

Case studies

Strategic partnership and business planning



Client: ZAIN – Saudi mobile operator – €1.7Bn turnover

Zain wanted to expand its M2M/IoT business in Saudi Arabia through new functionalities and a more sophisticated platform.

- **Processes**

IBP Partners analyzed the local market with Vodafone, the partner selected by Zain Group, projecting the potential growth in various business verticals. A business plan was built while negotiating and aligning expectations with Vodafone. IBP designed the business requirements for the new generation platform to be rolled out, planned the go to market strategy and successfully completed the contract negotiation.

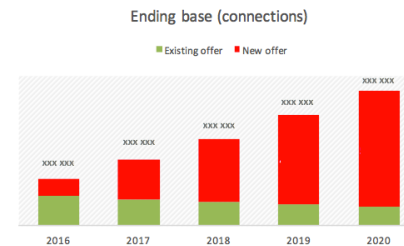
- **Outcome**

Vodafone's IoT platform was rolled out in 2016 and is now used to market innovative services to Saudi businesses.

1 Concept validation presentation

The projected base would correspond to a xx% market share

Connections objectives



Zain projected market share¹⁾

Year	2016	2017	2018	2019	2020
Market share	xx%	xx%	xx%	xx%	xx%

- Projection based on strong growth and on Zain's fair market share
- Consistent with analysts (Machina Research, GSMA Intelligence, IDC)
- Projection of actuals is actually superior (see next slide)

¹⁾ Based on GSMA's projection.