



Cisco Expo
2009

Country Transformation



Egypt ICT impact - Ahmed Abdel Salam

Egypt : 7 Facts



1. 82 M People / 1.68% Growth/year
2. Workforce 22 M/ 7% G/y
3. Unemployment 9.1%
4. 33 M under 14 years old
5. GDP \$128B / 7% G/y
6. GDP per Capita \$5,000
7. Export \$25B, Import \$45B

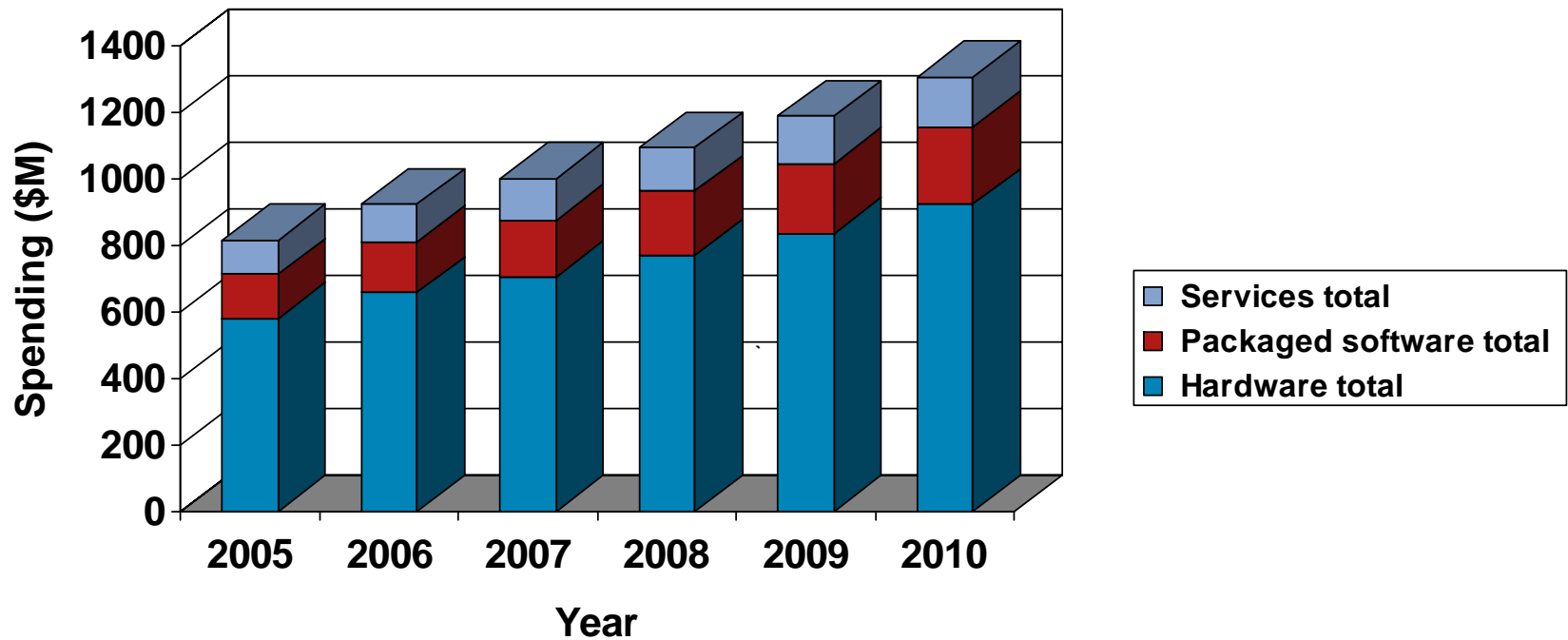
Mobile Vs. Internet Nice Fact !

