

Press release



To the editor

November 3, 2014

Visit Cybercom at Cairo ICT 2014

Under the slogan 'In the Heart of the Future', Cybercom proudly announces its participation for the first time in Cairo ICT. The 2014 exhibition is its 18th round. The exhibition will be held on 4-7 November under the auspices of Eng. Atef Helmy, ICT Minister.

Visit us in Hall 4.

"We regard Cairo ICT an important event in the MENA region, as Egypt is considered the main gateway to North Africa. This participation is aligned with Cybercom's plan to expand its business in this region," says Sameh Soliman VP Sales and Business Development.

Cybercom will present CEM 2.0 during Cairo ICT, the new release of its customer experience management solution.

"Our CEM service starts at the right end. Benefiting from our twenty-year track record of managing and improving mobile network quality, we are launching a subscription-based service that eliminates the gap between the traditional network-centric quality indicators and the customer-centric perceived service," says Conny Karlsson, Managing Director, Cybercom International Connectivity Management.

In addition, Cybercom will take part in the IoT panel discussion 'The Internet of Things – The Application Perspective of Transforming Communities', and Magnus Karlsson, Director Advisory Service, will represent Cybercom Group.

Demonstrations:

Customer Experience Management – Cybercom will present its new CEM portal that allows telecom companies to monitor and analyse their end-user experience and perception of their service.

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Om Cairo ICT 2014

This is one of the top international events in the Middle East and North Africa covering the fields of Telecom, Information Technology, Electronics, Mobile Applications, Integrated systems, Satellite and Broadcasting, Hardware and Software, Security (information & physical), Internet, Mobile Services and related sectors.

About Cybercom

Cybercom is an IT consulting company that assists leading companies and organisations to benefit from the opportunities of the connected world. The company's areas of expertise span the entire ecosystem of communications services. Cybercom's domestic market is the Nordic region, and in addition the company offers global delivery capacity for local and international business. Cybercom was founded in 1995 and has been quoted on the NASDAQ OMX Stockholm exchange since 1999.