystem in this regard on emerging technologies that drive accelerated innovation (including data science, IoT, AI, cyber security, etc.). The aim is to train and certify 45,000 resources before 2022.

Government Vision and Support

Egypt experienced a strong economic recovery after the 2011 revolution and its subsequent political changes. The Egyptian government has been successful in maintaining a stable political environment and has created special economic and legislative reforms in the recent past (pertaining to tax rebates, reduced customs tariffs and streamlined customs procedures, bank privatizations, and regulations against money laundering and software piracy).

The new law also reduces the bureaucratic overheads in setting up and running businesses and greatly simplifies duties, tariffs, and many other financial and tax burdens.

Physical Infrastructure

Egypt has continuously invested in developing local physical infrastructure to provide better utilities and telecommunications connectivity to offshoring companies with current focus on completing the fiber optics rollout and positioning Egypt as a 'Digital Canal'.

Internet connectivity has significantly improved through the use of scalable and high-quality international submarine cables, and be-

Education institutions and universities also collaborate with the major technology providers operating in Egypt.

cause of its location at the heart of the worldwide cables network, Egypt can provide offshore cloud services with the lowest latencies and speeds to Europe, Africa and the Middle East.

Additionally, the government's focus on building technology parks across the entire country will encourage multinational companies to establish local operations using best-in-class technologies and facilities.

Egypt has foreseen the transformation to 3rd Platform technologies and is therefore taking a multifold approach to putting its ITO, BPO, and KPO industries on the DX path.

Egypt is showing progress in its plan to establish a new administrative capital east of Cairo that is a Smart City project of huge proportions. All the capital's facilities are going to be managed through technological solutions. The huge investments to be made in AI, IoT and big data analytics are expected to create a solid pool of resources in these technologies.

The administrative capital will also be home for "Knowledge City" that will host branches of foreign universities and research, innovation and entrepreneurship centers along with a science park.

One of the most prominent contributors to building a solid ICT ecosystem in Egypt is the IT Industry Development Agency (ITIDA); ITIDA has taken an active role in developing ICT capabilities within the country and positioning ICT as a cornerstone of economic development and foreign investment.

Additionally, MCIT and the Technology Innovation and Entrepreneurship Center (TIEC) provide full-fledged support for

The government's focus on building technology parks across the entire country will encourage multinational companies .

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innovation and incubate businesses through their many programs, in addition to providing co-working space to techpreneurs, investors, and tech start-ups that aims to help Egyptian youth build successful enterprises focused on 3rd platform technologies such as AI, IoT and Big Data.

The countries and locations that cater to the demand for offshored services are undergoing significant transformations, and Egypt possesses many strengths in this regard. The combined IT, BPO, and KPO export market in Egypt is forecast to grow from $3.2 billion in 2017 to $4.7 billion in 2020.

Egypt is one of the fastest growing offshore destinations in the world. Indeed, over time, Egypt's IT and BPO offshore industry has gradually gained share in the global markets. IDC believes that, by the end of 2019, Egypt's market share in the global offshore BPO market will grow to 16.9%. Similarly, Egypt's IT offshoring industry is on track to leverage 3rd Platform technologies to increase its value proposition in global markets.

The IT services market in Egypt totaled $1100 million in 2017 and is projected to grow to $1,419 million by 2020. According to the EIU, the country's economic growth in 2016/17 was a result of higher levels of domestic investment and a rebound in exports. This improvement in the economy had a positive impact on both onshore and offshore IT services spending.

Global businesses continue to show an increasing appetite for BPO, driven by pressures to restructure their businesses, respond faster to market conditions, and streamline operations. IDC forecasts rapid global growth of the BPO segment through 2020.

The customer care industry is expected to expand at a CAGR of 16.2% between 2017 and 2020. Other BPO segments are also expected to perform well going forward. For example, Egypt's HR, finance, and procurement segments are all projected to grow at a CAGR of around 10.3% through 2020.

Countries throughout MEA also provide opportunities for Egyptian BPO exports. For example, Turkey, Saudi Arabia, the UAE, South Africa, Nigeria, and Kenya are all home to large and medium-sized customers of outsourced BPO services from Egypt.

Egypt's KPO services exports are steadily growing, with IDC anticipating a CAGR of 9.2% over the 2017–2020 period. R&D/product engineering, which is a KPO field of notable growth is expected to grow to a projected $65.6 million in 2020 (translating to a CAGR of 23% over the period). Egypt lays particular stress on this and has become an established global offshoring center

for this. This also ties in with Egypt's strong focus on building their Electronic Manufacturing Services domain. Egypt is also focused on translation services that are used by domestic, regional, and global customers. This particular segment offers enormous potential for expansion into diverse languages and specialist areas (e.g., the translation of websites, applications, scientific papers, and engineering documents). It is projected to grow to $285 million by 2020.

About the author: As Group Vice President and Regional Managing Director of IDC Middle East, Turkey and Africa, Mr. Jyoti Lalchandani is responsible for the planning, development, implementation, and coordination of IDC's market intelligence and advisory services, sales, conferences and events, go-to-market services, and office development activities in the MEA (the Middle East and Africa) region. With more than 18 years of experience in emerging EMEA (Europe, the Middle East, and Africa) markets, Lalchandani has been instrumental in establishing IDC's presence in the region through the initial expansion of the Dubai headquarters and then by spearheading the development of IDC offices in Johannesburg, Istanbul, Riyadh, Casablanca, Lagos, Nairobi and Cairo.

Starting at IDC's CEMA (Central and Eastern Europe, the Middle East, and Africa) headquarters in 1995 in Prague, the Czech Republic, Lalchandani served as IDC's regional consulting manager. In this role, he headed several country-based project teams in advising multinational and local IT vendors about issues related to entry strategy, competitor analysis, ROI analysis, distribution and partner evaluation, and market segmentation. He later took on the additional responsibility of overseeing the CEMA software practice, in which Lalchandani was responsible for overseeing all related research (applications, system infrastructure, and tools) and advisory work across emerging EMEA countries.

Before joining IDC, Lalchandani served on the national board of international non-profit organization AIESEC, where he managed the association's partnership agreements with leading Indian conglomerates. Lalchandani graduated from Loyola College, India, where his studies focused on strategy management and business policy. He later attended a corporate-sponsored program at MIT's Sloan School of Management, Massachusetts.

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Accessibility from
Europe / competitive
to
CEE locations

Access to the
African market

LOCATION
ACCESS AND
REACH

Picture: via Wikimedia, author: Addicted04

Population	100,909,372
Official language	Arabic
Capital	Cairo
Currency	Egyptian pound (EGP)
GDP per capita	$10,550
Time zone	EET (GMT+2)

Access to the Middle East and Asian markets / similar conditions

Global Sourcing Hub for Captives and Providers

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INDUSTRY INSIGHTS & CASES

OUTSOURCING
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By Magued Mahmoud,
Vice President & General Manager,
Dell Technologies Center of Excellence
in Egypt

Dell Technologies Egypt Center of Excellence: The Formula of Our **Success and Aspirations**

New technologies will transform businesses in ways we have never seen. The way software can be built and deployed is rapidly becoming an integral and critical advantage for all businesses. The movement to modernize and simplify infrastructure is giving organizations huge efficiencies and extraordinary, new strategic revenue opportunities.

The ability to inspire and empower your workforce, all while securing your most critical assets is unprecedented. Making business transformation happen, that's what Dell Technologies is all about, one partner, purpose-built to help organizations handle anything.

Our Story

Egypt Center of Excellence (COE) is a Dell Technologies organization that empowers its different business units to operate efficiently and nimbly to deliver Quality, Innovative Solutions, and Support Services to Dell Technologies and its customers globally. Egypt COE is one of four global Dell Technologies' Centers globally located in Egypt, Ireland, China and India.