1. US Internet Users = 220M of 300M (72%)
2. Egypt Internet Users = 10M of 82M (12%)
3. Egypt Mobile Users (app) = 40M of 82M (50%)

US Mobile Users = 190M (63%)

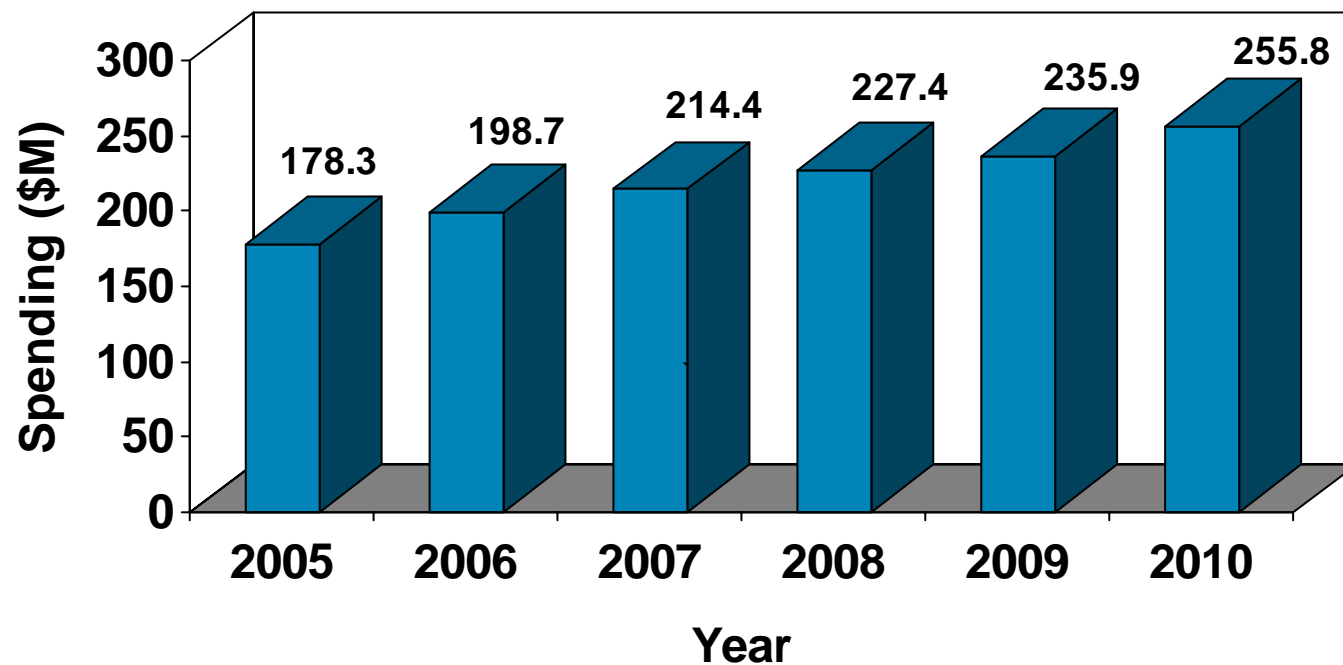


