



Case Study

Emerging Market Development: ICT-4 Development

BUSINESS CHALLENGE

The Emerging Market Division of a multinational Information Technology (IT) solutions provider is expected to double its sales in 5 years.

The Company hires Development Finance International, Inc. to build a program from the ground up centered on securing procurement opportunities from the international development banks. Target regions include Asia, Latin America, East and Central Europe, Russia, and the CIS.

APPROACH

Managed through DFInsight™, DFI analysts assess anticipated procurement activities in the key international development banks, including the World Bank, Inter-American Development Bank, and Asian Development Bank. Activities in multiple sectors are considered, including e-governance, health, education, and trade and regional development.

Based on DFImplement™ methodologies, DFI management works with the Client to narrow focus on priority sectors (and namely in e-governance) and geographic coverage. In light of limited Client human and financial resources assigned to the Program, a strategic decision is taken to commence engagement with only two of the six institutions initially considered.

To lay the groundwork for sustained engagement with the targeted institutions, the DFI Client Manager works with key contacts at the targeted development institutions to initiate a systematic education process of Client offerings, through a combination of meetings at senior and staff levels, speaking engagements, and joint collaborations.

Training sessions with Client staff are held in corporate headquarters and in 10 priority countries. DFI staff further solidify partnerships with local companies and non-governmental organizations to ensure successful bids.

Procurement dispute processes are initiated on irregular procurement procedures, and considered for 8 tenders. DFI succeeds in securing a favorable outcome for all official disputes launched.

DFI TOOLS UTILIZED

DFInsight™

DFImplement™

DFI EXPERTISE INVOLVED

- Extensive knowledge of international development agencies
- IT sub-sector expertise
- Demonstrated success in training and communications.
- Technical procurement expertise
- Public-private partnership formation

PARTNERS

- World Bank Group
- Asian Development Bank
- Local NGOs
- Local private sector entities