Enterprise
CHANNELS MEA

ENTERPRISE SOLUTIONS ADVISORY FOR CHANNEL PARTNERS

EMERGING TECHS:
FUELLING THE
'OILY'
INFRASTRUCTURE

BASED ON MARKET RESEARCHES, 2016 WOULD BE A DECISIVE YEAR FOR THE OIL ECONOMY AS IT GEARS UP FOR AN AUTOMATED INFRASTRUCTURE. 'INTEROPERABILITY' IS THE NEED OF THE HOUR. /24

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Oil and Gas: Not Down and Out

SANJAY MOHAPATRA
SANJAY@ACCENTINFOMEDIA.COM

Although the oil sector is down in the MEA market, the opportunity is not out. Experts are of the opinion that the sector can still bounce back. For time being they suggest some radical changes that the sector should take up in order to be sustainable. For example, they suggest the sector should focus on operational excellence, build strong trading capabilities, expand internationally in refining and advocate for subsidies reduction or removal on refined products.

As the sector is expected to invest in fine-tuning its strategy as per the suggestions, it certainly enhances the opportunity for advanced automation, cloud computing and IOT.

The existing infrastructure – mainly the datacenter will attract a lot of investment because as a core orchestrator would have strong enough to handle the maneuvering capability of the organization. Of course there are huge amount of challenges upon the CIOs to understand the scope and execute. However, they are seen taking keen interest in converged infrastructure or hyper converged infrastructure or even private cloud computing. They could realize that in order to expand quickly and provision services faster, they need these infrastructures. They are now focusing on mobile solutions for their employees for a better decision making. To some extent they had IoT solutions for a long time but now they want to strengthen it in order to bridge the gap whatsoever. So the substance is that the oil and gas sector will remain as the biggest sector to drive IT market in the region.

In this issue we have not only brought out a comprehensive study on investment opportunity for the oil and gas sector but also have done a review of the enterprise application market. This is the piece of technology, which has seen maximum evolution. Not only from the perspective of on premise to cloud but also it has adopted all the business opportunities and processes that could ever be covered and automated. Today, most of the enterprises are looking at hosted solutions and modular options. They want to invest in technologies as they grow. Therefore, solutions like S/4HANA, Qlik, etc. are taking off. And the BFSI sector is at the forefront of the investment. ↖

Enterprise CHANNELS MEA

ENTERPRISE SOLUTIONS ADVISORY
FOR CHANNEL PARTNERS

SUNIL PAUL,
CO-FOUNDER AND COO OF FINESSE

Dear Readers, Wishing you all a blessed Eid!

We are halfway through 2016 and it has been a transitional year for the region. IoT has been playing a crucial role in redefining business and automation has taken the lead, fuelling the digitization era.

The present scenario with the Oil & Gas sector is affecting businesses across the world. No doubt that, as this sector goes through one of the most transformative periods in its history, it will ultimately redefine the energy business as we know it and subsequently all businesses around the world.

While O & G companies are adjusting to the changes with smart, strategic judgment on the part of their company leaders, they are reassessing the purpose and strategic direction of the company and to find a profitable role to play in the new O&G landscape.

To be able to balance the supply and demand of oil across the world, oil and gas producers are increasingly adopting automation solutions so as to efficiently extract, store, and transport oil and gas. Various environmental regulations are also forcing oil and gas producers to implement automation solutions in the extraction process to comply with cyber security and stringent government policies and environmental regulations. This is where the oil manufacturing companies need enterprise-wide integrated applications, especially those that are integrated with ERP software. Enterprise-wide applications increase the efficiency and effectiveness of a manufacturing plant. They also enable operators to manage the entire plant automation system with real-time information.

Companies are turning increasingly to IoT and Big Data & Analytics to be able to improve decision making, gain insight into the latest threats and emerging best practices for managing them. More and more companies are adopting IoT technologies to cut costs, improve efficiencies, and optimize the use of assets. They are also moving to cloud computing, mostly a hybrid model as typically a variety of data this industry deals with is significantly sensitive.

Bottom line being – companies are looking at enterprise applications and solutions that help them improve performance, optimize supply-chain and reduce costs.

Enterprise Channels MEA, in this issue, is digging deeper into the Oil and Gas Infrastructure and Enterprise Applications.

Happy Reading!

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2016

COVER STORY

EMERGING TECHS:
FUELLING THE ´OILY´ INFRASTRUCTURE

Based on market researches, 2016 would be a decisive year for Oil economy as it gears up for an automated infrastructure.   /24

BITDEFENDER ´PAN´- WALKING HAND IN HAND WITH PARTNERS
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CANON EMIRATES BLENDING QUALITY WITH AFFORDABILITY
SHADI BAKHOUR, GENERAL MANAGER, CANON EMIRATES

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AMMAR ENAYA, REGIONAL DIRECTOR, HPE ARUBA, MIDDLE EAST & TURKEY

SYNOLOGY DISK STATION DS416 PLAY
The consumer-centric four-bay NAS server, equipped with a1.6 GHz dual-core processor with a burst frequency up to 2.48 GHz,

FEATURE STORY
Embarking on Industrial Transformation with Enterprise Applications /32

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CHANNEL STREET

DELL'S INNOVATIONS TO BRING SUPER-COMPUTING POWER TO MAINSTREAM ENTERPRISES

Dell unveiled advancements to its high-performance computing (HPC) portfolio, including the availability of new Dell HPC Systems, early access to innovative HPC technologies, technology partner collaborations, and successful global customer implementations.

"While traditional HPC has been critical to research programs that enable scientific and societal advancement, Dell is mainstreaming these capabilities to support enterprises of all sizes as they seek a competitive advantage in an ever increasing digital world," said Jim Ganthier, VP and GM, Dell Engineered Systems, Cloud and HPC.

EMC Survey Pinpoints Critical IT Hurdles

EMC revealed results from a new UAE-based study exposing increasing concern among business and IT leaders over the inadequacy of their current IT infrastructure and the skills of IT professionals as organizations plan to run a customer-focused business. According to the study, 72% of respondents say the greatest IT challenge for businesses today is the need to transform to a service–based business, followed by the ability to extract value from greater volumes of data. Ranking second is leveraging the opportunity to enable real-time business operations. In addition, five years from now, more than half of the respondents want to launch products, services and applications in half the time it takes today.

Cisco Partners with KSA to Accelerate Digitization

Following a meeting between Saudi Deputy Crown Prince Mohammed bin Salman, Cisco Executive Chairman John Chambers, Cisco Chief Executive Officer Chuck Robbins and Cisco Saudi Arabia Managing Director Abdullah Al-Swaha, Cisco signed a Memorandum of Understanding (MoU) with the Saudi Ministry of Commerce and Investment that sets a roadmap for an accelerated pace of digital transformation in the Kingdom.

The MoU serves as a partnership framework and underlines Cisco's strategic commitment in support of Saudi Arabia's efforts to drive digital transformation at a country-wide level. Digitization will play an important role as the Kingdom focuses on diversifying its economy and achieving its ambitious "Vision 2030" agenda, launched last April.

"This partnership reflects the Saudi government's priority focus on embracing digital transformation and capturing the many opportunities presented by country digitization," said Dr. Majid bin Abdullah Al-Qasabi, Minister of Commerce and Investment for Saudi Arabia. Through their partnering, Saudi Arabia and Cisco will identify a number of collaborative opportunities in areas that include developing national IT infrastructure, accelerating business innovation, stimulating startups and enhancing research and education.

John Chambers, Cisco's Executive Chairman said, "The government and leadership have shown great appreciation of the importance of digitization as a pathway to prosperity and to the achievement of their vision. This lays a strong foundation for Kingdom's success and we are honored to collaborate closely with them to realize the immense benefits that Saudi Arabia's accelerated digital journey will deliver."
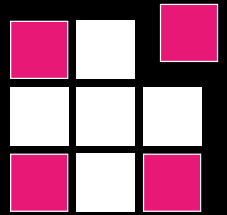
BT and Fortinet Empower Firewalls & MSS

BT and Fortinet signed an agreement that will integrate Fortinet's FortiGate enterprise firewalls into BT's global portfolio of managed security services. The agreement confirms BT's worldwide status as a Fortinet Managed Security Services Provider (MSSP) Platinum Partner. BT customers will benefit from the protection provided by Fortinet's Security Fabric architecture and BT's global reach and expertise in managed security services. Ken Xie, Founder, Chairman of the board and CEO, Fortinet said, "BT's global reach combined with our intelligent and adaptive Security Fabric are a powerful combination, which underlines our success together in the fast-growing worldwide managed security services market."

