



Making Kenya A Top Ten Global ICT Hub



Kenya ICT Board is a parastatal under the ministry of information and communication. It is the Ministry's policy implementation agency whose mandate is to develop the ICT sector, build public sector capacity and promote ICT nationally and internationally. Our mandate is derived from the Kenya's development blue print, vision 2030 in which BPO and IT enabled Services (ITeS) is recognized as an enabler, and is on one of six flagship projects. Our KPI's is to contribute to the social and economic pillar by creating employment opportunities within the BPO / ITeS sector and ultimately cause 10% contribution to the exchequer from the sector. To achieve these objectives, the board has initiated and implements various projects in collaboration with other government agencies.



ups to interact with venture capitalists and angel funders to finance the start ups.

BPO and IT Enabled Services (ITeS)

Western companies especially but increasingly Kenyan companies are on the look-out for countries where they can outsource some of their business processes, including call centres, back-office operations and software development. Outsourcing is largely motivated by the need by companies to focus on their core business and outsource none activities

The government has undertaken a series of actions to make the country attractive for BPO/ITeS. One of the ways it has done this is by reducing the number of licences needed to start a business and simplification of licensing processes. Training subsidies and corporate tax relief are also incentives that are encouraging investment.

At Kenya ICT Board we consult with our stakeholders frequently as all our initiatives and strategies are informed by the stakeholder feedback. We spoke with some of them. Munjal Shah, the General Manager, Techno Brain Ltd that at the moment has 130 permanent employees says, so far the strategies taking by the government to promote BPO/ITES sector has not only made them grow but also help in the contribution of achieving the desired goals for Vision 2030.

"We are growing not only due to our internal strategies but also due to the incentives that government has put in place," said Mr Shah.

Sanjay Sikka, the chief executive of another BPO firm, Horizon, echoes Shah's views, however he says in order to achieve more growth, the government needs to increase its aggressiveness in marketing Kenya as a BPOT/ITES destination overseas. "The government can do a lot more to enable us get more contracts and scale up our operations," said Mr Sikka.

Horizon currently has over 300 hundred employees but looking forward to add more with new contracts.

Already, three fibre optic undersea cables (Seacom, Teams and Eassy) have been laid and several private sector projects are also being developed, including the privately owned Sameer Business Park, a 500,000 sq ft office complex.

The Board is also supporting businesses that revolve around Information and Communication Technologies (ICTs) by offering them business management skills, internet connectivity and technical hardware needed to come up with innovations.



A section of ICT Board Offices

Such support includes grants and loads for fully equipped working space, technical assistance, advice, coaching and mentorship. Our projects have spurred a myriad of private business incubators that also offer this support to early stage entrepreneurs running start-up companies and who do not have adequate finances to pay for such services.

Centre of Excellence (COE)

Kenya ICT Board is establishing a Centre of Excellence for BPO/ITES in partnership with leading local and international companies and the country's academic community. The Centre will train a core group who will in turn train students in preparation for employment in the BPO/ITES industry.

In collaboration with relevant industry players, the centre of excellence will develop Master Trainers to train according to an agreed upon curriculum, in order to produce a workforce that is of high quality and relevant to market needs.

Each of the participating companies/consortia will be required to certify trainers and students on the successful completion of training. Such certification should ensure that trainers and students meet international benchmarks of performance.

Software Developer Certification

While there has been a growing number of Kenyan institutions that offer software training courses and innovations in software related, there have been concerns that many of these certification programs are paper-based examinations that do not sufficiently test the ability of

software developers to write and execute high quality code.

These concerns have been recognized by Kenya ICT Board and working with the World Bank under the Kenya Transparency Infrastructure Project (KTCIP) Project, are implementing an international software developer certification program that will test the ability of software developers to write and execute code that is of international standards.

'Pasha' Digital Villages

Positioning the government sponsored Digital Village to Spur Rural Development.

Rural areas in many developing world are usually the last frontier of the information technology revolution, with telephone and internet penetration in those areas remaining a small fraction of what it is in urban centres.

To address this disparity, the Kenya ICT Board (KICTB) is supporting the roll out of new "electronic centres" which shall be named Pasha Centres (and are also commonly referred to as Digital Villages). Existing e-centres may also be upgraded. Pasha Centres are hubs that provide a host of services to the public via computers connected to the internet, or by using and marketing



Paul Kukubo, CEO, Kenya ICT Board



Pasha Centre, Kabete

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other ICT-enabled applications.

Working with the World Bank under the Kenya Transparency Infrastructure Project (KTICIP) Project, the ICT Board is supporting the government to roll out and scale up Digital Villages (known as Pasha Centres), which will provide affordable access and use of ICT resources to rural communities in a sustainable way.

The project, which is being undertaken with the Ministry of Information and Communication, will increase connectivity of the rural areas to other parts of the country, thus spurring rural economic development.

Pasha Centres will also enhance business skills and knowledge in rural areas and expose rural communities to world news and trends. They will provide employment for Kenyans both directly through economic activity that the centre will generate and secondarily through the opportunities that the information will provide;

To facilitate the establishment of a PASHA Centre, a Digital Village Revolving Fund (DVRF) was established to enable entrepreneurs. The loans have a three-month grace period and are repayable within three years with a current interest rate of 10.5 per cent per annum. No collateral is required to secure the loans, but close monitoring and evaluation is done by the financial institution that provides the loans on behalf of Kenya ICT Board.

