Intellectual Capital for Communities In the Knowledge Economy

United Nations Educational, Scientific and Cultural Organization

Information for All Programme

Data, Digital assets and Platforms for innovation

The World Conference on Intellectual Capital for Communities

UNESCO, July 12&13

Association des Utilisateurs des Systèmes d'Information au Maroc

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Digital transformation of African Large firms

Mohamed SAAD, Président AUSIM
CIO, Bourse de Casablanca

Juil 2016

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Association des Utilisateurs des Systèmes d'information au Maroc (AUSIM)

Born in 1993

- CoBook
- White books
- Conferences / workshops
- Partnerships
- Sces to members
- …

60 Members, 25% listed

- Finance
- Industry
- Sces
- Admin
- …

Focus On SMEs

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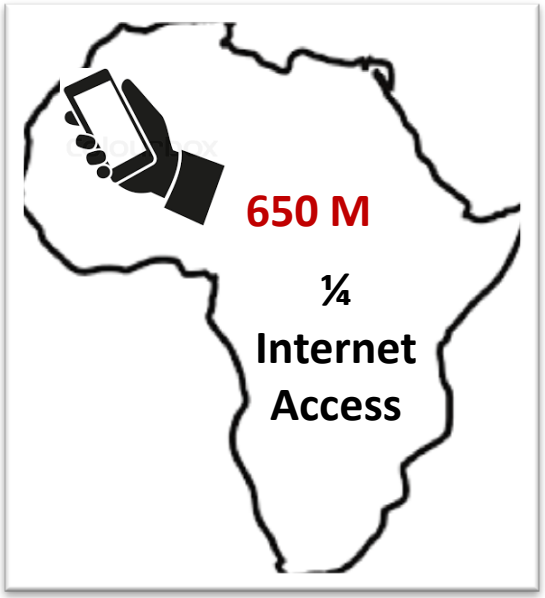
New Tech and innovative solutions will determine the future of our continent



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What can digital bring to Africa

Digital can **empower** the lives of Africans and driving entrepreneurship, **innovation** and income growth.

Digital can **accelerate** the economic and social inclusion : Health, education, social services…

Today's trade and economic marketplace is set on a **digital playing field**, which allows African firms to quickly become **global competitors**.