MARK HUGHES, CEO BT SECURITY

SAS EXTENDS PARTNERSHIP WITH RAKBANK FOR ANALYTICS SOLUTIONS

After the successful collaboration and implementation of anti-money laundering (AML) solution in 2015, SAS and RAKBANK have expanded their strategic partnership to include the adoption of SAS Analytics.

By employing SAS Enterprise Miner and SAS Enterprise Guide, RAKBANK will be able to build predictive models in managing its marketing campaigns that allow customers to receive relevant offers at the right time using the right channel. Based on accurate data mining using SAS Analytics tools, the Bank can enhance marketing strategies by launching targeted campaigns instead of mass promotion, SMSs and emails.

FUJITSU ACCELERATES DIGITAL TRANSFORMATION WITH CLOUD SERVICES

DUNCAN TAIT, DIRECTOR AND CORPORATE EXECUTIVE OFFICER, EXECUTIVE VICE PRESIDENT AND HEAD OF EUROPE, MIDDLE EAST, INDIA & AFRICA AND THE AMERICAS AT FUJITSU

Fujitsu revealed the ongoing global rollout of its next-generation IaaS and PaaS cloud service, Fujitsu Cloud Service K5. This is the first cloud computing platform that enables digital transformation through seamlessly integrating traditional IT environments into new cloud-based technologies. The new Fujitsu cloud service accelerates application development and brings together enterprise-grade reliability, performance and scalability with the cost efficiency of open source-based cloud technology. Duncan Tait, Director and Corporate Executive Officer, Executive Vice President and Head of Europe, Middle East, India & Africa and the Americas at Fujitsu said, "Fujitsu Cloud Service K5 enables customers to embrace digital transformation, by combining the economics of open source with the robustness of enterprise-class systems and a wealth of platform services."

HID GLOBAL REINFORCES ITS COMMITMENT TO ME

HID Global, is opening of its new office in Dubai, UAE. It will serve as the company's regional head office, and will be responsible for sales and service across the Middle East and Levant.

Wisam Yaghmour, Director of Sales, Middle East and Africa with HID Global. "HID Global has been serving the Middle East market for close to a decade, and the region is now one of our key growth markets. We have experienced significant business success since we first began our operations here, and we now look forward to taking our success to the next level. We pride ourselves on delivering cost-effective, customized solutions that cater to each and every customer demand, and we look forward to working more closely with both our partners and customers."

WISAM YAGHMOUR, DIRECTOR OF SALES, MEA_HID

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60 SECONDS

Pure´s Path to 'Evergreen' Storage

Pure Storage unveiled new enhancements to Evergreen Storage. Pure has added significant enhancements to the Evergreen Storage model, enabling customers to acquire, run and non-disruptively upgrade storage now with even more comprehensive investment protection.

The new Capacity Consolidation program helps customers expanding their storage capacity to simultaneously consolidate older, less dense flash storage and receive trade-in credit for that older storage – meaning customers can break free of the cycle of constantly re-buying storage they already own during upgrades. Additionally, with the new Right-Size Guarantee, customers can bypass the risk and guesswork of buying storage with data reduction and instead purchase directly on an effective capacity basis, just as their requirements indicate. Matt Kixmoeller, Vice President, Products, Pure Storage said, "By guaranteeing effective capacity for our custom-ers, Pure eliminates risks associated with data reduction and simplifies the buying process so that they can purchase with confidence and begin transforming their business immediately. "

MATT KIXMOELLER, VICE PRESIDENT, PRODUCTS, PURE STORAGE

BIOMETRICS WILL REVOLUTIONIZE HOW WE PROTECT OUR PRIVATE DATA FROM THEFT

The recent International Trends in Cybersecurity Report by CompTIA found that almost 50 per cent of UAE businesses had experienced at least one IT security breach in the previous 12 months, with reliance on cloud computing and mobile technology forcing a change in security practices. Around 60 per cent reported a mobile-related security incident, including lost devices, mobile malware, phishing attacks, and staff disabling mobile devices' security features.

axiom Managing Director, Faisal Al Bannai. "Your very identity is at risk of theft, yet a worrying number of users fail to activate their phone's security features. The inconvenience of entering a PIN every time the user wants to unlock the phone is often cited as a reason for this. Using biometrics to unlock the phone can remove this inconvenience and help keep data secure, with fingerprint security already gaining acceptance." Popularized by Apple's TouchID feature, fingerprint recognition is now a common feature on higher-specification phones. It allows users to unlock a phone with a single touch, just as convenient as unlocking it by swiping a finger across the screen. A report from market intel-ligence firm Tractica has noted 2015 as being a 'tipping point' for mobile biometrics, with fingerprints emerging as the most common form of biometric authentication. Tractica predicts the number of mobile phones being shipped with fingerprint recognition will surpass one billion per year globally by 2021, representing 34 percent of the market.

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Scale-out Storage Redefined

SUREN VEDANTHAM, MANAGING DIRECTOR, STORIT DISTRIBUTION.

Tintri unveiled its new scale-out storage platform in the MENA to enable enterprises and cloud service providers (CSPs) to build their own Amazon-like cloud infrastructure for diverse virtualized workloads. The new platform forms the foundation for the industry's largest all-flash scale-out, with support for up to 160,000 VMs, 10 petabytes of capacity, and 6.4 million IOPS, for less than $1/GB. Unlike traditional scale out storage the Tintri solution can support tens of thousands of VMs, perfect for any enterprise or growing organization. There is also added bonus of Tintri's predictive analytics which will automate the entire process and guarantee QoS," commented Suren Vedantham, Managing Director, StorIT Distribution.

FUJITSU'S STORAGE SOLUTIONS AWARDED IN DCIG BUYER'S GUIDE

Fujitsu's ETERNUS storage line-up has been awarded top rankings in a comprehensive study of utility storage array systems carried out by leading independent research firm DCIG. Ken Clipperton, DCIG Lead Analyst, Buyer's Guides said "These multi-protocol unified storage systems are recommended for large scale data consolidation efforts due to their combination of highly available, dense, scalable storage capacity and enterprise data services at an affordable cost per GB. We also consider the smaller Fujitsu ETERNUS disk arrays, the DX200 S3 and DX100 S3, to be an excellent choice."

Bitdefender's ´HOTforSecurity´ Bags the Grand Prix

Bitdefender's security blog, ´HOTforSecurity´, has received the Grand Prix Prize for the Best Overall Security Blog at this year's European Security Blogger Awards in London.

"We are honored by the award, and pleased that we beat our performance from 2015, when we won The Best European Security Blog award at Infosecurity London. ´HOTforSecurity´ is officially now the best security blog overall. This award recognizes our efforts to bring readers the hottest security news each day and to always emphasize real news on our blogs. Nominated and voted for by the public, with votes added by judges including Infosecurity Europe Hall of Fame member Jack Daniel, journalists Matthew Schwartz and John Leyden and others, ´HOTforSecurity´ beat 20 other security blogs nominated in this category," said ´HOTforSecurity´ Project Manager Bogdan Botezatu.

The ´HOTforSecurity´ blog is Bitdefender's educational blog for end-users and families concerned with computer security and details upon the latest scams and malware trends in the industry. Initially born in 2008 as Malware City, the project addresses a worldwide audience. In 2012, Malware City changed its name to ´HOTforSecurity´ and has been running with the same editorial team and visual identity ever since. Winner of two Infosecurity Blog awards in a row, ´HOTforSecurity´ will be relaunched with a new design, and a dedicated section for the Internet of Things.

EVANSSION JOINS HANDS WITH RUBRIK

Evanssion has expanded its solutions portfolio by signing a distribution agreement with Rubrik. The agreement enables Rubrik to expand its presence in the Middle East and Africa, while allowing Evanssion to broaden its portfolio and serve a greater variety of requirements. "Rubrik is the game changing innovation for data protection in the last two decades, and the company's steep growth in North America has proven that," said Bipul Sinha, Rubrik Co-founder and CEO. "The demand for our solutions has increased significantly, and we are excited to partner with Evanssion to bring our solutions to customers in the Middle East."