So far, 1,041 potential PASHA centre entrepreneurs have been trained from across the country, about a third of them being women. Due to the high demand for this training, the Kenya ICT Board is considering converting the course to e-Learning.

In the pilot phase, five digital villages were established in Nkubu, Garissa, Kangundo, Malindi and Mukuru, followed by the main roll-out that has so far seen 37 Centres being established.

OpenData: Supporting an Information-rich Citizenry

Open Government Data (now available at www.opendata.go.ke) is an avenue for government to proactively 'push' data to citizens. It is different from freedom of information, which is about facilitating citizens to pull data out of government on demand.

The goal of [opendata.go.ke](http://www.opendata.go.ke) is to make core government development, demographic, statistical and expenditure data available in a useful digital format for researchers, policymakers, ICT developers and the general public.

Information such as national census data, government expenditure, parliamentary pro-



Kenya ICT Board signing an MoU with NASSCOM

ceedings and public service locations are currently available at the Open Data portal. From this resource, users can build their own applications and analyses.

The country's Open Government Data Portal is expected to facilitate innovation, enable data-driven decisions by policy makers and provide the foundation for improving transparency and accountability.

Currently, there are over 160 datasets including various dimensions of population data, local and national government authority expenditure, public health indicator data, education data such as enrolment rates and school locations; parliamentary proceedings and weather information.

Users include different departments within government, members of the public; the media, academics and researchers, policy makers, private sector service providers, international institutions and even foreign governments.

Digital Content Grant

With the heavy investment on telecommunication infrastructure in the country, the government is offering grants to local software application developers to spur internet usage.

The Grant supports ICT in Kenya by acting as seed funding for companies entering new media and ICT and is open to Kenyans over 18 years old and companies registered in Kenya.

Digital Content is any content that can be consumed from an electronic device, e.g. personal computer, mobile phone, game console or digital TV. Such content is easily and effectively distributed through the Internet and can consist of services, entertainment, data or information.

Applicants for the grant need to demonstrate that their solutions can address any sector serving either rural or urban communities.

Public sector shared services and e-Applications

SHIRIKIANA: Connecting Government for Enhanced Performance.



To most publics, the government is usually a slow, unresponsive, inefficient bureaucracy. At the Kenya ICT Board, we are implementing the SHIRIKIANA initiative that aims to not only move citizen services online, but also to exploit ICT to transform government.

SHIRIKIANA offers the government the opportunity to respond to many of the concerns expressed by citizens - to reduce costs, promote economic development, increase transparency in government, improve service delivery and facilitate the advancement of an information society.

SHIRIKIANA will also facilitate government to business interactions reducing red tape and simplifying regulatory processes, therefore helping businesses to become more competitive.

Through sharing of information, resources and capabilities, SHIRIKIANA enhances inter-departmental collaboration in government, translating into citizen-centric service through a single access point to government.

SHIRIKIANA promotes the spirit and letter of the new Constitution, which recognises the right to public information, press freedom and consumer rights. It also plays a part in delivering Kenya's Vision 2030, the development blueprint that aims to transform Kenya into a middle-income country providing a high quality life to all its citizens by the year 2030.

The Vision is anchored on the Economic, Social and Political Governance pillars, with the government keen to leverage ICT to support all three of them.

This leveraging calls for a fundamental shift in the government ICT landscape. Currently, many ICT services are managed within the individual ministries, resulting in duplication of services, inefficient spend of limited IT budgets and negligible sharing of information across government.

The lack of robust, fully automated Government systems has limited their ability to effectively manage core government functions, such as finance management, procurement, and human resources management.

With support from the World Bank's Transparency, Communications and Infrastructure Programme (TCIP), an initial study was carried out to develop an IT Shared Services Strategy and Business Plan for the Government of Kenya.

The study concluded that significant shifts within the Government of Kenya are required in

terms of perception of role of ICT, budgetary allocation and human resource investments.

Public Sector e-Applications

Though the challenges related to establishment of a fully-functional e-government offering the public e-applications are formidable and require long-term approaches, some major advances have already been recorded.

Given the funding envelope and considering the country's stage of development, it was decided to focus on a small number of applications which could have the greatest impact for government and for Kenyans.

Areas that have been given priority include pension administration, driver's license registration, land information and land registration systems, high court registrar, the public servant's wealth declaration, company registration, and improvements in e-procurement.

High Court Registry: At the court registry, the focus over some time has been on scanning of files, with an initial target of digitising 60 million records in the country's courts.

At the Company Registry, focus is on digitizing the paper records to enable easy search and retrieval, more efficient registration process and to automate the filing of returns. A consortium of development partners has teamed up with the government to improve services, and so far a Document Management System has been acquired and most company registration records



Permanent Secretary Dr. Bitange Ndemo shows a model of Konza City to Rgt Hon. Prime Minister Raila Odinda (centre) and Hon Musalia Mudavadi (right).

captured. Functions such as name search are already done online.

The banking hall has been restructured to allow for an improved workflow and an online company registration module and interactive SMS module are now planned.

The Kenya Lands Records Automation process will avail files in the Lands Registry in digital format to facilitate easy search and retrieval, to automate the Land Rent Register data and to provide input data for the Automated Land Rents query system. It is expected that by June 2012, 250 million records at the Lands Registry will have been digitised.