Egypt was and continues to be an optimum choice to host our COE, where we can find the value in the Abundant & Multi-lingual Talent Supply, Competitive Cost, Government Support, Agility, Innovation, Continuous Process Enhancements, as well as the Quality and Scalable Infrastructure.

It all started when Egypt COE was inaugurated in 2009. Our operations began by hosting only two business units as part of the pre-sales and the professional services organizations. We continued to grow organically throughout the past 10 years to reach up to 18 different business units that span across Services, Engineering and Sales organizations.

In 2009, we had only 83 team members, and throughout the past ten years, our business grew steadily that we reached a total of more than 1,400 team members in Cairo, 47% of which are females.

This year is a special year for Dell Technologies as it achieved a record full year revenue of $91.3 billion, up 14 percent from previous year. Additionally, 2019 marks a very special year for us in Egypt, as we celebrate our 10th year anniversary since the establishment of our Egypt Center of Excellence.

Our Secret Ingredient is Our People

At Dell Technologies we consider our team members as the essential elements for our success, and they are always encouraged not only to drive the success of the business but also help building our culture.

Accordingly, Dell Technologies founded the Employee Resource Groups (ERGs), where each one of these ERGs is dedicated to support a certain

cause using their own knowledge, manpower and our technologies. All ERGs were designed to encourage ownership, boost employee morale & engagement, give back to our community, promote diversity & inclusion, and also create a culture that cultivates innovation.

Every team member is encouraged to stretch beyond his/her role to join one or more ERG where they can drive initiatives that support green environment, provide help for the differently enabled, empower women in technology, spread awareness about our diversity and the power of being inclusive, and organize large-scale CSR activities. Moreover, they can contribute to organizing internal and public social, fun and engaging events.

Empowered by Our Partnerships

To sustain a consistent track-record of success, and maintain our ability to scale up our operations, we had to collaborate with top universities in Egypt. Our COE has signed agreements with more than 50 universities and academic institutes across Egypt under the University Relations program to enable students to be exposed to latest technology trends while develop relevant and highly marketable knowledge and skills.

Dell Technologies
Egypt COE building
Image: Dell
Technologies

Our University Relations program enables us to extend our reach to more than 3,000 students annually to prepare them with the necessary technical knowledge and soft skills, using our academic curriculum and several other programs such as our Technologies Bootcamps, Internships, Hackathons, and Summer Academy.

Additionally, the COE is keen on keeping an eye on the future by investing in research. We have successfully established partnerships with some Universities and customers to collaborate jointly on applied research in emerging technologies such as Blockchain, Internet of Things and Big Data.

We are very proud to collaborate also with the Egyptian government on several initiatives to invest in developing future talents and using our technologies to empower the future pioneers in the tech industry. This is done through our diverse programs of trainings where the curriculum is designed by experts from the COE team.

Our Future Starts Now

A crucial component of our success is our continuous focus on innovation and investing in learning, working with, and spreading cutting-edge technologies such as Internet of Things, Cloud Infrastructure, Artificial Intelligence/Machine Learning, Security and Blockchain.

To lead the way in some of these technologies, Egypt COE built its engineering arm which includes currently four different teams of Software Engineers as well as Data Scientists who are working on developing some of Dell Technologies' future solutions.

And while we Innovate and build more skills on these new technologies, we recognize that we have a role to play in our community by share knowledge and engaging actively through public Meetups, Hackathons, Tech-Talks and publishing Patents globally.

Looking Ahead

Egypt COE has become a platform for quality, knowledge, and innovation. Our track-record of creating

2019 marks a very special year for us in Egypt, as we celebrate our 10th year anniversary.

value, providing quality services, and delivering achievements is a result of a 10 years-long exciting journey of giving full of challenges and learnings.

We have a very high potential for more growth in the coming years and to write more chapters in our success story. With our young dedicated and talented professionals, we will continue to achieve our goals, create value, and unleash the real outstanding potential of the next generation in Egypt.

About the Author: Magued Mahmoud is Vice President and General Manager, Egypt Center of Excellence (COE) at Dell Technologies, and joined the company to establish the center since 2009, and to provide strategic and operational leadership for the Center of Excellence in Egypt.

His responsibilities include creating a world class services organization with Dell Technologies culture and values, positioning the Egypt COE within Dell Technologies and selling its services/capabilities to enable its growth, in addition to building, leading and managing 1,400+ FTE organizations.

Magued has more than 30 years of experience in the IT sector. He previously served as the head of Oracle's Solution Services International Consulting Center, where he was responsible for the delivery of consulting services to global customers. As part of his services delivery responsibility, he was a member of steering committees for many large and strategic IT projects in the Middle East and Africa region.

Before his 11 year-stint at Oracle Corporation, Magued was with IBM for ten years where he held various IT roles catering to the Middle East markets. Over the course of his career, Magued has developed expertise in sales, support and consulting services, delivering business IT solutions in various verticals such as manufacturing, telecom, energy, public sector and financial services.

Magued earned a degree in engineering studies from Ain Shams University in Cairo and a diploma in 'Managing IT Software and Services Strategically' from the Scandinavian International Management Institute in Copenhagen.

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36 Languages

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3,000

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EUROPE
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24,500

Locations
Germany, France, Spain, Portugal, Ireland, Poland, Netherlands, Romania, Georgia, Estonia, UK, Italy

AFRICA
Employees
12,000

Locations
Morocco, Egypt, Senegal, Ivory Coast, Togo

ASIA
Employees
9,000

Locations
India, the Philippines, Malaysia, Saudi-Arabia, Qatar, China

Driven to go further

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Accelerate Digitalization: Henkel's Strategic Priority

By Khaled El Mor, Head of Shared Service Center - Cairo at Henkel

Henkel has a long and successful history in Egypt stretching back to more than 26 years. The company began its business operations in Cairo, Egypt in 1992 with the three business units.

Egypt is one of the strategic key countries for Henkel aiming to continuously growing the business to cater for the growing market in Egypt and to establish Egypt as an exporting hub for the entire MEA region. Henkel has invested 80 million EUROs in Egypt over the last 5 years to expand its production facilities.

In 2013, Egypt was chosen to accommodate its captive Shared Service Center (SSC) in Cairo with the main objective of providing support in various operations serving India, Middle East & Africa region. SSC Cairo has recruited more than 100 personnel to cater 19 countries and 22 entities, through operating in all finance oper-

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ations, in addition to business related operations, hence, offering Egyptian young talents job opportunities as well as regional exposure.

Accelerate Digitalization is one of the key pillars in Henkel 2020+ strategic priorities, aiming to lead digital transformation in all business activities, mindset and technologies. In February 2017, Henkel board decided to invest 50 MEGP to expand its operations in SSC Cairo to build a Global IT Hub parallel to the current operation to support the implementation of Henkel digital strategy.

The IT hub was successfully inaugurated on the 29th of August 2018, providing global support in 3 main areas within IT; Service Delivery Operation, IT Consultancy and governance including Cyber security.

Henkel has a long-standing commitment to Egypt as a central hub for Middle East and Africa and highly believes in the Egyptian young talents' capabilities and languages skills, in addition to the country's potential economy growth and proven stability. Henkel aims to reach 250 employees in SSC Cairo by the end of 2020 in addition to other expansions in the pipeline.

About the author: Khaled El Mor has a wide range of experience in managing construction projects, different IT programs and projects including implementation of SAP and business intelligence systems in different businesses and countries. He has been working for Henkel for over 27 years leading different IT organizations in Egypt and Middle East and Africa.

Currently he is the General Manager for Henkel Captive service center in Cairo, supporting the processes' operations for all Functions and Business processes of the three business units of Henkel (Laundry & Home Care, Beauty Care, and Adhesive Technologies) covering global and the regional operations for all Henkel legal entities in India, Middle East and Africa. Including and not limited to Finance, Controlling, Human Resources, Purchasing, Information Technology, Customer Services, Supply Chain Planning, Marketing, and Sales.