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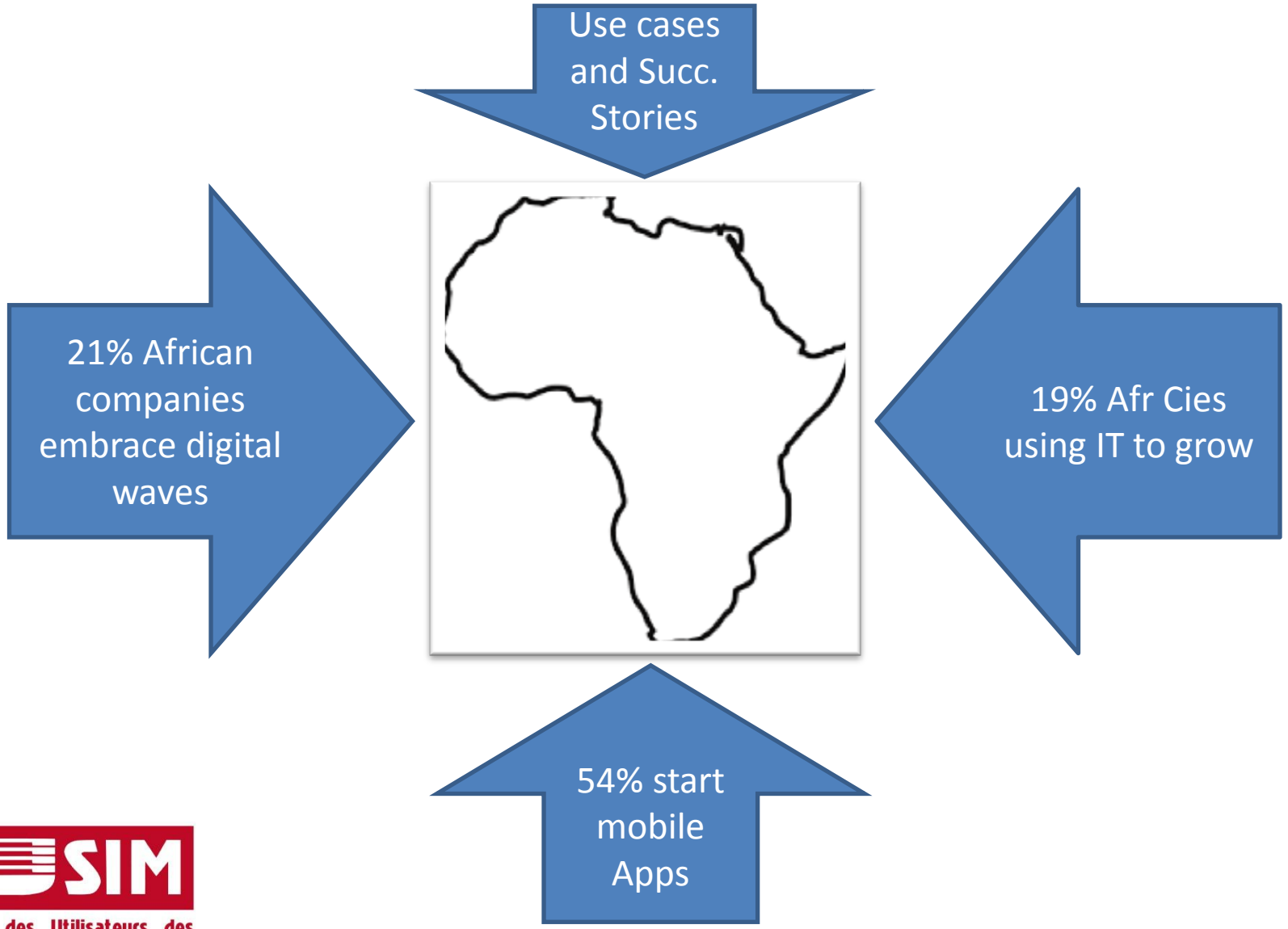
Africa development in the digital age



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Use Cases

Kenya, Uganda, South Africa, Tanzania, Ghana, Nigeria, Cameroon and DR Congo : Medical records

Dig records in Kenya:
22%, doctor time per patient was reduced by **58%,** and patients spent **38%** less time waiting in the clinic