Apart from the above, the Board is also providing policy, legal and regulatory technical assistance to facilitate sector reform and strengthen capacity. This assistance will for instance accelerate the establishment of the legal and regulatory framework for security of e-transactions, privacy and data protection and intellectual property rights.

Considerable progress has already been made on the establishment of a government Virtual



A student browsing internet on her laptop.

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Private Network (VPN) to allow it to communicate and share files in a confidential and secure manner. Today, all of the government-owned buildings in Nairobi that house ministry headquarters have Local Area Networks (LANs) and most of them have access to Wide Area Networks (WANs) and email services.

Planned Projects

To leverage the data infrastructure of the fibre optics system cost-effectively, the government intends to install an IP Platform that will allow better security, performance, manageability and support. The IP Platform will be managed in a Network Operations Centre (NOC). A National Data Centre (NDC) has been established and will be fully operationalized to store government files and information.

Another upcoming project is the rollout of a standard email and document management package for the civil service. Currently there are about 170,000 civil servants who need to be assigned email addresses using a standard format. All ministries already have domain addresses and sub-domains will be added as appropriate.

The Directorate of e-Government at the Office of the President will ensure that the Government's standards and policies for ICT and applications are deployed in all government installations of hardware and software. The Directorate will define operational

and maintenance standards and ensure that adequate mechanisms are in place to ensure that systems operate a peak efficiency.

With support from the IFC Advisory Services, a project is being undertaken to develop a cloud-based shared services application for issuance and administration of business licenses. This effort builds on earlier reforms which resulted in the elimination of 315 business licenses and simplification of an additional 379 licenses.

IFC has also assisted to develop an e-Registry which will allow businesses to identify their licensing and permitting requirements based on their business activities.



Kenya ICT Board is keeping its finger on the ICT sector's pulse to ascertain progress made as well as identify gaps that need addressing. Through its monitoring and evaluation unit, the Board gauges the impact of the Transparency Communication Infrastructure Project (TCIP) on the ICT sector.

A national ICT Indicator survey of the sector planned by the unit is expected to help the Board and its partners understand the current state with regards to ICT barometers and growth trends. It will also provide an understanding of major challenges and opportunities within the sector. It will also reveal Kenya's position com-

pared to its peers.

The survey will also shine a spotlight on the current availability of ICT skills and the gaps. This will be besides improving the reporting practices for both partners and the Kenya ICT Board with the use of information technology. This service is accessible at <http://www.businesslicense.go.ke>.

With this facility, trade organisations such as the Tea Board of Kenya and Horticultural Crop Development Agency will be able to maintain online databases of export licenses and certificate issued.

Public Key Infrastructure (PKI)

Public Key Infrastructure (PKI) is a Information security architecture that has been introduced to provide an increased level of confidence and trust for exchanging information over an increasingly insecure Internet through the use of digital certificates.

As the world increasingly turns to electronic business, electronic credentials that prove identity are becoming a critical necessity. Much like a passport proves identity in the offline world, public-key infrastructure (digital certificates) delivers a way to prove identity in the online world.

PKI ensures that people are who they say they are and also proves that documents haven't been tampered with, which is critical when conducting online transactions, such as placing orders or transferring money.



DDD Kenya is making new strides on a daily basis on its motto of digitalization with a social impact. In the recent past the company's premises has been a bee-hive of activities ranging from hiring of new Digital management operators, these are the youths taken from Nairobi slums such as Mathari, Kibera among others and given basic skills in data entry and basic articles writing techniques. In return, the organization pays for their tuition fees. The organization has been able to enroll over 10 of the youths to Kenyatta University and many more are enrolled in other colleges.

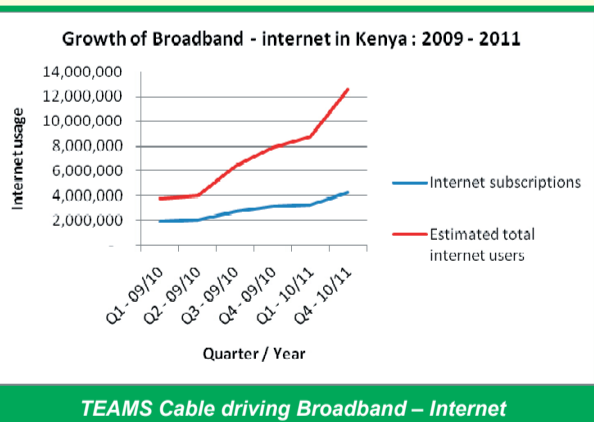
In its efforts to increase productivity and serve international clients better, a night shift has been introduced. The organization now runs three shifts in a day, morning, afternoon and night shifts with over 20 operators in every shift. The most recent part of this expansion is that the organization has now taken in youths with hearing impairment to be part of the team of digital management operators.

Since starting services in April 2011, DDD has been on a growth path. DDD services now range from writing articles for search engine optimization for international clients, to handling digital marketing for local clients, to financial data entry, to reading old documents and typing in handwritten information. The company aims to continue its expansion in the coming months.

