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EGYPT

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**ACCESS
PROCESSES
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EXPERIENCE**

**EGYPT
ITO / BPO / SHARED
SERVICES**

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 service 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.

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



VIEW ON CAIRO



“The Egyptian Ministry of Communications and Information Technology is intently committed to developing the ICT industry, which progressively plays an important role in Egypt’s economic growth. To this end, we offer our full support to organizations who have chosen Egypt as a destination for expanding their business.” **Yasser Elkady, H.E. Minister of Communications and Information Technology**

THE EGYPTIAN ITO BPO SSC INDUSTRY

6 - Industry Overview

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18 - Egypt - GSA's European Outsourcing Destination of the Year 2016

Egypt's IT, Business Process and Shared Service Industry

A market overview

Egypt enjoys a unique blend of qualities making it one of the most attractive destinations for IT and business process services globally. What sets Egypt apart from other nearshore destinations in Europe, as well as on a global comparison is that possibility to implement service centers on a meaningful scale, like the Philippines and India.

Located in the center of the world, the culture compatibility, physical proximity, and similar time zone to the region 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, despite political turmoil of 2011 revolution, 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. In 2016, the sector's exports stood at USD 1.7 Billion.

In 2015, Avasant research projected that the outsourcing

Graphic 1 - Outsourcing Industry Workforce



industry's workforce will reach 161,250 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.

In 2016, Egypt has been identified as a Primary Location for outsourcing, shared services, and captives in EMEA by Gartner.* 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.

Talent Pool

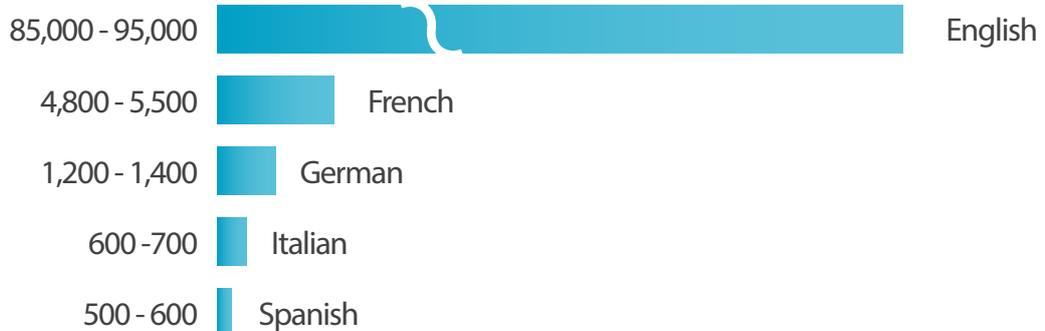
Egypt has a very large and highly educated population, which provides a unique opportunity for larger operations with about 500,000 annual graduates from over 35 universities and 100 institutes.

Every year, about 220,000 students in business process services related fields and 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.

"In Egypt there are a large number of well-educated high school and university graduates who speak German. Cairo has a German university that graduates some 500 students each year. They are fluent in German and can often express themselves well in other European languages. This makes them ideal candidates for jobs involving SQS customers from German-speaking regions and for

Graphic 2 - Annual university graduates by language of study (Everest 2015)



working closely with colleagues at the Homeshore Test Centre in Görlitz." Axel Bartram, Former Managing Partner SQS Germany.

Cost

Egypt offers one of the most competitive operating cost per

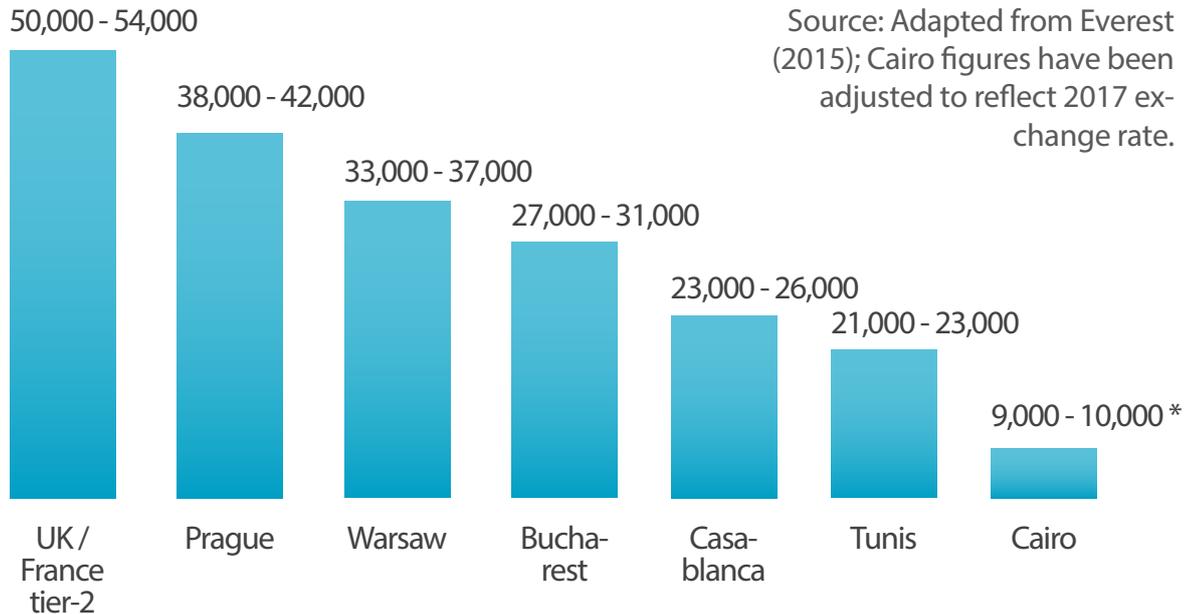
full-time employee according to IDC. Moreover, it probably provides the best value in multi-lingual operations, including contact center and technical support. The cost differences compared to other sourcing destinations in reach are immense. Compared with operating centers in tier-2

locations in the UK or France, the savings reach 80%. See Graphic 3.

While Egypt has long been known for its competitive costs compared to other offshoring destinations, costs are now further more attractive. In November 2016, Egypt unpegged

Graphic 3 - Direct annual operating cost/ FTE in USD for multi-lingual contact center 2015 (Everest 2015)

* after devaluation (1 USD = 7.6 EGP in 2015; now 1 USD = 18.2 EGP)



Source: Adapted from Everest (2015); Cairo figures have been adjusted to reflect 2017 exchange rate.

its currency from the USD, which resulted in devaluation of the EGP against the USD.

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 IBM, Microsoft, Vodafone, DELL EMC 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 industry.

Industry Resilience

Egypt's economic growth was interrupted by the Egyptian revolution of 2011. However, the ICT industry has remained remarkably resilient in the face of resulting political instability (Oxford Business Group 2016).

Despite the civilian protests during 2011 and the following political changes, service operators reported that clients did not scale operations down during the period of 2011-2014. In reality, large service operators, like Dell EMC, HSBC, Vodafone, Raya, and Teleperformance, have reported a significant growth in business during that period (Everest 2015).

Innovation

MNCs operating in Egypt praise the high levels of quality and innovation of employees in service delivery and ability to come up with new initiatives for creating value to the business.

Propped by its unique talents, the IT innovation arena in Egypt is flourishing, with several success

stories of small businesses securing millions of dollars of investments from Europe, the US, and the Middle East and successfully offshoring IT services to EMEA.

Government Support

Egypt has been constantly developing its business environment for both local and foreign investors. This has been reflected in its improved ranking in the World Bank's Ease of Doing Business report of 2017.

In late 2016, Egypt embarked on a structural economic reform programme supported by the International Monetary Fund (IMF) to revive the country's growth prospects, and unleash economy's potential. The main objective of the reform programme is to in the economy.

The government offers Investors extensive support and aftercare, including market intelligence & due diligence, training & talent development, telecommunication, set-up/expansion support, competitive office spaces and a

dedicated Account Manager for each investor.

The government is heavily investing in telecom infrastructure, with the introduction of the 4G technology in mobile services in 2016, and the progressive infrastructure upgrades and deployment of fiber optical cables across the country.

Flagship Projects

In 2016, the government has embarked on flagship projects for boosting the ICT industry.



National initiative for spreading science and technology and creating a collaborative environment for business, academia, and entrepreneurs through establishing technology parks developed by Silicon Waha under the name WE Parks across tier-2 cities.



The Next Technology Leaders (NTL) presidential initiative to grant high-level certified training courses offered by top universities and industry leaders through online platforms. NTL grants target 16,000 university students/fresh grads and cover high-value tracks, such as Machine learning, Data Science, Cyber Security.



Egypt Makes Electronics presidential initiative to position Egypt as the regional and global hub for electronics design and manufacturing through a number of programs and incentives.

*Gartner Report, Evaluate Offshore/Nearshore Countries for Outsourcing, Shared Services and Captives in EMEA, 2016, 03 February 2016.

TESTIMONIALS

"Outsourcing Destination of the Year"

**Global Sourcing Association
(2016)**

"This is a good time for investors to explore new investment opportunities in Egypt"

PricewaterhouseCoopers (2017)

*"Large and highly educated population with a diverse set of language skills" – A.T. Kearney
(2016)*

"Geographic proximity to Europe and Asia and is gateway to Middle East and Africa"

Everest Group (2015)

"Starting a business made easier by merging procedures at the one-stop shop"

World Bank (2016)

"Egypt offers one of the most competitive operating cost per full-time employee"

IDC (2016)

EGYPT

THE DESTINATION OF CHOICE!

