

THE



Show

Survey Report 2011



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The Internet Show Middle East, 27-28 September 2011
ADNEC, Abu Dhabi, UAE

<http://www.terrapiinn.com/exhibition/internet-show-middle-east/>



The Internet Show Middle East Survey 2011

Conducted by Terrapinn Middle East Ltd

A new world order in Internet business

Welcome to the Middle East's most extensive survey into Internet strategies.

With over 900 responses from enterprise, SMB's and government, the results give us key insights into how Middle Eastern businesses are currently dealing with Internet Business issues and the challenges they face now and in the future.

Key objectives of the Internet Show Middle East Survey 2011:

Online, things change so quickly. Today's big thing will be history tomorrow. Keeping on top of this is a continuous cycle for all executives in all businesses.

In a region where the depth and breadth of experience is limited and connectivity unstable this is even more important. Enterprise and government are all eager to find new ways of doing better internet business.

The aim of the survey is to gain insight into how Middle Eastern businesses are currently dealing with internet business issues and the challenges they face now and in the future.

We want to draw out the challenges, opportunities and issues that businesses are looking to address to positioning themselves toward long term profit and competitiveness

- To understand the key market drivers for the year ahead, from a 360 degree industry view
- To draw the key challenges facing brands and their internet strategy
- Where are the areas and opportunities for improved strategy on the web
- To understand how service providers need to optimize their offering as their customers adapt their business models to manage the changes and outline future strategy





Key findings from the survey:

The findings are outlined in the following pages, and we can draw some valuable conclusions about the future of the Internet in the Middle East.

- Over 90% of Middle Eastern businesses view Digital Marketing to be their biggest challenge. They want to better understand how to improve response of these channels and how to measure and improve the ROI of the digital marketing channels.
- Over 80% of respondents are finding it difficult to keep up to date with the developments in technology and trends.
- Over 70% of respondents believe that content management, social networking and web 2.0 require more understanding, development, investment and resources within their organization.
- Over 90% of respondents feel that poor connectivity and internet speed are an issue for all businesses in the Middle East. This needs to be resolved so that Internet business can take off.
- Over 70% of respondents feel that budgets and time constraints are an issue. Businesses need to assess the alternative solutions quickly and implement them easily and within budget.
- Close to 80% of services providers say that increasing market share in the region is a priority.
- The demographics of respondents highlight that these issues are issues for senior managers, across all types of businesses and across Middle East.

The key findings will be used to create the agenda for the conferences which will take place on 27-28 September 2011 in ADNEC, Abu Dhabi. The Internet Show brings together over 3000 attendees from enterprise, SMB and government all eager to find new ways of using internet to increase sales and profit.



Please contact me should you require any further information on the survey or the Internet Show 2011.

Kind Regards,
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The biggest online challenges in the Middle East are...

Getting the most from a digital marketing strategy

- Building a social media strategy
- How to track and measure ROI
- How to capture and turn traffic into customers
- How to better manage customer data
- How to get the most out of social media strategy and is there a success matrix?
- How do you convert your Facebook fans into customers and how do you use Facebook to drive traffic to your site

Connectivity and security

- What security solutions do I need
- ISPs blocking sites and connection speeds being too slow
- Accessibility and reach
- Regulatory environment

Internal and external constraints and trying to keep up with continual development

- Lack of internal decision makers awareness and commitment, staff engagement
- Businesses and customers poor perception of the e-commerce and m-payment (security and trust)
- How to evaluate and find the leading service providers
- How to keep up with the fast changing internet market
- How to increase customer trust through your internet strategies

