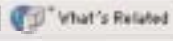
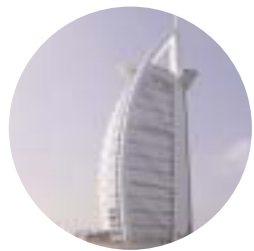




Location: <http://www.enigmatis.com>



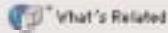
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enigmatis is a value added distributor for enterprise information technologies throughout the Middle East and Africa. Together with its close ally Mid-Africa VAD it manages a network of key systems integrators and strategic resellers across the Middle 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.



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

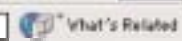
enigmatis FZ-LLC

info@enigmatis.com
www.enigmatis.com

Office Dubai:
Dubai Internet City
Dubai, United Arab Emirates



Location: <http://www.enigmatis.com>



NEWS
UPCOMING EVENTS



Mid-Africa VAD Conference, Cape Town, June 8-10, 2003. Bringing the top IT companies and SIs from sub-saharan Africa together into one spot! Three days packed with business meetings, keynotes, product sessions and fun evenings.



Location: <http://www.enigmatis.com>



BUSINESS IN MEA
TERRITORY COVERAGE

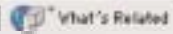


The Middle Eastern & African Markets. Individually all markets in the region are small, but together the whole region represents a revenue potential that is not to be missed. Individually all IT markets in the region are quite small compared to the Western European or North American markets. As such the revenue stream from each market and country will be weak. But joined together, the region can generate some additional revenue that will equate to the revenue coming from a mid-sized European country. Such an additional revenue opportunity is not to be missed, as in today's market conditions any additional revenue will be highly appreciated in addition to the expansion of the global market presence. The region consists of many micro-markets, each one having it's 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. As those markets are spread out across a very large geographical territory, access to the partners and customers in the region will also bring with it some quite expensive and time consuming travel. A direct sales approach will be too costly and resource consuming compared to the potential revenue from each account and individual market though. This makes local partnerships in each market a must, providing vendors with the required "feet-on-the-street" and the cultural and business practices insight. Given the vast geographical size of the market, travel-time, travel-cost and the need for local market insight, a direct sales approach will consume too many resources and fail to return the profitability goals. Vendors will thus soon realise the need to opera-





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BUSINESS IN MEA
TERRITORY COVERAGE



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