"Evanssion's strategy is to provide its partners with a strong and diverse portfolio, by bringing vendors that offer differentiation in their solution offerings, Rubrik brings a new approach to data management and protection with its solutions that has helped organisations simplify and meet their stringent data management requirements. Our aim is make this technology available, so organisations can benefit from Rubrik's end-to-end data protection solutions." said Dilip Kalliyat, President of Evanssion.

Rubrik has also announced the appointment of IT industry veteran Karl Driesen, as Head of EMEA Sales. As the former Vice President, EMEA at Palo Alto Networks, Driesen built a team of over 200 employees and a US $200M business in five years. Most recently, Driesen was a Vice President with Elastica.

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Symantec Acquires Blue Coat

Symantec and Blue Coat have entered into a definitive agreement under which Symantec will acquire Blue Coat for approximately $4.65 billion in cash. With the acquisition of Blue Coat, Symantec will enhance its leadership position to define the future of cybersecurity and set the pace for innovation industrywide and protect customers against more cyber threats, with best-in-breed protection, detection and remediation across endpoint, email, web, network and servers, and bring together a formidable scale of investment in cyber R&D and threat research.

GREG CLARK, CHIEF EXECUTIVE OFFICER OF BLUE COAT

MICROSOFT'S BIZSPARK PROGRAMME GATHERS REGIONAL STEAM

Microsoft Gulf called on regional start-ups to strongly consider the cloud as a means of easily scaling up their business operations, citing several UAE success stories as proof that, through Microsoft's BizSpark programme, enterprise-level technology tools were no longer out of reach for SMEs.

Samer Abu-Ltaif, General Manager, Microsoft Gulf. "The BizSpark scheme is chartered to provide companies with the right tools – software, services, cloud computing – and the right training, to turn their ideas into thriving enterprises. "

MOVEMENTS

WILLIAM LARGENT appointed as the new CEO of Veeam

IFS has named LUIS ORTEGA as Managing Director for MESAA operations.

KARL DRISEN is the New Head of Sales for Rubrik

Xerox Corporation names JEFF JACOBSON as CEO

NUMBER GAME

75%

of Organizations are at Significant Risk of Cyber Incidents acc to RSA Research

WEB CLIPS

FAST LANE SIGNS UP WITH MICROSOFT AS SILVER LEARNING PARTNER

Fast Lane Computer Consultancy is a Microsoft Silver Learning Partner in the Unites Arab Emirates. Fast Lane has also enrolled into the Software Assurance Voucher Program (SATV). These vouchers can help prepare IT staff to deploy, manage, and support the newest Microsoft software releases and get the most out of the customer's technology investment.

MEDITECH CERTIFIES COMMVAULT'S DATA MANAGEMENT SOFTWARE

MEDITECH has certified Commvault's data protection and recovery solution for its EHR system with Hewlett Packard Enterprise (HPE) 3PAR Storage Arrays. With this certification, healthcare providers will have access to a fully integrated and modernized data management solution that can backup, archive and recover MEDITECH applications, as well as clinical, business and other applications and data, both on premise and in the cloud via MEDITECH's network of solution integrators and hosting service providers.

STME FINDS A PARTNER IN VERITAS TECHNOLOGIES

STME signed a new partnership agreement with Veritas Technologies LLC to provide clients in the Middle East with the company's market leading solutions, NetBackup for backup and recovery. The loss of organizational data and information can occur in various forms, from hardware failure, security breaches, cyber-attacks, human error, and natural disasters are some of the common causes.

TERADATA'S CUSTOMER SATISFACTION INDEX ANALYTIC SOLUTION

Teradata has introduced the Customer Satisfaction Index (CSI) Analytic Solution from Teradata. The CSI Analytic Solution identifies triggers and instances pertaining to negative, positive or neutral customer experiences. Multi-genre advanced analytics, with the expert, surgical fusing of path, pattern, sentiment and behavior clustering analysis, results in data-driven illumination into the catalysts of customer satisfaction. The solution operationalizes analytic insights with template modification, and applies algorithms that can be run by any business user .

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FireEye's first EMEA Mandiant M-Trends Report

FireEye released the first Mandiant M-Trends EMEA report. M-Trends EMEA drills down into the statistics collected during investigations conducted in EMEA by Mandiant's leading consultants in 2015 and details leading cyber trends and tactics threat actors used to compromise businesses and steal data. Some of the key findings include: , EMEA businesses can't rely on local agencies to receive a notification of compromise, many organisations in EMEA were re-compromised within months of an initial breach.

"With threat actors targeting EMEA organizations with a multitude of motives from strategic intelligence to media impact and brand damage, concerns around advanced cyber threats have swiftly spread from the IT department up to the boardroom. This, coupled with the fact that some EMEA governments are at various levels of maturity with their national CERT

STUART DAVIS, DIRECTOR AT MANDIANT

capabilities / mandate has resulted in businesses being under tremendous pressure to detect threats themselves and, according to our statistics, they simply have not been quick enough to do so. " said Stuart Davis, Director at Mandiant

QUALYS UNVEILS PCPA

Qualys unveiled Qualys Private Cloud Platform Appliance, a new managed on-premise security and compliance solution packaged in a groundbreaking form-factor for medium-sized companies. This newest member of the Qualys Private Cloud Platform (PCP) family offers the same robust private cloud security and compliance services with scanning capacity in a new high-performance, purpose-built 1U appliance.

"The new PCPA allows us to extend our security and compliance solutions to more effectively compete in environments where our current private cloud offering is too expensive for mid-sized companies," said Philippe Courtot, Chairman and CEO of Qualys.

DELL SAFE-GUARDS TODAY'S SHAPE FITTING CYBER THREATS

Dell has launched SonicWALL Capture Advanced Threat Protection Service, which enhances organizations' ability to safeguard against today's shape-shifting cyber threats.

Taking a first-to-market, adaptive, multi-engine sandboxing approach, Dell Security is incorporating the VMRay third-generation Analyzer threat detection analysis engine with the Lastline Breach Detection platform and the Dell SonicWALL Sonic Sandbox threat analysis engine, to deliver a three-layer level of defense that organisations need to safeguard against today's unknown threats. The triple combination of VMRay Analyzer and Lastline Breach Detection with Dell SonicWALL Sonic Sandbox sandbox-ing engines, which analyses suspicious objects in parallel, delivers a virtually evasion-proof security solution that not only analyses the file and reports malicious file behavior, but automates security by blocking malware at the gateway until a verdict is determined.

Curtis Hutcheson, GM, Dell Security said, "With the new Dell SonicWALL Capture service, Dell Security is offering the most effective advanced persistent threat (APT) prevention solution in the market, and this service a significant proof point in our strategy to integrate best-of-breed partners into our Connected Security platform."

OOREDOO SPEEDS UP QATAR

Ooredoo launched its new 1Gbps Fibre plan, the fastest fibre service available in Qatar, as the company continues to upgrade its nationwide Ooredoo Supernet. Waleed Al Sayed, CEO Ooredoo Qatar said, "Ooredoo continues to set new records with our big, fast network, and our on-going investment in our state-of-the-art Fibre network means that our customers can enjoy incredible 1Gbps Fibre speeds for the first time." The service has been designed in cooperation with HPE Aruba and GBM, and ensures that cus-tomers can access the Ooredoo Supernet at top speeds across their homes.GBM will act as Ooredoo's service partner to ensure trouble free installation and operation.

Qatar has become one of only 10 countries in the world able to provide this fastest-ever Fibre connection for homes. With the new fibre connection, customers can download a 30 minute 4K quality movie in three minutes and a two hour HD movie in two minutes.

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GE 2016 Global Innovation Barometer's Insights

GE unveiled the UAE results of its 2016 Global Innovation Barometer, which explores how business leaders and members of the public perceive the opportunities for and barriers to innovation in a changing complex global environment. Now in its fifth year, the research surveyed 2,748 senior business executives and 1,346 informed publics across 23 countries. In the UAE, the survey covered 100 C-level business executives. Rania Rostom, Chief Innovation Officer for GE in the Middle East, North Africa & Turkey said, "The UAE Innovation Barometer findings showcase the success of the UAE government's National Innovation Strategy, which is focused on accelerating innovation to become one of the world's leading knowledge economies. There is a strong readiness amongst leading business executives in organizations across the country to invest and collaborate on innovation initiatives." Several questions in the latest survey discussed the importance of digital technologies. UAE executives are 'digital ready', with 58% of the respondents, 11% higher than the global average, recognizing the strategic value of data and analytics. Additionally, 82% have already increased their ability to analyze large amounts of data – up from only 50% in 2014.

