“EVIDENCE-BASED PRESENTATIONS: ICT AS A DEVELOPMENT TOOL, BENEFITS, OPPORTUNITIES AND CHALLENGES TO SMES”

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AGENDA

THE MAURITIUS CONTEXT

CASE STUDIES – ICT ENABLING SME

LOOKING FORWARD
MAURITIUS

POPULATION
1.3M

CURRENCY
MUR

EMPLOYMENT RATE
92%

LANGUAGES
French, English

TIMEZONE
GMT +4

Source: Statistics Mauritius, 2016
MAURITIUS
CONTRIBUTION OF ICT TO THE MAURITIAN ECONOMY

ICT - [VALUE ]

7% Real Growth rate of ICT/BPO sector in 2016

Agro-Industry, Tourism, Financial Services, Manufacturing, Other Services

Source: Mauritius ICT Indicators Portal, 2017
MAURITIUS

1st IN AFRICA

NETWORK READINESS INDEX
The Global Information Technology Report 2016

BEST COUNTRIES FOR BUSINESS
Forbes Survey 2017

DOING BUSINESS 2017
World Bank
In 2015, there were 700 ICT-BPO companies according to the Board of Investment.

Source: Mauritius ICT Indicators Portal, 2017
FRCI
Since 1989
Now 70+ employees

IT services company
Diversified technical competencies
Regional expansion

Microsoft partner
Best Microsoft learning center WECA region
DIGITAL TRANSFORMATION

ENGAGE YOUR CUSTOMERS
Give them new experiences they love

EMPOWER YOUR EMPLOYEES
Re-invent productivity and enable a data-driven culture

OPTIMISE YOUR OPERATIONS
Modernise portfolio, transform processes and skills

TRANSFORM YOUR PRODUCTS
Innovate products and business models

Source: Microsoft
CASE STUDY #1
LOCAL DISTRIBUTOR AND MANUFACTURER

• Distribution of consumer goods in Mauritius
• 100+ people drive across the country everyday
• We connected the sales team to the office via their mobile application
CASE STUDY #1
LOCAL DISTRIBUTOR AND MANUFACTURER

• Fast and easy to process orders
• All information at hand
• Real-time synchronization
• Improve customer experience

• Spend less time taking orders
• Reduces errors
• Able to visit more clients per day
• Better reporting
CASE STUDY #2
LOCAL OPTICIANS, A FAMILY BUSINESS DEVELOPING & INVESTING IN THE FUTURE

• 10 point of sales across Mauritius & Rodrigues
• All connected through a centralised system via Internet
• Reliable and fast connections required
• Orders are entirely digitized and interfaced with the laboratory (B2B)
• Clients automatically alerted when their glasses are ready
• Providing an edge in customer experience: accurate & fast service
CASE STUDY #3

THE FAST GROWTH OF A MANAGEMENT COMPANY THAT BET ON ICT

• Mauritius has a strong financial sector with about 140 Management companies
• This management company started in 2010 with 10 employees
• Its director made the bet on ICT as a key differentiating factor
• FRCI developed a custom CRM system to manage all their portfolio
• Using cloud, secured datacenters for sensitive information
• They gained efficiency and accuracy, and clients’ trust
• Today they are 50 employees, have their own Office Tower and manage over USD6 Billion in assets, investments and entities.
CASE STUDY #4
PROMOTING LOCAL ARTISANS AND CRAFTS

• Using digital media to promote local creative
• Regroup all artists under one virtual roof
• Targeting international visitors
• With MCCI & SMEDA

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Enabling small and medium enterprises to innovate, become more efficient and successful and contribute to the country’s economy
CHALLENGES AHEAD

• Access to infrastructure and latest technologies remains key
• Embracing new technologies and innovation
  • Big data
  • Virtual reality
  • Internet of things
  • Artificial intelligence
• Embracing the digital transformation
• Being prepared to transform your business model