The East Africa Marine System (TEAMS) Cable: Making the Vision 2030 happen via Broadband Access

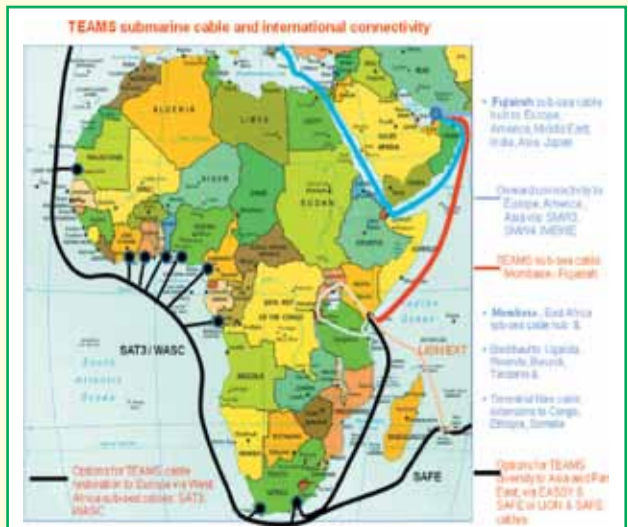
The East African Marine System (TEAMS) is a 5,000-km fibre-optic undersea cable which links Kenya's coastal town of Mombasa with Fujairah in the UAE. TEAMS was built at a cost of USD 130 million as a joint venture between the government of Kenya and Kenyan operators (Safaricom, Telkom Kenya, Kenya Data Networks, ESSAR Telecommunications Kenya, Access Kenya, Jamii Telecom, Bandwidth & Cloud Services Group and Wananchi Telecom) and UAE-based operator Etisalat.

TEAMS submarine cable is connected to the Kenya national fiber optic backbone network and other major national backhaul provider networks, thereby extending the gigabit submarine capacity not only within Kenya but also to the rest of the East African countries: Uganda, Rwanda, Burundi and Tanzania through cross-border connectivity arrangements. Other neighbouring countries like Ethiopia and South Sudan as well can have access to the TEAMS submarine cable via cross-border connectivity. Thus TEAMS is the leading submarine fibre-optic cable in the East African region, connecting the eastern part of Africa to the rest of the world, via the Middle East fibre-optic nerve centre, Fujairah. From Fujairah, the TEAMS carrier customers have a wide choice of international submarine cables for onward connectivity to Europe, America and Asia, in essence providing robust international connectivity. TEAMS is strategically positioned in the



TEAMS Cable driving Broadband - Internet

EA region to spur rapid social, economic and educational development by providing reliable, worldwide gigabit connectivity to ICT operators, ISPs and large bandwidth users at cost-efficient and competitive rates.



TEAMS believes that accessibility, affordability, and attractiveness are the key pillars for significantly driving upwards the demand for broadband. However, network construction is the highest entry barrier in the communications industry, requiring substantial financial resources. The complete broadband network consists of international connectivity, the national backbone network, and subscriber access network. Construction of national and international backbone networks is essential to ensure that high quality, low-cost connectivity is available domestically and internationally. Statistics from the Communications Commission of Kenya (CCK), as shown in the chart above, indicate that broadband-internet usage in Kenya has rapidly shot up since the landing of submarine cables in Mombasa.

The government of Kenya's timely intervention to support the international undersea fibre optic TEAMS project via direct investment was therefore a worthy undertaking. Businesses initially try to avoid investing in backbone networks because they are unsure of the returns on their investments. The government by providing upfront support helped to mitigate risks and act as an anchor tenant to induce investment from the private party partnerships. Another major role for the government in TEAMS, is to facilitate equitable access for broadband for all.

TEAMS believes that broadband is a key driver of economic growth and

new jobs. In China, for instance it is estimated that every 10% increase in broadband penetration could contribute an extra 2.5% to GDP growth. While the European Commission estimates that broadband could create more than two million jobs in Europe by 2015. Broadband is also critically important in sharing knowledge and extending education to people everywhere. If available to all and affordable for all, broadband-powered applications and content can be a powerful lever for achieving Education-for-All goals. Inclusive, universal and equitable broadband roll-out can be a tremendous accelerator for development and growth. Broadband is crucial to building Knowledge Societies and to share the wealth of the world's cultural, linguistic and scientific resources. TEAMS submarine cable is the backbone for international broadband access in Kenya, driving the achievement of Vision 2030 via innovative ICT services (including broadband connectivity for digital villages and technology cities). TEAMS is proud to be a major stakeholder in the improvement of the social and economic status of Kenyans and the regional citizens as well.

Suggested way forward for increasing the uptake of broadband and hence acceleration of Vision 2030

As a way forward for promoting the uptake of broadband in Kenya and the entire region, TEAMS believes that the following suggestions would have far-reaching impact in acceleration of the progress towards Vision 2030. First, Civil works are the biggest fixed and sunk cost in broadband network construction. They account for more than two-thirds of the cost of fiber optic networks and wireless networks. Civil works also play a major role in increasing the cost of network deployment for new service providers as well as incumbents. It is estimated that civil works takes upto 68% of the costs of the entire fibre broadband infrastructure.

With governmental assistance, it is possible to cut the costs of backbone network construction by establishing legal grounds for open access to the passive infrastructure (conduits, ducts, poles) of other services (roads, railways, power supply facilities). This approach can significantly lower the cost of rolling out telecommunications networks because adding communications equipment (such as cables and terminal equipment) to other infrastructure projects is relatively cheap. Similarly, when contractors construct other types of new infrastructure or renovating the existing, the government can require them to build passive infrastructure (e.g. ducts, optic fibre) that communications service providers can access on an open access, nondiscriminatory basis. Finally, the government can also facilitate lowering of the overall cost of bandwidth (broadband access) via favourable tax incentives.