Current and Forecasted IT Spending¹



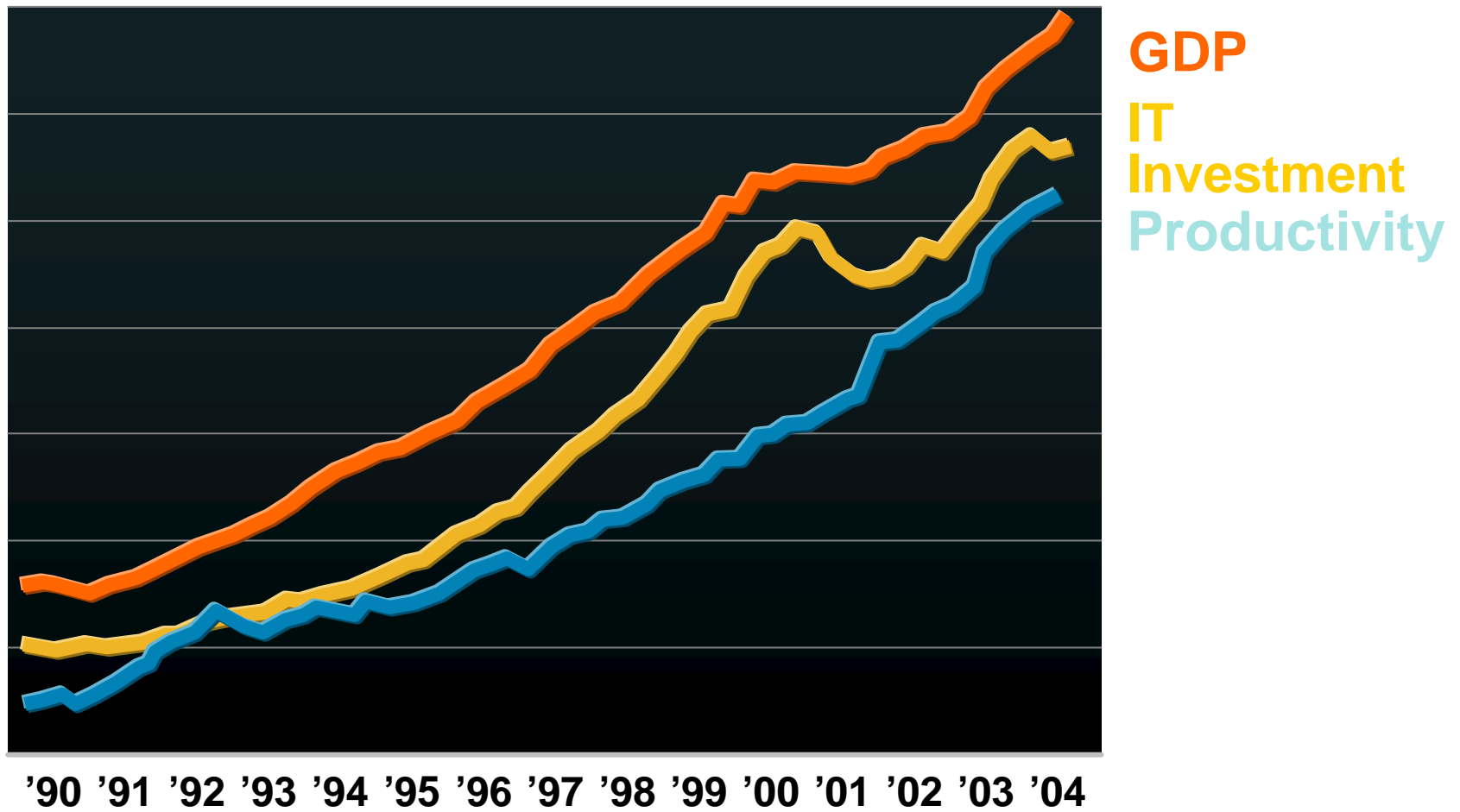
¹ IDC Black Book Excel document (Q1 2006 - 01/06/06): http://www.in-emea.cisco.com/mkt_ops/0/5683/5198/5204/5230/