Excellence in Egypt: IBM Centers

By Wael Abdoush, General Manager at IBM Egypt

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IBM has been present in Egypt since 1954. Through 65 years of presence in Egypt, IBM has worked side by side with the Egyptian Government in most of the projects of national importance and through several initiatives that help the economy and support the government's national agenda.

IBM has always realized the attractiveness of Egypt as a competitive sourcing destination which resulted in serving our clients across the globe through IBM seven centers of Excellence in Egypt that employ a sustainable pool of talented, technologically skilled, and multilingual graduates.

IBM centers in Egypt

IBM has selected Egypt as the location for its strategic centers because of the country's unique advantage as an innovation hub in the region with access to highly skilled talent.

1. IBM Marketing Services Center in Cairo

Launched in 2019, the center serves the Middle East and Africa region out of Egypt. With the key objective of planning and execution of optimized end-to-end digital marketing campaigns in English and Arabic, with Turkish and French planned by the end of 2019.

Hiring top Egyptian young talents, the objective of the center is to act as the marketing engine for IBM across the region. With focus on skills development and talent nurturing, marketers in the center are working in an environment that encourages them to share expertise, play to their strengths and rapidly iterate.

2. Cairo Technology Development Center (TDC)

Since its inception as a scientific research center, the Cairo TDC has evolved into a world class organization providing technical excellence leadership in the region. The Cairo TDC supports IBM's clients and business units around the world offering consultancy services relating to IBM software products.

DESTINATIONS

3. IBM Client Innovation Center (CIC)

This is IBM's first Global Delivery services Center in the region. The center provides a full range of business consulting, cross-industry expertise, application development and maintenance, software testing and embedded software development services to IBM customers globally. The center aims to increase Egyptian exports of information technology.

The center was launched in 2008, and it provides niche skills for mobile applications development testing and deployment, business analytics and cloud services.

4. IBM Digital Center – MEA

Serving the Middle East and Africa geography, the center's mission is to focus on new markets and new digital solutions in conjunction with emerging decision makers like developers and startups.

The main mission focus is to spread the digital transformation and lead more of our clients on the path to becoming Cloud and Cognitive digital businesses. To facilitate mission execution, the center houses an end to end team responsible to ensure that the sales & marketing funnel is efficiently producing volume business across the Enterprise and Commercial segments across Middle East & Africa with strong emphasis on commercial, small & medium business clients.

5. Global Process Services center (GPS)

Cairo Business Process Services has been running and serving global commercial clients in outsourcing Finance, Human resources and Mobility Client Care support. The center is considered the first in Egypt to provide Finance outsourcing services to clients not only responding to clients' inquiries but consulting with deep understanding across several industries and supporting clients to Automate and transform their day to day operations.

6. Global Competency Center (GCC) for Hardware

The center's mission is to establish a Remote Technical Support Center in EMEA (Europe Middle East & Africa) capable of handling cases from within EMEA and other geographic locations like US and Canada.

7. Global Competency center (GCC) for Software

This center is designed for Software Remote technical support. In 2011, IBM established its GCC SW Center to provide software remote technical support.

In addition, IBM has inaugurated in 2019 the Cairo Innovation and Industry Client Center that helps IBM clients to address business challenges in their industries by providing an enhanced customer experience and connecting them with technical skills and expertise. With focus on AI, cloud, blockchain, security, and IoT, the center showcases live demos for IBM solutions including customer proof of concepts for key industries including Government, Telco, Banking and others.

About the author: Wael Abdoush, General Manager, IBM Egypt

Wael IBM Executive with 28 years of experience in the IT industry in Egypt, Central/Eastern Europe, the Middle East and Africa geographies. Led the IBM business in different areas like Banking & Finance industry, Systems Hardware, Small & Medium Businesses, Business Partners and Africa Geo Expansion. Currently, the General Manager of IBM Egypt.

Wael holds a B.Sc. degree in Telecommunications & Electronics Engineering from Ain Shams University, Egypt (1989), and a Master of Business Administration degree from the Open University, UK (2001). Wael is a keen 10Km runner and an ACBL Club Master Bridge player.

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What Does It Mean To Be Customer Centric?

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Mavens: Great Potential in an Evolving **Shared Service Industry**

By Mohamed El Nahas, Managing Director at Mavens Consulting, Egypt

Global trends within the Shared Services industry are rapidly changing, driving Service providers racing to ensure that they have the required innovation, updated technologies and new processes to stay ahead of this dynamic market. As such, Egypt has been a strong contender within the changing BPO / ITO arena keeping up with the driving forces that are behind growth and expansion in the global business process & IT outsourcing industry.

New trends that are evident in the evolving global shared service industry are evident in the Egyptian markets and have seen the rise of multinational companies expanding their shared services operations and creating new hubs to utilize the mix of economic benefits, government support and abundance of skilled talent, while keeping up with the new changes.

In the past 5 years, it has become apparent that the trends within the global BPO and outsourcing industry have seen an increase of technology utilization and a shift from classic voice-based outsourcing, to a more dynamic shared services business process outsourcing set up. This includes technology outsourcing, reliance on big data and cloud services, increased demand in Intelligent Robotic Process Automation (RPA) and changes in the technology platforms used.

Process Automation

A growing trend globally is the utilization of Robotic Process Automation (RPA) which will in due time increase a decent 40% in process automation taking over manual and skilled labor operations. This involves the employment of robotic software that will fill in for people working on small and repetitive tasks. The use of virtual agents and chat bots to perform routine tasks has already kicked in and will be felt across most industries.

The use of automation models will be a must for outsourcing vendors who want to deliver to the needs of their clients combined with talent-based support for high value customer segments. Nonetheless, the reliance on top skilled technical talent will also witness high demand in attractive cost-efficient labor markets. In the past two years, there has been increased activities pertaining to process automation services in Egypt, along with a growing number of local companies offering large scale RPA services.

Cloud investment is the next demand in BPO

With new demand for increased data protection, ever changing technology, and cost reduction requirements, businesses have started to migrate to cloud technology. Gartner has projected that about $1 trillion in IT spending will be affected by the shift to cloud by 2020 globally. Cloud technology helps eliminate the need for heavy physical Technology investment and gives companies the ability to customize and update their technology requirements and their data confidentiality processes on demand. This means that BPO & ITO service providers will need to

> *A growing trend globally is the utilization of Robotic Process Automation (RPA) which will in due time increase a decent 40% in process automation taking over manual and skilled labour operations.*

DESTINATIONS

provide more online data centers and equipment for their customers across the globe. As such, Egypt's Technology sector has seen major investments in increased cloud outsourcing partners. This include Fujitsu, Raya, Microsoft, Avit, Huawei, and Oracle, among other multinationals who have set up their data center outsourcing and IT outsourcing companies in Egypt to service the EMEA region.

Continuous efforts through Government Initiatives has seen the ICT sector develop the required infrastructure to support cloud technology in Egypt. As of February 2019, Telecom Egypt has collaborated with Microsoft to extend its cloud services to Egypt. This entails adding a new point of presence (PoP) in Egypt that will enhance its cloud and technology capabilities.

Shift to Outsourcing Core Services

Companies today are facing rapid changes within the markets, including, shortening of life cycles of processes, increased focus on overall customer experience, complexity of product offerings, turnover rate of technology development and increased focus on client satisfaction. In turn, this has created the need for companies to outsource some of their core services, which were considered typically inhouse, to allow them the required focus on their industry core service.

As such, BPO / ITO vendors will benefit from such strategic partnerships in the next few years, and with the multiple array of benefits the Egyptian shared services market offers, the growth of industry is on a promising annual 2 digits path in the next 5 years.

Egypt's captive and offshore BPO and ITO markets is expected to record a CAGR of 14.2% for the 2017–2020 period according to the International Data Corporation (IDC) 2018 whitepaper on Egypt position as an offshoring hub.

