

EGYPTIAN SERVICES OUTFIT SPREADS ITS WINGS BY OPENING OFFICES IN THE GULF

Software and services ace ITWorx reveals plans to open new offices in Qatar and the UAE as it looks to find the best way of getting closer to customers in key Gulf markets

Egyptian software services company ITWorx is set to open an office in Dubai that will be used to support a major project with the UAE Ministry of Education.

The new facility will house technical staff and support staff to work with the Ministry of Education on the deployment of Microsoft Learning Gateway to 50 schools in the country.

The Dubai hub will open sometime this month followed by a new office in Qatar. However, the Cairo-based company's core development team is to remain in Egypt.

The Doha office will also support ITWorx's activities in Qatar, which include projects with ICT Qatar and a number of independent schools. Wael Amin, president of ITWorx,

said: "The idea of the new offices is to be closer to our customers, partners and local system integrators. We have the project with Microsoft for the Ministry of Education so we want to have feet on the street for that, and we have a number of other large projects and customers, including Du, in the region."

Amin also insists that the company sees strong potential for centrally hosted online learning services in the education sector, with multiple schools using the same data centre.

He says schools could access tailored learning content from centralised service providers, meaning each school would not need to host the data itself and could benefit from the cost saving of not having to develop all of its own



► Wael Amin, ITWorx

content. "The next big trend will be the hosted learning model, a multi-tenant model with lots of private schools hosted out of one data centre," he explained. "We are seeing a lot of schools in the region using identical or very similar learning content, although not in a fully hosted model. We definitely see this happening once there has been some investment in products to manage the hosting requirements."