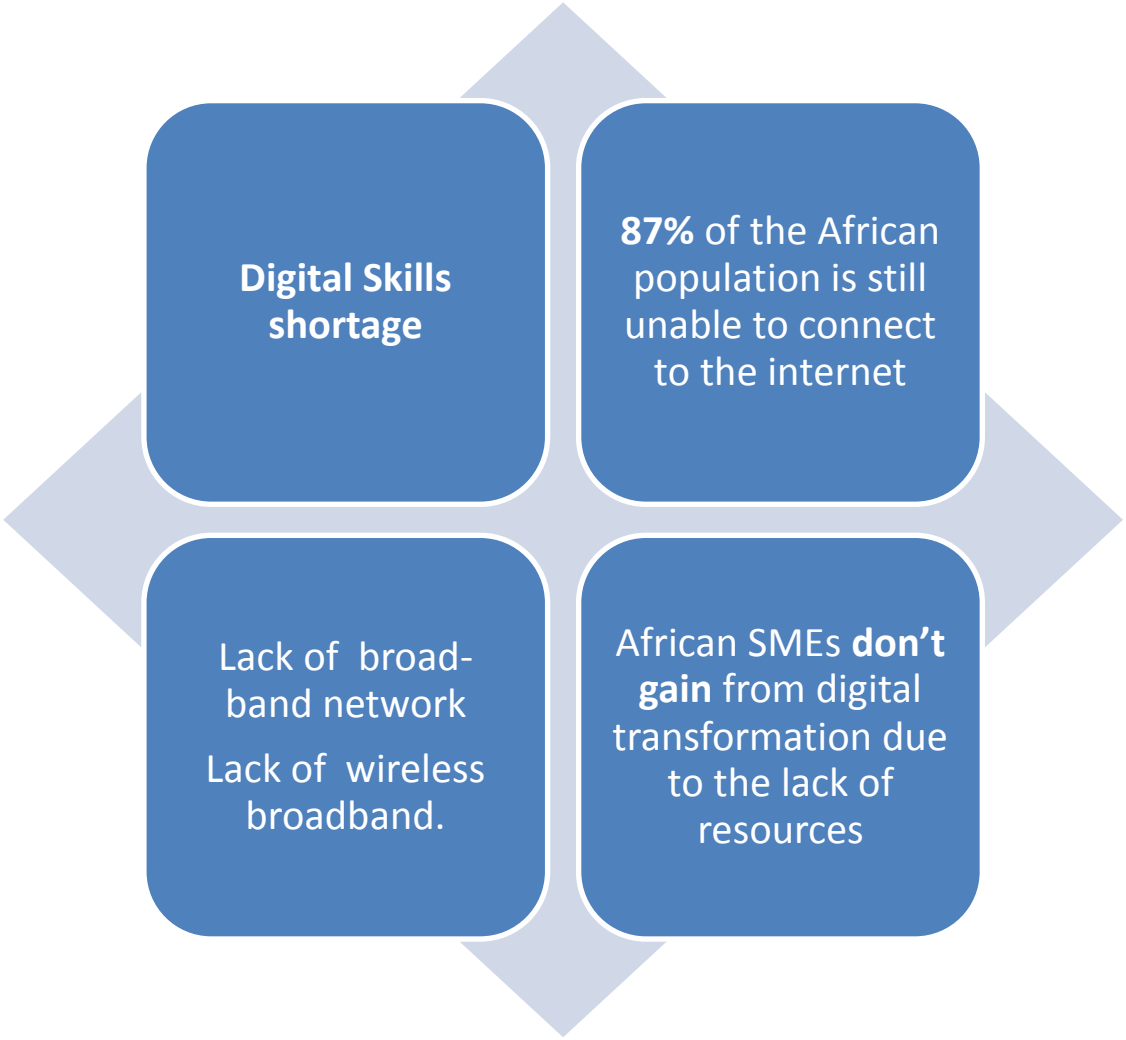
Zambia:
pocket sized chip card that carries an encrypted copy of a patient's medical history.

Use Cases

Kenya's **M-Pesa** and online banking: For every **1000** adults there are close to **700** **(103 in 2003)**

Tanzania: first country **to deliver mobile savings, loans and interest bearing products**

Africa faces numerous challenges



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Africa Digital trends

Cloud computing provides the infrastructure for the digital economy, will enable African governments and companies to have all the digital access and storage they require on a pay per use basis.

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Digital in Morocco: overview

Morocco ranked **second** only to South Africa in terms of **"internet readiness“**

Increased broadband access nationwide by extending fibre-optic networks into more isolated regions of the country and to roll out a 4G network.

Most of **Tax collection** are done on line

the number of mobile phone subscribers is the **highest** in Africa

The **digital economy's** value-added comes from the **BPO segment**. The offshore industry which includes call centers and other BPO activities