Export Processing Zones Incentives

By EVANS ONGWAE

New export oriented services companies can establish their operations in the Export Processing Zones and enjoy EPZ incentives. These include software developers, IT enabled service (ITES) exporters and specifically, call centers and BPO operators. This is in a drive to leverage on Information and Communication Technologies (ICTs) to attain long-term economic development goals as outlined in Vision 2030. It follows the harmonization of the framework governing investment in Special Economic Zones and EPZs.

Vision 2030, the comprehensive blueprint for national development aims to transform the country into a prosperous middle income nation where its citizens enjoy a high quality of life. The blueprint recognizes ICTs, including business process outsourcing (BPO) as one of the sectors that will help the country attain the set goals.

Outsourcing is all about sub-contracting some of a firm's non-core functions to another specialized, more efficient provider so that the firm can concentrate on its core business. Business Process Outsourcing (BPO) therefore refers to outsourcing of business functions.

Outsourcing is generally associated with non-core activities in a firm that are ICT-driven, may be labor intensive, too tedious or are expensive to undertake. It may also affect activities that require expertise that is not readily available in your firm or activities that require activity around the clock.

While the trend in outsourcing was previously to sub-contract to firms located in the same countries as the end user organizations (now called on-shore BPO), globalization and cost implications in the developed world have made off-shore outsourcing the preferred trend. To

those firms and institutions that use these services, being able to outsource provides greater value to their business activities by allowing them to concentrate on their core activities while strategically letting experts handle the rest.

Drawing from experience and expertise gained since its establishment in 1990, Kenya's EPZ Authority has developed an attractive package of procedural, infrastructural and tax incentives under which both local and foreigner investors are facilitated to realize their export-related business plans.

In the EPZs, 16% of firms in operation are in the export service sector. These include KenCall EPZ Ltd which has operated in Sameer Industrial Park for several years. The Authority is investing time and resources to develop this sector as an anchor EPZ sector with attendant benefits of employment and export growth.

By operating under an EPZ Service License in Kenya, new call centre and BPO operators will benefit from various attractive incentives and advantages including: tax breaks, procedural incentives, better infrastructure, travel connections and quality of life, low cost location and high quality manpower available in the country.

Get the Breaks you need



For BPO Success!

Kenya's Export Processing Zones provide a **special support package** to new BPO and Call Center exporters.

The **EPZ Export Service Enterprise Licence** offers you

TAX BREAKS

Get exempted from corporate income tax, withholding tax, stamp duty, import duty, VAT.

FASTER SET UP

Get approval in 30 days. We facilitate work permits, import logistics, tax registration, utility connections.

GREAT INFRASTRUCTURE

Located in office/warehouse premises in prime zone locations - secure, with water, landscaping, telecommunications, power and customs service.

To get started contact:

Export Processing Zones Authority

Tel: 254-45-6626421-6/6621000 Fax: 254-45-6626427
Email: info@epzkenya.com • www.epzkenya.com



KENYA - A Great Place to Grow

KenCall

First call for outsourcing

The BPO market in Africa is showing tremendous promise. An emerging middle class, improved economies of scale, better savings rates, peace across much of the continent and strengthening capital markets and educational opportunities are driving domestic, regional and pan-African investment, as well as global trade. These factors, among others, are paving the way for Business Process Outsourcing firms to capitalize on the local market. Demand both locally and internationally for very professional and affordable BPO services is rising and consequently new Kenyan companies are entering the industry, despite the infrastructure challenges.

KenCall, founded in 2005, is East Africa's first international contact center and now the largest BPO firm in the region providing Contact Center, BPO and IT Solutions to leading companies (in the telecommunications, financial services and media sectors), NGO's and the Government. KenCall offers a variety of outsourced business services using its multilingual voice and SMS capabilities to help its clients acquire or retain customers.

These services include sales, Customer Care, training and recruitment, database management, data entry, document management, management consulting, Internet marketing, transcription and software solution design and development. KenCall serves its clients in the UK, the USA, East Africa and will soon be serving clients in other parts of Africa as well.

KenCall continuously focuses on improving its hiring, training and retention practices and its IT and support infrastructure to ensure it maintains its industry leadership position in serving its clients.

KenCall prides itself on its Quality Assurance Program, which has received international recognition from its largest clients for ensuring that the client teams consistently meet their target metrics.

To achieve such high standards, the company has had



Nicholas A. Nesbitt | Chief Executive Officer | KenCall EPZ Ltd

to invest heavily to reduce the impact of unpredictable public services and ensure it can deliver world-class people and processes 24/7.

Over the years, KenCall has hired and trained vast numbers of Kenyans, many of whom now hold leadership positions around the country. These successes demonstrate the capacity of the BPO industry to help to raise the overall competency of the professional workforce, which supports well the objectives Vision 2030 holds for the BPO sector.

Given KenCall's scale and operational experience, the company takes its social obligations very seriously. It has used its skills to work with Novartis and the Kenya Kidney Foundation to provide a free helpline for kidney patients, it has answered tens of thousands of questions from farmers calling in on a free hotline ("mKilimo") to ask any questions about their farms, it has helped to track victims of the Molo and Nakumatt fires and it has helped the government extensively to collect accurate information from those citizens suffering from the famine through the free "109" hotline service for the past two years.