M-commerce and payments

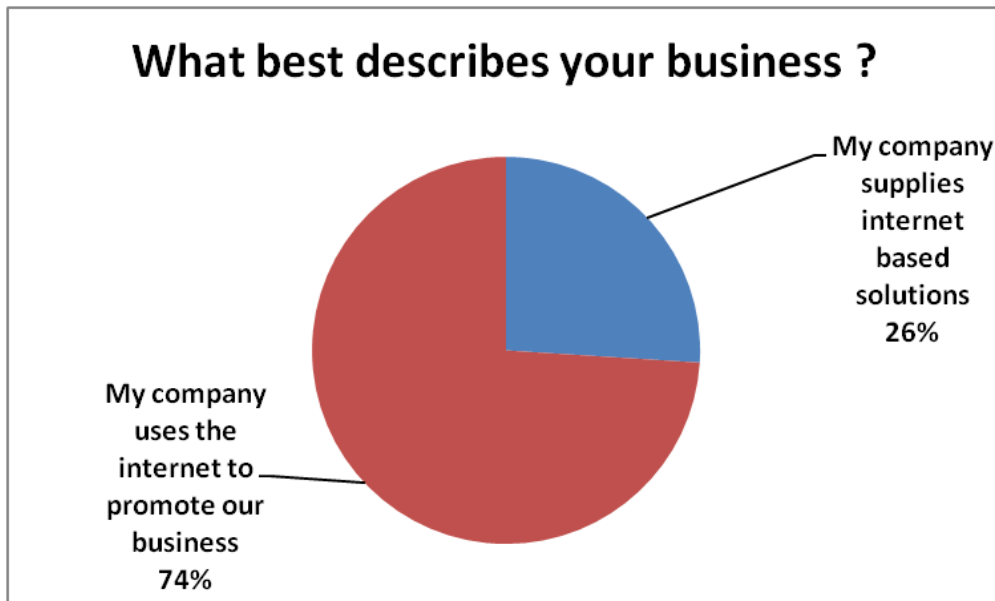
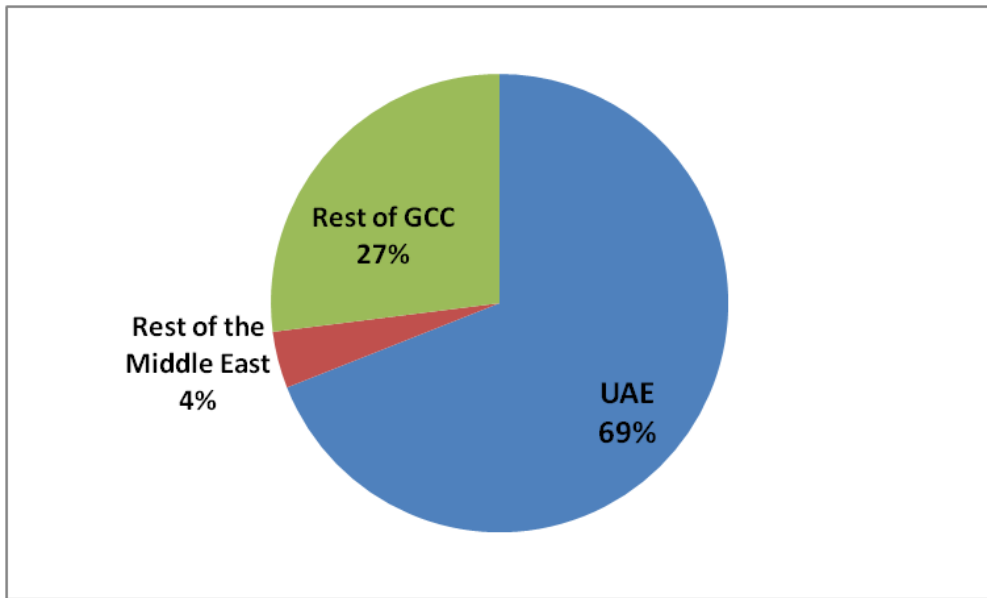
- Limited knowledge about online Payment solutions (voucher, debit card, prepaid...)
- Lack of research on Middle East users trends and behaviors

Budget and time

- No/Low allocation of budget
- Budgets are tight and so is time

Digital marketing strategy can be seen as too complicated, too expensive, and too competitive.

Who responded?





The top internet business solution being used now in the Middle East

1. Email / SMS / Mobile Marketing
2. Content Management / Web design and development
3. Information and Online Security
4. ISP's / Hosting companies / Domain Registration
5. Viral Marketing / Online PR
6. Social Networks / Blogs / User Generated content / Video/Podcasting
7. Payment providers / Mobile commerce

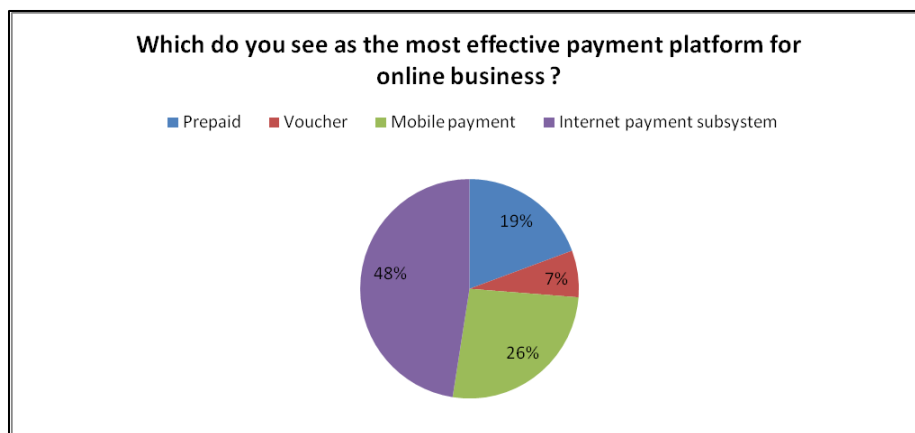
The top internet business that you'd like to start using...