Current and Forecasted Network Gear Spending¹



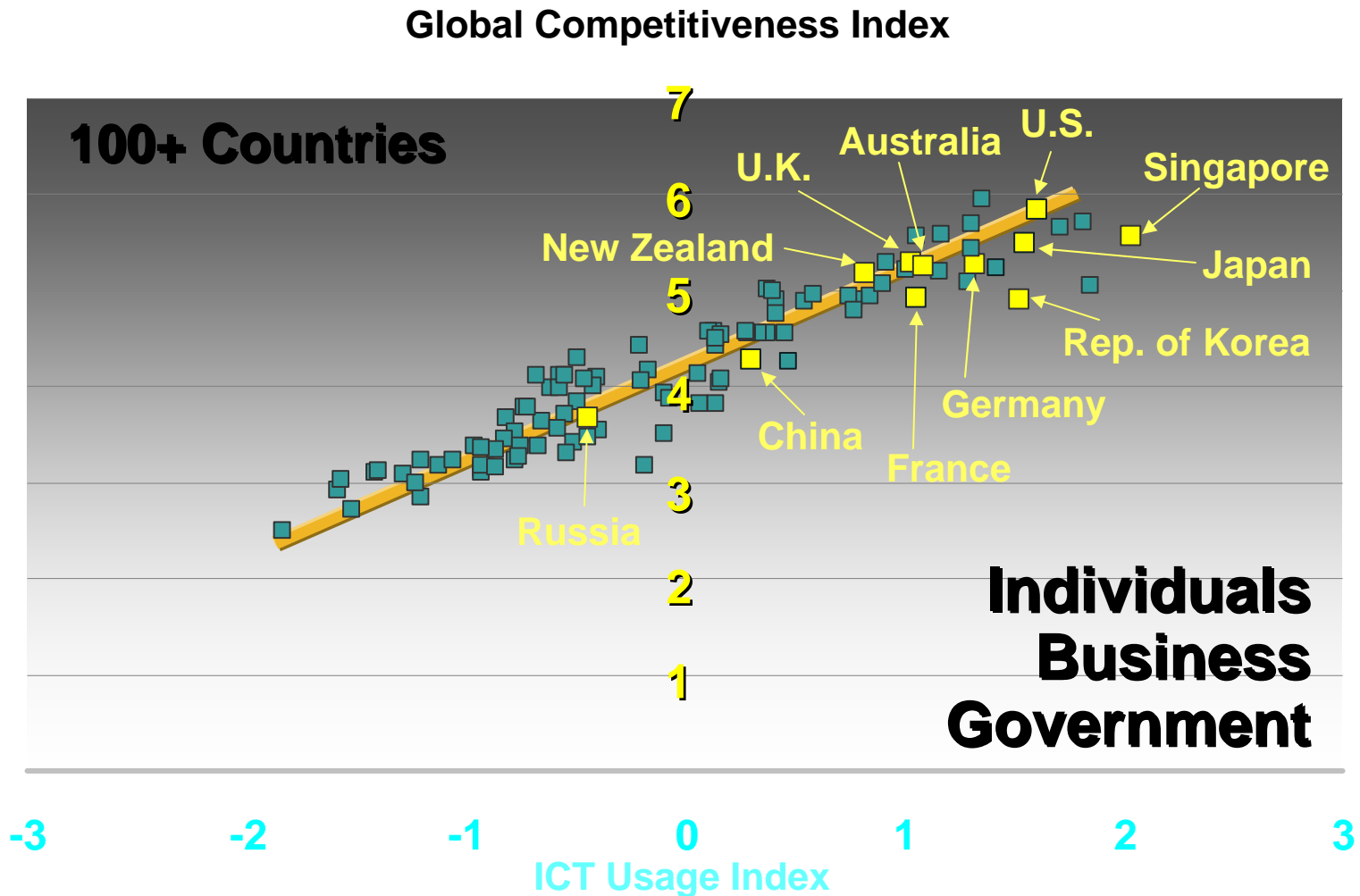
¹ IDC Black Book Excel document (Q1 2006 - 01/06/06): http://www.in-emea.cisco.com/mkt_ops/0/5683/5198/5204/5230/

GDP, Productivity, and IT Investment...



ICT Usage and Global Competitiveness

89% Correlation



Source: The Global Information Technology Report 2004-2005, World Economic Forum

So, a very smart Question !

If you buy more Cisco, Egypt GDP will grow faster !

True or False ?