VEEAM POSITIONED IN GARTNER'S LEADERS QUADRANT 2016

Veeam Software has been positioned by Gartner in the Leaders quadrant of the June 2016 Magic Quadrant for Data Center Backup and Recovery Software. This 2016 "Magic Quadrant for Data Center Backup and Recovery Software" is a refocus and update to the "Magic Quadrant for Enterprise Backup Software and Integrated Appliances" that was last published in June 2015. The renamed Magic Quadrant and updated market criteria are in response to Gartner client requests to focus more on backup and recovery software for the upper midsize to large enterprises that protect data center workloads managed by data center personnel.

Ratmir Timashev, CEO of Veeam said, "As Gartner states, 'A fundamental sea change is occurring in the backup and recovery market. For vendors to have long-term success, they must plan to address the legacy requirements of traditional backup and recovery, while looking to expand their integration with and exploitation of emerging applications, hypervisors, snapshot and replication technologies, and public cloud capabilities."

Veeam announced a 24 percent year-on-year (YoY) growth in total bookings revenue for Q1 2016, further demonstrating the industry's growing appetite for Availability. With 75 percent YoY increase in total bookings revenue from large-sized deals,

EHDF, NETCURE & LOGRHYTHM LAUNCHED A CYBER DEFENSE CENTRE

eHosting DataFort launched a Cyber Defense Centre based in the UAE. The Cyber Defense Centre will offer customers a portfolio of Managed Security Services (MSS) along with Remote Managed SIEM Services. The announcement was made at a seminar hosted along with Netcure and LogRhythm.

The seminar discussed growing popularity of Managed Security Services which covers Advanced Threat Protection, Incident Management and Response, DDoS Protection, Endpoint Security Management, etc. The importance of Managed Security Services and how customers can benefit from end-to-end security lifecycle management was also outlined.

"We have always worked towards educating our customers about technology innovations that will help them grow their business. With the need for specialized skills required to tackle security issues, Managed Security Services can help curtail budgets. It will also have professionals look into the highly specialized areas of Information Security," said, Yasser Zeineldin, CEO, eHosting DataFort Seeking to highlight the growing importance of Managed Security Services (MSS) to an audience of CIO's in the UAE, eHDF also conducted a survey to track MSS trends in the region. Among the findings of the survey, 18% indicated interest in Managed Data Loss Prevention, 26% in Cloud Security and 29% in SIEM in 2016. 15%, 29% and 21% respondents also indicated interest in Vulnerability Management, Advanced Threat Protection and Mobile Security respectively.

TP-LINK TO HOST CHANNEL ROADSHOW IN SOUTH AFRICA

TP-LINK Technologies will host a channel partner roadshow in conjunction with distribution partner Corex in South Africa later this month.

Will Liu, General Manager, Africa at TP-LINK Middle East and Africa (MEA), said "We have decided to host a multi-city roadshow with our distributor Corex to strengthen our channel business in South Africa and to use the events to introduce new products in the networking and mobile devices space. The market is open and any brand has a chance to do business and succeed in South Africa. What has made TP-LINK to experience rapid acceptance of the brand is our commitment to developing quality products that are backed by our own manufacturing and R&D centres across the globe." Liu pointed out that South Africa is one of the fastest growing networking markets in MEA for the company and it's vital for TP-LINK together with Corex to give partners an update on wide ranging issues including the new products and technology that will be introduced in 2016.

He explained that despite the challenges in the PC sector, the networking sector across MEA has continued to grow and South Africa has been one of the top performing markets for TP-LINK in this geography.

Data Cell Breathes Ease into MRHE Smart Government Website

Mohammed Bin Rashid Housing Establishment has launched a new website to deliver housing, financial, business, information, employee and smart services to users with utmost convenience. DataCellwas responsible for the development of the portal and paid particular attention to making the website user-friendly for those with special needs and disabilities, while also incorporating the latest security methods and technologies to ensure protection against malicious attacks. Fadi Abu EkabCEO at SCOPE IS said, "DataCell brings over 16 years of experience and a unique offering dedicated to the governmental sector thanks to our comprehensive understanding of their needs and standards. We have built robust solutions and tools to address all requirements of the Dubai Smart Government."

Sami Abdulla Gargash, CEO of MRHE said, "This website facilitates effective communication between the working team in the establishment and the customers, and allows for follow-up on application progress, and management as well as prompt replies to customers' suggestions and comments in regard to various housing services."

SAMI ABDULLA GARGASH, CEO OF MRHE

NILE AIR ADOPTS AMADEUS' COMPLETE AIRLINE IT PORTFOLIO

Nile Air extended its contract with Amadeus to expand the scope of the airline IT services that they use. Nile Air is now the first in the Middle East to use Amadeus' complete Airline IT portfolio, which provides end-to-end IT solutions for carriers of all sizes, including small to mid-size airlines. Apart from Amadeus' complete Altéa Suite and the Amadeus Digital Solutions, Nile Air has now gained access to four key new features — revenue management, revenue accounting, mobile web and loyalty management — that will boost operational efficiency and save the airline money.

The new multi-year agreement gives Nile Air access to a fully integrated IT system with instant communication, so the airline can make revenue decisions in real time.

TATA COMMUNICATION LAUNCHES WIFI+

Tata Communications, a leading provider of A New World of Communications™, launches Wi-Fi+, a new Wi-Fi® cloud communication solution, which enables mobile network operators' customers to access the internet for calling, messaging, and data applications more seamlessly than ever. Through access to more than 21 million Wi-Fi® hotspots globally, the new solution allows mobile network operators (MNOs) to offer their customers a high-quality mobile experience – whether at home or abroad – and generate additional revenues from Wi-Fi® services.. Costing just a few dollars per month per user to mobile network operators, Wi-Fi+ enables mobile network operators to bring their customers unlimited calling, messaging and data over high-quality, secure Wi-Fi®. It harnesses Tata Communications' Cloud RTC expertise and iPass's more than 21 million Wi-Fi® hotspots in more than 100 countries, creating a huge meshed network of borderless, global connectivity. It requires users to log in just once – after this, they are automatically connected to the closest participating Wi-Fi® hotspot, even if they travel to a different city, country or continent.

"Wi-Fi+ marks the next step on our mission to enable truly seamless mobile communications on a global scale," says Christian Michaud, Senior Vice President of Strategy, Product and Business Development at Tata Communications' Service Provider Group. "Our new solution tackles this issue head-on. It opens up new revenue streams for MNOs without CAPEX investment, and allows users to keep in touch through voice, messaging and video, or even stream music – without fear of bill shock, both at home and abroad."

MENA PUBLIC CLOUD SERVICES TO GAIN MOMENTUM

The public cloud services market in Middle East and North Africa (MENA) region is projected to grow 18.3 percent in 2016 to total $879.3 million, up from $743.1 million in 2015, according to Gartner. Business process as a service (BPaaS), the largest segment of the cloud services market in MENA, is expected to reach $261.3 million in 2016, a 6 % increase from 2015. The cloud management and security services market is the fastest growth segment, with 2016 revenue on pace to grow 27.5 percent from 2015.Software as a service (SaaS) is expected to grow 26.6 percent in 2016 to reach a revenue total of $210 million.

"We continue to see a shift from legacy IT services to cloud-based services. Organizations are pursuing a cloud first strategy driving market growth. The growing interest in the reduction of data center build-outs, being replaced by the public cloud, will drive faster growth of the cloud market now and in the future. The growth in cloud management and security is a testimony that cloud related services, in addition to the core cloud services, are critical to cloud adoption. Organizations will look for increased automation and management of these cloud assets, as well as focus on the security aspects of consuming public cloud," said Sid Nag, Research Director at Gartner.

BITDEFENDER

´PAN´- Walking Hand in Hand with Partners

Bitdefender's Partner Advantage Network was recently ranked 5 stars by the CRN's 2016 Partner Program Guide.

Bitdefender is a global security technology company that delivers solutions in more than 100 countries through a network of value-added alliances, distributors and reseller partners.

Since 2001, Bitdefender has consistently produced award-winning business and consumer security technology, and is a leading security provider in virtualization and cloud technologies.