In addition, KenCall will continue to work with its varied partners in the eHealth, education, transportation and other targeted citizen-focused arenas to ensure that Kenyans will have access at all hours to professional and knowledgeable support and advice in the most critical areas of their lives.

KenCall has defied the odds of being a pioneer on a continent unknown for the BPO industry by winning regional and global awards over the years. KPMG ranked KenCall as the fastest growing Top 100 company, the European call center industry ranked KenCall as the Best Non European call center globally and KenCall's clients have also ranked KenCall as an industry leader. For example, one of its clients, EarthLink, which is one of the largest Internet Service Providers in the United States ranked KenCall as its top performing call center in sales productivity and Quality beating out 12 of its other outsourced call centers all over the world.

To discover how KenCall can rapidly help you achieve results for your organization or how you can join the team at KenCall, please send an email to sales@kencall.com or call on **0711 035100/0789394082**.



A solution-based international contact centre and a BPO Company

Business Process Outsourcing (BPO) is a phenomenon that is no longer new in Kenyan business enterprises. It involves a company contracting its operations and responsibilities of specific business processes to a third party service provider.

Horizon Contact Centre is a solution-based international contact centre and a BPO company that is now targeting the local market to grow its client base with a bias for five key economic sectors in East and Central Africa. These include banking, finance, insurance, health, and telecommunication sectors and NGOs. These sectors have labour-intensive modules and high customer interactions, hence adopting BPO increases efficiency in service delivery as well as increasing revenue through optimizing service delivery.

Other benefits of business outsourcing include reduced workloads as well as cheaper labour with equally qualified professionals. It is also a job-creation venture to the burgeoning qualified professionals in Kenya struggling for few available job opportunities. Horizon as an outsourcing company has already tapped into the local market with high-end customer satisfaction and has proved that the concept can work well for local businesses.

In its three years of operations since July 2009, Horizon has acquired key local companies' confidence in servicing and supporting their customers, including top network providers like Orange Telecom, yu mobile. The concept has caught on well enough to attract manufacturing, health, insurance companies to explore how they can gain value through application of BPO models. Horizon has increased its staff from the initial 20 to about 300 since it commenced its operations, making it the fastest growing and confirming the fact that this industry can create jobs very rapidly. Some of the products that Horizon offers to its clientele

apart from contact centre services include document management, Voice of the Customer (VOC), Customer surveys, IT Help desk, training, recruitment and a new addition targeting companies with existing inhouse call centers; consultancy for operational optimization for call centers among so many other diversified services.

The company boasts of being the largest in the East African region with a capacity to hold over 1,200 staff in operations. It has invested heavily in technology to support local and international clients all housed in a high end business park on Mombasa road where its headquarters are located. This capacity has been turned into a business opportunity by providing infrastructure and facilities as an offering for companies that want the contact center services but want to save on initial capital outlay. It's successful approach to local market in business earned it the Best BPO in this years Connected Government initiative for the Vision 2030 secretariat.

Horizon as a company believes that Kenya can be a BPO in destination in the world owing to its high rate of technological advancements and other aspects like infrastructure and government commitment. Notably is the fact that the Kenyan government has already supported these innovations by the installation of fibre optics, which has cut down the cost of bandwidth through services like Voice Over the Internet Protocol (VOIP).tremendously. The company is gearing up for more uptake of its services by the local market as it continues to woo the international market.

Hence the availability of skill and talent, a good working environment and proper communications infrastructures, are among key factors that Horizon believes can position Kenya a BPO destination, which is advantageous to local businesses, and can work towards the realization of vision 2030.

Contact Center and Outsourcing Solutions that deliver Real Value to you and your customers

Horizon Contact Centers is East and Central Africa's first state-of-the-art and fully on demand International Contact Center and Business Process Outsourcing (BPO) Company. Our facility has an area of over 40,000 sq ft and the scalability to house over 1,200 agents, making us the largest Outsourcing Contact Center in the entire region. Horizon has a world-class facility within Nairobi (Kenya), fully enabled to service the regional and global market by deploying the best of breed technology to run its operations 24 hours a day, 7 days a week. At Horizon our ethos is that the core of our operations is our people. Our Processes, Infrastructure and Technology have been designed and built specifically to create an environment conducive to efficiency and effectiveness thereby delivering real value to our clients.

Why Horizon:

- A Cost Effective Outsource Solution for all Businesses, Governments and NGOs
- Customizable Solutions to Every Scenario
- A Secure State of The Art Facility
- Best of Breed Technology
- A Unified Communication Solution
- Highly Competent Workforce
- Relentless Focus on Quality and Process Excellence

Services we Offer:

- Contact Center Services
 - Customer service and support
 - Voice of Customer and other surveys
 - I.T Helpdesk
- Training & Content Solutions
- Finance & Accounting
- Analytics & Data Management
- IT Services
 - Quality Assurance
 - Workforce Management
- Data management solutions
 - Data entry
 - Digitization projects
 - Data verification



Get in touch with us to see how you can benefit from our services:
 Horizon Contact Centers Ltd Gateway Park, Mombasa Road • P.O. Box 3027 - 00506, Nairobi, Kenya • Tel: +254 (20) 698 7000
 E-mail: info@horizoncontactcenters.com • www.horizoncontactcenters.com

Uniquely positioned to handle Enterprise Document Management and Workflow Systems

Digital Scape provides digitization services which enable clients to effectively manage their diverse information content efficiently and securely. Digital Scape also assists clients develop data management solutions that enable migration from physical to digital records which can be consolidated in a centrally managed database. To effectively provide our services, we have partnered with DPH SOFTWARE SERVICES PVT LIMITED. Our experience in Document Management makes us uniquely positioned to handle Enterprise Document Management and Workflow Systems.