Located at the heart of EMEA, Egypt is your gateway to competitively provide high quality business 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 18 routes,
up to 60 Tbps cables
capacity



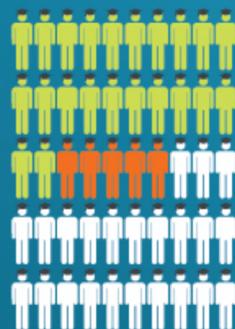
Free Trade agreements covering
70+ countries across Africa, Asia, and Europe

TAP ON ABUNDANT, SKILLED TALENT POOL



100+ Million
Population
50% Aged 15-44

500,000
Annual
Graduates



220,000
business process
services related

50,000
IT related



20+ Languages served
across **100+ countries**



35+ Universities
& **100 Institutes**



Culturally compatible
with western business



Low Attrition Rate

SEEK QUALITY AT COMPETITIVE COST

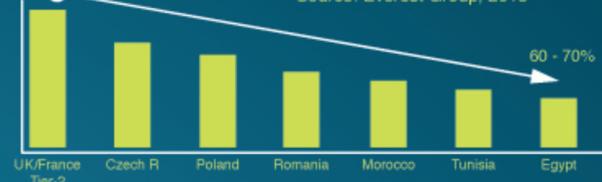


One of the most **competitive operating** cost per FTE according to IDC



Lowest cost of living worldwide according to Movehub

Direct annual operating cost per FTE for multi-lingual contact center
Source: Everest Group, 2015



Substantially low contact center costs

UPSCALE AMONG INDUSTRY LEADERS



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



Fastest growing sector & **largest** contributor to GDP



90,000+ Offshoring Jobs



Serving numerous verticals **globally**

INNOVATE IN COLLABORATIVE ENVIRONMENT



Winner of GSA Outsourcing Destination of the Year 2016 Award



Advantageous **technology parks** across the country



Aspiringly growing **innovation ecosystem**



Comprehensive legal & regulatory framework



Secured Intellectual Property Rights, data & privacy



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

ABUNDANT
TALENT



COLLABORATIVE
ECOSYSTEM



PIVOTAL
LOCATION



TIME
FOR
EGYPT

INSPIRING
INNOVATION



SUPPORTIVE
GOVERNMENT



COMPETITIVE
COST



EGYPT ... THE DESTINATION OF CHOICE

Winner of the Global Sourcing Association Award

Egypt has established itself as a global hub for IT/ITES and technology innovation. As a primary outsourcing destination, the world's leading companies benefit from Egypt's unique mix of strengths for growing their business globally.



Egypt's IT Industry: Steady Growth, Revenue, and Employment

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

The Egyptian government, through the Ministry of Communications and Information Technology (MCIT) and the IT Industry Development Agency (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. Investments in IT, including IT services, are likely to be central to the success of the many ongoing transformation projects that the Egyptian government is undertaking to restore the country's economy. Two prominent national projects in which IT will play a crucial development role are the Suez Canal expansion and the Golden Triangle project.

MCIT's overriding ICT strategy for 2014–2020, is the main driver for the onshore IT investment wave, which aims to achieve a digital economy through ICT, to provide prosperity, freedom, and social equity for all. In addition, the government has stated that IT is an important factor in its plans to transform the country's education, healthcare, justice, culture, and tourism sectors. Key areas for investment have included ICT infrastructure, legislative reform, and IT industry programs aimed at boosting knowledge and business process outsourcing, electronics manufacturing and R&D, and cloud computing. The government's goal of increasing IT-related contributions to over

8% of GDP by 2020 is viewed as ambitious but attainable with sustained investment.

Underpinned 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, IDC has been successfully offering research and consulting services to clients throughout the EMEA region.

Egypt's overall IT and ITeS revenues are expected to expand to \$1.8 billion in 2017, and reach \$2.6 billion by 2019, growing at a CAGR of 12.9%. Cloud and BPO services will be the most signif-

icant contributors to the ITeS growth in 2017, expanding at 34.8% and 14.0% respectively.

Ongoing investment in high-speed broadband infrastructure has accelerated the development and adoption of ICT services. In October 2016 the long awaited allocation of 4G licenses to telecom providers, with the promise of faster mobile connectivity was completed. The widespread penetration of mobile devices in the Egyptian market, with approximately 40% of all internet users using mobile internet, positions the country well to take advantage of new data services enabled by 4G technologies and cloud computing.

Initiatives such as Silicon Waha's technology parks across Egypt follow international best practices in providing a business environment conducive to ICT organizations, particularly international firms looking to establish a regional presence. Egypt has successfully attracted numerous leading American and European technology companies, offering a combination of

high-quality infrastructure, local skills availability, and competitive costs compared to other parts of the region.

Education is a significant factor in the success of Egypt's IT industry; the country produces nearly half a million graduates a year, with 10% of those in IT-related fields, and other fields relevant to business or knowledge process outsourcing. ITIDA's training and graduate placement programs and entrepreneurial support are key initiatives in this field taking the outsourcing FTE capacity from almost 61,000 in 2016 to around 70,000 in 2017, with more than 55,000 FTEs catering to the offshore demand.

Outsourcing has become a major growth industry in Egypt, driven by the successful contact center services like translation, HR, finance, and legal practice, and other high value services such as research, engineering, software development. Egypt has achieved significant success in establishing itself as a regional hub for contact-center outsourcing, with numerous small and

large firms expected to operate more than 66,000 seats in the country by 2017.

The outsourcing sector – providing IT and ICT services from Egypt to international customers – is expected to remain strong over the coming years. The business process outsourcing market in Egypt is particularly healthy, estimated at \$1.3 billion in 2016, expanding to approximately \$2 billion by the end of 2019 at CAGR 13.4%. Egypt has become well regarded on the international stage as a leading destination for outsourcing, culminating in being named as 'Outsourcing Destination of the Year 2016' at the Global Sourcing Association (GSA) European Awards with more than 67% of the business process outsourcing revenues coming from offshore service delivery and more than 86% of the revenue contribution from North America, Europe, the Asia Pacific.

Egypt has a broad base of skilled labor, that is multi-lingual across English, German, French, and Arabic. This base makes Egypt an attractive and a cost effective mar-

Tech Leaders Leveraging Egypt for Global Operations



ket with minimal communication barriers to provide outsourced services to Western, Asian, and Middle Eastern markets.

Egypt's continued success in producing skilled graduates, particularly in the technology and engineering fields, will increase its ability to deliver outsourced research and development, and engineering services. Outsourced back-office services (HR, procurement, and F&A) are also growing segments and thus require a steady supply of skilled workers.

Outside KPO and BPO, the Egyptian government has placed specific focus on growing the export component of the IT industry. The Export IT program provides financial rebates to export business, while the go-to-market program Africa Together that was well received by the participants from Egypt as well as from the African region has contributed significantly to growing business prospects for Egyptian ICT companies.

The successful Africa Together project is designed to foster opportunities for local Egyptian ICT companies in select countries across East and West Africa. The aim is to validate target growth markets and solution areas in Africa that provide the greatest penetration opportunity for Egyptian companies, and to launch a go-to-market platform

for Egyptian ICT firms to interact with potential channel partners and end users in these target markets.

Africa Together is one of several projects IDC has conducted in partnership with ITIDA. Others include IDC's CIO Summit series of events, and extensive research into the opportunities that exist within the outsourcing marketplace. IDC's annual CIO Summits take place in multiple countries, including Egypt, and provide thought-provoking and actionable insights to CIOs and senior ICT executives through a mix of end-user presentations and case studies, global trends, ICT best practices, and discussions with colleagues and peers.

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 region. With more than 18 years of experience in emerging EMEA 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.



Egypt - GSA's European Outsourcing Destination of the Year 2016

By James Tate, Journalist, Global Sourcing Association (GSA)

The Egyptian ICT industry has remained resilient throughout the past five years, overcoming the political uncertainty that spread across the region in 2011 thanks in part to its infrastructure, pool of talented young workers and its proximity to the lucrative European market. The Egyptian government has realised the potential for continued growth in the sector with its Egypt ICT 2030 strategy supporting the industry and making clear to international markets the commitment that the Egyptian government can offer the sector.

ICT will continue to push the boundaries of every sector of business in the next decade as it has done in the last. Egypt has plans to stay at the forefront of the ICT sourcing and business processing market, aware of the opportunities that the industry brings to an increasingly digital world economy. Having won the GSA European Outsourcing

Destination of the Year in 2016, Egypt is demonstrating to the global market the success it has enjoyed over the past few years. Already the home of many IT success stories, with firms such as HP, Vodafone, SAP, IBM and Huawei operating in the country, Egypt is proud of its positive reputation for hospitality and reliability in the sourcing of IT operations.

Why Egypt you may ask, especially when competition for ICT sourcing contracts is growing globally. In A. T. Kearney's 2016 Global Services Location Index, Egypt ranked a very respectable 16th, the highest country in the African and Middle East region. Gartner, an information technology research and advisory company, places Egypt among the nine primary locations identified for outsourcing, shared services and captives in 2016.*

Egypt thrives thanks to a skilled and abundant workforce, with

enrolment for all levels of education rising considerably over the past five years. Statistics from UNESCO in 2015 suggest that the gross enrolment ratio in tertiary education grew by 20% between 2009 and 2015. Skilled graduates are flooding the Egyptian employment market, keeping the supply of labour high and wages cheaper than many rival destinations. The multilingual skills that the Egyptian workforce also acts as a fantastic selling point for the lucrative global market.

