

## ITWorx Provides Premium Microsoft Support Services in Egypt and MEA



**Microsoft**

**Country:**  
MEA

**Industry:**  
ISV

**Customer:**  
Microsoft

### **Executive Summary**

Since January 2004, ITWorx has been the MEA industry leading technical support provider to developers on Microsoft platforms and technologies. The outstanding service quality has led Microsoft to entrust ITWorx with more vital global and local support services for consumers and partners through the Developer Support Center (DSC). ITWorx managed to deliver high value, cost effective, fast, and reliable technical, presales assistance, and development support. The results? Impressive customer satisfaction rates; growing from 58.3% in 2006 to 83% in the first quarter of 2007, as per Microsoft satisfaction surveys.

### **The Customer**

Since its foundation in 1975, Microsoft (Nasdaq 'MSFT') has been a leading developer of innovative computer software, services and Internet technologies for personal and business computing. The company offers a wide range of products and services designed to empower people globally through great software. Microsoft is committed to developing new technologies, offering a host of core software products most commonly running off the Windows platform.

### **The Challenge**

One of Microsoft key competitive strategies is to extend its global reach in MEA (Middle East and Africa). Microsoft needed to outsource the support of its Global Technical Support Center (GTSC) that provides technical support for developers who work on Microsoft products and technologies. Technical support also should include consumers who might face technical issues during the Warranty period of their Microsoft purchased products or services.

Equally strategic is Microsoft need to outsource parts of its Global Partner Support Delivery (GPSD) model which provides different support services to Microsoft partners in MEA. With professional partner support, more technical issues would be solved and more business could be generated.

In light of the diversity of languages and cultures in MEA, Microsoft needed a local provider to offer a set of support services that adhere to Microsoft support delivery processes, standards, and guidelines. Not to mention that the support provider's staff should possess professional technical expertise as well as outstanding soft skills in communication and customer service.

## The Solution

After evaluating more than 50 companies in the region, Microsoft chose ITWorx Egypt as the provider of choice to outsource the support activities within MEA. Selecting ITWorx was based on its position as a Microsoft Gold Certified Partner, its outstanding technical expertise in Microsoft solutions as well as the number of qualified and certified staff members in Microsoft technologies.

As part of the GTSC, and in January 2004, ITWorx mobilized its technical expertise and launched the MEA Development Support Centre (DSC). Since its kick off up till today, the DSC has been delivering technical support in various languages including Arabic, English, French, Urdu, and Italian.

Daily from 8 am to 8 pm, GMT +2, the DSC operations provided MEA developers' community with non-stop first and second lines technical support services through phone, email, and newsgroup support. MEA developers could reach support on the latest Microsoft technologies, products, and servers. These included the Visual Studio, SharePoint, ISA, SQL, Commerce, CMS, BizTalk, Exchange, Active Directory, Windows and other products that work under Windows and on the .NET Platform. The DSC worked 365 days per year even during national and religious holidays.

In 2006, the scope of the DSC expanded to cover the other areas such as consumer warranty support of Windows and Office products in Egypt. Operating 5 days per week, from 9 am to 5 pm, consumers could contact ITWorx team if they need any technical support for their purchased products in the Warranty period.

Continuously attesting itself as a trusted partner, ITWorx was a candidate for a share of Microsoft GPSD services. Winning over the partner support service from a major regional competitor, ITWorx provided Microsoft Registered ISVs and Certified Partners in MEA presales competitive support.

Microsoft Certified Partners were entitled to call ITWorx technology specialists who can both answer technical questions and offer presales competitive support for top-notch Microsoft technologies. ITWorx technology experts are customer-focused and in continuous state of interest and attention to provide professional technology consultancy to help partners catch market opportunities.

On the other hand, ITWorx provided Microsoft Gold Certified Partners with Account Management and Technical Service Coordination support. ITWorx technical specialists owned the technical support issues and managed them to resolution and/or escalation, as necessary. For each Gold Certified Partner, ITWorx provided access to proactive information, such as security and patch alerts, hot fixes, information alerts, notification of events and training, and monthly activities reports.

## The Benefits

### A killer team

To remain on the bleeding edge of Microsoft technologies and development tools, ITWorx support team is composed of professional software engineers with an ongoing readiness plan to master and excel the intricate details of technologies before they hit the market. Recognized as technical gurus, each member of the support team is a Certified Microsoft Professional in more than one aspect of technical knowledge. Nevertheless, each member also possesses the soft skills required for effective customer communication. The team is highly trained to handle cultural and language barriers and has the know-how to effectively deal with different types of customers.

### MEA markets at hand

Since 2004 till 2007, ITWorx has been providing premium support services in MEA. With such a performance, Microsoft is increasingly gaining new markets. Consumers can find support at the tip of their fingers. With adequate support for developers in MEA, Microsoft is able to identify common issues and their root causes to resolve them in future fixes and releases. This facilitates the adoption and usage of Microsoft products as well as encourages developers and partners to build and sell solutions built on Microsoft platforms and development tools.

### EMEA trophy recognition

In 2007, ITWorx GPSD support team has won a trophy as a member of the EMEA GPSD FY07-Q1 Winner Team that achieved and exceeded the Microsoft GPSD Group's targets for the first quarter of 2007. The EMEA GPSD team has achieved a rate of 1.82 of customer net satisfaction- with a maximum of 2.0, and has won competition deals of worth more than USD 10 million for Microsoft partners during the first quarter of FY07. ITWorx excellence in partner support has been a driving force for this achievement.

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