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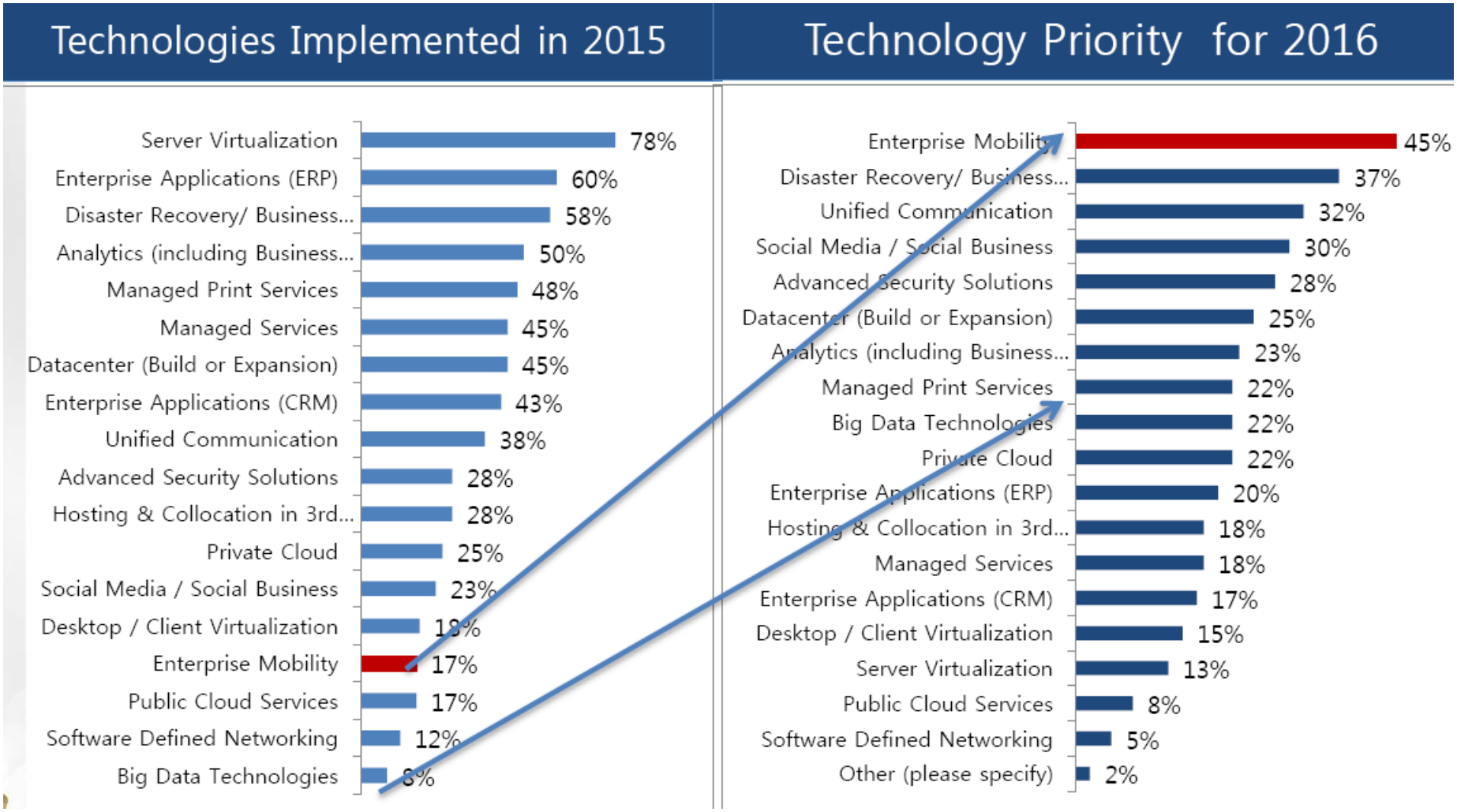
Major Trends



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Top 10 Morocco IT predictions 2016

- IT security still a focus in 2016: New environments, new threats
- Mobility will attract more investments
- Digital transformation will gain more attention in Finance, Media and public sector
- E-Commerce will become more and more mobile
- Smart initiatives will be driven by private sector mainly in utilities and energy.
- Organizations will invest in Social networks considered as a business tool
- Organizations will invest seriously in Big Data technologies
- Virtualization's last mile in Morocco
- CMO's Evolving Into CTO's; CDiO are pointing noses
- Digital transformation initiatives will be unmanageable due to lack of portfolio management skills

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Country	IT Government body
	Ministère de l'Économie, de l'Industrie et du Numérique
	Ministère de l'Industrie, du Commerce, de l'Investissement et de l'Economie Numérique
	Ministre des Technologies de la communication et de l'Economie numérique
	Ministre des Postes et des Télécommunications
	Ministre des télécommunications et de services postaux
	Ministre des Communications et des Technologies de l'information
	Ministre des Sciences et des Technologies
	Ministre de l'Economie Numérique et de la Poste
	Ministre des Technologies de l'Information, de la communication et des nouvelles technologies
	Ministre de la Science et de la Technologie
	Ministre des Sciences, des Technologies de l'information et de la communication, et de l'Innovation
	Ministre des Sciences et Technologies
	Ministre des Sciences et Technologies
	Ministre de l'Education, de la Culture, des Sports, de la Science et de la Technologie

Thank You

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