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MIM INTERNATIONAL
CONSULTANCIES

Inside MIM

- *Brief about MIM Group*
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Inside MIM is a periodic newsletter written by MIM staff. It discusses key topics in management, consulting, auditing and accounting, etc. Since MIM is engaged in the field of management consultancies, our professionals have adequate expertise that they have gained through their years of experience at MIM. They therefore share their expertise and thoughts through this newsletter. Martten Cox, MIM sister company, is engaged in the field of auditing and accounting. Our professionals, through their experience in auditing and accounting, share updates, insights and information about auditing and accounting to keep you informed and up-to-date.

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Brief About MIM Group

MIM International Consultancies



- MIM is a specialized leading consultancy firm with over 33 years of experience in the field of feasibility studies and management consultancies serving the region's top organizations and governments.
- Our professionals are result-oriented and thrive on achieving clients' satisfaction which is the benchmark that measures our performance and success.

MARTTEN COX & ASSOCIATES Auditing & Consulting



- We offer a wide range of professional services in auditing & assurance, bookkeeping & accounting, and consultation services to small and medium sized organizations.
- Our professionals are highly educated and well trained, and are fully dedicated to serve our clients with due professional care and integrity. We do not just deliver reports; we make sure that our services will be a major contribution to your success and business development.

EBTIKARAT

- Ebtkarat is MIM representative office in Cairo, Egypt. Its core business is management and business consultancies.
- Our Ebtkarat team collaborates with MIM team in order to ensure the best quality services are provided to our clients to achieve our clients' satisfaction and maintain a long term business relationship.

IT Division

- Our IT Division is a leading software house for developing desktop, websites and mobile applications, based in Egypt and Dubai. With the use of the latest information technology and telecommunication tools we achieve targets depending on a strong technical base and carefully selected expert resources.

The US E-book Market: An Opportunity for MIM – IT Solution Products

According to the latest market study released by Technavio Research, the e-book market in the US is set to surpass USD 13 billion by 2020, growing at an impressive Compound Annual Growth Rate of 14%.

The increasing penetration of smartphones and e-readers is a critical factor that drives the growth of the e-books market in the US as these devices act as an effective platform for the wide-scale adoption of e-books. Additionally, the availability of an extensive range of e-books and good pricing policies by vendors will lead to the substantial growth of this market by 2020.

As MIM ventures in the IT Solutions industry, this will create an opportunity to drive sales growth for its two Ebtikarat Development products:

1. Book Space - cloud solution that enables publishers to deploy their catalogs of content (books, magazines, videos, etc.) securely without any need for any additional IT resources, with added features on ebook security, e-book time limit and expiration, and customer support
2. iBag Office - an innovative virtual bag that provides pioneer features to our clients of different views, Students, teachers, schools, book publishers, parents and even governmental organizations

A survey conducted by Book Industry Study Group found that during the Spring 2013 semester, 34 percent of college students in the United States illegally downloaded course materials from unauthorized websites. This is due to rise in prices of the print books in the US. According to a report by the Government Accountability Office, the costs of textbooks has been rising by 6 percent each year.

To solve this problem, MIM, in partnership with Ebtikarat Development, has created a software solution that would help mitigate e-book piracy and drive e-book revenue for publishers – Book Space.

Book Space will pave the way as new tool for educators, for ease of access and affordability without compromising security.

The 3 challenges on e-books addressed by Book Space are:

1. Content Delivery – Efficient and effective use by downloading once online and after can be used while offline – cloud or local station
2. Security – tailored for all stakeholders - publishers, authors, educational institutions. With copyright protection, has inbuilt security controls to protect against copying, printing, transferring, sharing, limited time of use
3. Control and Management – no big IT Team required, ability to create policy per content, voucher based access, use of multiple platforms per content

Book Space has complete features that would both be beneficial for students and e-book users, publishers, and educational institutions.

- Efficient, Easy to Use - with user friendly interface
- Compatible for use on iOS, Windows, MAC, Android, etc.
- Built-in and customizable security features – e.g. expiration of use, (1month, 3 months) – this is a unique feature for Book Space, where a student is only limited to use the e-book purchased for a certain period of time (e.g. one semester), and then the e-book will expire.
- Affordable

- Integrated Back-end system application to manage, redeem codes, inventory, and settle payment – for educational institutions in partnership with their book publishers
- Front-end system application to manage customer support and services
- Preserve copyright and fight piracy – students cannot copy or transfer these files
- Can build and develop interactive content – not just a text, could contain video and audio, interactive quizzes, exams, tests

Another innovative product by MIM is the iBag office. Educators and learners need a platform to access, control and manage electronic content in convenience and ease.

The iBag application provides the platform that empowers all users to acquire, deliver, create, manage and access all types of contents with ease and security. One of the most important advantages of iBag System is being able to provide asynchronous education within a virtual education environment. In iBag System, students can easily access the educational contents, which was transferred by educators to the system and take advantage of these sources by using different educational tools.

The iBag Office is the first application to manage, store and view your files from cloud, mails and from you school Campus server.

iBag Office Features:

- View and manage user Dropbox folder/ Skydrive folder
- Allow user to download files from his Dropbox/Skydrive Folders to Local Device Storage
- Allow user to open email attachment in and save the attachment in the local Device Storage
- Include unzip feature to allow user to extract email attachment in the local store and view its content.
- Include a special PDF Viewer which has many features to manage the PDF files including Print, Mail, and sharing options.
- Including a special viewer for eBook file (*.epub)
- iBag Office viewer support most of file types like images, audio, video, PDF, eBook, ibook, docx, xls, etc.
- Include a powerful Notepad tool which allow user to write his comments and send it to Printer, Mail, Facebook, Twitter, etc.
- iBag Office include a powerful Sketch book tool which allow user to draw or use free hand pen to write his comments and ideas then the user can send it to Printer, Mail, Facebook, Twitter, etc.
- iBag Office include Bookmark manager to store your favorites link and view the links directly from the iBag web viewer.

In addition to the good market perspective of e-books industry in the US, the introduction of government initiatives, such as the Open eBooks initiative by President Obama, will aid in the growth of this market until 2020. This initiative is expected to facilitate the supply of e-book titles to children from low-income families, which in turn will further enhance the prospects for growth in this market.

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