It is evident that the Egyptian BPO market has tapped into this requirement by offering outsourcing of a wide range of cores services such as Contact Center, Finance & Accounting, Supply Chain, HR outsourcing, and IT outsourcing, among others. In turn multinational companies outsourcing to Egypt have enjoyed:

- Competitive government support programs
- Significant & subsidized scaling capabilities
- Enhancement of service quality and deployment of world class standards
- Access to multilingual and IT talent
- Access to world class facilities and telecom infrastructure
- Diversity of locations aligned with the inception of new technology and BPO parks across the country

Rise of The Egyptian BPO / ITO sectors

As indicated, more and more companies are outsourcing their core services with IT outsourcing being a major service. This ranges from basic customer & technical support to more complex troubleshooting processes all the way to sophisticated software development, security and network operation services. Egypt's growth as a BPO destination is steadily climbing with its Government financial incentives to outsourcing businesses, national investment in updating data and telecom infrastructure along with the introduction of new technology valleys.

This is in addition to its high population of skilled labor well-versed in European languages, skilled Engineers and software developers. Adding to this point, global service providers and large scale captive centers, continue their presence and expansions in Egypt, those companies include Concentrix, Sutherland, Teleperformance, Vodafone, Majorel, Valeo, Amazon, Microsoft, and HSBC, in addition the solid locally founded BPO players like Raya, Xceed among many others who continue to grow in Egypt and the MEA region.

Looking ahead

Looking at the above trends, 2019 will witness Egypt engage in an increased flurry of outsourcing services within the BPO and ITO sectors. Changes in the global IT and software outsourcing trends will bring more demand for skilled IT workers and for cost control and reduction. International companies will be on the look for partners and vendors will be able to provide them with a full spectrum of BPO services and lower costs.

As the competition goes up, Egypt will remain at its competitive edge not only as a favorable cost outsourcing location, but also for the availability of similar talent comparable to its Western and Eastern Europe counterparts.

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In light of the many economic reforms the government had undertaken since 2016, that should allow the country to be more competitive offering a wide range of core BPO / ITO service spectrum, supported with an abundance of a unique human capital well fitted for Customer Service, Technical Support and Software development services.

About the author: Mohamed is an Economics Graduate from Cairo University with 17 Years of experience in the Shared Services Industry. He was one of the founding members of the Regional Champion of the Outsourcing Industry in the Middle East "Raya Contact Center", where he led the Commercial Function. During his previous 15 years tenure in Raya, Mohamed has successfully promoted the BPO industry in Egypt, and cemented Raya's reputation as a competitive evolutionary BPO organization within the EMEA region. He helped taking Raya from a single site service provider in Cairo, to a multilingual EMEA guru operating in 3 countries by 2017.

After Raya going public in 2017, Mohamed went on a new journey and founded Mavens Consulting in March 2018, the 1st-regional firm specialized shared services consulting and hosting services for Captives and Outsourcing companies, to bring together a range of expertise to organizations throughout the region with the mandate of leveraging customer experience, strategy implementations and regional deployments of Customer Engagements and shared service centers.

Mohamed currently holds the position of Managing Director in Mavens Consulting.

Introduction to **Orange Business Services Operations in Egypt**

By Frances Woodworth, Deputy Site Leader at Orange Business Services, Egypt Major Center

DESTINATIONS

Our Orange Business Services presence in Egypt began in 2003, when we become one of the first multi-national companies in the ICT sector in Egypt to provide global network and IT services. We chose Egypt as the first global major service center location because it is geographically a central hub to Europe, Middle East, Asia, and Africa. Also, in Egypt, we are able to select highly technical professionals from a labor pool which introduces more than 500,000 candidates each year, with many being bi-lingual and tri-lingual.

Since 2003, we have evolved from a small support center to a well-rounded technology competency center driving digitalization and automation for our global business enterprise customers. Today in our Egypt center, Orange Business Services has more than 2,400 engineering and IT professionals engaged in in every aspect of our customer's journey from pre-sales, consulting, solutions design, engineering, project management, implementation, and operations activities. Our Egypt center is now one of the Orange Business Services largest concentrations of staff in a single city, and it is the largest of our five global major service centers for Customer Service and Operations activities.

We are supporting more than 800 global enterprise businesses, 24x7, in 12 languages across many market verticals including banking, insurance, automotive, transportation, and healthcare.

In the last 4 years, we have had 35% growth in our staffing population. In 2018, we outgrew a new dedicated office building before even moving into it. We are investing in a second dedicated office building to accommodate the growth that is still occurring, particularly in our Multi Sourc-

We are able to select highly technical professionals from a labor pool which introduces more than 500,000 candidates each year, with many being bi-lingual and tri-lingual.

ing Service Integration (MSI), Software Defined Network (SDN), cloud, security, connectivity, unified communications, and smart city service areas. In Egypt, our Security Operations Center (SOC) is one six global security centers which monitor and respond to events 24/7/365. We have more than 200 Cloud professionals that are part of our global Orange Business Services community of 2,500 cloud experts and our own internal IT organization which supports all of our Orange Business Services employees globally is located in our Egypt facility.

What we do here in our Egypt center it is not just about networks, IT, the technology, and solutions, we also help our customers to shape their innovation. Our growth and success are a direct result of the high customer satisfaction, cost efficient services, and the dedication, commitment, and knowledge of our people in helping our enterprise business customers thrive. We bring this value through our people, who are experts and share a passion for what they do. With a culture that promotes agility and con-

Orange Business
Services Office
Image: Orange Business Services

tinuous improvement, and working very closely with our customers day-in and day-out, our people are knowledgeable of the business requirements, expectations, and constraints of the different markets in which we operate.

Diversity is important to us as diversity powers innovation. Our technical professionals come from a variety of backgrounds, ages, and industries. And 35% are female. This diversity, combined with the passion of our people in Egypt, helps to create an environment which is open, innovative, and inspiring. We have hundreds of employees who are actively engaged in

a 'Drive the Change' program, where they volunteer their time and expertise with local schools and community to teach technical skills and develop language skills.

Our customers often visit us here at our Egypt center. Those visiting the first time are not sure what to expect from the country and the professional environment. They arrive with a bit of uncertainty. But they leave with an awareness and excitement that has been created by the high level of engagement, energy, commitment, and expertise of our staff.

About the author: Frances Woodworth is the Deputy Site Leader for the Orange Business Services Egypt Major Center.

She also serves on the Board of Directors for the Egypt Center's legal entity and is an Orange Business Services Compliance Officer. She has an extensive professional consulting, general management, and information technology experience.

She joined Orange Business Services in 1995, and has served in various global leadership roles in IT and Service Delivery based in the United States. During the past 10 years, she has been focused

on development of activity within Egypt. She is currently establishing the Egypt Major Service Center's Multi-Sourcing Service Integration (MSI) unit, a customer-centric, agile organization which operates, supports, and manages connectivity, unified communications, security compliance, and IT services in a multi-supplier environment. Her passion is people and developing leaders of the future.

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RAYA CONTACT CENTER'S NEWEST SERVICE DELIVERY SITE AT WEST CAIRO, SMART VILLAGE

By Reem Asaad, CEO at
Raya Contact Center

Artificial Intelligence shaping the future of Raya Contact Center

DESTINATIONS

Given the continued relevance and importance of the entire customer journey at Raya Contact Center, AI has taken the customer experience to a new level. The idea of artificial intelligence (AI) system that can behave, think or act like a human has been fascinating since the first computer hit the market.

Now, it's alive and growing in all aspects of society, including the contact center industry. That said, human interaction remains equally important, it would be irrational to expect an artificial intelligence system to perform and handle a customer interaction at 100% satisfaction levels.

What is the impact of AI on customer experience?

