

Press release

Casablanca, Morocco, 23 April 2021

Africa Digital Manager Award, 10 projects nominated for the final rounds.

The first ever Africa Digital Manager Award – organized by Inetum – is speeding towards the final stage. After receiving 52 entries from nearly a dozen African countries, 10 digital projects were selected for the final. The judging panel is currently assessing them. The three best Digital Managers in Africa and their projects – each representing a region of the continent – will be announced in May at an award event.

Inetum (formerly Gfi), in partnership with École Centrale de Casablanca, is organizing the Africa Digital Manager Award (ADMA) to single out companies and managers who are conducting digitalization projects in Africa. After preselecting a shortlist from the numerous entries received, a judging panel of professionals will now determine a winner for each of the three geographical regions covered by the competition – Central, North and West Africa.

West Africa

Three projects from West Africa are competing for the ADMA prize. A common denominator among them is their strong social and societal dimension, using digital technology to improve the quality of services provided to populations.

From Mali, the company **Denko Kunafoni** presents an e-health project to fight maternal and child mortality via a platform developed in local languages, which can be used to raise awareness and monitor pregnant women from a distance. The platform sends alerts on mobile phones for pre- and postnatal vaccinations. It also includes features for pregnancy monitoring, gynaecological advice, nutrition, reproductive and sexual health, breastfeeding, and awareness of infectious diseases.

The second project shortlisted for the region was developed in Benin where the company **GOMEDICAL** aims primarily to ensure general access to healthcare and simplify the patient experience. The enterprise offers a smartphone application and a web portal on which patients can make appointments with practitioners registered with the Benin medical board, and with any of the different healthcare centres that use the GOMEDICAL solution.

The third finalist for the West Africa region is a project to modernize and harmonize information systems at the Senegal social security fund (CSS) and the Senegal retirement provision scheme or **Institut de Prévoyance Retraite du Sénégal** (IPRES) by computerizing all technical, operational and support services.

Central Africa

For the Central Africa region, **Orange Cameroun** features on the shortlist with two entries:

- The first, called My Way+, is a digital interface included in the My Orange application to let subscribers personalize the packages they want to sign up for.
- The second Orange entry is in line with the organization's policy to open up access for its various target groups. The platform called Virtu'O for instance allows virtual visits to the various Orange departments and branches in Cameroun, get information on the different career options and plans that the group offers, and follow Webinars and management talks.

CotizApp Congo is the third digital project on the shortlist for Central Africa. Steered by the National Social Security Fund for Civil Servants, CotizApp Congo lets public service employees access their contribution statements, simulate their future pension amount, and manage claims to CNSSAP.

North Africa

In North Africa, four projects were nominated that all embody a digital drive encompassing various key functions in a company, from business processes to service offer and customer relations.

In the first project has been entered by the Moroccan group **Maghreb Accessoires/Autoplus**, which sees digitalization as a key growth factor for modernizing the organization and develop retail processes. Its entry for the ADMA competition presents a horizontal digitalization project that includes for instance the setting up of an SAP ERP to centralize, digitize and automate business processes that will improve the customer experience via new interactive, multichannel interfaces with real-time management and delivery tracking.

Amendis, a subsidiary of the **Veolia group in Morocco**, entered the contest with a customer-relationship project. It coincides with the launching of a multichannel platform to let Moroccan customers do all their commercial requests online, whether for the real-time tracking of contracts, group news, or topics related to the preservation of resources.

The third project is presented by **MACIRVIE**, an Algerian subsidiary of CIAR (Compagnie Internationale d'Assurance et de Réassurance). This comprehensive digitalization project includes an overhaul of the group's IT architecture and the implementation of a new in-house ERP. The group is also getting ready to launch its own international payment platform via MASTERCARD, to satisfy the growing demand of the Algerian public.

The fourth project comes from **WafaCash**, the Moroccan leader in money transfers. The plan is to develop a Mobile Money offer in Morocco and sub-Saharan Africa. The JIBI payment account offers a panel of secure, 100% digital mobile services that can interoperate with any other payment account on the market – whether to transfer money, pay bills, pay merchants, make bank transfers, or top up a mobile phone.

ADMA prize ceremony

The Africa Digital Manager Award ceremony will take place in May at École Centrale de Casablanca. The projects shortlisted by the jury will receive support in two ways – advice from expert consultants at Inetum for the winning organization, and Six Sigma Green Belt certified training at École Centrale de Casablanca for the manager who led the project.

Find everything you want to know about ADMA and the judging panel online at www.africadigitalmanageraward.com

About Inetum, Positive digital flow:

Inetum is an agile IT services company that provides digital services and solutions, and a global group that helps companies and institutions to get the most out of digital flow. In a context of perpetual movement, where needs and usages are constantly being reinvented, the Inetum group is committed towards all these players to innovate, continue to adapt, and stay ahead. With its multi-expert profile, Inetum offers its clients a unique combination of proximity, a sectorial organisation, and solutions of industrial quality. Operating in more than 26 countries, the Group has nearly 27,000 employees and in 2020 generated revenues of €1.965 billion.

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