1. Payment providers / Mobile Commerce
2. Viral marketing / Media planning / Online PR
3. Social Networks / Blogs / User Generated content / Video/Podcasting
4. ISP's / Hosting companies / Domain registration
5. Blogs
6. Email/ SMS / Mobile marketing

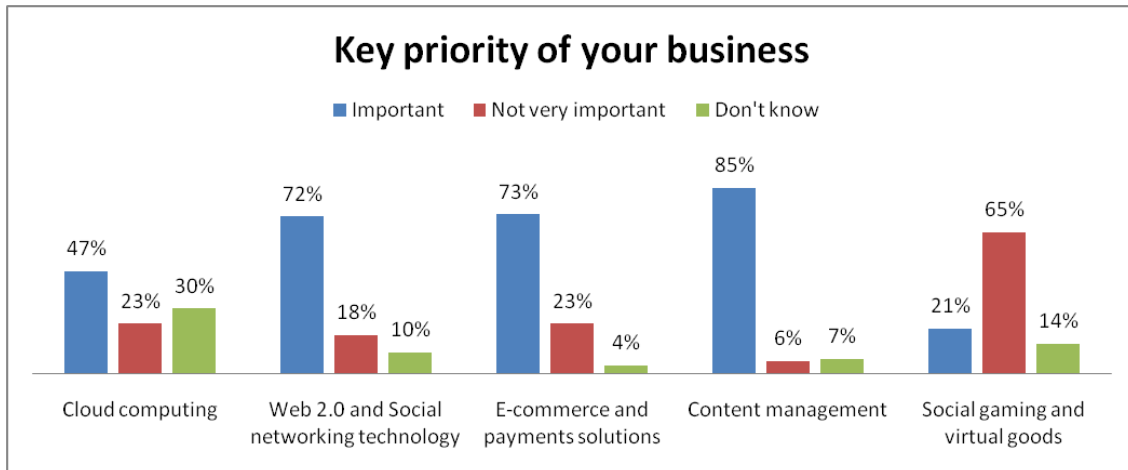
Summary

The biggest opportunity is m-commerce and e-commerce platforms

Within two years, **80% of the respondents will invest in m-commerce and e-commerce platforms and 58% of the respondents will invest on a payment gateway in the next 18 months.**



Key priorities for Middle East businesses are



Summary

Content management is the most important priority

Cloud computing are not well understood

Social Media and web 2.0 is important right now but 28% said it was not. This generally down to a lack of knowledge and understanding in this area. Many marketers are finding keeping up to date with new trends and technology difficult.

Budget allocated by Middle East businesses in the next 18 months



Over 30% of companies, in the next 18 months, are investing over \$100,000 in their online strategy. More than 50 companies are going to spend more than \$ 1 million.



What Middle East businesses want to know...

- **80% of the respondents want to know how to improve security online**
- **Over 70% want to know how to use blogging and social medias**
- **76% want to know how to use videos and generate content.**
- **85 % want to how to implement content management strategy**
- **Almost 67% want to how to generate cost savings**
- **The biggest opportunity is m-commerce and e-commerce platforms**
- **Within two years, 80% of the respondents will invest in m-commerce and e-commerce platforms and 58% of the respondents will invest on a payment gateway in the next 18 months.**

Based on what you've told us, we've created the 2nd annual Internet Show Middle East. Taking place 27-28 September 2011 at Abu Dhabi Exhibition center, this international exhibition will enable you to meet with the world leading internet solution providers from the Middle East, Europe and Asia leading solution providers of this area.

Our three seminars theatres contains over 80 free seminars covering case studies, master classes and presentations by strategic and thought leading keynotes covering the latest products and services that are guaranteed to make you buzz with ideas and help you plan your strategies and purchasing.

5 conferences with over 100 speakers. The conferences are designed to inspire you and provide you with solutions and new ideas to make your business more profitable

- e-Commerce & Payments World Middle East
- Cloud Computing World Middle East
- Social Media World Middle East
- Content Management & Streaming Middle East
- Digital Advertising World Middle East

Save the date and make sure to register online for The Internet Show Middle East 2011!

See you there!

<http://www.terrapinn.com/exhibition/internet-show-middle-east/>



Want to know more about the survey or about The Internet Show, then contact:

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The Middle East's only internet **business** event



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