Through R&D, alliances and partnership teams, Bitdefender has elevated the highest standards of security excellence in both its number-one-ranked technology and its strategic alliances with the world's leading virtualization and cloud technology providers.

Bitdefender's success is no accident. The history of commitment, innovation and close cooperation with the partners has allowed Bitdefender to become a world-leading force in cyber-security.

The Bitdefender Partner Advantage Network (PAN) was created several years ago as a key element of the Bitdefender strategy. PAN's role is to facilitate a streamlined relationship with all the Bitdefender partners.

The Bitdefender Partner Advantage Network program has three membership levels: Bronze, Silver and Gold. The benefits and requirements increase as the Bitdefender partners gain experience in selling and delivering Bitdefender solutions. Whether partners have a direct business relationship with Bitdefender or a relationship through a regional distributor, the commercial conditions remain the same.

Bitdefender is committed to the financial success of its partners, and offers different margins (according to partnership level, marketing funds, and product promotions) to partners that perform well and have potential for even better results. Bitdefender also maintains a close relationship with the distributors who implement the partnership program structure that may increase the profitability of Bitdefender resellers.

As Bitdefender stands poised to pull even further ahead of the competition in 2016 and beyond, never has there been a better time to become a Bitdefender partner. Access to #1 ranked technology, ease of doing business, and revenue protection are awaiting those with the drive to succeed.

The Bitdefender Partner Advantage Network offers a wide range of benefits to reward partners. These benefits include sales and marketing tools, financial protected incentives, new opportunity registration, leads program, competitive training and certifications, hands-on training, Not-For-Resale (NFR) licenses, partner visibility on bitdefender.com, and use of the Bitdefender Partner logo for added marketing strength. Benefits depend on the partnership type and level in the Partner Advantage Network.

Bitdefender's channel program, the innovative Partner Advantage Network, has proven particularly profitable for partners around the world. The company works closely with them to deliver its world-leading Internet security technology, backing them with comprehensive support, a global reputation for excellence, integrated tools and lifetime recurrent and protected revenues. For this reason Bitdefender's Partner Advantage Network was ranked with 5 stars by the CRN's 2016 Partner Program Guide.

If you share Bitdefender's commitment to

■ AHMAD TELLO, CHANNEL MANAGER, BITDEFENDER

excellence, and believe solid effort should be well rewarded, then you already share an important philosophy with Bitdefender! ⬏

Emerging Techs:
Fuelling the 'Oily'
Infrastructure

The 3rd Platform technologies have already made their way into the Oil and Gas sector and its daily operations. Based on market researches, 2016 would be a decisive year for the Oily economy as it gears up for an automated infrastructure. Hence, 'Interoperability' is the need of the hour.

■ BY: ANUSHREE DIXIT <ANUSHREE@ACCENTINFOMEDIA.COM>
■ PHOTO: SHUTTERSTOCK

Mobility, connectivity and automation technologies are changing the technical horizons of the Oil and Gas sector like never before. Studies have found a deeper reliance of the oil and gas sector on enterprise grade back- end systems and applications that opened a whole new world of opportunities in connecting and structuring this information and most importantly, automating the entire process. The increased investments in technology, for obvious reasons, is in line with the aspirations of the GCC organizations to cut down on the CAPEX models and promote more OPEX models of business. The GCC region´s fiscal budget has always been heavily dependent on the Oil revenue. The increasing precariousness of the oil prices has put the nations on a phase of uncertainty. UAE has already been moving steadfast in the direction to become a non-oil economy. The complex market situation has driven the need for the oil and gas sector to opt for cost effective models, thereby driving the need for digitization. The rapid growth of the cloud, automated equipment, and IoT driven platforms have been redefining the sector and opening up new gateways for technology vendors to penetrate the

MARKET RESEARCHES ON TECHNOLOGY TRENDS IN OIL AND GAS

CLOUD

Global cloud-based applications in oil and gas market is expected to grow from US$2.7bn to US$5.1bn with CAGR of 13.6 per cent by 2019.
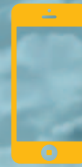
MOBILITY

Global mobility management by oil and gas industry to grow at a CAGR of over 23% during 2015-2019

SECURITY

Oil & Gas companies will spend almost $2 billion on cybersecurity worldwide by 2018 The global big data market in the oil and gas sector is projected to see a recorded growth of 30.6 per cent CAGR between 2016 and 2020.

SERVICE

The oil and gas security and service market size is estimated to grow from USD 26.34 Billion in 2015 to USD 33.90 Billion by 2020, at an estimated Compound Annual Growth Rate (CAGR) of 5.2% from 2015 to 2020.

COMMUNICATIONS

The global oilfield communications market to grow from USD 2.6 Billion in 2015 to USD 3.7 Billion in 2020, at a Compound Annual Growth Rate (CAGR) of 7.4% during the forecast period of 2015-2020

FADY YOUNES
ACTING MANAGING DIRECTOR,
CISCO UAE

"It is critical that companies understand the inherent security of the cloud and ensure that they choose a cloud provider that has the best security policies and solutions in place and follows industry best practices."

HESHAM EL KOMY
SENIOR DIRECTOR, INTERNATIONAL CHANNELS, EPICOR

"New technologies can lower the cost of finding, drilling and moving the product – how much of this will be done on-premises vs 'as-a-service' though, is still open for debate."

RICCARDO PALUMBO
KUWAIT COUNTRY GENERAL MANAGER AT GULF BUSINESS MACHINES

"Oil & gas companies will increasingly compete on the quantity and quality of their data and we strongly believe that their ability to analyze, integrate, and act upon data will differentiate the winners from the losers."

GLOBAL AUTOMATION TRENDS IN OIL AND GAS

Timeline for Adoption

Phase 4 (two decades): 100% autonomous penetration, utopian society

Phase 3 (2018 to 2022): Complete autonomous capability

Phase 2 (2015 to 2019): Limited driver substitution

Phase 1 (now to 2016): 'Passive' autonomous driving

Technology Penetration

2012 2013 2014 2015 2016 2017 2018 2019 2020 2021 2022 2023 2024 2025 2026

Source: Company data, Morgan Stanley Research

RAY MCGROARTY
GLOBAL DIRECTOR FOR ENTERPRISE UC SOLUTIONS, POLYCOM

"We've developed and open integration approach to media analytics solutions and services, aligning with our longstanding philosophy for open standards."

PRABHU RAM CHANDRAN
DIRECTOR OF WEB NMS

"Though automation in O&G has been there for a long time now, centralizing multiple ground site operations and exercising remote control is now order of the day."

industry with cutting edge technologies.

TECHNOLOGY GOING THE OILY WAY

"ICT is a fundamental part of O&G be it upstream, downstream, transport or logistics, ICT is embedded – it will also be a vital part of its future. New technologies can lower the cost of finding, drilling and moving the product – how much of this will be done on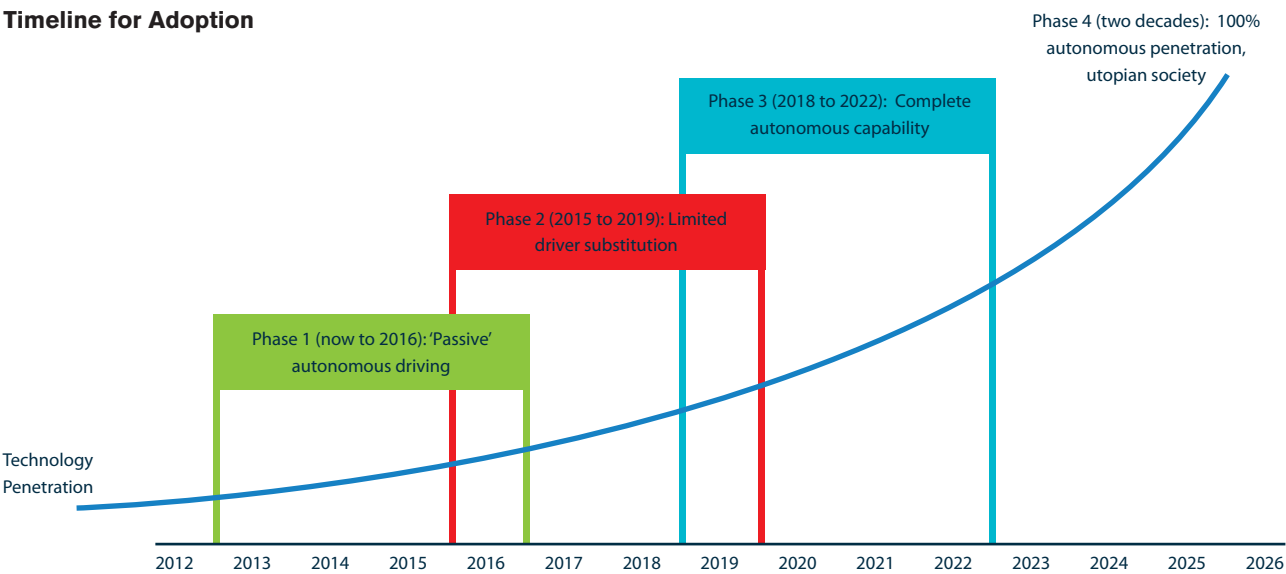-premises vs 'as-a-service' though, is still open for debate," says Hesham El Komy, Senior Director, International Channels, Epicor. According to Ray McGroarty, Global Director for Enterprise UC Solutions, Polycom, oil and gas companies are continuously expected to liaise with external partners and customers (whether that be governments, environmental agencies or disaster response services). "They want to be able to use their AV investment externally as well as internally, so open standards-based technologies are vital. Good integration with the wider UC ecosystem is always a much-asked for requirement; a range of endpoints and solutions that natively integrated with Skype for Business are essential for an attractive oil and gas proposition," he adds.