Artificial intelligence is not only about self-automation and speech recognition, but it is also about the process that happens behind the scenes of operations; the analytical, non-consumer facing, result-oriented analysis of an agent's performance, which is based on predictive voice analysis, and this is where we are heading. With the use of automated, real-time monitoring of voice pitch, scripting, and keywords on email, social, SMS or chat, we can intercept negative customer interactions and provide a high level of service as incidents occur.

Additionally, poor agent performance can be linked to low levels of enthusiasm and confidence, which can be improved accordingly by establishing training sessions tailored to the individual agent's need. Such an approach would directly transform into increased customer satisfaction, as ignoring customer satisfaction levels leaves you open to a loss in customer's loyalty and revenue. At Raya Contact Center we are exploring the most efficient ways of integrating artificial intelligence and state of the art technologies, to maximize end-user satisfaction and increase the overall return on investment for our existing and new clients.

In order to keep our position as an industry leader in customer experience, Raya Contact Center has introduced an Omni-Channel solution to provide our customers and agents with a consistent and easy experience. We are the first BPO service provider in Egypt that has introduced Omni-Channel experience to serve our customers. Through our Omni-Channel platform, we provide a variety of voice and digital services such as Customer support, Technical support, Sales, Social media support, Email services, Web-Chat services, SMS, Back office services, Order management, and another line of Professional services such as Finance and Accounting Services, Hosting Services and Consultancy.

About the author: After fifteen years of experience in information technology & financial services in the USA and managing her own IT consulting firm, Reem Asaad returned back to Egypt and joined Raya Holding in 2005. In a few years, she managed to hold a number of multifaceted positions in Raya Holding as IT Director; she was responsible for Raya IT strategy, including IT Infrastructure and Solutions Investments. In 2007 - 2012, she was the Corporate Communications Director heading the Investor Relations, Marketing and Corporate Communications departments. Asaad was elected Corporate Secretary of the Board of Directors in 2007 to Present. Asaad was appointed the CEO of Raya Data Center. She is a Certified Director & Corporate Governance Consultant from the International Finance Corporation (IFC), she's also a member in many associations. Asaad graduated from the University of Houston in Texas in 1993 and conducted her higher, education studies at the University of Texas. Currently, Assad holds the position of the CEO of Raya Contact Center.

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Vodafone: Innovation in Shared Services

Innovations and new business models are transforming the telco market, as new players from across an array of businesses start marketing their own digital and telco services. Competition has never been stronger, creating challenging conditions and driving businesses to focus on how to differentiate their products and services. Vodafone Shared Services (VSS) is wholeheartedly embracing these changes in order to stay ahead of the game.

As it has grown over the years, VSS has become a truly strategic partner within Vodafone, with a focus on value and business outcomes. Its operational framework has the trust of its customers, thereby maintaining its ability to deliver its commitment to exceptional quality of service. Throughout all its processes, it continuously enforces transparency and strong control on risk management, integrity and compliance.

The digital journey VSS has embarked on relies on innovative technologies and services, and is nurtured by talented people who can see into the digital future and enhance the present experience for our customers. Vodafone Shared Services Egypt (VSSE) was incorporated in 2004 and now it is one of the leading employers in Egypt, operating in three different governorates: Cairo,

Giza and Alexandria. With more than 6,700 employees – planning to reach 7,700 by Q1 2020 - with a vibrant and diverse mix of skills, VSSE is at the forefront of digital innovation and evolution. Vodafone Shared Services Egypt is the center of Excellence in Application Development, Automation, Robotics and Machine learning for all Vodafone's AI activities globally.

We ensure that our people have a diverse range of opportunities, creating jobs that challenge their capabilities. We encourage them to grow, so they are able to develop professionally and add value to the organisation. The jobs created in VSS are engaging and dynamic, so that our employees have the necessary skills to meet any challenge that may arise.

Vodafone Shared Services is a leader in the industry's digital transformation. With the organisation's progressive vision, VSS pioneers an innovative mindset, combined with skill development, to build a technologically savvy and future-ready workforce capable of diving into a world of opportunities.

The Vodafone Building in Smart Village in Cairo

Image: Vodafone

DEUTSCHER OUTSOURCING VERBAND
GERMAN OUTSOURCING ASSOCIATION

DESTINATIONS

German Outsourcing Association

Business Support for **ITC** and **BSS in Germany**

The German Outsourcing Association is an independent member organization. providing platforms for professionals and organizations involved or interested in sourcing or providing IT or business process services in/for the D-A-CH markets.

Objectives

Our primary objective is to actively support and influence the market for co-operations with external and internal service providers in IT, finance, HR, procurement, manufacturing and management. In practice this means, that we accumulate, analyze and process information that are relevant for our markets. We also observe and evaluate the national and international service provider landscape as well as single organizations. We provide opportunities for exchange and contact and active business support for user and provider side.

DESTINATIONS

Interest representation

As independent association we represent the interests of all market attendees – buyers, consultants, service providers, and public administration. Among the relevant activities are the improvement of the transparency of the service provider landscape, building independent information and contact opportunities, active support when evaluating and communicating with service providers, consultants and public administration (e.g. for foreign investments).

Initiatives

Among the initiatives are publishing neutral, independent market information and best practices, for instance via our **Outsourcing Journal**, or this series of **Outsourcing Destination Guides,** the maintenance and development of online services, like our internal network our international, **business directory**, the organization of **events**, general **public relations** and **individual business and market consulting.**

Quick facts

Founded: 2010
Members: ca. 900
Subscribers: ca. 6000
Reach: ca. 50.000
Contact: Stephan Fricke, CEO
www.outsourcing-verband.org
www.outsourcing-journal.org

Initiatives and connected organizations

Working with leading organizations and government agencies from more than 20 countries:

... and many more.

DESTINATIONS

COMPANY PROFILES & CONTACTS

OUTSOURCING VERBAND GERMAN OUTSOURCING ASSOCIATION

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The Information Technology Industry Development Agency (ITIDA) is the executive arm of the Egyptian Ministry of Communications and Information Technology for spearheading the development of IT in Egypt. ITIDA is Egypt's engine for spreading technology, driving innovation, and supporting foreign investors seeking to enhance their global offering from Egypt, the global hub for IT/ITES and technology innovation. Established in 2004 and located at the heart of a modern business environment in Smart Village, ITIDA supports and develops the ICT industry through five main segments:

(1) Talent Development,
(2) Innovation & Entrepreneurship Support,
(3) Investor Attraction & Support,
(4) Egyptian Companies Development, and
(5) Business Ecosystem Development.

ITIDA's work is characterized by long-term commitment and substantial ongoing investment to ensure fundamental sustainable development. ITIDA works with entrepreneurial and collaborative spirit to serve public and private bodies, industry players and associations, universities, and individuals to help the Egyptian IT and services industry develop as much and as far as possible. ITIDA offers a wide range of services that help building the capacities of the local IT companies as well as attracting and servicing multinational companies. ITIDA also helps businesses expand by offering a unique access to numerous markets through sponsoring and participating in the local, regional and international tradeshows.

IT Industry Development Agency (ITIDA) Building, Giza, Egypt
Image: ITIDA

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Raya Contact Center, a leading BPO provider in EMEA

Raya Contact Center (RCC) is a world-class Business Process Outsourcing (BPO) provider, with a well-established leading position in the EMEA region. RCC acquired strong industry expertise and know-how since its inception in 2001 and is well-geared for growth. It is supported by a highly experienced management team who aspire to lead the company to continued successes and prosperity. RCC is actively managing over 10 state-of-the-art facilities under its management in Egypt, UAE, and Poland; while serving a portfolio of over 103 clients in a wide theater spanning Europe, Middle East, and Africa regions.

RCC is an Egyptian joint stock company listed on the Egyptian Stock Exchange (EGX) under the ticker RACC.CA and holds a diversified roster of sophisticated institutional shareholders from Egypt, GCC, Europe, USA, and the UK.