Of course, one of Egypt's key attractions for the sourcing industry is its competitive costs.

Egypt is cheaper than many Eastern European countries that specialise in the IT sourcing industry. Egypt has low running costs thanks to its abundant supply of workers, reliable energy supply and cheap rental costs, significantly lower than Eastern Europe and other North African

economies with office space in major cities, such as Cairo, competitively priced. Egypt is host to contact centres for Microsoft, Teleperformance and Sykes in part because of the strong international infrastructure the country offers. After floating the Egyptian Pound in November 2016, the current government appears keen to help global and local business with support and advice from the IMF. Egypt ranks highly in areas such as starting a business, electricity generation and reliability and getting credit in the World Bank,

Ease of Doing Business Report 2017, well above other emerging markets. The World Economic Forum notes that Egypt's "upward movement (in its rankings) reflects recent reforms, including reform of energy subsidies, tax laws, and a strengthened business environment, as well as greater political stability"

Egypt does have issues that will affect the IT sourcing industry. Security remains an issue that will harm short term growth, however The Economist Intelligence Unit still predicts GDP growth to average 5.2% annually for the next five years. The government is working to improve the business environment with new bankruptcy laws and changes to the investment law. The government has also launched the 'Next Tech Leaders' initiative, to train and certify 11,000 - 16,000 Egyptian youth in the ICT field in collaboration with learn-

ing institutions (Coursera, Udacity, and edX) and MOOC (Massive Open Online Courses) platforms through online and interactive training. This should push Egypt higher on the World Economic Forum rankings by increasing its score in openness and trade and generate a more favourable environment.

Information Technology Industry Development Agency (ITIDA) and the International Finance Cooperation (IFC) have developed the National Competence Framework to further develop a sustainable approach to enhance the employability of Egyptian ICT talent pool.

Gartner notes in its 'Evaluate Offshore/Nearshore Countries for Outsourcing, Shared Services and Captives in EMEA, 2016' report "since the turmoil of the Arab Spring in 2011, (Egypt) has resumed strong economic growth, and its international credit ratings with Moody's & Fitch have stabilized".* Egypt's strong potential and reliable record with the sourcing industry make it a great sourcing destination. Its reputation and skilled workforce have allowed Egypt to evolve from low-value to high-value services offering a full support system to international organisations. Egypt's commitment to innovation clusters and its strong digital and physical infrastructure indicate the possibility of long term success for IT sourcing.

Egypt acts as a hub between Europe, the Middle East and Africa, offering a truly global destination for the sourcing industry, enabling quick access to lucrative markets. The GSA's recognition of Egypt as the European Outsourcing Destination of the Year 2016 praises Egypt's commitment to global sourcing standards and its potential offering to the sourcing community.

References (links): [1](#), [2](#), [3](#), [4](#), [5](#), [6](#), [7](#), [8](#), [9](#), [10](#)

*Gartner Report ID:G00281034; Feb 2016

About the author: James is the editor and key content contributor to the GSA's (Global Sourcing Association) partner platform, sourcingfocus.com. He has written analysis on regions such as Central & Eastern Europe, South Africa and Sri Lanka while supporting the GSA with content for its events and publications. James has a background in finance and has a degree in Economics. He is currently studying at the University of London for a Master's degree in Global Politics.



ACCESSIBILITY FROM EUROPE
/ COMPETITIVE TO
CEE DESTINATIONS

LOCATION

ACCESS AND REACH

ACCESS TO THE
AFRICAN MARKET



Population	92,777,000
Official language	Arabic
Capital	Cairo
Currency	Egyptian pound (EGP)
GDP per capita	\$12,137
Time zone	EET (UTC+2)

ACCESS TO THE
MIDDLE EAST AND
ASIAN MARKETS /
SIMILAR CONDITIONS

DESTINATIONS 

Global Sourcing Hub for Captives and Providers



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Using Customer Experience Management to deliver ROI

By Ahmed Imam CEO at Raya Contact Center

The industries that focus on customer experience have become very competitive and aim to provide the best service, especially the increasing awareness of social media, availability of competitors, consumer education and value-added services. Today's consumers and enterprises are increasingly selecting their companies based on the quality of their customer experience, which has become a new point of differentiation for success.

In order to stay ahead in the market, regardless of the industry, this requires the delivery of integrated, uniform, unique customer experience across all customer touch points. First contact resolution and self-service remain important but not enough. Companies need to get business insights from the customer inter-

actions and identify particular patterns of customer behavior in order to customizing products and service offering as per changing customer needs.

This is where Raya differentiates itself from most other Contact Center and Back Office service providers in the region. Raya's philosophy is to go beyond customer satisfaction and facilitate deeper customer – brand relationships by managing a series of interactions over multiple channels in a way that is unique to strengthen the brand image of our clients.

Raya's best practice methodology and approach supports our Clients and their Customer Experience Management objectives, thus driving the Average Customer Profitability and Customer

Lifetime Value and not just the Transactional Revenue from each customer.

Typically, during the first step, Raya develops a shared understanding of the Clients' business image, values, brand positioning, corporate culture, strategy as well as the Customer Experience Vision.

Raya then develops an understanding of all customer contact points along with specific customer experience attributes for each touch-point across the customer life-cycle through a mapping exercise. Our customer-centric organizational structure, business processes as well as our workforce related processes are aligned to support the Customer Experience vision of the our client.

Our operations are well supported through a robust continuous improvement approach using best practices in Lean, Innovation, 6-Sigma, Problem Solving, Data analytics as well as world class standards such as COPC and PCI. Raya provide tangible value to our clients by sharing improvements, insights, analytics and recommendations on improvement projects supported by illustrated savings and additional derived revenues.

Typically, Raya builds a solid structured analysis process to investigate, communicate and deploy changes in processes in call handling and resolution. This helps in convincing senior management who has the power to implement change. Raya also provides dedicated resources for CEM that liaise with Our Client to ensure continuous engagement and alignment of people who own CE processes.

In any of our outsource relationships, we ensure that our Clients' enjoy the following benefits:

- Uniform customer experience with special focus on strengthening the brand image
- Differentiated value positioning for various customer groups
- Insights on customer experience based on chain of interactions
- Inputs for process changes and policy changes

• Continuous improvement in key metrics related to:

- Higher NPS & CSAT - Net promoter score
- Higher Retention rate
- Increase in revenues from existing customer base
- Volume reduction – calls, escalations

From Raya's own experience, building a truly customer-centric culture is an ongoing challenge with most companies in multiple industries such as Telecom, Consumer Electronics, E-Commerce, Travel, Retail, Fast Food, White Goods, and others, and several key elements need to put in place.

Some of them are:

- Design a Customer Experience vision and strategy in alignment with the values and long term strategy of their business.
- Continuous review of the existing business processes to ensure uniform Customer experience in light of changing customer needs.
- Create a communication plan and methodology for handling customer interactions which reflects the key values for the organization
- Look at customer life cycle value for each customer. This will ensure that we do not launch schemes that in the long run will harm the company image.
- Create a structure where all the

key stakeholders and decision makers are in touch with the moment of truth experience of customers which is at the contact center, walk in centers etc.

Design organization structure and processes to communicate the customer experience, feedbacks and suggestions to key stakeholders within the organization.

Adding on to our the strategy of being customer centric, our recent expansions, and namely our newly launched delivery site in Poland strengthens Raya's position ahead of its competitors by being close to its clients as near shore location, and promises even more footprint expansions in the next few years in alignment with our strategy to become a Global Challenger in the BPO industry.

Expanding in Poland adds significant skill to our overall talent pool from all over the European continent, while being of close proximity to Europe. Our new Warsaw site enables Raya to offer additional European languages to expand our service offering and provide a full smart shoring solutions for our European client base who wish to expand our partnership based on near shore locations. This greatly helps in improving multiple satisfaction parameters including CSAT & NPS and of course, the overall customer experience. This lo-

USING CUSTOMER EXPERIENCE MANAGEMENT TO DELIVER ROI

cation will be serving multiple markets within Europe including Central Europe, Eastern Europe, France, Iberia, Benelux, Russia & CIS & UK in many languages including German, English, French, Polish, Bulgarian, Hungarian, Czech, Russian, Dutch, and Nordics. Main Processes to be outsourced are Customer Care, Order Management, and Tier 1 & Tier 2 Technical Support & Inside Sales services.

About the author: In 1994, Ahmed Imam was responsible for the quality and cost controls for the production line of Alfa Electronics. In 1995, he was the Commissioning and Integration Engineer in Alcatel - TAS Italy (IRC) for three years supervising the equipment installation and system startup for the project of Greater Cairo Metro (line 2). Imam started his career with Raya in Unitech in 1998. In 2000,



he assumed the position of Customer Service Operation GM in Raya Telecom. He also held the position of Care Director for Nokia Authorized Partner. Before being appointed the position of CEO of Raya Contact Center, Imam assumed the position of

Maintenance Managing Director from 2006 to 2009. He graduated from Ain Shams University with a Bachelor's degree of Communications and Electronics Engineering and holds an MBA from Indian Institute of Management Ahmedabad.



