

## PRESS RELEASE

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### **Success for Inetum at Gitex Africa 2024 with its digital solutions based on generative AI.**

**Inetum successfully concluded its participation in Gitex Africa 2024, held from May 29th to 31st in Marrakech, during which its experts presented the latest innovative digital services based on generative artificial intelligence.**

This involvement in one of the most important events dedicated to technology and startups on the African continent enabled the company to present its latest initiatives, innovations and strategic programs for a successful digital transformation. Visitors, companies, business communities and stakeholders in the field of innovation and digital solutions were very interested by Inetum's offers, reinforcing the company's proximity to its partners and customers.

The Inetum delegation, representing all its business lines (consulting, technologies, solutions and software), demonstrated its expertise and know-how in digital transformation. This participation enabled Inetum to consolidate its position as a leader in digital innovation and solutions in Africa.

**20 conferences on Generative AI  
30 experts on the Inetum stand**

*"As a leader in digital services, our participation in Gitex Africa 2024 was a real achievement. We had the opportunity to meet many visitors interested in our local and international project management services, as well as our expertise in generative AI and offshoring projects. The launch of our GenAI Factory is proof of our commitment to continue investing to offer our customers greater efficiency. Inetum supports its customers at every stage of the GenAI project lifecycle, working with renowned partners such as Microsoft, SAP, Google, ServiceNow and Salesforce. The large number of visitors to our stand illustrates our commitment to delivering high-performance services to our customers in the shortest possible time. A success that illustrates our ambition. We plan to triple our workforce in Morocco by 2027, creating 1,500 jobs at an investment cost of 50 million dirhams (5 million euros). At Inetum, we are determined to be the partner of choice for our customers' digital transformation."* Imad Haddour, Managing Director of Inetum Africa and Senior VP Inetum Solutions for Eastern Europe and Africa.

#### **GenAI at the heart of Inetum's innovation**

With the launch of its GenAI Factory, Inetum is stepping up its investment in generative Artificial Intelligence to improve the quality and productivity of services offered to its customers, mainly in the public, financial and energy sectors.

Inetum brings together all its expertise to support its customers at every stage of the GenAI project lifecycle, from conception to deployment.

To unleash the potential of Generative AI for its customers, this project is structured around 4 main areas: acculturation, qualification, prototyping and scaling.

This project is supported by our partners Microsoft, IBM and Google, as well as Inetum's 4 strategic partners: Microsoft, SAP, Salesforce and ServiceNow.

Our services include innovative solutions, enhanced conversational experiences, simplified tools for document and knowledge management, improved business performance, financial optimizing, HR and logistics management, and employee empowerment with GenAI's co-pilots.

## Our strengths

- A comprehensive, proven methodology for GenAI
- A GenAI Hub guaranteeing best practices
- Solid experience in AI and language processing
- Industry-specific expertise

With the Inetum GenAI factory, we deploy complex use cases integrating GenAI, such as CV categorization, testing automation, tender analysis and the generation of personalized PowerPoint presentations. Our solutions integrate with major ERP systems, enabling natural language interaction with systems such as SAP, Sage or Microsoft – this transforms them into more intelligent, responsive tools, tailored to customers' specific needs, while improving efficiency and user experience.

Thanks to its FabLab in Casablanca, Inetum is positioned at the cutting edge of technological innovation, with a solution focused on generative artificial intelligence (GenAI) to accelerate business growth.

## About Inetum:

Inetum is a European leader in digital services. Inetum's team of 28,000 consultants and specialists strive every day to make a digital impact for businesses, public sector entities and society. Inetum's solutions aim at contributing to its clients' performance and innovation as well as the common good. Present in 19 countries with a dense network of sites, Inetum partners with major software publishers to meet the challenges of digital transformation with proximity and flexibility. Driven by its ambition for growth and scale, Inetum generated sales of 2.5 billion euros in 2023.

For further information, please visit [www.inetum.com](http://www.inetum.com)

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