



Telebanking in the Middle East: Gender Mainstreaming in Private Sector Investments

Mainstreaming Gender Equality in Infrastructure Projects
Asia Pacific Regional Meeting
10-11 November 2008, Manila
Session 1: Learning from Success and Getting Results

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EastNets™ Group Mission

EastNets™ enables its customers to handle confidential transactions in an efficient and effective way.

en.abling Confidentiality

EastNets™ Overview

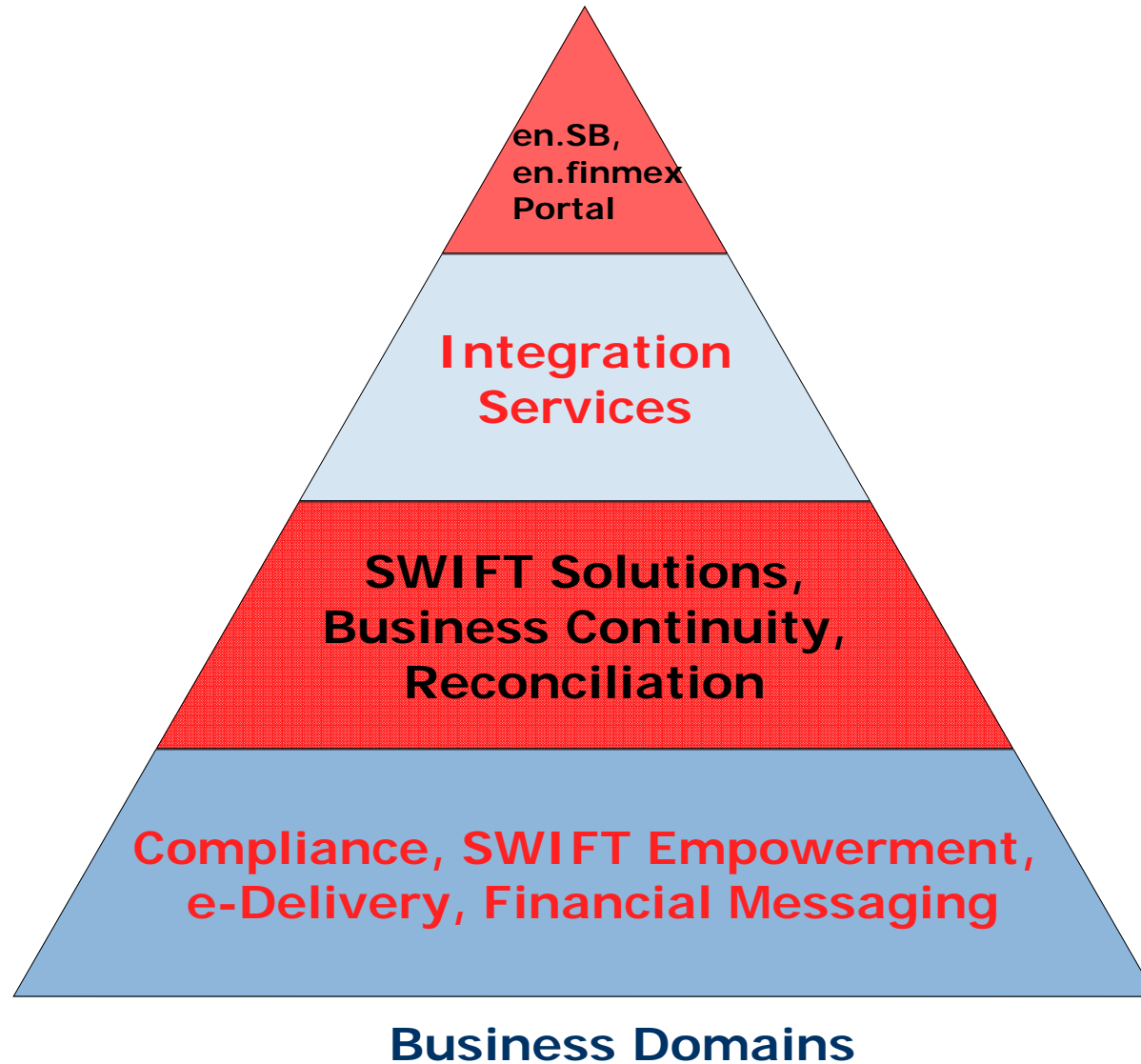


Offices

UAE (HQ)
Jordan
Turkey
KSA
Egypt
Bahrain
Pakistan

USA
Belgium
France
Netherlands
Luxembourg
Madrid

EastNets™ Group Business Areas



Eastnets End to End offering

- Products
 - Software Development
 - Quality Assurance
 - Product Development Management
- Technical Services :
 - Implementation
 - Support
 - Training and Education
- Outsourcing

The role of Women at Eastnets

- In Dubai, Jordan and Egypt, women partake actively in positions across the board
 - Executive, Senior and mid level Management (35%)
 - Customer Services (90%)
 - Technical services (60%)
 - Product and Software Development (40%)
 - Quality Assurance (95%)
 - Marketing and Sales (30%)

Outsourcing – Business Process Outsourcing

- A human resource intensive business area, and a huge turnout for female employees
- Women were a key factor in the success of this operation, and occupy positions across the board from research agent, to Data Quality Management.
- Eastnets gave an equal chance to young female graduates, and the only recruitment criteria was based on competitiveness and excellence

Outsourcing – Business Process Outsourcing

- Resources development: technical, managerial, soft skills, etc...
- Making use of the abundance of human resources, fresh graduates in these countries.
- Sustainability and continuity
- Strong drive and commitment
- Ability to compete and develop

Factors of Success

- Thriving to be an equal opportunity employer
- A competitive, yet friendly and flexible work environment
- A level playing field for women thriving to succeed in any business area, technical or managerial
- Adapting the work environment to encourage and retain talented women.
- Working closely with new talent, to mentor and coach into leading positions.
- Developing women leadership skills, and addressing gender difference related problems openly
- Instilling a culture of commitment, continuity, and confidence
- A strong teamwork environment

Implementation Issues

- A recruitment intensive activity
- Adapting the work environment to maintain and retain talent
- Dealing with cultural issues, addressing them openly, and finding a win-win solution
- Enhancing the work cycle and environment to address women evolving needs
- Using Technology to solve execution related issues
- Adopting a train the trainer approach to spread knowledge
- Sharing expertise between the regions, leveraging resources
- Virtual teams and team integration methodologies

Outcome Indicators

- Profitable operation
- Stability of female employees and long term employment relation
- Successful employees being promoted to key positions
- Proven leadership for women in managerial positions, sustainability and success
- Good reputation for Eastnets, becoming preferred employer between women, large turnout
- A repeat success story, now ready to be transmitted to other countries (Lebanon)

Way forward and Lessons Learned

- Eastnets has accumulated deep experience in offering women a competitive employment opportunity in challenging business areas
- Eastnets is building on the success of women in all positions, to enhance the ratio of women amongst employees
- Eastnets has gained reputation as an attractive workplace for women, by adapting the environment to suit the needs of women employees
- A win-win relationship between the Employer (Eastnets) and the female employees