"Recent market surveys are showing that despite the low oil price, the majority of the companies in the petroleum sector are investing and will continue to invest on mobility, IoT, and big data, and analytics to achieve their business objectives and reduce their costs. The 'hybrid cloud' will be the infrastructure model that will enable and support the digital transformation of the oil & gas sector, unleashing the power of

CISCO

Cisco's Connected Pipelines solution, keep exploration and operations costs low with instant visibility into huge volumes of data through Real-Time Analytics with Cisco SAP HANA and interconnect a wide variety of applications and access sensor-level information in real time with Cisco's Wireless Refinery Solutions. O&G companies can meet production targets and reduce downtime by making it easier for multiple users to share applications at the same time across multiple job sites, incorporating video surveillance, radio, chat, and Cisco WebEx with Collaborative Operations solutions and help workers in the field and experts in the office collaborate easily in real time on ruggedized devices with Cisco's Field Expert Collaboration for Oil and Gas.

SOLUTION PORTFOLIO

POLYCOM

To enhance workplace communication between employees at the oil rigs and offsite HQs, the Polycom RealPresence OTX Studio offers an uncompromised experience with stunning visuals, truly life-like audio and interactive content collaboration. The Polycom RealPresence Mobile, also play a vital role in accelerating incident response time for employees working offsite or from remote locations. RealPresence Mobile adds a video conferencing element to smartphone users, thus enabling face-to-face collaboration with colleagues regardless of location.the Polycom RealPresence Distributed Media Application (DMA), which is a unique network-based virtualisation application for managing & distributing calls across collaboration networks.

WHAT THE CIO SAYS

MUBARIK HUSSAIN,
HEAD OF IT AT PETROSERV

Big Data, Analytics and IoT are emerging technology area's in the Oil and Gas sector. They have the ability to revolutionise the way companies do business and can offer access to large volume, real-time information that can give companies a competitive edge. For the CIO, collaborating across the business to enable the required information to be generated and collected requires strong collaboration and leadership to ensure all parties work together so there is a detailed and accurate assessment of business needs. Ensuring the technology and platforms are in place and that they are secure is a pre-requisite to supporting big data, analytics and IoT technologies and requires investment from companies. Upskilling staff to utilise and maximise the benefit of these emerging technology is also a challenge as business and IT skills will need to developed as well.

the new IT," says Riccardo Palumbo – Kuwait Country General Manager at Gulf Business Machines.

ENERGIZING THE SECTOR WITH EMERGING TECHNOLOGY

As digitization has taken the industry at lightning speed, the Oil and Gas sector too has established itself on new maps of technical competitiveness. The developmental pipeline has been rich with all the 3rd platform technologies taking centre stage, specially the Big Data and IoT. IoT can no longer be termed as an emerging technology as it has made its way to the intricate operations of Oil and Gas. Key vendors who have been working closely with the sector are very positive about their IoT experiences. "IoE applications can remotely sense, monitor, and automate dangerous tasks, such as high pressure testing, to alleviate resource shortfalls. In an industry characterized by far-flung operations in often-harsh environments, the IoE can "send" experts virtually to any

location and accelerate production by minimizing downtime," says FadyYounes, Acting Managing Director of Cisco UAE.

According to Hesham El Komy, from high performance computing for searching for Oil and aiding drilling, to the Internet of Things (IoT), the O&G sector has been a fast mover when it comes to adopting IT to gain the competitive edge.

Integration with legacy systems is another key feature as per PrabhuRamchandra, Managing Director of WebNMS. "Administering customized solutions for multiple requirements might pose a huge challenge both practically and financially. Days of siloed solutions are becoming extinct. Enterprises are looking to bolster margins with smart solutions that can address varied problems with a reliable, one-stop solution. The humangous task of monitoring and managing various aspects of oil exploration, extraction, refining and distribution can be brought together by one, single platform that easily fits into the existing infrastructure. IoT should be flexible enough to touch upon the key pain points by merging

with existing legacy devices as well as new age systems," he states.

BIG DATA IN OIL AND GAS

As mentioned earlier, the Oil and gas sector has been going through excessive documentations and information. The sector being heavily data driven, innovation and collaboration was essential to bridge the digital gap and drive the data to business intelligence."Data analytics-driven insights will drive the opportunity for process change and optimization. In many cases, these insights will foster transformative rather than incremental changes in business and operational processes. By using Analytics, O&G can reduce downtime, support expansion, ensure high availability, support disaster recovery, and begin to realize the true power of the Internet of Things" says Fady. Data Analytics and Data management play a pivotal role in improvements ranging from increased uptime and recovery rates, to better decision-making, to enhanced refining capacity, to reduced lifting costs and cost overruns, and more. The ability for analytics to generate actionable business insights is largely dependent on the information available for analysis. Too often in the O &G industry, however, organizational "silos" deny or limit access to this information — severely curtailing the potential impact of data analytics for many firms, he adds. "Rich media analytics supports the workplace of the future where visualisation, virtual teams and the velocity of information needs to be managed in a very natural way. Organisations with innovative teams know the exhilaration of reducing time-to-market, cutting out unnecessary processes and costs resulting in the production of better products for their customers through improved collaboration," says Ray McGroarty, Global Director for Enterprise UC Solutions, Polycom.

"Companies are now moving the IT architectures to the 3rd platform (mobility, cloud, IoT) focusing on IT innovation to achieve cost reduction, process improvement, and holistic management of big data originated by multiple sources. Last but not least, IT security is always an area of concern for CIOs," says Riccardo.

FINALLY

Based on our conversation with leading players and industy veterans, though all the 3rd platform technologies have exploited the oil and gas industry, it is IoT all the way for future. IoT is termed to be the harbinger of operational value and superlative business benefits; be it sensors or gateway devices, connected oil fields and IoT platforms are the fuel for the next gen oily infrastructure! ↖

CISCO

Drop the IT-Centric Mindset: Securing IoT Networks Requires New Thinking

While IT and OT were once separate networks, they're now simply different environments within a single extended network, but by no means are they the same! Cisco rethinks IoT on a new platform.

■ SCOTT MANSON, CYBER SECURITY LEADER FOR MIDDLE EAST AND TURKEY, CISCO

The Internet of Things (IoT) has become a popular topic of discussion amongst security company executives, analysts and other industry pundits. But when they begin discussing the technical details, it quickly becomes evident that many of the most experienced security professionals still approach IoT with an IT-centric mindset.

That's because they believe IoT is mostly about the billions of new connected objects. While the dramatic increase in the number and types of connected objects certainly expands the attack surface and dramatically increases the diversity of threats, they're only part of the IoT security challenge. In addition, the convergence of the organization's existing IT network with the operational technology (OT) network (e.g., manufacturing floors, energy grids, transportation systems, and other industrial control systems) expands the depth of security challenges and makes threat remediation remarkably more complex.

The architectures, operational needs, platforms, and protocols are vastly different for each of them, which drive radically different security needs for each of them. As a result, security architectures, solutions, and policies that have proven effective for years in the IT world often don't apply in OT environments, so attempting to enforce consistent security policies across the extended network is doomed for failure.

