



Tanfeeth and IBM announce strategic agreement

Tanfeeth, a fully-owned subsidiary of Emirates NBD, selects IBM to support delivery of service excellence

Dubai, 6 December, 2011 - Tanfeeth, a fully owned subsidiary of Emirates NBD, the UAE's largest bank, has announced a long term strategic agreement with IBM (NYSE: IBM) to support Tanfeeth as the Gulf Cooperation Council's (GCC) first shared services organization deliver excellence across the entire business value chain. IBM will provide Tanfeeth with access to its global process capabilities in services, tools and training, and manage part of Tanfeeth's delivery portfolio.

"We are pleased to announce this strategic agreement which will solidify Tanfeeth's position as the GCC's first-ever shared services organization", said Rick Pudner, CEO of Emirates NBD.

The contract will support Tanfeeth deliver real business value for its clients and in the process, drive global standards of service excellence across the region.

IBM will provide managed services for Tanfeeth's Human Resources, Finance and Administration. Tanfeeth will also use a range of IBM software applications including Business Process Management Suite, Command Centre and Time Volume Capture to improve business process management and workflow management. Additional IBM support will be provided in quality control and workforce management.

"Tanfeeth is working with IBM to provide the next generation of business process services - a blend of efficiencies, business model transformation and predictive analytics which are increasingly being delivered with an industry focus," said John Lutz, General Manager, IBM Global Process Services.

"This unique approach to business process services is gaining significant traction in emerging market regions like the Middle East where IBM's clients need to scale quickly to meet the demands of rapid growth."

Through the agreement with IBM, Tanfeeth will offer customized shared services solutions using leading technologies and process re-engineering to improve the quality and efficiency of its clients' operations. This includes enhancing back office processes and customer-facing operations, and providing broad services across finance and accounting, and human resources, including training and advisory.

"We are focused on making our clients' processes more efficient, consistent and most importantly, more fundamentally geared towards making their customers happier," said Abdulla Qassem, Tanfeeth Chairman.



“We selected IBM to help achieve this because they provide complementary skills, capabilities and offerings. We have intimate local market knowledge, while IBM offers global reach and our strategic agreement is underpinned by such compatibilities.”

Abdulla Qassem added that Tanfeeth’s competitive advantage is ensuring every change is integrated seamlessly into their clients’ value chain by investing heavily in the people, both within Tanfeeth and their client organizations, which make transformational change a reality.

Aligned with this value proposition, IBM will focus on strong change management, including extensive training and development to ease the transition for Tanfeeth employees and its clients. This includes 24-hour access to IBM’s online training solution and high-performance employees will be able to participate in IBM’s worldwide leadership training program.

This complements Tanfeeth’s own extensive training program which includes an Emirati development program to accelerate the professional development of talented local employees, ensuring they become Tanfeeth’s future leaders.

The agreement between Tanfeeth and IBM was signed in September 2011.

About Tanfeeth

Tanfeeth provides end-to-end solutions across the entire business value chain through its world-class re-engineering processes, technologies and team. Our vision is to be the leading provider of service excellence in the markets that we serve and be highly valued in the communities where we work. Our mission is to ‘wow’ customers by delivering services in a remarkable way and we invest in our team to make it happen. Tanfeeth is a Dubai-based organization and currently employs over 700 people.

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For more information on Tanfeeth, visit www.tanfeeth.ae

For more information on IBM, visit www.ibm.com

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