Empowering Bahraini Startups and SMEs through Technology

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Cloud Computing
Why SMEs Should Go Cloud

• SMEs and Businesses are looking for business outcomes not technology.

• Businesses need to adapt a new way of doing business and utilise services to differentiate in this highly competitive fragmented market.
## Strategic Objectives

### Customer-centric approach, with focus on:

- Quality of offered support
- Intellectual property protection
- Customers’ needs
- Measureable impact – growth through technology adoption

### Startup

- Startup funding support
- Startup consultancy and mentorship
- Encourage startup innovation
- Startup marketing and exposure support

### Growth

- Support technology and growth
- Support for innovation
- Support marketing and customer outreach
- Workforce capacity building and support

### Maturity

- Product and service innovation support
- Internationalization and franchising support
- Foreign Investment and joint venture support
SMEs & Technology

Get things done

95%
of tech-savvy SMBs use Office

Compared to 43% Office usage among small and midsize businesses using little tech

Expand global reach

Tech-savvy SMBs are 6x more likely to have international customers.

Nearly 20% of tech-savvy SMBs in emerging markets have employees in other countries

Improve business performance

Nearly 2 out of 3 tech-savvy SMBs say that new technologies will lead to higher revenues and profits or more jobs at their company.

Meet your changing needs

2x as many tech-savvy SMBs say they are innovative thanks to technology.

Source: Boston Consulting Group

Improving Private Sector Productivity
Growth through Technology for SMEs
Tech Impact on SMEs

Tech-savvy SMBs

- Grew revenue 15% faster...
- Grew jobs nearly 2 times faster...
- ...than SMBs using little technology

Growth trends

...in revenue and jobs are consistent across...

- gender
- industries
- geography

Source: Boston Consulting Group
Tech Approach for SMEs

- Very high uptime
- Easier to deploy
- Reduce risk
- Up to date

Improving Private Sector Productivity
Growth through Technology for SMEs
Benefits for SMEs

- Growth through Technology
- Improving Private Sector Productivity

Benefits for SMEs
Benefits for

**Startups**

Foster entrepreneurship and the creation of businesses to stimulate job creation.

"Instead of a big upfront cost, we have a smaller, predictable monthly cost."
- Byron Nutley, VP of Business Operations, Zyvex Technologies

**Growth Segment**

Promote the sustainable development of existing enterprises to fuel growth.

"Economics are a plus. Add/remove licenses & mailboxes as needed."
- Tom Eytcheson, President, Dynamic Information Solutions

**Mature Segment**

Encourage diversification and expansion to generate alternative revenue sources.

"A massive cost saving—and helps drive consistency across the organization."
- Kristian Wachtell, Cardiologist, SKÅRF

SKARF

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Growth through Technology for SMEs
Benefits for Bahrain

1. Emphasis on Productivity and Growth
2. Promotion of Technology and Innovation
3. Improving Bahrain’s Competitiveness Ranking
4. Intellectual Property Protection
Example – MS O365 Packages

Standard Functionality:

- MS Office Apps
- Business class email
- Web conferencing
- Cloud file storage and collaboration
- Intranet & Extranet
- Antivirus & Spam Protection
- 24x7 Support & Maintenance

Value Added Services:

- CRM
- Business Process Automation
- Telco networking and connectivity
- Mobile and network devices
- Discounted offer for smart devices and computers
- Training for office suite and other IT/Soft Skills

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**Examples – MS O365 Packages**

**Inbox**
- Password protected team sites for collaborative working
- Available in 21 languages
- Available

**Office 365 Meets EU Data Privacy Standards**

**Support**
- 24/7 Support & Maintenance
- Office 365 meets EU data privacy standards
- Safety

**Intranet & Extranet**
- Antivirus & Spam Protection
- 24x7 Support & Maintenance

**Web Conferencing**
- Cloud file storage and collaboration
- Intranet & Extranet
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Technology enables future measurable growth for SMEs
Technology proved to add value to SMEs worldwide
Boston Consulting Group rank Microsoft technology among industry leaders for SMEs
Support SMEs measurable and transferable growth enabler
Partnership for success – we are here to build growth enablers for the benefit of entire economy of Bahrain