RCC is offering contact center, professional, back office and inside sales channel management services to global clients, including global Fortune 500 companies in Europe, the Middle East, and Africa in 25 different languages. RCC serves a diversified clientele base of over 103 clients operating in the EMEA region, focusing on high growth industries, namely telecom & media, technology & consumer electronics, travel & hospitality, banking, automotive, and retail industries. With over a 6,700+ seat capacity and a 7,200+ advisor talent pool, RCC focuses on high growth industries across many points in the customer lifecycle.Our operations are well supported through a robust and continuous improvement approach using the best practices in Lean, Innovation, 6-Sigma, problem solving, data analytics as well as world-class standards such as COPC, PCI, and ISO.RCC focuses on driving value in every customer interaction across all communication platforms Voice, Email, Chat, Web, and social media, all through an Omni-Channel platform. We provide tangible value to our clients by sharing insights and analysis with proven savings and derived revenue.

Our standards rely on providing a distinguished customer experience through quality, process innovation, and exceptional customer satisfaction as well as reduced customer effort. RCC leverages global industry best practice, coupled with local expertise across its delivery locations.

RCC is Egypt's leading and currently largest Business Process Outsourcing (BPO) provider in terms of the number of FTEs (Full Time Equivalent Employees).

Xceed is the leading multilingual BPO and Customer Experience Service Provider in EMEA region with a capacity of 10000 web-enabled multi-channels stations, serving clients covering the US, Canada, Europe and Middle East in eight different languages (Arabic, English, French, German, Spanish, Italian, Portuguese & Greek). We currently operate from eight sites in Egypt & Morocco. Our Clients enjoy our world class services while maintaining highly efficient costs.

We have extensive experience in numerous industries such as Telecoms, Fast Food, Technology, Tourism, Automotive ,Financial Services, FMCG and Health Care, delivering superior quality and value to our clients. Our services include Customer Contact through Omni Channel & Shared Services (HRO & FAO).

We are one of Telecom Egypt companies that were established in 2001 to act as the IT arm for Telecom Egypt, the incumbent operator. Xceed started its call center operation business July 2003, with state-of-the-art Contact Center that supports a wide array of inbound and outbound services that are customized to the clients' needs. Added to the customized service solutions, Xceed provides customer relationship management services as well as Internet based customer care and technical support services. Xceed's facilities and infrastructure were created, as one would expect, with the express intentions of mitigating risk and ensuring business continuity, a future-proof strategy which guarantees long-term commitment clients support.

Xceed has ensured that the customers it serves and their information are protected from unknown disasters with the ability to minimize the impact of disaster scenarios through architecture that helps mitigate risks and also provides tools and technologies that expedite recovery. Therefore Xceed has taken the extra step to ensure that the datacenters and networks follow Data Replication and Business Continuance best practices mandate.

Xceed currently has multiple data centers and its main centers located in The Smart Village at KM 28 Cairo / Alex Road and Maadi Technology Park, Building MB4, New Maadi in Egypt. Xceed's Maadi site has 9500 square meters surface area spread out over five stories that has a redundant power source, generators, redundant UPS, redundant network backbone, redundant air conditions, fire suppression system (gaseous system) and highly secure physical access.

Xceed Contact Center recognizes that security is a major concern for its clients and has therefore consolidated with other vendors security solutions so that it may maximize network and data security to protect intellectual property of its clients.

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Advansys ESC is an automation company with the mission to free up 3 million operational hours to our clients by 2022 by re-engineering and automating the way they work. Advansys ESC offers both industrial and business process automation working with some of the leading players in Aviation, Banking, Healthcare, Financial Services, Retail, and Telecoms. Advansys ESC is also working with leading Government entities to deliver improved efficiency in government processes as well as significantly improving the services offered to their citizens and residents. Advansys ESC is a solution partner for leading technology vendors including ABBYY, Automation Anywhere, Beckhoff, Blue Prism, Cassioli, IBM Waston, K2, Mantis, Microsoft Azure, and UiPath. Advansys ESC is ISO9001 Quality Certified and currently undergoing ISO27001 Security Certification.

Advansys ESC offers services in the following areas: Business Analytics (BI), Business Process Automation (BPM), Chatbot, Object Character Recognition (OCR), PLC Design and Programming, Robotic Process Automation (RPA), Warehouse Automation Design and Implementation. We currently have 260 specialists serving our clients from our offices in Cairo, Dubai, Oxford, Michigan, and Riyadh. To date, we have served in excess of 60 clients across 12 countries. Advansys ESC provides its clients with flexible engagement models including project-based and staff augmentation (onsite and offsite).

Etisal International
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With the aim to become a leading & dynamic business partner committed to the provision of innovative outsourced services, ETISAL International was founded in 2003 and became a leading BPO provider in the Middle East Region operating 5 delivery centers in Egypt and KSA. With the perception of deeply focusing on tailoring first-class outsourcing services, ETISAL International offers complete flexible sourcing models in the provisioning of services such as Contact Center, BPO, ITO, and HRO.

With a continuous focus on Industry best practices, ETISAL International today handles an average of 10 million transactions per month serving more than 100 clients in 20+ different industry with a deep focus on eCommerce, Telecom, Banking & Financial Institutions, Consumer Electronics, and Fast Food.

With the devaluation of the EGP currency late 2016 and amid the drastic economic changes worldwide, Egypt has ever since been rising in ranks as a favorable outsourcing destination. As a commitment to delivering high-quality services, ETISAL International has taken this opportunity to extend its services to its partners with significant cost-reduction models, a span of diverse language pool, and tailored business models based on global quality standards and certifications.

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Webpage: www.majorel.com

Majorel Egypt is a newly born brand with a long heritage that goes back to 2002 serving clients, both Egyptian as well as global, out of Egypt under the name of ECCO Outsourcing. As a company doing business in Egypt, over the years and with a headcount of 7000+, we have closely worked with our clients providing a broad range of BPO services acting as an enabler to drive customer satisfaction to aspired peaks, supporting revenue generation while optimizing cost structures with a main drive to dynamically and seamlessly integrate with our clients' core businesses.

Having evolved as MAJOREL in January 2019 through Bertelsmann, the parent company of Arvato CRM Solutions, and Saham, ECCO Outsourcing's prime shareholder, joining forces, MAJOREL

further enhances its market position and global capacity to serve its customers as an organization with revenue € 1.2 billion, and over 48 thousand employees operating in 28 countries across the globe. Majorel Egypt serves a wide base of private and public sector clients offering a diverse range of multi-lingual integrated voice and digital Business Process Outsourcing services and CRM solutions including inbound and outbound contact center, technical support, social media support, Debt Management/ Collection Campaigns, Training, as well as Chatbots, Robotic Process Automation, and Front and Back-office Processing Services. Operating against international standards, COPC certified, we are geared to cater for the needs of offshore, near-shore and on-shore businesses.

DESTINATIONS

NAOS Marketing
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Founded in 2007, NAOS Marketing was originally launched as a small in-house contact center supporting a marketing consulting firm. The company has forged itself a path in the highly competitive environment of international contact centers in Egypt, becoming a recognized expert in Customer Experience with a team of 1,100 agents.

NAOS Marketing's raison d'être is to provide quality and added-value to our clients through bespoke and tailored solutions, guaranteeing them the best possible Return-On-Investment.

Over the years, NAOS Marketing successfully diversified its serving offering range, and is now the only company in the Middle East capable of providing:

360º Marketing Services, including: Telemarketing & customer care; CRM & contact center management; Social media management; Digital marketing & advertising; Consulting.
Outsourced HR Process Management, including: Recruitment; Insourcing & payroll management; Training on sales, on negotiation, and on marketing
Companies Incubator Services, including: Co-working spaces; Administrative & logistic support services.

From our 2 production sites in Barcelona and Cairo, our main markets are North America (USA and Canada), Europe, the Middle East and Africa.