Compliances

We adhere to the following ISO standards:

- ISO - 19005-1 (2005-12-1) Document Management Electronic Document file format for long term preservation.
- KS/ISO/TR 15489-1/2 Information and Documentation Records Management.
- PD0008 The Legal Admissibility of Information stored on Electronic Document Management Systems.
- BS7799 Information Security Management System.

DPH Software Services Ltd is a ISO 9001:2000 certified company that specializes in the area of Data Processing, Data Entry, Image Processing, Web Mining, Off-site and On-site Scanning, Data Extraction, Indexing, OCR, ICR, Form processing, LPO, Yellow Page Processing, White Page Processing, Accounts Receivable, Accounts payable, invoice processing, billing, logistics support, payroll processing, marketing campaigns and content management.

DPH believes that its business is highly dependent on its clients business. Therefore the business growth of our clients is critical to our business growth. This philosophy is aptly addressed in our company slogan "We care for your business".

Since 1983 we have been innovating services to meet the needs of our clients.

Our services can be classified in five Broad Categories

- Data Processing Services(DPS)
- Web Mining Services(WMS)
- Business Support Services(BSS)
- Independent Quality Monitoring Services (IQMS)
- Data Enrichment Services (DES)

Major Ongoing Projects (India)

NICSI Regional Passport offices all over the country

Reorganizing and Scanning of over one Crore passport application files at various regional passport office sites and data entry, image processing and data base creation at their own sites. Ongoing work with a volume of Approx. 300 million pages at various sites.

A Government Ministry

Scanning, Indexing and Developing Software for retrieval of documents stored in files at the Archives and Record Management Section. Ongoing work with a volume of 20 million pages.

NICSI Regional Passport offices.

Reorganizing and Scanning of the backlog files at various Offices in India. Output volume approx. 200 million pages

Major Projects Completed/Ongoing (Kenya)

Public and Private Sectors.

With our partners DPH, we undertook Digitization Projects in the Public Sector between 2009 and 2011 where over 100,000,000 records were processed. In the Private Sector, we have successfully undertaken medium and large projects.



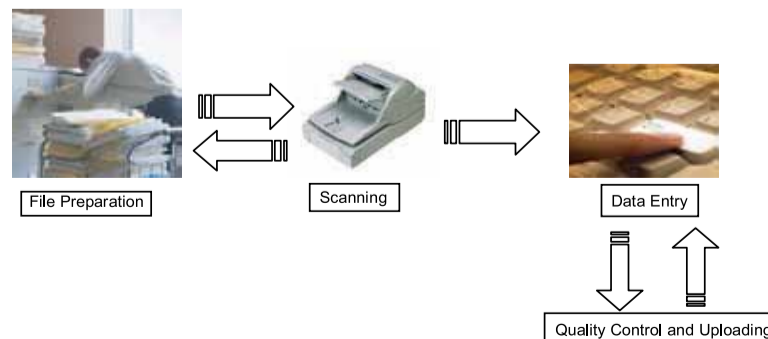
DIGITAL SCAPE SPECIALIZES IN:

- Provision of Consultancy Services in Document Management solutions
- Electronic Document Management solutions
- Provision of Workflow Solutions
- A wide range of High Speed Document Scanning – (A5 – A0) document sizes.
- Project Management Services
- Business Process Management
- Business Process Outsourcing services
- Implementation of Enterprise Resource Planning Systems
- Data Integration Services
- Data Recovery Solutions
- Software Development services
- Network administration services
- Business Continuity Solutions



We market a wide range of Kodak Scanners.

A DIGITIZATION PROCESS



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 P.O. Box 48727-00100, Tel: +254 20 3747929/3747892, Cell: 0721 895560, 0729 759543
 Contact: njuguna@digitalscape-ea.com, Website: www.dph-india.com

Meeting the growing demand for people with skill and knowledge

Techno Brain BPO/ITES Ltd is an IT-enabled service provider dealing in IT training in software; IT solutions for the government and public sector; BPO/KPO services. The company has branches in Kenya, Uganda and Tanzania as well as other branches across Africa and India. Techno Brain is in the process of opening another state of the art global delivery center in Nairobi, Kenya that will create opportunities for Kenyan youth and utilize African IT expertise in developing applications that will be used globally.

In an effort to meet the growing demand for people with skill and knowledge required to work on computers, develop software, develop rich media applications and maintain computer networks, Techno Brain launched an initiative in 1999. The Techno Brain Training division to train and validate the necessary skills and offer International Certifications.

Through the Techno Brain Training division located across Africa, education and training institutions are provided with the possibility of integrating into their training schedule the agreed aspects of syllabus and Exam objectives in Core Computing, Desktop Applications, Rich Media Application, Computer Networking fundamentals and BPO Agent level training supported and developed by the likes of New Horizons, Microsoft, Adobe, CompTIA, elementk, QAI Worldwide and many others.