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Serving Clients

in more than

25

Languages

across Europe, Middle East,
and Africa



To discuss your customer service requirements
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Global delivery - IBM Egypt

By Eng. Amr Talaat, General Manager, IBM Egypt

IBM is proud to be an involved and contributing part of the Egyptian economy since its establishment in 1954. From Watson apps to full scale solutions, IBM cognitive and cloud solutions provide innovation by bringing new approaches to clients, organizations and the world at large. Behind each innovation are the people who conceive of it and work the long hours to see it become reality.

Through more than 60 years in Egypt, we have 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 plans. IBM always realized the attractiveness of Egypt as a competitive sourcing destination which resulted in having six IBM centers in Egypt that serve almost the entire globe.

Egypt's attractiveness is based on a lot of compelling reasons:

- A reliable and scalable infrastructure
- An abundant technically skilled

and uniquely multilingual talent pool; sustainable low costs.

- An attractive geographical location and time zone proximity with Europe, Africa, US, and Asia
- And most importantly a substantial ongoing government investments and support to the outsourcing industry through the various initiatives of the IT Industry Development Agency (ITIDA)

IBM centers in Egypt:

Cairo Technology Development Center. (TDC)

As a global organization, Cairo TDC supports IBM's clients and business units around the world with experienced professionals who not only provide consultancy services relating to IBM SW products, but also innovative first-of-a-kind solutions addressing client pains through innovation. The Cairo TDC has over 70 patent applications submitted and 47 filed since 2005.

Cairo TDC's long standing commitment to globalization continues to bring IBM solutions to the Middle East market and the Arabic speaking market.

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.

Cairo Digital Center

The Cairo Digital center is part of the MEA Digital Business Group. The Digital Business Group's mission is to focus on new markets and new solutions (cognitive, SaaS, Software, Services) in conjunction with emerging decision makers like developers and start-ups.

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. The group is responsible for designing and building world-class digital platforms and offerings that enable innovation with ease of accessibility and consumption to the customer. The group brings together five disciplines: Routes to Market & Offerings, Digital Platforms, Digital Marketing, Digital Sales, and Developer Ecosystems and Startups.

Global Competence Center (GCC) for Hardware Remote Technical Support

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 geo's like US and Canada.

Initial focus was System x brand (Intel Based Servers – Currently rebranded to Lenovo System x and Lenovo Think Servers), Because of the center's success, its mission expanded to cover other hardware and software product lines.

Global competency center (GCC) for Software Remote technical support

Despite the turbulence that Egypt passed through in 2011, IBM established its GCC SW Center in March 2011 to provide level 1 SW Remote technical support for a selected set of SW products. Currently, the center is serving

US, Canada, Europe and MEA in English, German, French, Italian and Spanish for 24X7, 365 days.

SW GCC is running from two locations NW of Cairo in Smart Village and SE of Cairo in Maadi Technology Park. Both locations are working back to back to resemble DR to each other and maintain load balancing. SWGCC costumers are cross-industry; governments, public sectors, industrial, security, Financial,...etc.

Global Process Services center GPS:

Cairo Business Process Services: has been running and serving WW commercial clients for 7 years in the area of outsourcing Finance, Human resources and Mobility Client Care support.



IBM OFFICE AT SMART VILLAGE

Image: Glassdoor.com: <https://www.glassdoor.com/Photos/IBM-Office-Photos-IMG680054.htm>

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 helping clients to Automate and transform their day to day operations.

Combined with Language skills, Tools and global standards in Finance and HR, GPS serves clients in several industries including Fast consumer Products, Telecommunications and Travel.

About the author: Amr Talaat is the General Manager of IBM Egypt since 2010. He joined IBM in 1988 and throughout his 25 years plus tenure with the company, Amr has built a reputation for developing business strategies, embracing new technologies, and building sound sales

tactics. He also developed and managed a profitable business model for the Egyptian market at a highly challenging period in the Country's history.

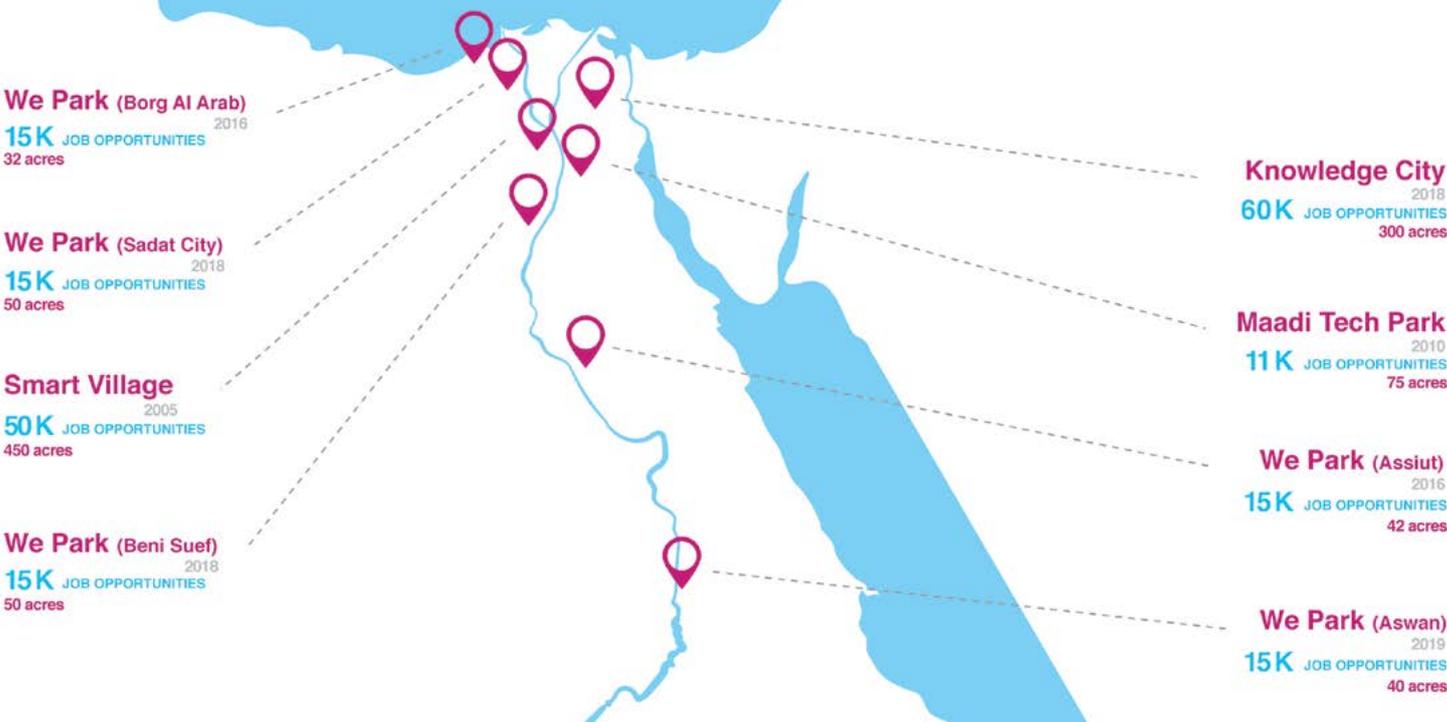
Embracing the core values of innovation, dedication and trust, Amr is an active citizen of the academic community being an honorary member of the Board of the IT Department at Cairo University, a member in the IT Board of the National Scientific Academy and a member of the Advisory Council of IT at the American University in Cairo.

He also chairs the ICT Committee of the American Chamber in Egypt. In addition to being a corporate executive, Amr is an avid historian; he lectures and writes about Egypt's contemporary History and in 2010 Amr published his first book on the 1919 Egyptian revolution. Amr is also a captivating public speaker and

has been repeatedly invited to speak at public conferenced and events. Amr received his B.S in Engineering from Cairo University and his MSC in Information Technology from Illinois Institute of Technology. Amr also holds an MBA from ESLSCA University in France.



TECH & KNOWLEDGE PARKS ACROSS EGYPT



FLEXIBILITY AND
SCALABILITY

CUSTOMIZED
SOLUTIONS

FULLY INTEGRATED
CONTACT CENTER

RECRUITMENT PROCESS
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Create
Opportunities



