



Targeted business: systems integrators, IT security audit & consulting, hardware production & distribution, on site and online maintenance & data recovery, mobile security solutions

### Context and market

#### *The subsector today*

- ⊕ Due to the accelerated migration of professional tools and data to digital environments, information systems security is a vital issue.
- ⊕ Digital convergence, the progress of personal and professional mobility (smartphones, PDAs, mini-notebooks), the widespread connection to the web of domestic and professional network equipments are fueling a strong growth in the market for appliances and solutions aimed at insuring the security of both systems and contents.

#### *Current Med positioning*

- ⊕ The region remains rather marginal in terms of sales relatively to the global IT security market worth USD13.5 billion in 2008 (Gartner).
- ⊕ However, Med markets offer a strong growth potential given the fast-improving penetration rates of IT equipment in Med businesses (starting from a low basis), the multiplication of 'wired' companies and therefore their ever increasing exposure to digital risks (including a worryingly virulent local and international IT criminality).
- ⊕ Med production of IT security solutions and services should increase correlatively to the extension of the local offer of computing services.

**Potential markets:** offshore (development, remote maintenance), local (data & network security for major companies, embryonic e-commerce & e-government programmes, banks & other financial actors, etc.



### The Mediterranean: why, how ?

#### *A dynamic global market, a limited Med offshore offer*

- ⊕ Global IT security market is to grow by 4% in 2010 (Gartner), in spite of a general contraction affecting IT expenses, due to the crisis. Demand for IT security services is expected to grow stronger (+3%) than demand for security software.
- ⊕ The offer of security solutions integration, IT security audits and maintenance (remote computer repair, online virus removal, etc.) by Med software and computing services companies (SCSC) for customers in Europe is growing rapidly (especially France-Maghreb).

#### *A booming local market, enlarged by public initiatives*

- ⊕ Many public initiatives in favour of SME IT equipment, the generalisation of internet and IT security (cf. CyberSecurity Initiative 2007-9 in Egypt), have greatly contributed to boost local Med markets. E-government programmes can also form large markets *per se* (Jordan, Egypt, Tunisia, Morocco, etc.). In Tunisia, the law N°5-2004 and relative decrees impose to public administrations and 'strategic' private companies a mandatory annual IT security audit by a certified Tunisian IT services provider.
- ⊕ Major foreign providers of IT security equipments and software providers already count on an extensive network of resellers and integrators in the Mediterranean, and sometimes even set up subsidiaries of their own (Stonesoft in Tunisia). Local service offer (see Star Ware Network Security in Egypt) remains incomplete, justifying the introduction of foreign know-how and players.



### They did it: pioneer stories

#### Med talents much in demand: an overview

In 2008, SEGULA Technologies acquired French Mapsys, and through this operation, Mapsys' portfolio of French financial services customers and its Tunisian subsidiary, [IGM](#). Run by engineers trained in top French engineering schools, IGM offers, among other services, remote and on site IT security services: Open Source security software integration, certified audit, training and consulting.

Algeria was a rather neglected market until the introduction of new service providers such as UNIDEES, a SCSC based in Paris and Nimes, which set up in Algiers a subsidiary, [UNIDEES Algérie](#), in order to develop various activities including IT security training and certification. In Syria, the spearhead of the sector is the [Platinum](#) group, which, with 35 developers and engineers, has developed advanced IT security solutions and services, as well as training sessions, and won major contracts including public ones.

Israel is by far the richest pool of IT security talents in the Med region. Some of its security solutions have become global successes, such as the parental control software PureSight. The government is highly supportive to the cluster, through subsidies granted for instance to the [I Safe group](#) of companies, which gathers providers of complementary IT security hardware & software. I Safe Group represents its members to major international IT fairs, and promotes its integrated product offer on the web.

#### Med-IT fairs: an occasion to sensitise Maghreb IT professionals to IT security

Marseille-based communication agency [XCOM](#) organises on a regular basis business fairs for ICT professionals in the Maghreb, with the support of the [Invest in Med programme](#). The Algiers Med-IT fair (May 2009) covered among other the IT security issue, through the organisation of a 2-day training session, free of charge. The Casablanca (November 2009) and Tunis (December 2009) Med-IT fairs also included conferences and trainings on the subject.

[For more information, visit [www.med-it.com](http://www.med-it.com)]

#### Structuring the local IT security offer: a Moroccan case study

In a market still little mature, hardware distributors (servers, etc.) and service providers are multiplying, from the Big 5 consultancies such as [Deloitte](#) which strengthen their local affiliates' IT security services, to the home-grown SCSC [Axeli](#) established in Temara.

Early in 2004, [Mitre Group International \(MGI\)](#), a NY-based specialist in information systems & security, chose Morocco for its first overseas expansion, and created a subsidiary in Rabat. The objective, according to Rachid Yahya, head of the Moroccan team is *'to address local and regional markets*, with the experienced NY team as a backup.

As for Finnish [Stonesoft](#), a reference in network security and business continuity software solutions, Morocco is addressed through its Tunisian regional office opened in 2003.

Stéphane Gaillard, Regional Manager for North Africa, declared in June 2009 that Symantec's top management (one of the sector's giant), was considering the opening of an office in Casablanca, to get closer to its customers.

#### Going further into details... (resources, contacts, links)

- ✦ Agence Nationale de la Sécurité Informatique (Tunisie) [www.ansi.tn](http://www.ansi.tn)
- ✦ Official Jordan E-Government portal ([www.jordan.gov.jo](http://www.jordan.gov.jo))
- ✦ Dr. Sherif Hashem, [Towards an Egyptian Framework for CyberSecurity](#), communication for the ITU Regional Cybersecurity Forum for Africa and Arab States, Tunis, (June 2009) [www.itu.int](http://www.itu.int)
- ✦ MED-IT fairs ([www.med-it.com](http://www.med-it.com))