ACT
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Since 1988, ACT has intended to play a pivotal role in contributing to the development of the ICT industry in Egypt. To achieve this, ACT developed strategic partnerships with the finest global information technology providers specialized in computing solutions, networking solutions and industry-specific business solutions. In addition, ACT always regarded its employees as its most important asset, and accordingly was always making sure they were receiving the right learning and development programs that ensured their qualifications and expertise.

Today, ACT is amongst the major System Integrators, not only in Egypt but recognized in the EMEA region. Through its optimized operations and synergetic market tactics, ACT always enables its customers to achieve their business goals in the most efficient way possible through the optimum back-end environment. ACT's products and services portfolio range from Structure Cabling Systems, Infrastructure Systems, Converged Computing and Networking Solutions, Low Voltage / Light Current Systems, Security Systems, IT Software, and Business Applications, in addition to Cloud and IoT Solutions.

With more than 1,500 customers in Egypt and more than 700 professional services projects implemented out of Egypt through the breadth of experienced employees and finest technology providers, ACT exists to unleash the possibilities for organizations by truly being their first-choice technology partner.

DESTINATIONS

BDO ESNAD
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BDO Esnad is an Egypt-based share-holding outsourcing company. The company was established since 2008 to provide organizations with business process outsourcing (BPO) services that aim to drive long-term cost reductions while keeping a focus on continuous performance improvement. BDO Esnad is a member of the BDO International network, which is one of the world's largest professional service firms with a network of over 1,400 offices in 162 countries, and some 74,000 personnel worldwide. BDO is the world's fifth largest accounting and consulting organization.

BDO Esnad provides its outsourcing services in the following areas: Contact Center Outsourcing (CCO), Payroll Outsourcing services (POS), Human Resources Services (HRS), Finance and Accounting Outsourcing (FAO), Information Technology Outsourcing (ITO).

Outsourcing with BDO Esnad gives access to a dedicated executive team with high experience in outsourcing management, a variety of professional outsourcing services, and a state of art technology infrastructure that is designed to meet any business delivery needs. BDO Esnad is also certified with ISO 27001 for data security and COPC certified for contact center operations, ISO 9000-2001 for quality, and follows the SOC 1 compliance for back-office service delivery.

Centro Global Solutions
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Centro Global Solutions is a boutique outsourcing provider of customer contact solutions and business process management. Founded in 2009, the company's call center facilities are based in the United States, Egypt, and the Philippines. Centro attends to a vast array of clients and industries in North America and the MENA region, serving healthcare providers as well as payers, e-commerce, logistics, FMCG, travel, and IT organizations.

Centro is characterized by its customer centricity and consultative approach of serving its Clients. Centro's greatest value is beyond reliable infrastructure and qualified talents, but rather tailored solutions offered by a team of industry veterans. Our services are tailored to the Client's specific needs in consideration of their own challenges, relying on best practice and the latest technologies. We carry a proud track record of enhanced business process management for a number of services offered to maximize sales conversions and optimize return on investment for our Clients.

Centro's corporate culture is built on 3 pillars: Respect, Servant Leadership, and Continuous Growth, which define the fundamental values and business methods all our people apply in every aspect of their day-to-day work, at every level of the company, worldwide.

DESTINATIONS

For more information please visit:
www.concentrix.com

Concentrix is a technology-enabled global business services company specializing in customer engagement and improving business performance for some of the world's best brands. Every day, our team of 225,000+ highly-skilled staff, in over 40 countries, deliver personalized experiences, intelligent interactions, and create emotional connections with customers that build unbreakable brand loyalty.

We create better business outcomes and differentiate our clients through technology, design, data, process, and people. Concentrix provides services to clients across many sectors, including automotive; banking and financial services; insurance; healthcare; technology; consumer electronics; media and communications; retail and e-commerce; travel and transportation; energy and public sector.

We are Different by Design. Today's business challenges require a different kind of partner. At Concentrix, we think differently to the competition, we understand the unique challenges our clients face and - most importantly - we solve problems.
Concentrix offers a range of smart shoring German language solutions across a mix of in-country, nearshore and offshore delivery capabilities. We didn't invent outsourcing - we made it better.

Core BPO
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An independent BPO services firm, that was established in 2009, with primary focus on Knowledge Process Outsource based in Cairo, CORE B.P.O handhold our clients in their technology adoption journey, at a pace that suits them, starting from technology evaluation, solution implementation to operational changes, ensuring a concrete positive business impact with fair budget.

CORE B.P.O engagement in the ERP Integrated System Development is ought to have a direct impact on the return on investment for clients management. It will ensure effective return on innovative ideas to optimize processes & operations management in order to align client's ICT Technology investments and its Business Objectives.

Simply CORE B.P.O helps its clients, through an integrated team in Technology, Management, and Planning fields to accomplish their business and financial goals towards growth, efficiency, and profitability. CORE B.P.O had achieved CMMI-DEV. Our offices are distributed in Dubai, Riyadh, Cairo, Casablanca, Paris, and Montreal. Our product and service categories: ERP Implementation & Consultancy, Mobile Applications & Solutions, GIS Services. Systems Integration, and IT Cloud & On Premises Infrastructure Consulting.

DESTINATIONS

CrossWorkers ApS
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CrossWorkers is a professional Danish IT Offshore/Nearshore company with Offshore organization in Cairo, Egypt and established sales in several European countries - based from the Danish HQ.

Our European customers work directly with their own tailor-made, dedicated IT staff without expensive or difficult intermediaries. CrossWorkers provides facilities and helps ensure that employees are motivated and understand the European culture, so that they can perform a good and effective job in close collaboration with you and your own IT organization.

We have a solid ballast within HR, both in terms of recruitment and human resource management, and many years of experience with IT outsourcing from several destinations. At the same time, we know the challenges facing European businesses in their struggle to make their IT development function well, and create a scalable business. Our longstanding international HR experience, intercultural insight and our deep knowledge of the Egyptian IT labor pool and culture – enable us to find the right candidates for any European company. Simultaneously, we can ensure your company a close and well-functioning collaboration with your Team.

DESTINATIONS

DELLTechnologies

Dell Technologies
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Dell Technologies is a unique family of businesses that helps organizations and individuals build their digital future and transform how they work and live. The company provides customers with the industry's broadest and most innovative technology and services portfolio spanning from edge to core to cloud. The Dell Technologies family includes Dell, Dell EMC, Pivotal, RSA, SecureWorks, Virtustream and VMware. Our vision is to provide greater access to technology for people around the world. Dell Technologies is instrumental in changing the digital landscape the world over, fueled by the desire to drive human progress through technology.

Our story began with two technology companies and one shared vision: to provide greater access to technology for people around the world. Dell Technologies is instrumental in changing the digital landscape the world over, fueled by the desire to drive human progress through technology.Now, more than any point in history, organizations need to be prepared for anything. You need a technology partner that can help you meet the future-head on and propel your organization forward. Making business transformation happen, that's what Dell Technologies is all about, one partner, purpose-built to help organizations handle anything.

DESTINATI🌐NS

(Henkel)

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Henkel operates globally with a well-balanced and diversified portfolio. The company holds leading positions with its three business units in both industrial and consumer businesses thanks to strong brands, innovations, and technologies.

Henkel Adhesive Technologies is the global leader in the adhesives market – across all industry segments worldwide. In its Laundry & Home Care and Beauty Care businesses, Henkel holds leading positions in many markets and categories around the world.

Founded in 1876, Henkel looks back on more than 140 years of success.

Henkel employs more than 53,000 people globally – a passionate and highly diverse team, united by strong company culture, a common purpose to create sustainable value, and shared values.

As a recognized leader in sustainability, Henkel holds top positions in many international indices and rankings. Henkel's preferred shares are listed in the German stock index, DAX.