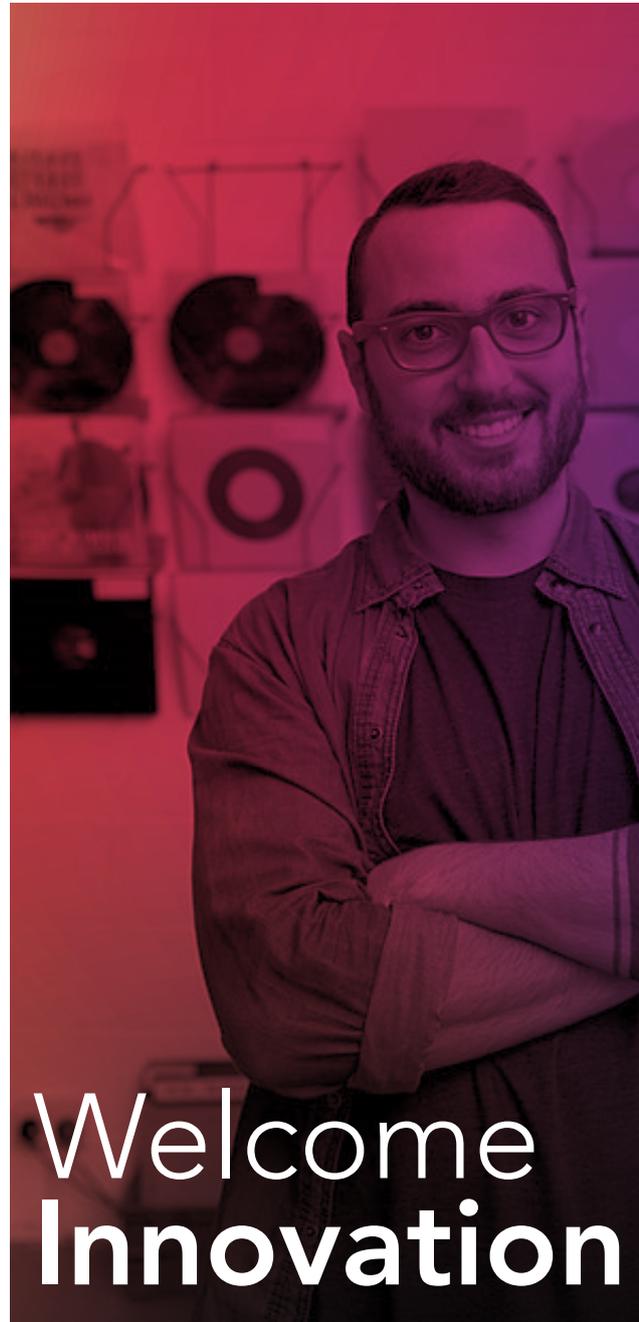
Spread
Techno



Spreading Technology & Innovation across Egypt



Do It
Smart



Welcome
Innovation



Technology



Shape
Communities



Have a
Vision

Qualified
Calibers

Graduates
Pool

Training
Centers

Universities

Innovation
Clusters

IT Employers



Microsoft Advanced Technology Lab in Cairo

Hussein F. Salama, Director of Microsoft Advanced Technology Lab, Cairo

Microsoft established The Advanced Technology Lab in Cairo (ATL Cairo) in 2007 with an initial mission to impact the Arab region by making Microsoft products and services more relevant to the Arab world. Microsoft vision is to leverage Egypt's wealth of research and software engineering talent could fulfil the needs for creating and enhancing Microsoft products and services. Microsoft is specifically interested in the unique expertise around Natural Language Processing and Speech Processing that Egyptians scientists and engineers have accumulated over the years due to their work on the very complex Arabic language. Over the years, ATL Cairo's mission evolved beyond just catering to the Arabic-speaking users of Microsoft services to serve as a center of expertise for language processing and speech processing across Microsoft.

From a team of five to a team of forty-five employees today it's

been a joyful ride. We've touched on many exciting services and research areas like Natural Language Processing, Speech Processing, Machine Learning, Computer Vision, & Search Engines. Our work contributed to Microsoft flagship products and cloud services including Office, Windows, Bing, Skype and Cognitive Services.

Services delivered out of Microsoft Advanced Technology Lab Cairo

Arabic Natural Language Processing

Researchers and engineers at ATL Cairo developed a complete state-of-the-art Arabic Natural Language Processing stack. Components of that stack are included in Microsoft Office and have enhanced Office's ability to un-

derstand and proof Arabic text. Additionally, components of that stack are offered as cloud services for developers worldwide to leverage them for free when developing Arabic applications. More information about the Arabic NLP Toolkit Service can be found at <http://www.microsoft.com/atks>.

Bing

The Bing development team in Cairo, part of ATL Cairo, started by enabling Bing web search and local search for several Arab countries. Over time, the team evolved its focus to exploring and developing tools and samples to evangelize the wealth of technologies underlying the Bing engine and to encourage Microsoft partners to leverage these technologies in their own scenarios and services. During the past couple of years, the team also worked on different areas in the search engine development hierarchy across the spectrum of ranking, query refor-

mulation, search-page features, verticals and instant answers.

Skype

In March 2016 Skype Translator launched modern standard Arabic (MSA), the official language in most Arabic countries, as one of its languages. This avails the translator to a diverse Arabic population all over the world and was welcome by many users, reporters and technology developers. ATL Cairo was instrumental in this launch. The Speech Processing team ATL Cairo has developed support for Arabic Automatic Speech Recognition (ASR) as well as Text-To-Speech (TTS). To enable Arabic Skype Translator, we had to support for conversational speech and to cut the speech recognition Word Error Rate (WER) into half in just few months. Wasn't an easy task, but the team managed to meet the WER constraints required for Skype Translator. The team is now working on Arabic dialects, that are used in day-to-day conversation, to bring the translator to even a wider user base.

Cognitive Services

Microsoft Cognitive Services let you build apps with powerful algorithms using just a few lines of code. They work across devices and platforms such as iOS, Android, and Windows, keep improving, and are easy to set up. ATL Cairo developed 3 services: Language Understanding Intelligent Service (LUIS), Speaker Recognition and Custom Recognition Intelligent

Service (CRIS). These services are heavily used by developers worldwide and have received excellent coverage in the technical media. For example; <http://venturebeat.com/2016/03/30/microsoft-cognitive-services-project-oxford/>

Supporting the Community

Since the lab's inception, it's been keen on promoting computer science research and development in Egypt. The lab offers internship programs to students from the entire region. This gives prospective software engineers the opportunity to work hand-in-hand with engineers and researchers and to gain hands-on experience with real products and state-of-the-art technologies.

The success stories shared show that Egypt has the talent that can compete and succeed in the top software engineering companies around the world and to work and deliver on leading-edge technology projects.

The author: Hussein Salama, Director of the Microsoft Advanced Technology Lab in Cairo, Egypt. Hussein F. Salama is the Director of Microsoft's Advanced Technology Lab in Cairo, Egypt. His main responsibilities are to set-up the lab for long-term success and growth and to enable the lab's applied researchers and engineers to perform at their best. Prior to joining Microsoft, Hussein was the Founder and President of Citex Software, a startup that

built an open source mobile advertising platform that was the first such product on the global market. Before Citex Software, Hussein was the Chief Operating Officer of SySDSoft, an Egyptian startup in the wireless communications space that was eventually acquired by Intel.

Hussein started his professional career at Cisco Systems in San Jose, California, where he took on technical leadership roles in engineering and consulting. Hussein worked on Cisco's first generation of VoIP products and led the integration between VoIP and Layer 3 protocols. His work on VoIP call routing is well recognized and has resulted in both patents and standards. Besides his standards activities, Hussein co-authored several tier-one conference and journal papers and he has seven issued US patents. Hussein received his BSc from Cairo University, Egypt, in 1990 and his MSc and PhD in Computer Engineering in 1993 and 1996 from North Carolina State University. In 2002, Hussein earned his MBA from San Jose State University, California.



SMART VILLAGE



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THE EGYPTIAN MUSEUM



GREEK CAMPUS

DELL EMC's Egypt Center of Excellence

By Magued Mahmoud, General Manager, Dell EMC Egypt COE

The Startup in 2009 and the key strengths as an outsourcing destination

Egypt provides unique advantages as an offshoring location for IT and business process outsourcing. With its well-diversified economy and intrinsic growth drivers, Egypt has become a hub for IT and Technology Investments over the past decade.

DELL EMC Egypt Center of Excellence (COE) started its operations in 2009 focusing on Innovation, People, and Quality. Since the startup, Egypt COE has been a very successful model for delivering quality, innovative solutions, and Support Services that enable efficient and agile business operations. Our key strengths were the Abundant & Multi-lingual Talent Supply, Competitive Cost, Government Support, adapting to changes, Innovation and process enhancements, and the Quality and Scalable Infrastructure. Over the last 7 years, Egypt

COE has successfully positioned itself as one of the six strategic service centers of DELL EMC globally.

25th of Jan Revolution: A testimonial on the very strong capabilities of the Center

Back in 2009, Egypt COE started operations with a batch of 14 people and continued to grow through 2010 and achieved great results. In 2011, we had the revolution in Egypt, and despite the political unrest, we were able to prove our commitment and dedication to our customers externally and internally. That was a testimonial of our resilience, and the very strong capabilities we have at the center, as we were able to address our customer's needs in this very difficult time without any disruption or impact on the business.

We continued with our expansions and 2011 was a year of real growth for Egypt COE, followed

by 2012 through 2016 where we continued to expand and grow steadily in terms of recruiting talents at the center and expanding in depth and breadth. We were able to introduce new business units, new services and provide an expanded geographical coverage.

A Diverse Services Portfolio

As a result of our success and value creation, we reached over 950 employees in different services; a young diverse population full of energy and talents. We were able to expand our services portfolio to 24x7 coverage and 14 languages to include Technical Support Services, Remote Proactive Services, Global Professional Services, Content Management Services, Virtustream Cloud Managed Services, VMware Technical Support, RSA Security Services, Total Customer Experience, Customer Service Logistics, Global IT Support and Consultancy, Pre-sales Services, and Converged Infrastructure Services. We've

achieved significant success in terms of Performance and Operational Excellence, where our Customer Satisfaction (CSAT) results have been consistently amongst the highest globally.

Our Global Services Portfolio was formed in 2009 as centralized pool of talents serving EMEA Theater and it includes different teams.

