Tunisiana's Strategy and Vision to Drive Innovation in the ICT Sector

Yves Gauthier

CEO

Outline

- **Strategic Orientations**
  - Global Market and Technology Trends
  - Tunisiana's Strategy

- **What is Tunisiana's Contribution today?**
  - R&D Projects
  - Support for Startups

- **A Proposal for a common Framework in Tunisia**
  - Which Issues to be addressed?
  - Milestones to drive Innovation

- **Conclusions**

Outline | Strategic Orientations | Tunisiana's Contributions | Framework Proposal | Conclusions

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إنت الأولى

The Web2.0 paradigm and the need for Broadband access

User behaviour drives the success of Web2.0 Applications

Intense group interaction
Heavy communication over multiple channels

Online communities are expanding at very high Speed

Individual Content Usage
Users actively sharing self-generated content

Increased penetration of Internet services like YouTube and Google

Flexible Service Usage
Access anywhere, and anytime

Increasing Need for Mobile broadband

Strong Multimedia Orientation
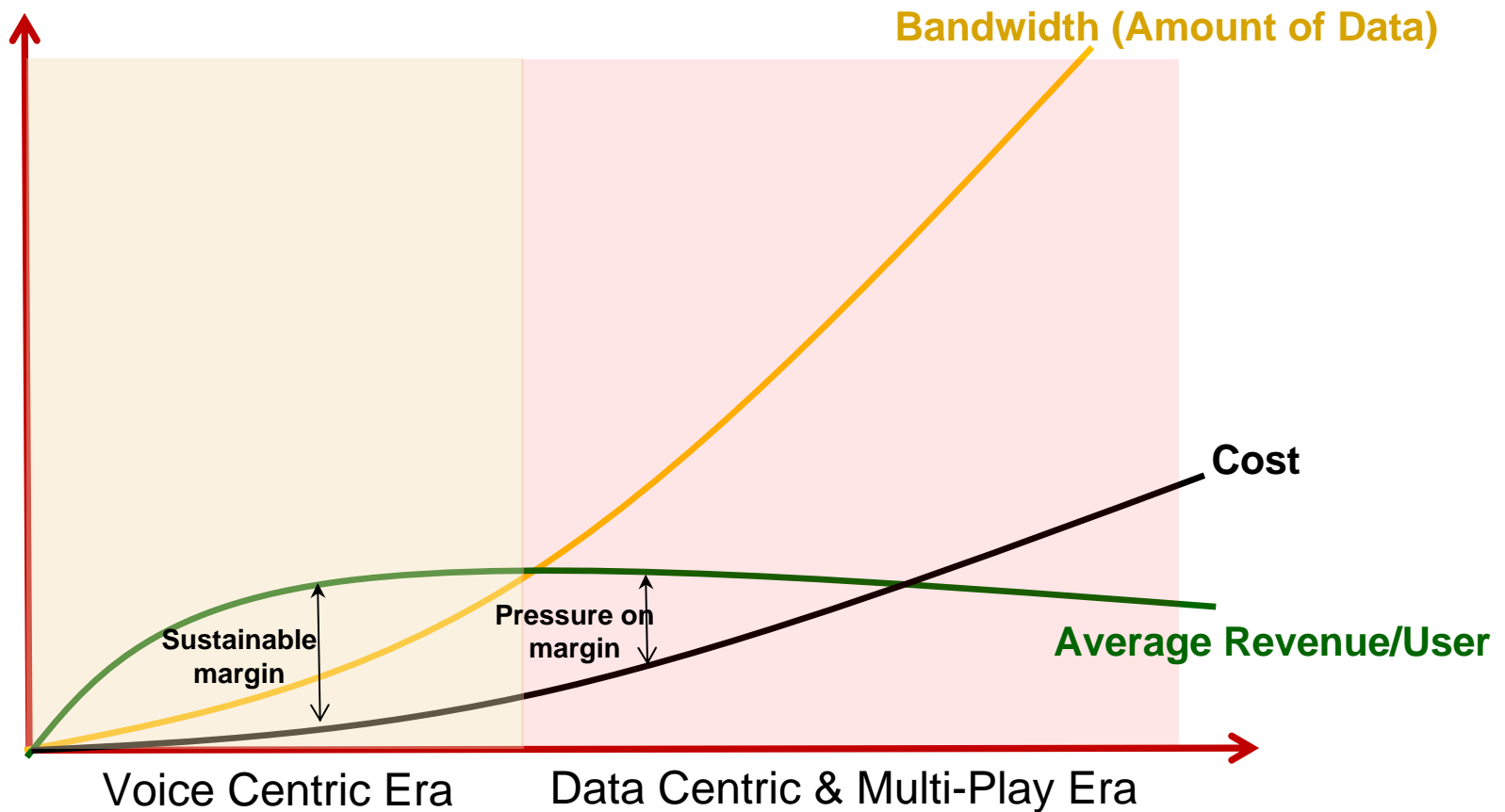More and more integrated video content

