



Digital transformation in the GCC

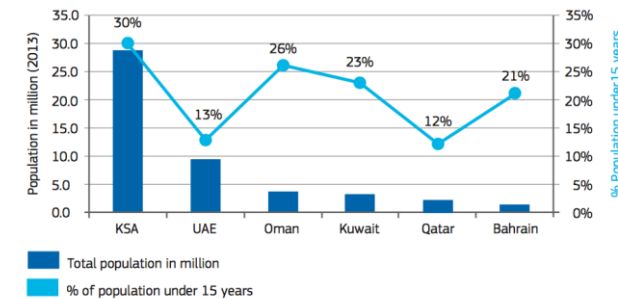
“Digital transformation is a catalyst for new business models and optimized processes for business in the GCC. It will drive a significant change in markets and strategy. Corporations in all industries, will reach to the next level of productivity and therefore competitiveness.”

- Prince Alwaleed Bin Talal Alsaud

We are on digital transformation journey

- Need for economic diversification; The beyond oil effect
- Constant growth of investment in Travel and Tourism
- Demographics
 - ✓ Millennials drive change
 - ✓ Becoming of age traveler
 - ✓ Expatriates

GCC countries' population and percentage of population under 15 years



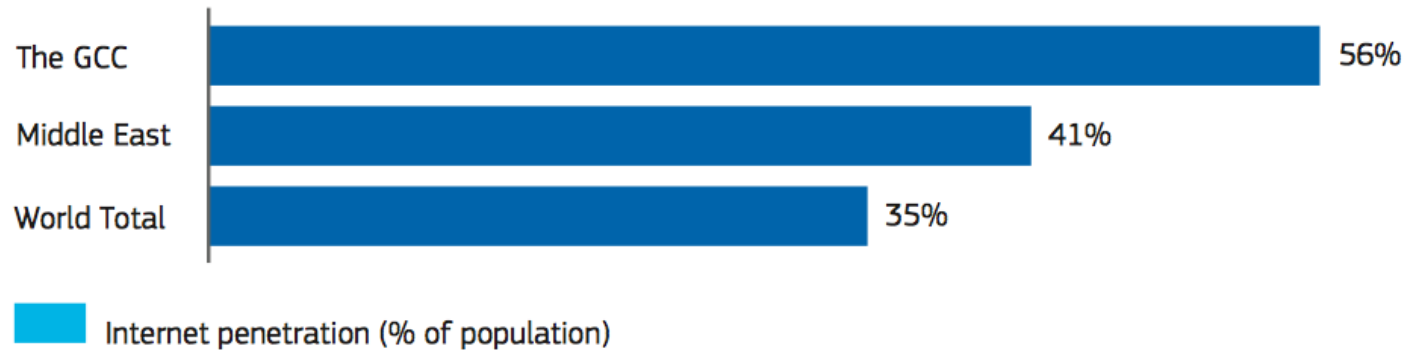
Source: United Nations and population pyramid

- Availability and penetration of technology; The empowerment of travelers
 - ✓ Leading in mobile handheld per capita
 - ✓ ECommerce platforms with a “regional touch”

We are on a digital transformation journey

- Availability and penetration of technology;
- The empowerment of travelers
 - ✓ Leading in mobile handheld per capita worldwide
 - ✓ High internet penetration
 - ✓ eCommerce platforms with a “regional touch”

Internet penetration (% of Population), 2013



Source: Internet World States

Opportunities for travel & hospitality companies, and their customers

"I think social media can become anything. It can become a customer service centre for questions or any information that companies do not have. It can also become a platform to sell, a very nice way to target the right people just like Google+. Instead of becoming a platform to push information to everyone, it's a platform where you can segment people to reach out to communities that are interested in particular areas."

– Mr. Ivan Jakovljevic, Head of Travel at Google, Middle East

- Stronger customer orientation
- Increased efficiency
- Digital Customer experience can be equal or better than traditional offline experience
 - ✓ Virtual reality
 - ✓ Dynamic packaging
 - ✓ The "Tinder Effect"
 - ✓ "Where ever, when ever, what ever...."

Challenges for travel & hospitality companies and their customers

- GCC usage of digital technology is not yet par with best practices
 - ✓ Going digital is often seen as simply the adoption of technology
- Suppliers of travel services focus purely on importing best digital practices
 - ✓ Requirement for a holistic approach
 - ✓ Synchronization between online & offline distribution and marketing
- Gap between aspiration and implementation
 - ✓ Nascent digital eco system: infrastructure and digital skills

What will we see as key changes in the GCC Travel Market

- Split between leisure and business travel will disappear
 - ✓ Gen Y
 - ✓ One channel distribution
- Roles within the value chain change
 - ✓ All parties in the digital network can be the seller
- Travelers buy where ever, when ever on the web
 - ✓ Brick and mortar disappears more and more
 - ✓ Travelers are loyal to their digital communities

How does Prizm Inc. embrace digital transformation

- Our digital transformation is a journey
 - ✓ Create holistic experiences not a sum of best practices
 - ✓ Online experience should outperform the traditional service
- Our B2B products are aimed at creating digital communities
 - ✓ Enhance loyalty by leveraging the power of digital networking
 - ✓ Leverage technology to offer more than just a trip
- Our marketing is build on digital collaboration platforms
 - ✓ Connect digital platform unlocking new segments

“At Prizm Inc., we believe that by embracing the benefits of our Digital transformation journey we can offer our customers and suppliers the connectivity they desire and enable a vision of buying travel seamlessly”.

- Benjo van Laarhoven (CEO Prizm Inc.)

Thank You

On behalf of Prizm Inc.

Benjo van Laarhoven - CEO