The Technical Support Services (TSS) team in Cairo started in October 2009 with 23 engineers and grew to more than 450 highly talented engineers and subject matter experts who provide remote technical support to worldwide customers handling more than 6000 service requests monthly in Arabic, English, French, German, Turkish, Italian, Spanish, Portuguese, Norwegian, Danish, Russian, Korean, Japanese, using "follow the sun" model covering EMEA time zone. The team has acquired Service Capability and Performance certification since 2012.

Cairo TSS is a highly talented team with 30% of workforce speaking at least 3 different languages. Engineers hold over 400 industry certificates that vary from EMC proven certificates to other top industry and other vendor's certifications. Also, we have the Customer Support Technicians (CST) team, which is a part of the parent department, Global Support Center (GSC), with has 6 different Functions (VIC, Time and Materials, Live Chat, Licens-

ing, Federation Case Managers, eServices).

The Remote Proactive Support team in Cairo is another successful team that is responsible for the delivery of remote proactive services to DELL EMC customers worldwide. They have a very specialized portfolio which enables customers to adopt the latest and most innovative technologies by performing NDUs (Non-Disruptive Upgrades) and Configuration Changes remotely and securely. The team is responsible for scheduling and performing recommended/requested upgrades and configuration changes, support field teams remotely, and assist in accommodating customers' maintenance window.

Also, the Security Division of DELL Technologies, RSA, has its own team in Cairo with four functions under its umbrella: A pre-sales team, Project Management Office, Technical Support Team, Professional Services team.

Cairo Virtual Service Delivery (VSD) is also a part of Global Services Organization that has expanded its services massively to include not only EMEA, but the Americas as well. The team provides Global professional services and Consulting Services to DELL EMC customers and consists of main 4 functions; Resource Management, Project Management, Technical Delivery, and Service Quoting Centre.

The team is a key player in Global Professional Services in EMEA helping and supporting its regions to maximize their Margin and Revenue by providing an E2E solution to DELL EMC customers. The overall Billable hours delivered to Dell EMC customers globally by the team in Cairo is growing with almost 100% rate Year-over-Year.

In this very short period, we were able to massively expand the business and develop reliable talents through leadership and teamwork. We've successfully created value for our customers to drive the successful expansion of DELL EMC's technology into new markets.

Creating Value and Improving our Business

Egypt COE is having great achievements in areas as Innovation where we achieved the highest number of ideas per head across DELL EMC (8.2 ideas per head) in our annual global Innovation Conference, which is a great indication of our team members' engagement and proactivity. We also had very high number of finalists, a great testimony of the quality of the Innovative Ideas submitted, and this recently resulted in achieving the "Best-In-Show" Award across the company in 2015 for an idea submitted by an employee in Egypt COE.

Egypt COE has also achieved major successes in areas as Business Optimization with more than \$47 million revenue enablement and \$10 million cost savings from Lean Six Sigma Projects in 2015. In total, our team members in Cairo initiated and led more than 200 Lean Six Sigma projects, with more than 70% having regional / global impact.

We have also collaborated with top universities and signed agreements with 56 universities and academic institutes across Egypt under the University Relations program to bridge the gap between Academic curriculums and the job market's requirements and to enable students to be exposed to latest technology trends while develop highly marketable knowledge and skills.

Expanding DELL EMC Operations in Egypt

The massive growth was the result of our focus on having good and consistent alignment with theaters, showing flexibility, providing customized services to our customers, and creating value through the different strategic programs we have at the center. Today, Egypt COE has become a platform for quality, knowledge, and innovation.

Having a very diverse pool of talents with amazing capabilities in many disciplines, Egypt

has been selected by DELL EMC Senior Executives as one of the "Best" locations for investment and growth. This was driven by the evident success of the center and the amazing achievements the COE team has done over the past years and in a very short time. We have a very high potential for more growth and success. With our young dedicated 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 EMC Corporation, and joined the company to establish the center since 2009. As a member of the Dell Technologies unique family of businesses, Dell EMC serves a key role in providing the essential infrastructure for organizations to build their digital future, transform IT and protect their most important asset, information. Mr. Mahmoud is responsible for providing strategic and operational leadership for the Center of Excellence in Egypt. His responsibilities include creating a world class services organization with EMC culture and values, positioning the Egypt COE within EMC and selling its services/capabilities to enable its growth, in addition to building, leading and managing 900+ FTE organizations. Magued has more than 28 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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Valeo Interbranch Automotive Software - Case Report

By Motaz Agamawi, Innovation Head, Valeo Egypt (VIAS)

VIAS – Valeo Interbranch Automotive Software (VIAS) “Valeo Egypt”, was Established in September 2005 as a subsidiary of Valeo Group, to be a unique R&D center focusing on the design, development & maintenance of embedded software modules & systems for the Automotive.

Valeo Group is an automotive tier one supplier, partner to all automakers worldwide. As a technology company, Valeo proposes innovative products and systems that contribute to the reduction of CO2 emissions and to the development of intuitive driving.

In 2015, the Group generated sales of €14.5 billion euros and invested over 10% of its original equipment sales in research and development. Valeo has 134 production sites, 17 Research centers, 35 Development centers

and 15 distribution platforms, and employs 82,500 people in 30 countries throughout the world.

Starting operations in Egypt was considered easy. Valeo received support from ITIDA as the FDI arm of MCIT. Main support includes newly hires training support, telecommunications special tariffs, office space support and help in removing in solving many logistical obstacles when it comes to other governmental entities as NTRA for special R&D equipment import.

VIAS is based in Cairo since establishment. Cairo as the center of the IT sector in Egypt which has a higher quality of infrastructure, close to the main universities and availability and easy access to other supportive services. In addition to, skilled pool of qualified engineers, competitive opera-

tion cost, location proximity and time zone considered to Europe, fluency in English language and other European languages. VIAS started with a working force of 25 engineers in 2005 and reaching +1100 as of December 2016. A clear fast continues growth by adding +250 Eng each year during last 3 years. Resulted in R&D export hours of +1,400,000 hours in 2016 and more than 1,700,000 hours planned in 2017. A addition 500 engineers hiring is planned for the years 2017 and 2018.

During the early stage VIAS' main service was system validation with a less focus on full software development. Currently VIAS has the opposite, the full software services represents the major production part without losing our validation share of wallet percentage. Also VIAS is currently part of many business

groups/product groups innovation team through participation in the new product development cycle; contribute to the research of new technologies and involvement in concept development and research of new algorithms. As of today Valeo Egypt evolved to be Valeo's main software R&D center. Currently VIAS serves the four main business groups of Valeo including comfort and driving assistant, Powertrain systems, thermal and visibility. All our services are in the field of automotive embedded software. Valeo Egypt is serving multi-site locations including and not limited to France, Germany, United States, China and Ireland.

During the last four Years Valeo Egypt has contributed to the R&D and the production of key innovative new technological products, as Park4U, Stop/Start, LED/Laser beam and Autonomous driving are among many others.

About the author: Motaz Al-Agamawi is a technology professional with more than thirteen years of combined experience as a professional executive and commercialization expert. As of today, Motaz is leading the innovation department at Valeo Egypt based on his capacity as Innovation Senior Manager since 2015. Before that, Motaz was leading the engineering support department at Valeo Egypt since 2013.

During his experience, Motaz carried out different managerial roles in Egypt and abroad. In 2010, he founded his startup working in the field of online social media monitoring which has been acquired two years later by one of the leading enterprises in the field. From 2006 to 2011, Motaz was the Business Development senior manager and board member in Information Systems Internal Services. During this period Motaz was able to close deals and commercial technologies with several fortune five hundred companies.

Motaz has conducted several undergraduate and professional training courses focusing on entrepreneurship, innovation and management of technology. He

has also mentored several startups and many of them has succeeded to close venture deals and won international entrepreneurship awards including the 1st and 2nd place winner of I2P competition for three consecutive years. Motaz was an active consultant for several innovation and entrepreneurship projects and activities including NU100, Nile University and plugandplay tech center Egypt.

Motaz is holding a B.Sc. in Computer Science and working on his M.Sc. in Management of Technology thesis. A certified Scrum Master and KPI Professional Designer. He is also member of the international institute of business analysis and the product development management association.



COMPANY PROFILES & CONTACTS

Profiles and contacts of Egyptian ITO & BPO services providers



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Silicon Waha is a leading joint stock company, founded in May 2016 to create a series of specialized business and technology parks in cities across Egypt with the commitment to capture the essential elements for spreading technology in businesses, talent pool, and all aspects of life.

Our business is to establish technology parks, facilitate the development of the ecosystem for businesses, coordinate for developing special trade policies, and promote our industries and investment. We established the first two parks in Borg AlArab and Assuit cities, which were inaugurated by H.E President Abdelfattah El-Sisi in November 2016.

We are consistently working with all stakeholders/partners to provide a competitive and attractive ecosystem for innovators, entrepreneurs, local businesses, regional and international investors through which we will connect the domestic economy to international trade.

OFFERINGS

We are serving a wide category of businesses ranging from Multinationals to startups with special benefits for each.

Sourcing Spaces - A modular floor layout for finished /furnished open space that varies from 200 to 740 sqm supported with power room with firefighting (CO2), IT/Telecom Room with firefighting system (FM 200) connected to Telecom Egypt room and Advanced security options.