Protecting data confidentiality is IT's primary concern, so when faced with a threat, their immediate response is to quarantine or shut down the affected system. But OT runs critical, 24×7 processes, so data availability is their primary concern. Shutting down these processes can cost the organization millions of dollars, so the cost of remediation may be greater than simply dealing with the aftermath of an infection. In addition, because OT is a human-based operation in what can be dangerous working conditions, their focus is on the safety of their operation as well as their employees. As a result of these main differences, the two groups approach security in completely different ways. While IT uses a variety of cyber-security controls to defend the network against attack and to protect data confidentiality, OT views security more in terms of secure physical access, as well as operational and personnel safety.

Securing IoT networks must go beyond today's thinking. Rather than focusing on the individual security devices, they need to be networked, so that they can work together to produce comprehensive, actionable security intelligence. By combining numerous systems, including cyber and physical security solutions, IoT-enabled security can improve employee safety and protect the entire system from the outside, as well as the inside. As a best practice, IT should maintain centralized management over the entire security solution, but with a high level of understanding of the specific needs of OT. Based on that understanding, they need to enforce differentiated security policies to meet those specific needs, and provide localized control over critical OT systems.

At the end of the day, IT and OT need to work together for the common good of the entire IoT implementation – thereby driving truly pervasive, customized security across the extended network. ⬉

Addressing the Ever Changing Security Needs

Bulwarks, SecurEnvoy and Linoma Software bring together the power of 3 in satiating the needs of modern workplace document collaboration and security. Excerpts from the Bulwarks Channel Enablement Session.

MR. FABIAN GUTER,
BUSINESS DEVELOPMENT MAN-AGER, EMEA, SECURENVOY

"Innovation brings the risk of getting distracted and this we do not allow. We concentrate on our authentication solution and carefully add functions and add-ons."

MR. TERRY HEATH,
HEAD OF BUSINESS DEVELOPMENT, LINOMA SOFTWARE

"Any partner that recommends Go Any where knows they are recommending the best MFT solution in today's market."

MR. JOSE THOMAS MENACHERRY,
MANAGING DIRECTOR, BULWARK TECHNOLOGIES

"Channel development and growth into focused territories across GCC and Middle East has been our constant endeavor."

Bulwark along with its key vendors, SecurEnvoy and Linoma Software,came together for the first time to organize a channel enablement session consisting of Sales Training and a complete product dissemination and demonstration for partners in the Middle East and GCC region. The Bulwark Partner Forum discussed how to best succeed in the IT security market with SecurEnvoy (Token-less Two-Factor Authentication solution) and Linoma (GoAnywhere Managed File Transfer) products.Jose Thomas Menacherry, Managing Director of Bulwarks says, "In many instances,

we have acted as an Authorized Support Center for many of our vendors in our product portfolio. In the highly competitive IT Security Distribution market and keeping well-paced with ever changing Security landscape in the region, we have been successful in the introduction of niche Security Technologies which addresses customer pain areas and provides a complete end to end solution to their ever-growing and changing Security requirements.

Mr. Fabian Guter, Business Development Manager, EMEA, SecurEnvoy says, "SecurEnvoy provides a solution that can be implemented very quickly without a big initial investment – thanks

to our subscription license- and without huge infrastructure requirements. By using devices that the users already have the deployment is as easy and quick as sending out an email."

Mr. Terry Heath, Head of Business Development, Linoma Software believes that channel partners can help their clients deliver not only regulatory compliance: but also enable them to reduce costs and introduce greater efficiency "GoAnywhere helps modern enterprises by bringing all their legacy systems and disjointed practices into one central location, where it can be automated and controlled from a central location. ↖

GITEX

Startups

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Embarking on Industrial Transformation
with *Enterprise Applications*

The Enterprise Application market of the region is a burgeoning market. Many organizations have invested in modernizing their processes by deploying enterprise applications to ensure seamless operations. There is always a confusion in the mind of the decision makers when it comes to SaaS and on premises application . The global nature of contemporary businesses paves way for having an application which is easy to access, provides tight security and generates data in real-time.

■ WORDS: SONAL LUNAWAT <SONAL@ACCENTINFOMEDIA.COM>

Re-enterprisation ' is the next thing driving the modern businesses. In the last one year there has been tremendous adoption of enterprise applications across the world. The sudden eruption of SaaS has led to a competitive market shifting towards the services and making the storage, facilitation and backup processes a much easier task ensuring that the enterprises concentrate on their core business. However, the question arises is how viable and practical is the use of SaaS? What challenges does the SaaS market deal with?

As per Grand View Research the global enterprise application market size is estimated to be worth USD 259.51 billion by 2022. Enterprises across the world continue to invest and revamp their applications in order to stay upbeat with the competitors after all it is one of the key factor to get that extra edge in the market.

SNEAK PEEK INTO MEA'S EA MARKET

There is an upward trend witnessed in the region due to modernization, functional expansion and digital transformation. There has been continued investment by the Government as well as large companies to deploy enterprise applications

HESHAM EL KOMY
SENIOR DIRECTOR, INTERNATIONAL CHANNELS, EPICOR

"Most of the small and medium enterprise companies in the region are yet to fully embrace and reap the benefits of enterprise applications."

ALI HYDER
GROUP CEO, FOCUS SOFTNET

"A significant number of enterprises are looking at lowering total cost of ownership by availing of the shared cost model in the adoption of business applications,"

STEPHEN FERNANDES
EXECUTIVE VICE PRESIDENT - TRANSSYS SOLUTIONS

"With the advent of Enterprise Apps most organizations have completed the automation of their back office as well as client facing systems,"

either as software, cloud based model or on premise. "UAE has been an accelerated market for Enterprise Applications since few years and is one of the region's fastest growing. Lot of strategic plans by Government and private sectors have led to the increase in modernization, which pushes the level of international competitiveness to next level", said Suresh Ananthasubramanian, Service Delivery Manager, Emitac Enterprise Solutions.

Organizations require portability of data with real time accurate information, this paves way to enhancements in the field of mobility, providing access to crucial information in a swipe and on the go. Customers are looking for ready-made solutions which provide ease of usage and guarantee high levels of security. Stephen

Fernandes, Executive VP, TransSys Solutions commented on the region's shift from on premise to cloud based solutions, "We see a significant shift from On-premise applications to Cloud based application. Security and confidentiality of data is a high priority."

The application market for consumer applications is stronger than enterprise applications, however the trend is changing with the new innovations, IoT, real time computing and mobility. According to Ali Hyder, Group CEO, Focus Softnet, "Customers across the region are demanding highly specialized systems which are mobility enabled, and available on both enterprise and cloud platforms." Comparing the enterprise application market with the consumer applica-

tion market Suresh Ananthasubramanian said, "Currently Enterprise Applications doesn't feature majority of functionalities on mobile. We are expecting the future release to have features and functionality that is compatible with mobile."

From a Gartner's report purchased by Epicor, Hesham El Komy, Senior Director, International Channels, Epicor revealed, "According to Gartner, the Enterprise Software market in the Middle East, India and Africa, which includes ERP, SCM and CRM will reach $1.7bn in 2016, and is forecasted to reach $2.7bn by the end of 2019. Breaking this down, the Middle East will make up a large portion, expecting to reach in excess of $500mn this year.

No two businesses are alike, and every vertical

ENTERPRISE APPLICATION MARKET

SOLUTIONS
CRM, ERP, SCM, BI, BPM, CMS, EAM

GEOGRAPHY
Europe
North America
Asia Pacific
LAMEA
Etc

VERTICALS
Government
BFSI
Manufacturing and services
Retail
Healthcare
Education
Telecommunication
Etc

DELIVERY MODELS
On-premise
Cloud Based Model

ON-PREMISE APPLICATION

- Long implementation
- Expensive customization
- IT Resource dependent
- Expensive upgrades
- Added hardware costs
- Easier to cope with security hassles
- Long time to new versions

CLOUD BASED APPLICATION

- Rapid time to value
- Non-technical configuration
- Little IT involvement
- Frequent upgrades
- No hardware costs
- Security concerns
- Subscription billing
- Limited customization

CHALLENGES INVOLVED IN SAAS

01 Enterprises do not read the agreement carefully and therefore at times are unware of what they are actually signing up for.