Video Internet traffic growing at high rates

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Market Trends

Bandwidth (Amount of Data)

Cost

Sustainable margin

Pressure on margin

Average Revenue/User

Voice Centric Era

Data Centric & Multi-Play Era

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Converging Technology and Market Trends

Market Needs

Telco Industry

Access independent service availability

Mobile Broadband

Converging Trends / New Challenges

Adequate Cost Position

Innovative Business Models

Multi-play Service Bundles

Adequate Regulatory Framework

Innovation is key to cope with the upcoming Challenges

Tunisiana's Strategy

- Major Elements of our Strategy for Innovation
  - ✓ Pragmatic
  - ✓ Success oriented, and measured risk taking approach
  - ✓ Customer Oriented
  - ✓ Open: Involve different actors of the ICT ecosystem

- Three Dimensional Partnership Structure Covering Complementary Fields:
  - ✓ Collaboration with major suppliers (NSN, ALU, JUNIPER, HUAWEI, CISCO, SAMSUNG, NOKIA, …)
  - ✓ Start-ups to create applications and contents (SVA, Content, …)
  - ✓ Other Communities : Innovation Centers, Universities, Research Institutes

- Our success is the fruit of an ongoing effort with our partners, and customers with the aim to play a pioneering role in the Tunisian market

- Customer's voice is a major orientation for our open and engaged approach, making it possible to serve him the best possible way

- Tunisiana is putting innovation and creativity at the core of its strategy :
  - ✓ Zero gender gap!
  - ✓ Empowering employees to think different

Outline   Strategic Orientations   Tunisiana's Contributions   Framework Proposal   Conclusions

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Tunisiana: Innovation driven by a young and dynamic Team

- Help young people to easily integrate the ICT sector:
  - ✓ Over 500 students / year integrate Tunisiana for enabling and training
  - ✓ 30% are invited to stay for longer period
  - ✓ 15% integrate Tunisiana as employees

- TUNISIANA is composed of a **dynamic** and **young** team that meets future challenges: **Average Age 31**

- Contributing to **know-how and expertise creation** in the Tunisian ICT sector: **Turnover 4,2 years**

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Reference Project: Cooperation with the ENIT on Quality of Service Measurement

Unité de recherche Signaux et Systèmes (U2S)

Dépt. Technologies de l'Information et des Communications (TIC)

Ecole Nationale d'Ingénieurs de Tunis (ENIT)

Direction Technique

Département Performance Réseaux et Gestion de Projets

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- **Problem Statement / Project Objective**
  - Measurement Tools of Voice Quality do not take into consideration specifics of the Arabic language and Tunisian Dialect
  - Measurement results are not reliable

- **The Solution**
  - Joint cooperation between ENIT and Tunisiana to develop a theoretic framework for measuring Voice Quality
  - Adapt/upgrade commercial product in order to have reliable measurement results

- **The Result**
  - Worldwide recognized innovative approach (presented on ITU-T level)
  - Practical problem solved

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Tunisiana's Programs to help Start-Ups

- **Tunisiana introduced Several Programs**
  - Partnership with Technology Centers ("Technopoles")
  - Financial Support for Start-ups
  - Consulting Support for Start-ups

- **Formal Framework**
  - Partnership with Technology Centers in Tataouine and Jendouba
  - Agreement signed with the Ministry of Communication Technologies and the Ministry of Industry and Technology

- **Achievements**
  - Over 8 new Startups and Projects launched in less than one year
  - 3 projects under evaluation

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Which Issues has to be Addressed?

- Innovation sits at the overlap of several domains—those of universities, SMEs, telco, and major suppliers

- The overlap raises the need of close coordination and clear target setting at several levels. We propose:
  - ✓ Work out a general framework, which sets major orientations
  - ✓ Involved parties should submit proposals on project basis
  - ✓ Evaluation and approval has to be done by a panel of experts

- Yearly review of achievements/introduce corrective measures if needed

Outline   Strategic   Tunisiana's   Framework   Conclusions
                 Orientations   Contributions   Proposal

Conclusion

Innovation is a fundamental need for a sustainable and adequate evolution of the ICT Sector

•Tunisiana is already active in this field by driving several initiatives

In order to create more Synergy we need to act collectively according to a national framework

We need to set a general framework by fine tuning different proposals and move in a structured way

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