ICT Offices spaces - Offered in a wide variety of sizes and configurations that suit large companies and SMEs. Spaces range between 40 to 275 sqm in a fully air conditioned building with high quality standard finishes, state of the art systems, exceptional security & redundancy to provide the optimum business environment.

Training Rooms and Facilities - Offered for rent to the companies operating inside /outside the Parks.

Retail Outlets - Services and facilities are offered for rent in our commercial outlet district at the gates of Silicon Waha for a wide selection of businesses, including:

Banks, computer data outlets, Mobile operators, travel agencies, cafes and restaurants, etc.

OPPORTUNITIES

Join our integrated community of ICT companies, entrepreneurs, startups, financial institutions, banks, and businesses.

Our community includes, among others, Arab Academy for Science and Technology, Raya Contact Center, Xceed, IST, NxtVn, Oracle Training, QNB Bank, NTRA, Egypt Post, Sico Electronics, GIS, MCS, e-Finance, The Greek Campus, Flat 6Labs, EITESAL, and INJAZ.

PARTNERS

- > The Egyptian Ministry of Communications and Information Technology
- > Information Technology Industry Development Agency
- > New Urban Communities Authority





For more information please visit us at:
www.rayacc.com

Raya Contact Center

Raya Contact Center is a world class Business Process Outsourcing Service Provider offering contact center services, back office services, inside sales channel management and professional services. Raya Contact Center with its Call Center services caters to clients, including global fortune 1,000 companies in Europe, Middle East & Africa in 25 different languages.

Raya Contact Center serves its clients from eight contact center facilities across three continents from Egypt, Poland, and UAE.

With over 4,750 seats capacity and 6,000 advisors talent pool, Raya Contact Center provides top notch outsourcing and call center services by focusing on high growth industries; mainly Telecom, Technology, Consumer Electronics, Banking, Automotive, Travel, Fast Food, and Retail among others, in Europe, Middle East, and Africa.

Our clients are supported in English, French, Italian, Spanish, Greek, Portuguese, Russian, German, Ukrainian, Polish, Romanian, Serbian, Croatian, Bulgarian, Czech, Hungarian, Slovenian, Hebrew, Dutch, Danish, Swedish,

Norwegian, Finish, Turkish, Hebrew and Arabic.

The following are the main highlights of Raya's key differentiators as a Customer Experience partner.

Commitment to Quality

Raya prides itself with its commitment to the highest global quality standards combined with a low risk solution. Our operations are well supported through a robust continuous improvement approach using best practices in Lean, Innovation, 6-Sigma, Problem Solving, Data analytics as well as world class standards such as COPC, PCI and ISO. Raya provides tangible value to our clients by sharing improvements, insights, analytics and recommendations on improvement projects supported by illustrated savings and additional derived revenues.

Cost-Efficiency

Raya provides the perfect combination of high quality and cost advantages due to operational efficiency and flexibility. We assure our clients of world class results through dedicated program management, support resources, and financial incentives that sustain higher performance levels; often exceeding global multinational

clients' standards relying on COPC[®] global standards.

Nurturing long-term partnership

We pride ourselves with our ability to foster long term partnerships with clients who consider Raya an extended arm of their continuous business processes. Our transparent and flexible management team ensures continuous support through a lean flat management structure that enables Senior Management to be close to our clients while providing them with the optimum service and cater to customized and varied requirements.

Key Facts about Raya

- Manages 8 million calls, emails, chats and social media feeds monthly
- 8 Locations : Cairo & Hurgada, Egypt, Dubai, UAE & Warsaw, Poland
- COPC 2000[®] certified (V 5.2)
- PC-DSS, ISO 9001: 2000 and ISO 27,001 certified



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BDO Esnad is an Egypt-based shareholding outsourcing company. The company was established 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 154 countries, and some 64,300 personnel Worldwide.

BDO is the world's fifth largest accounting and consulting organization.

Services

BDO Esnad provides its outsourcing services in the following areas:

- Human Resources Outsourcing (HRO)
- Finance and Accounting Outsourcing (FAO)
- Contact Center Outsourcing (CCO)
- Information Technology Outsourcing (ITO)

Key Processes

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 COPC certified, ISO 9000-2001, and follows the SAS70 compliance for back office service delivery. The company is currently undergoing the ISO 27001 Security Certification.



DESTINATIONS 



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As a member of the Dell Technologies unique family of businesses, Dell EMC serves a key role in providing the essential infrastructure for organizations to build their digital future, transform IT and protect their most important asset, information. Dell EMC enables our enterprise customers' IT and digital business transformation through trusted hybrid cloud and big-data solutions, built upon a modern data center infrastructure that incorporates industry-leading converged infrastructure, servers,

storage, and cybersecurity technologies.

Dell EMC brings together Dell's and EMC's respective strong capabilities and complementary portfolios, sales teams and R&D. We seek to become the technology industry's most trusted advisor, providing capabilities spanning strategy development, consultative services and solution deployment and support to help our customers and partners drive the digital transformation of their businesses.

We work with organizations around the world, in every industry, in the public and private sectors, and of every size, from startups to the Fortune Global 500. Our customers include global money center banks and other leading financial services firms, manufacturers, healthcare and life sciences organizations, Internet service and telecommunications providers, airlines and transportation companies, educational institutions, and public sector agencies.



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ECCO Outsourcing is a leading Business Process Outsourcing service provider in the Middle East and North Africa (MENA) region offering a diverse range of multi-lingual integrated voice and digital Customer Relationship Management (CRM) solutions including inbound and outbound contact center, technical support, social media support, SMS Campaigns, Debt Management/Collection Campaigns, Training, as well as front and back-office processing services for both private and public sector clients.

Operating against international standards, COPC certified, we are geared to cater for the needs of offshore, near-shore and on-shore businesses serving a solid base of global Fortune 500 companies across various industries. Our clients, who we consider as strategic business partners, operate in the Telecoms, Automotive, Banking, Real Estate, Pharmaceutical, Manufacturing, Advertising, and FMCG sectors among many others.

Well-entrenched in the MENA region, we strive to appreciate the

highly dynamic business environment of our clients exhibiting qualities of flexibility, service excellence, and cost optimization across multiple levels of business, service delivery models, cultural, and human resources aspects of our business partner engagements.

We are pleased to answer any enquiries by contacting Ms. Yara El-Refai, Head of Offshore Business Development.

DESTINATIONS



EME International, Cairo, Egypt
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EME International, formed in 2004, is specialized in Developing Innovative Enterprise Mobility Solutions.

EME aims to disrupt consumer and employee engagement with secure, cloud-based, robust solutions with exceptional user experiences.

With customers in over 8 countries, over 2 million mobile services and transactions a DAY on our mobile apps, enabling critical services such as payment, reservations, invoicing, collections, notifications, self-services ; EME is the leader in the region across several industries, based on an obsession with continuous innovation and

quality staff and processes for development

Please don't hesitate to contact me if you have any inquiry.



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eSpace is a leading web and mobile applications developer in MENA Region. Since its inception in 2000, eSpace has been developing Web and Mobile solutions using state-of-the-art open-source technologies.

We have established successful partnerships with several startups, enterprises and governmental entities to realize their vision. We have been the choice of big entities such

as Google, Vodafone, Etisalat and the Egyptian Government. Quality is at the core of our process. We follow SCRUM Agile methodology to offer you the highest ROI. We apply three principles to provide the best software solution: on-time delivery, continuous delivery and keeping you involved all the time. No matter what your requirements are, our qualified team of experts will adapt them into the best tai-

lored software solution delivering great flexibility, cost savings and highest ROI.

We provide wide range of services including: web and mobile applications development, big data, data mining, cloud computing, scalability, system architecture, technical consultation, hosting and system administration.

DESTINATIONS



Global Impact, Alexandria, Egypt.
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If you are looking for saving by going offshore outsourcing as well as getting guaranteed service with proven track record of more than 9 years in offshore services then you have reached your destination.

Global Impact is a global offshore Web, Desktop & Mobile application development services company offering a wide range of different software platforms and IT solutions for various markets.

Over +9 years of success stories, we build long term relationships with our clients that provide them with confidence, productivity, and reliability.

We are +50 highly qualified software engineers who are certified in different technologies, divided into teams to fulfill our clients' requirements.

One of our success stories in Germany is our partnership with SensoFeed Technologies in building

a complete social network portal along with its iPhone, Android and Windows Phone application. For reference please contact: Drazen.Cindric@sensofeed.com

In addition to more success stories all over the world like: USA, England, Spain, Denmark and Others.

We are continuously looking forward to enhance our company experience and achieve the highest customer satisfaction levels.



IBM Egypt
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IBM is proud to be an involved and contributing part of the Egyptian economy since its establishment in 1954. A skilled, professional and specialized workforce is striving to provide IT solutions and services to a broad range of customers in different industries and market segments, assisting them to achieve business successes. From Watson apps to full scale solutions, IBM cognitive and cloud solutions provide innovation by bringing new approaches to clients,

organizations and the world at large. Behind each innovation are the people who conceive of it and work the long hours to see it become reality.

IBM has also invested into creating a large network of local business partners to broaden the scope of services that IBM can provide to the Egyptian market.

Through more than 60 years in Egypt, we have worked side by side with the Egyptian Govern-

ment in most of the projects of national importance and through several initiatives that help the economy and support the government's national plans. IBM has always realized Egypt's competitiveness and attractiveness as a delivery hub of IT services and that is why we have 6 Global Delivery Centers serving IBM clients worldwide in different outsourcing fields ranging from BPM, ITO, and KPO in addition to Delivery centers for Digital Sales and Marketing.