Techno Brain BPO Division involved in offering ITES services and having worked with several NGOs realized the need for training the individuals who are at the bottom of the pyramid in their economic status. As part of Corporate Social Responsibility, Techno Brain has partnered with organizations like

Techno Brain Training and BPO division have entered into an official agreement whereby they can contribute equally in the effort to

co-develop a value proposition and solution to address the issue of building stronger economy through training the under privileged society and make them employable in today's IT world.

To kick start this initiative, Techno Brain has already partnered with Kenyan organizations like ACWICT and NairobiBits with the mission of promoting Kenyan youth's use of ICTs as tools for economic, social



Techno Brain BPO has always been engaged in Corporate Social Responsibility in employing resources for its operations.

and political advancement. Techno Brain has invested in resources hired from these organizations by building their capacity in the fields of digital literacy, desktop productivity tools, foundational technologies, media applications, Networking fundamentals, BPO/KPO/ITES related training cer-

tifications and so on.

Techno Brain's recent partnership with QAI Global Institute adds value to this initiative. QAI Global Institute focuses on creating international education and training products and services to address Competence Development, Assessment and Certifications. Techno Brain Training division has started training Kenyan youth who are interested in developing their careers with BPO industry.

"Techno Brain BPO has always been engaged in Corporate Social Responsibility in employing resources for its

operations. Today, our more than 80 per cent of our employees are women and we are happy that we have empowered them to grow in their economic standards. The Memorandum of Understanding will help us in our efforts to employ educated youth from the bottom of the economic period, thereby assisting them to move ahead in their careers. This also proves the commitment from our other entities in Techno Brain to support our cause." Said Munjal Shah, General Manager, Techno Brain BPO.

TechnoBrain's turn-Key BPO/ITES solutions model comprising BPO and IT-enabled services and training has proved to work best for clients hitherto unsure of the best approach to outsourcing, while their Social Responsibility BPO/ITES such as child helpline contact services and achievement of ISO certification have earned them new international clients whose are mainly concerned with process, quality, redundancy and security.

Eunice M. Kariuki, Marketing Director Kenya ICT Board

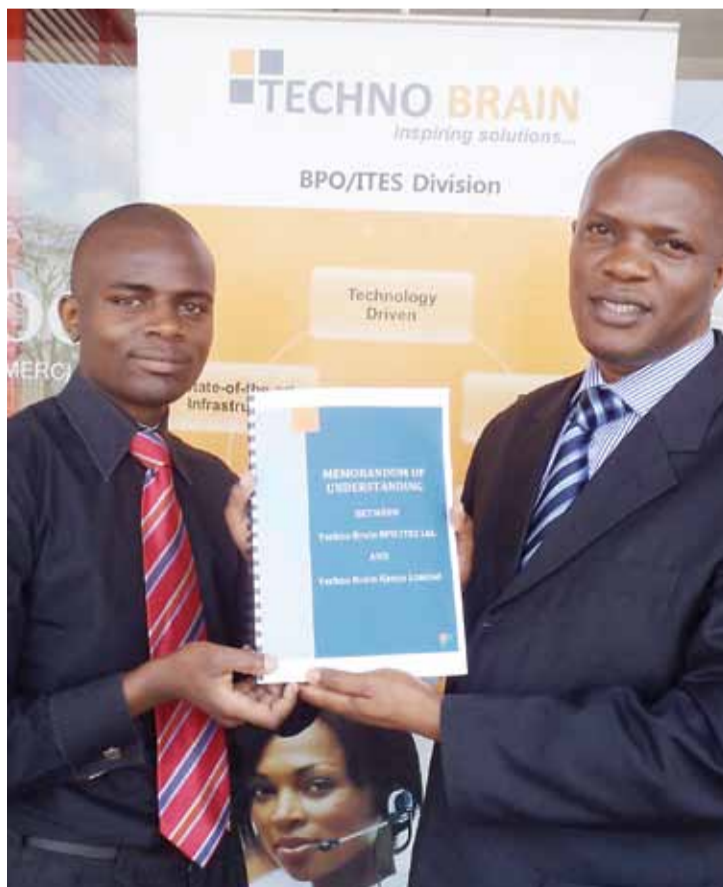
Techno Brain BPO/ITES Division
LEADERS IN...
Business Process Outsourcing

OFFERINGS

- ❖ Content Writing
- ❖ Business Process Reengineering
- ❖ ITES Services
- ❖ Transcription & Quality Audits
- ❖ Consultancy
- ❖ Knowledge Based Services
- ❖ Helpdesk
- ❖ Voice & Data Services
- ❖ Research & Analysis

ACHIEVEMENTS

- ❖ Credible BPO & ITES provider in East Africa
- ❖ Proven track record with clients across the globe in Public, NGO & Private Sector
- ❖ Grown exponentially from 20 seats to 180 seats in one year and still growing



Mr. Collins Abuya - Asst. Sales Manager, Training, Techno Brain Kenya Ltd. & Mr. Onesmus Kamore, Talent Development Manager, Techno Brain BPO ITES Ltd at the MoU signing event



2011 COUNTRY PARTNER OF THE YEAR Winner



Named Best Enterprise Software Advisor of the Year in 2011 Best Independent Software Vendor of the Year in 2011 and Best Government Sector Partner of the Year in 2011 in West, East, Central Africa and Indian Ocean Islands.



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