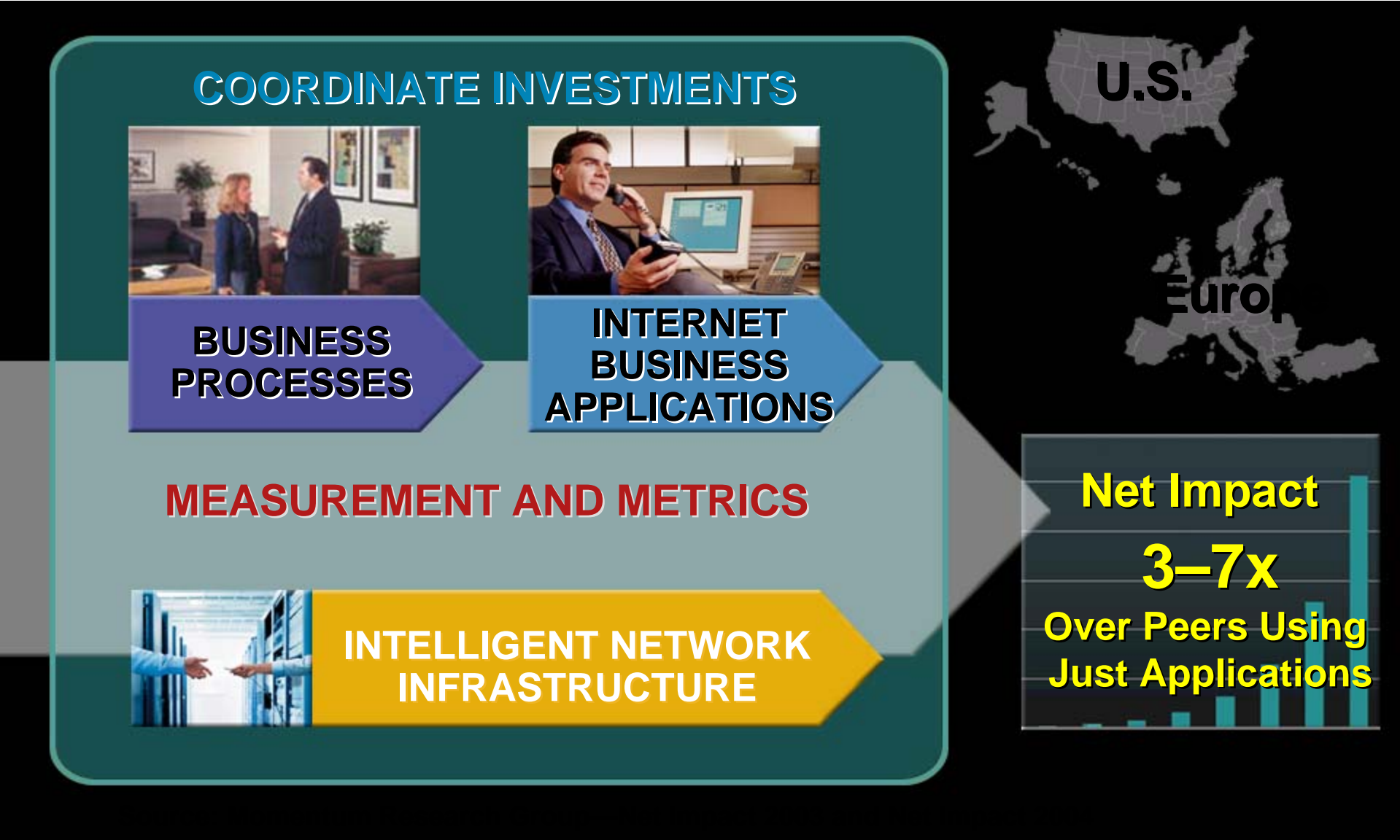
False

Unless you have the right processes

Then use ICT to increase productivity and

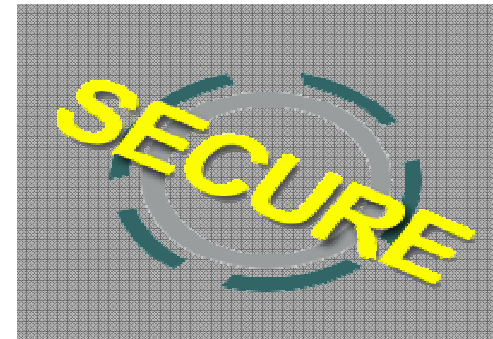
decrease Cost

How ICT Can Deliver Productivity ?



What does Cisco offer for Government ?

1. Infrastructure Solution (LAN, WAN)
2. Unified Communication Solution
3. Network Security Solution
4. WAN Optimization
5. Video Solutions (Streaming, Digital Signage, IPTV, E-Learning, TP)
6. Wireless (WiFi, WiMax) Solution
7. Network Management Solution
8. IP Call Center
9. Storage Area Network Switches
10. Physical Security



connected Community

What is a Connected Community?