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 includes 130 analysts (and more than 1,100 globally) who provide market intelligence services that are unparalleled in depth, consistency, scope, and accuracy.



Instabug, Cairo, Egypt
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Instabug is a technology company based in Cairo and specialized in building the support kit for mobile apps, by providing solutions as in-app conversations and bug reporting. Currently, 15000 companies are using Instabug worldwide, including SoundCloud, eBay, Paypal, Yahoo, Lyft and thousands more. They all rely on Instabug to communicate with their users and enhance their apps, which makes In-

stabug an integral part of their app development cycle. Around 10% of the world's population utilize Instabug, as our software has been used by over 800 million users to date, giving us wide expertise when it comes to beta testing and app development. Instabug supports iOS, Android, cross-platform apps, and have recently launched Instabug for web to allow testers and users to report bugs right from the web-

site. We are a team of 30 passionate developers aiming at providing our users with the best tools needed to take their apps places. We started in 2012 in Cairo and launched an office in San Francisco. Instabug raised 2M USD from some of the world top investors including Y Combinator and Accel Partners. If you have a mobile app, make sure to integrate Instabug to squash bugs and build better apps!

DESTINATIONS



Information Technology Industry Development Agency (ITIDA)
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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 tech-

nology innovation. ITIDA was founded in 2004 with the mission to build and champion a world-class IT industry that will play an increasingly important role in Egypt's economic growth.

To this end, ITIDA's work is characterized by long-term commitment and substantial ongoing investment to ensure fundamental sustainable improvements. Entrepreneurial in spirit and collaborative by nature, ITIDA works with public

and private bodies, industry players and associations, universities, and individuals to help the Egyptian IT industry vertically and horizontally. ITIDA supports and develops the ICT industry through five main segments: (1) Egyptian Companies Development, (2) Innovation & Entrepreneurship Support, (3) Professionals & Students Development, (4) Investor Attraction & Support, and (5) Business Ecosystem Development.



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Founded in 1975, Microsoft is the worldwide leader in software, services, devices and solutions that help people and businesses realize their full potential. Microsoft is headquartered in Redmond, Washington, and has offices worldwide including, Canada, Brazil, UK, India, China,

Japan, South Africa and Egypt. Some of its best known software products are Windows, Office, Internet Explorer, Edge and Skype. In addition to software, Microsoft also manufactures devices such as; Xbox, Surface and Lumia phones. Microsoft has more than 1,000 researchers working at its

labs around the world achieving scientific breakthroughs in research areas such as; Artificial Intelligence, Machine Learning and Computer Vision. Scientists and engineers work together at Microsoft to help solve global challenges.

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Established in 1986, Sutherland Global Services is a multi-national technology-enabled BPO services enterprise providing integrated Platform-based and Analytics enabled business-cycle support solutions for major Industry Verticals and global industry leaders.

Headquartered in Rochester, N.Y., Sutherland is one of the world's largest pure-play BPO companies employing over 50,000 profes-

sionals across more than 33 global delivery centers and business operations located in the United States, Canada, Mexico, Colombia, India, the Philippines, Jamaica, the United Kingdom, Bulgaria, Sweden, Estonia, the United Arab Emirates, Morocco, Saudi Arabia, Egypt and north Africa

SGS Egypt's clients are 100% overseas. We perform a variety of services from Customer service, Back

office, Technical Support, Sales and Journey Management.

Since inception, Sutherland has remained laser-focused on a single mission:

To help our clients maximize their customer lifetime value and increase their competitive advantage by helping drive productivity and efficiency while delivering measurable results.



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SYKES is a global outsourcer, providing customer engagement services to Global 2000 companies. With global headquarters in Tampa, Florida, SYKES' sophisticated solutions satisfy the needs of major companies around the world, primarily in the communications, financial services, technology, and healthcare industries. SYKES' differentiated end-to-end service framework ef-

fectively engages consumers at key touch points in the customer lifecycle.

With over 70 contact centers and 54,000 people, our resources include onshore, near-shore and off-shore locations, as well as 7000+ home-based agents. The assistance SYKES provides to customers through multiple channels (voice,

email, chat, social, SMS and self-help), and in many languages, maximizes customer experience and loyalty for clients.

DESTINATIONS



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VIAS – Valeo Interbranch Automotive Software “Valeo Egypt”, was Established in September 2005 as a subsidiary of Valeo Group, to be a unique R&D center focusing on the design, development & maintenance of embedded software modules & systems for the Automotive.

Valeo Group is an automotive tier one supplier, partner to all automakers worldwide. In 2015, the Group generated sales of €14.5 billion euros and invested over 10% of its original equipment

sales in research and development. Valeo has 134 production sites, 17 Research centers, 35 Development centers and 15 distribution platforms, and employs 82,500 people in 30 countries throughout the world.

Currently VIAS is serving the four main business groups of Valeo including comfort and driving assistant, Powertrain systems, thermal and visibility. With a focus on the field of automotive embedded software. Valeo Egypt is serving

mutli-site locations including and not limited to France, Germany, United States, China and Ireland, through more than 1100 engineer as of December 2016 producing more than 1,400,000 engineering hours. During the last four Years Valeo Egypt has contributed to the R&D and the production of key innovative new technological products, as Park4U, Stop/Start, LED/Laser beam and Autonomous driving are among many others.



**Vodafone
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Vodafone Shared Services is one of the largest captive shared services in the world and evolved for over the past 8 years from being a simple service provider to become a key lever for Vodafone to drive Value across Group and Local Markets with 20,000 employees in 7 centers across Europe, Africa and Asia.

Vodafone International Services (VIS) is one of VSS centers located in Egypt. It is the largest

off-shoring & outsourcing service provider in the region delivering business excellence through providing world class integrated products & services of high quality and value to our partners such as Customer Care, Technology, Business Intelligence & Research, Enterprise and Embassies Services.

14 years serving the world... VIS has more than 4500 highly motivated and professionally certified

employees offering more than 50 products and services to 30M customers in 80 countries worldwide with 11 neutral languages.

At Vodafone International Services (VIS), we are committed to candidates professional development and career growth. We are a group of highly motivated, competitive, diverse and talented individuals that are all committed to better serve the needs of our customers and the marketplace.

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Wasla Outsourcing established in the year 2003 to provide outsourced Contact Center & BPO Services to its clients in Egypt, the region, and globally. Wasla Outsourcing is a joint stock company majority owned by Paradise Capital. Wasla Outsourcing is a leading Egyptian Outsourcing company that enables organizations to strengthen the value of their relationship with their customers.

Also Wasla Outsourcing is a certified COPC, ISO and HDI

Wasla Outsourcing's clients are free to focus on their core business and increase their profitability. The COPC® Performance Management System is a set of Management practices and key metrics/measurements for customer-centric service operations designed to improve customer satisfaction through improved service and quality, increase rev-

enue and reduce the cost of providing excellent service

Offshore Contact Center

1-Inbound Services

2-Outbound Services

3-Online Chat Services

4-E-mail Services

HRO Solutions

1-Recruitment Services

2-Payroll & personnel Services

3-Training Services



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Xceed is the leading multilingual Business Process Outsourcing (BPO) Service provider in the EMEA region with a capacity of more than 4,000 web enabled multi-channels stations. We currently operate from 7 sites in Cairo, Egypt and one site in Morocco, recently expanded to 750 seats in Casa Near Shore, Casa Blanca.

Xceed was established in 2001 to act as the IT arm for Telecom Egypt, the incumbent operator, providing superior customer care

services for key government & commercial accounts in different European languages. Since 2003, we have been supporting a wide array of services that are customized to our clients' needs, reaching more than 6,000 employees in 2016.

We adjust our operations, services and teams to our clients changing business demands. From long-term staffing needs to short-term solutions, our flexibility allows us to handle the ramping up or

ramping down of the agents needed for our clients' programs quickly and efficiently. In addition to having a thorough process of recruitment and intensive training programs for our team, in order to achieve an exceptional level of service.

Scope of services:

BPO, Shared services and Consultancy, FAO, Infrastructure Outsourcing Services, BPO Consultancy, IT Solutions Outsourcing and Consultation

DESTINATIONS



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XLAB SOFTWARE© Founded in 2005, has been promoted by highly experienced Professionals dedicated to provide total software and IT solutions, based in Alexandria, Egypt. We provide high quality Software based on a broad range of latest technologies, enabling innovation through spirited teamwork among more than 50 software engineers.

The harmony between The ISTQB Certified Quality Assurance engineers and talented UX/UI Front-end grants excellence in quality delivera-

bles on each milestone. Xlab's agile teams are the key success factors of our outsourcing services. Our Certified Project Managers, Product Owners and Scrum Masters manage the project deliverables and changes while being punctual and determined towards continuous delivery. Along with deep understanding of European legalization and cultural requirements.

Xlab is also distinguished by its IT team and DevOps Engineers who can design and deploy solutions that

scales and performs with high availability and security. Our technical expertise includes: Cloud Computing, Android, iOS Swift, Java, Nodejs, Angular 2, .Net, PHP, Business Intelligence, Test Automation and UX. Our Process assets consist of CMMI model, as well as flexible and combine proven AGILE processes and methodologies for software development and project management, such as Agile Scrum and Kanban.

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