

**Your Competent
Information Technology Partner
for the Middle East and Africa**





About enigmatis

enigmatis is a value added distributor for enterprise information technologies throughout the Middle East and Africa.

Together with its close ally Mid-Africa VAD it manages a network of key systems integrators and strategic resellers across the Middle East and Africa regions. The company has access to all the major markets and the enterprise accounts in the region and is focused on introducing enterprise IT solutions to those markets and the client base.

enigmatis' senior management has had a long and successful track record of selling enterprise IT solutions and smoothly managing partner networks in those markets. The company is headquartered in Dubai Internet City, the Middle East's thriving IT hub.

The Markets in the Middle East and Africa

Individually all markets in the region are small, but together, the whole region represents a revenue potential that is not to be missed.

The markets in the region can generate some additional revenue that will equate to the revenue coming from a mid-sized European country. In today's market conditions this will most certainly be a highly appreciated addition to the revenue stream as well as an expansion of the global market presence.

A fragmented and different market, that only adds up as a whole if managed properly.

The region consists of many micro-markets and only adds up in their entirety. Each market will have its own cultural peculiarities and business practices that need to be understood to be successful. Vendors will also require some local presence in order to gain the necessary insight and to show commitment in each of the markets.

Given the vast geographical size of the market, travel-time, travel-cost and the need for local market insight, vendors will soon realise the need to operate through a network of skilled partners. But even this will require a support structure to build-up and manage the partner network, control sales cycles and support the local partners.

Most vendors have therefore found it quite difficult to operate in the region and generate revenues to match the cost structure. This puts most vendors into a dilemma: There is revenue to be made in the region, but it is difficult, expensive and resource intensive to bring it in.





Partnering with enigmatis

enigmatis has set up a value added distributor operation, that gives vendors coverage of the entire Middle East and Africa regions.

enigmatis can open the MEA region to any software vendor without risk and with minimal levels of involvement. It's value-added distribution (VAD) operation acts as a single point of contact while giving vendors coverage of the entire region through its partner network. The whole senior team within enigmatis has many years of experience in working for global software vendors and thus understands their way of operation and requirements very well.

enigmatis does not charge any fixed amounts per month or any set-up fees but only a commission on the actual sales revenue. That way the model is without risk to the vendor and requires no investment nor does it pose any reoccurring cost that need to be budgeted for.

A-Z Services

Through this VAD operation, enigmatis can provide a complete set of services to a vendor and it's clients. New products can easily be introduced to the existing channels and with them to all the local markets. To facilitate this, enigmatis will have it's own staff trained and certified and will then provide partner training across the region.

While the resellers will be able to identify and qualify opportunities, enigmatis will manage and support them throughout all sales cycles to ensure proper guidance, regular pipeline feedback and to avoid delays in closing a deal. Since all orders will be processed by or through the VAD, proper paperwork and adherence to the legal requirements of the vendor can be ensured.

Once resellers are managed properly, the resulting customer service in the field and the customer satisfaction levels can be ensured, while customers will not feel "left alone".

Benefits Summary:

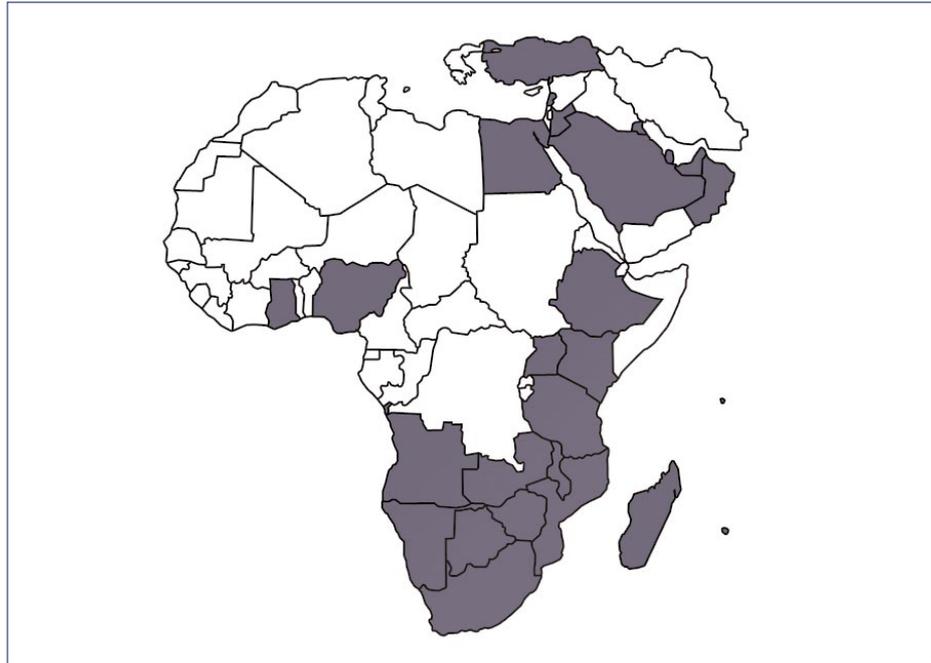
- Immediate market rollout through large existing network of resellers
- Single point of contact with little management need
- Business development and awareness generation activities in the field
- Provisioning of trained and certified staff in the field
- Sales process management
- Compensation through sales commissions eliminates risk





Territory Covered

Currently enigmatis work with several dozen resellers across all the main markets of the Middle East and Africa region.



Contact

enigmatis headquarters are in Dubai's Internet City, with a regional office in Cape Town, South Africa.

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