IBM Egypt
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Through more than 60 years in Egypt, IBM has worked side by side with the Egyptian Government in most of the projects of national importance and through several initiatives that help the economy and support the government's national agenda.

Since 1954, IBM has invested in creating a large network of local business partners to broaden the scope of services that IBM can provide to the Egyptian market.

With an in-depth insight on the latest in the tech industry; IBM is continually on the leading-edge, considering unconventional and innovative ways to meet the demands of the savvy consumer; with Cloud, Cybersecurity, Blockchain and Artificial Intelligence making their way to the forefront of technologies driving waves of digital disruption across almost all industries.

Today, IBM is helping businesses, governments and startups transform the way they operate through cloud, AI, blockchain and quantum computing. We are helping them integrate these technologies into day-to-day life and citizen services, in an effort to help raise the quality of life and enhance daily experiences.

DESTINATIONS

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IDC is the leading global providers of ICT intelligence, industry analysis, market data, and strategic and tactical guidance. We forecast ICT market trends and analyze business strategies, technologies, and vendors, using a combination of rigorous primary research and in-depth competitive analysis. IDC fields more than 1,100 analysts in 50+ countries worldwide.

IDC's customers comprise the world's leading IT suppliers, government bodies, ICT associations, telecom operators, e-business companies, and the financial community. IDC was founded in 1964 in Boston, Massachusetts, U.S.A. and has its headquarters in Framingham, Massachusetts, U.S.A. IDC is a wholly owned subsidiary of IT publishing, research, and events company IDG. After several years advising ITIDA and Egyptian companies, IDC itself opened a regional office in Cairo's Smart Village in 2016. The Cairo office is IDC's eighth office in the META territory, and a key regional presence for IDC, supporting research and consulting projects within Egypt and across the region as a whole.

IDC's team across the Middle East, Turkey, and Africa include 130 analysts (and more than 1,100 globally) who provide market intelligence services that are unparalleled in depth, consistency, scope, and accuracy.

Mavens Consulting
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Mavens Consulting S.A.E (Mavens) is a Business Process Consulting firm founded by a team of industry experts who guided over 100 organizations from Europe, Middle East & Africa, in transforming their contact centers, centers of excellence and back-office operations in multiple locations. Mavens Consulting's well-rounded perspective on customer experience management brings a truly unique value proposition to the BPO and contact center marketplace in the Middle East. This experience allows us to extend our expertise directly to our clients to help mitigate risk when it comes to strategic sourcing decisions (captive or outsourced), hence, enabling our clients to streamline and optimize their operations and expand efficiently during critical transformations. Mavens offers multiple consulting services ranging from site selection and readiness, systems and technology review, organization structure strategy, business process design, capacity planning, talent acquisition and retention, knowledge transfer and training, and performance management and quality assurance consulting services.

Additional to its core consulting services, Mavens also offers competitive smart sourcing solutions including delivery layers like Hosting Services, Human Resources Management, Training Management & Quality , and WFM Outsourcing as well as Operational Assistance. Mavens cater to clients across the Middle East and Europe out of its headquarters based in Cairo, Egypt.

DESTINATIONS

Orange Business Services
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Orange is one of the world's leading telecommunications operators, providing mobile communication services, Internet and fixed line services. Orange, through its Orange Business Services brand, focuses exclusively on serving enterprises around the world. Both a network operator and a digital services integrator, Orange Business Services leverages expertise in the areas of IoT, Cloud, Data, AI, application development and cybersecurity. Convinced that innovation is essential for businesses, Orange Business Services places its customers at the heart of an open collaborative ecosystem, built around its 25,000 employees, the expert capabilities and teams of the Orange Group, its technology and business partners and a pool of carefully selected start-ups. More than 3,000 multinational enterprises trust Orange Business Services.

The Orange Business Services Major Service Center in Cairo, Egypt, was the first of five global technical competency centers established to support multinational enterprises. Established in 2003, the center now has more than 2,400 IT and technical professionals helping to orchestrate, operate, and optimize global customers' communications solutions. This includes consulting, pre-sales, sales, engineering, implementation, and operations support for multiservice solutions across cloud, security, unified communications, and connectivity domains.

Sutherland Global
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As a process transformation company, Sutherland rethinks and rebuilds processes for the digital age by combining the speed and insight of design thinking with the scale and accuracy of data analytics. We have been helping customers, across industries from financial services to health care, achieve greater agility through transformed and automated customer experiences for over 30 years. The key differentiators that made Egypt attractive to begin are the labor cost and availability of the talent pool. Egypt has a very large and highly educated population, which provides a unique opportunity for larger operations with about 500,000 annual graduates from over 35 universities and 100 institutes.

The Delivery team in Egypt is the strongest delivery operations across the EMEA. We have reported in the last two years the highest rates in both customer and employee satisfaction. In Egypt Site, engaging both people and community comes at our top priorities.

For people engagement, a Site Council has been initiated, holding many team building activities and fun events. As for community engagement, an agreement was signed with Alexandria University, conducting training sessions on different topics. Headquartered in Rochester, N.Y., Sutherland employs thousands of professionals in 20 countries around the world.

DESTINATIONS

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SYKES is a digital marketing and customer service global outsourcer, providing customer-engagement services to Global 2000 companies. SYKES EGYPT was launched in 2009 to support our global footprint and EMEA presence.

EGYPT, The pearl of the Middle East and Africa was carefully selected to be the launch country in the region, as Egypt offers a unique culture and bilingual environment that is valuable to our global partners. We provide our services in various languages: English, French, German, Italian, Spanish, Dutch, Turkish, Russian, Korean and Persian.

SYKES Egypt provides premier contact solutions

and services to companies throughout Egypt, operated by highly-qualified, selectively sourced team members.

We help people, one caring interaction at a time is our culture statement, and for more than 40 years, SYKES has provided great value to our Partners by connecting them with real people for their support needs.

Partnering with SYKES is an opportunity to deepen your relationship with customers, driving additional value and revenue potential. We believe that talent matters and our people have helped us build a reputation that we are truly proud of.

Vodafone Shared Services Egypt (VSSE)
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Local Markets Senior Account Partner
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VSS is a multi-functional organisation with almost 20,000 professionals in Egypt, Europe and India supporting Vodafone's Group functions and 25 local markets. It offers a variety of support services, including customer care, finance, business intelligence, and HR.

The organisation always maintains its focus on its main objective: creating and delivering value for customers while enabling them to grow, excel and achieve their own objectives. Vodafone

Shared Services Egypt (VSSE) was incorporated in 2004 and now it is one of the leading employers in Egypt, operating in three different governorates: Cairo, Giza, and Alexandria.

With more than 6,700 employees – planning to reach 7,700 by Q1 2020 - with a vibrant and diverse mix of skills, VSSE is at the forefront of digital innovation and evolution. Vodafone Shared Services Egypt is the centre of Excellence in Application Development, Automation, Robotics and Machine learning for all Vodafone's AI activities globally.

DESTINATIONS

ZAD Solutions
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ZAD Solutions are specialized in digital transformation, BI and Big Data since 2003
ZAD Solutions enables organizations to achieve commercial and operational excellence through consulting and application of open-source technologies

The main products we use are ERP applications (Odoo), BI applications (Tableau & Power BI) and Predictive analysis tools (Kanime).

Our service profile includes ERP consulting and implementation, enterprise mobile Apps development, and custom business applications development.All our applications are cloud hosted.

On-premise hosting is optional. SAAS licenses are also offered.

ZAD Solutions has more than 200 customers in more than 20 industries. At ZAD Solutions we use the agile project management approach to ensure better control and faster results.

The team consists of 30 members. 40% technical and 60% functional consultants and analysts.

Our clients' portfolio includes the 3 Egyptian Mobile Operators, Multinational FMCG manufacturers (Coca Cola and Nestle), the leading Real-estate brokers and developers and trading companies.

DESTINATIONS

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