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IBM Expands Further Into Africa, Opens Senegal Subsidiary

Emerging markets delivering significant growth

Dakar, Senegal - May 2011: IBM (NYSE: IBM) has announced the opening of a branch office in Dakar, Senegal, as part of the company's geographic expansion initiative to increase its presence in growth markets. In IBM's first quarter 2011 earnings, performance from the expanding growth markets around the world was up by 12 percent. By 2015, IBM expects to increase its revenue share from these markets from 21 percent to 30 percent.

The new subsidiary will enable IBM to deliver high-value solutions and services to meet the growing needs of clients in Senegal and West Africa, where the company is working closely with a number of business partners. IBM already serves a number of key clients in West Africa, spanning sectors including telecommunications, oil & gas, finance and government. The expanded presence in Senegal will allow the company to increase its level of service, and deliver more complex and high-value solutions such as cloud computing and business analytics.

For example, the Customs Directorate of Senegal's Ministry of Finance recently chose IBM to help modernise Senegal's import and export processes. Together with business partner CFAO Technologies, IBM is helping the Ministry put its import and export processes for 30 border crossings on-line, while also digitising its payroll and Human Resources processes. In another West African agreement with CFAO Technologies, IBM has provided a mainframe system to the Cameroon Ministry of Finance to help modernise the Ministry's payroll processes. In Nigeria, IBM is also working with several West African banks to help increase efficiencies and with Bharti airtel across 16 African countries to help transform its telecommunications operations.

"We are actively strengthening our ability to provide high-value solutions to our clients and partners across the continent, in fast growing markets like Senegal," says Mamadou Ndiaye, Country General Manager IBM Senegal. "Dakar is one of over 230 IBM branches in 54 growth market countries, and the Senegalese market offers a significant IT market opportunity with attractive conditions for doing business and established infrastructure in IT, telecommunications and transportation."

The Dakar office is part of IBM's West Africa operations and will complement IBM's other West African branch offices in Accra, Ghana and Lagos, Nigeria, which acts as a hub for business in the region. IBM has supplied products and solutions to Senegal since the 1940's.

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With offices in more than 20 African countries including South Africa, Morocco, Egypt, Tunisia, Algeria, Ghana, Nigeria, Kenya, and Mauritius, IBM is planning on significantly increasing its footprint on the continent.

An active programme of citizenship and skills development in Africa is also underway.

In Senegal, IBM is working with Cheikh Anta Diop University in Dakar and Thies University in Thies as part of a global academic programme to help teach students the information technology skills they need to be competitive in the workplace. Faculty at both institutions have been trained on a range of software products to help build skills in these areas as the courses are incorporated into the university curricula.

Through the Corporate Service Corps (CSC) initiative – a corporate version of the Peace Corps, teams of IBM employees from around the world have been deployed to several African countries to work on projects key to increasing local and national competitiveness.

The new office in Dakar was inaugurated at a ceremony on Monday.

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