1. A community that utilizes technology to:

Improve the effectiveness and access of the services offered to citizens

Allow citizens access to vital services 24x7

Improve safety and security for the community

Maintain security and privacy of information

Enable citizens with the ability to partake in the process of government and community involvement at the level they desire

Foster a pro-business climate for existing and new businesses

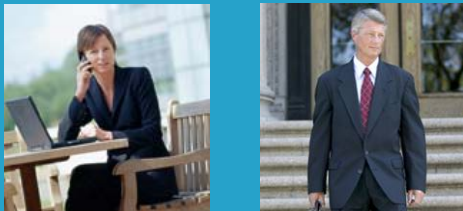
The Human Network for Government

1. Single, cost-effective IP network
2. Government-wide scalability and flexibility

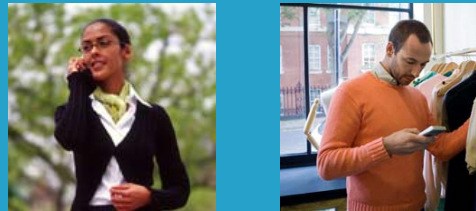
1. Applications used and supported anywhere
2. Device independence



Gov Employees



Citizens



Business



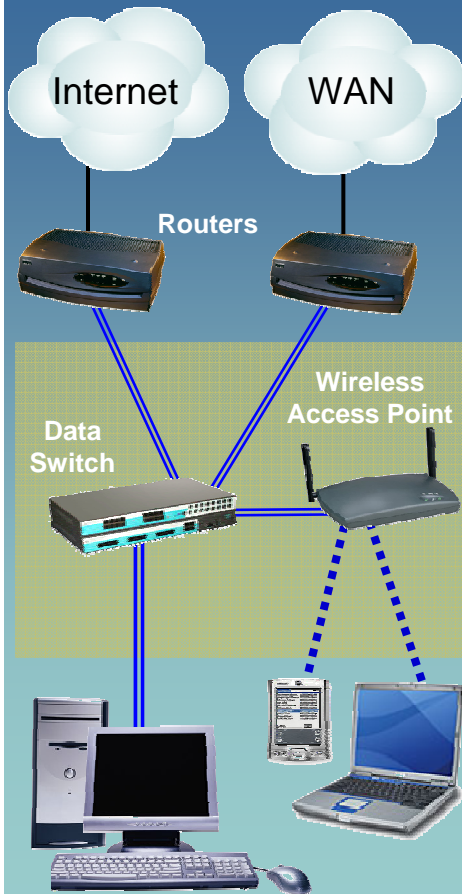
Connected Communities



Multiple Networks...

Office & Agency Administration

Data



Voice

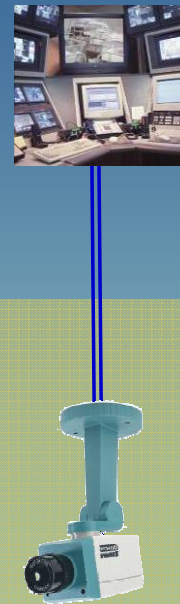


Collaboration

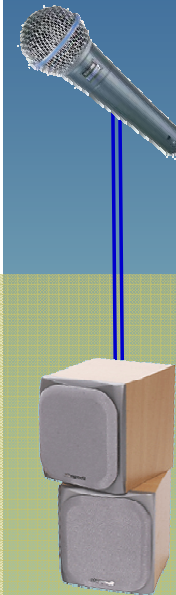


Buildings

Video Surveillance

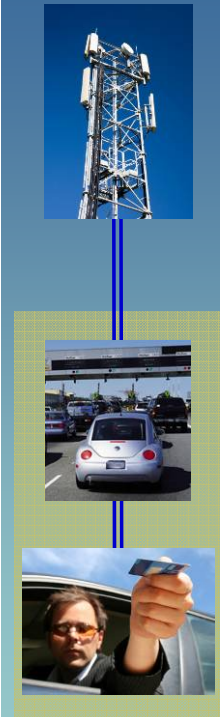


Building Controls and Security

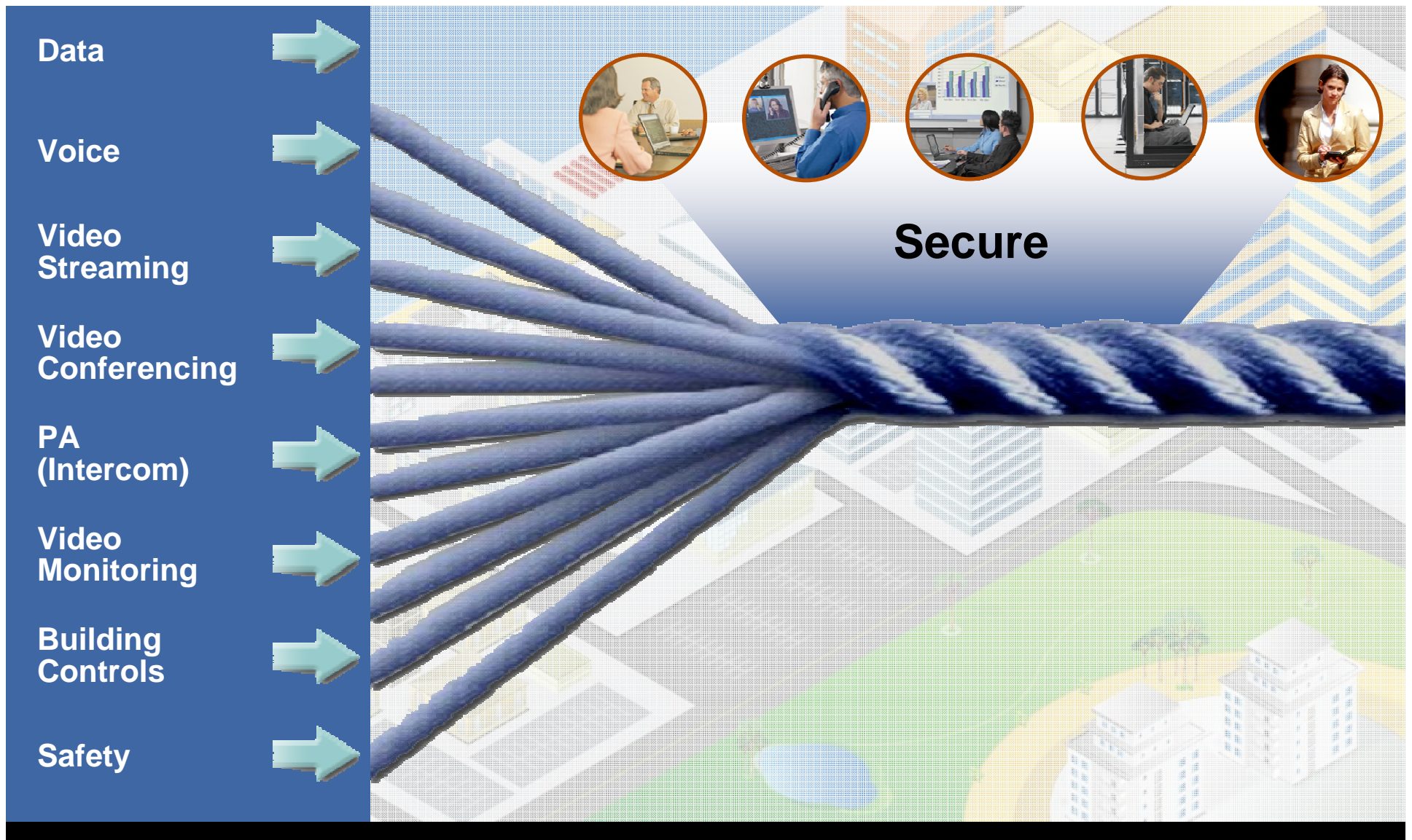


Mobile

Public Safety and Outdoor



One Network



Why Cisco?



Cisco Provides a Unique Partnership

1. Unmatched technical expertise

22-year track record as industry leader in networking

Decades of public sector expertise and best practices

World-class engineers

Extensive experience in scalable network design, operations, management, and support

2. Unrivaled partnerships

3. Highly interoperability solutions

4. Cisco® Services

5. Cisco Capital

6. Extensive Partner Community



Breakout Session Evaluation Form

Your session feedback is valuable

Please take the time to complete the breakout evaluation form and hand it to the member of staff by the door on your way out

Thank you!