02 Sometimes organizations end up paying for what they normally should not be paying for. Choice of plan should be made on the basis of business requirement.

03 Some vendors do not provide a service agreement which poses a problem in the future.

04 Not knowing how their SaaS provider platform operates and what state they are in is a big concern.

05 Hidden costs are always a grave issue (exit costs, integration costs etc.) It is better to clarify cost related terms before signing your SaaS provider.

06 Not knowing data rights .

07 Lack of control that businesses have over SaaS software services.

08 Relying on strong internet connection.

09 Security of sensitive data and the access of data by the right people within the organization.

10 Data portability is a challenge when it comes to deployment of SaaS .

BENEFITS OF ENTERPRISE APPLICATIONS

- Better customer engagement
- Inventory management
- Quality management
- Supply chain management
- Reduction in cost
- Easy flow of business information

CHALLENGES INVOLVED IN ENTERPRISE APPLICATIONS

- Post deployment complexities
- Supportability aspect of software
- Cost of supporting complex app
- Data migration from legacy models
- Complex planning
- Security issues

ORGANIZATIONS OFFERING ENTERPRISE APPLICATIONS

EPICOR
Epicor provides a full enterprise suite that covers all the modules including Financial Management, Customer Relationship Management, Sales Management, Human Capital Management, Service Management, Product Data Management, Project Management, Production Management, Planning & Scheduling and Supply Chain Management.Epicor solutions are based on a service-oriented architecture (SOA) and Web services technology.The flagship product is Epicor ERP.

SAGE
Sage business management solutions include Sage X3, Sage 300, Sage 50 Accounting Software, and Sage CRM. Sage's focus is on HTML5 that will assist its efforts in providing services and solutions through cloud computing. The Safe X3 platform is based on components that can be installed on secured servers, protected by firewalls, and uses http secured connections, and is bolstered by user authentication processes.

PINNACLE SMART TECHNOLOGIES
Vertical-specific solutions catering to industries like trading, distribution, manufacturing, construction and the likes. In particular, the Wondersoft range of solutions cater to a plethora of retail scenarios including pharmacies, restaurants, supermarkets, apparel, clubs and many more. Enterprise Suite is part of their ERP Solutions while in the retail segment the Wondersoft range of solutions integrates ERP solutions.

FOCUS SOFTNET
Focus delivers a plethora of solutions on the mobility platforms as well as traditional platforms through both enterprise application and cloud mediums. Focus' range of products, over 14 so far, are all encompassing solutions built and deployable as modular silos allowing for complete flexibility based on the end-client requirement.

EMITAC ENTERPRISE SOLUTIONS
Power BI is what Emitac is focusing on. The solution is cloud ready, provides real-time dashboard updates, has a unique feature called Native language query and gives a live 360degree view of the business from anywhere. They also provide industry specific solutions using Microsoft Dynamics.

TRANSSYS SOLUTIONS
Customer Experience Management, Enterprise Planning and Budgeting, Analytics and Mobility are the key focus areas for TransSys. They also develop PaaS and SaaS extensions for ERP, HCM and CxM.Delivers solutions across several industry verticals especially for Airlines, Banking, Real Estate, Retail and Communications.

GEORGE THOMAS
MANAGING DIRECTOR, PINNACLE SMART TECHNOLOGIES.

"Enterprise Applications have a tremendous impact on organizational efficiency and quiet periods are ideal for implementation of these."

REGGIE FERNANDES
VICE PRESIDENT –SAGE X3 AND REGIONAL DIRECTOR SAGE MIDDLE EAST

"Customization and multi-language are features that we believe are intrinsic for our products, especially in the Middle East region."

SURESH ANANTHA SUBRAMANIAN
SERVICE DELIVERY MANAGER, EMITAC ENTERPRISE SOLUTIONS

"We are expecting the future release to have features and functionality that is compatible with mobile."

$50.8

IDC predicts SaaS enterprise application will be a $50.8 Billion market by 2018

needs different solutions to overcome their challenges, Ali Hyder said, "The enterprises of the region have understood the importance of specialized apps for specific business needs and have accepted the limitations of generic "off-the-shelf" apps. The organizations in the region are proactively investing in business process documentation and re-engineering and then investing in bespoke solutions to suit their specific needs."

As the MEA enterprises compete in the global sphere what matters is the use of complex applications which provide simplicity of usage and protect sensitive information be it on premises or SaaS.

THE OUTBURST OF SAAS

IDC predicts the worldwide SaaS CRM applications market will be worth $19.8B by 2018, attaining a CAGR of 19.6% in the forecast period. On-premise CRM enterprise applications are projected to drop from $14.7B or 64.6% of the market in 2013 to $12.1B or 38% in 2018, attaining a negative CAGR of -3.90%.

George Thomas, MD, Pinnacle Smart Technologies, rightly calls Software-as-a-service a disruptive technology, stating the benefits of SaaS he said, "SaaS offers sophisticated functionality without entailing any upfront capital expense. Users do not have to face the hassles of software installation or maintenance. SaaS apps can be accessed from anywhere anytime on a system connected with the Internet."

Analyzing the current business needs, Stephan Fernandes said, "For organisations, it is an opportunity to move non-core applications to the SaaS, which eliminates capital investments by shifting to an Opex model."

The elaborate and extremely viable model of SaaS may be quite appealing and may interest organizations, but SaaS is like a two-edged sword, with its ease in scaling, maintenance and upgrades it can be accompanied by problems related to security, integration, data portability etc.

According to Reggie Fernandes, VP, Sage-X3 & Regional Director Sage ME said, "On the flip side though, security is a major concern to our clients when it comes to SaaS. To allay their fears, we hold consultations and workshops with them."

The knock of SaaS on the doors of the enterprises is like an opportunity bell however with hidden challenges.

FINALLY

The enterprise applications will serve as a backbone for business needs, as it is a necessity for this digitalized world. User experience on mobile interface as well as security will decide which apps will take the lead. Integration and middleware will play a key role when it comes to the enterprise application market. As customization of applications happens rapidly there surely is a vast scope and investment one can expect from the enterprises in the coming years. Fast, easy, modern and customized applications will be the focus of enterprises. Cloud based applications is the future of the market. SaaS deployment will continue to rise and adopted by mid-sized and small scale businesses. Large organizations and government will still remain reluctant to shift their crucial information on a software platform managed by service providers.

CANON EMIRATES

Blending Quality with Affordability

"We have groomed our business significantly in print production this year compared to last year, we grew our business in Q1 by 157% in terms of units installed in UAE"

■ SHADI BAKHOUR, GENERAL MANAGER, CANON EMIRATES

The World of Canon Emirates

Canon Emirates has had a successful Q1 quarter despite the volatility around the region. Being extremely positive about Canon Emirates' performance in the region Shadi commented, "There was a little stability in the beginning, decision makers were extremely cautious in the start, which led to certain delays but then all fell in place. We are annuity based model. We managed to close a very successful Q1 compared to last year. Despite the fact that colored print market is shrinking by 70% and black and white by 7% we are continuing to grow."

Management Softwares is a part of Canon Emirates' sustainability and retaining environment. Talking about the future strategies Shadi said, "This year we have introduced 3 things-First we have unveiled 12 new printing devices; Second we have enhanced our MPS to cover other solutions; Finally, the operation of Canon Business Services as our consulting arm. These are our main focus for 2016."

"We are moving into different levels of content management and we launched Canon Businesses Services in the beginning of the year, it is the consulting arm of Canon Emirates. It is consulting, proposing and executing with fruitful results. We are targeting 5 main verticals in this region when it comes to consulting- Government, Hospitality, Oil and Gas, Construction and Manufacturing," commented Shadi on the

consulting arm of Canon Emirates.

The much talked about Toner and Cartridge campaign started by Canon Emirates is a part of the Canon Emirates' strategy to re-use, recycle and preserve the environment and be responsible citizens of UAE. Talking about this drive Shadi informed about the drives' timely enhancements and having a better market reach for such activities. Canon Emirates has also communicated to their clients about their vital role in achieving H.E. Sheikh Mohammed bin Rashid Al Maktoum's vision of 'Smart' Dubai, by using smart solutions and the practice of e-Invoice which is praised by the clients.

"We have launched our partner program last year and we are more into direct operations, our partners are very selective. We have 4 lines of business; in each line of business we have 1 or 2 partners acting as channel. We want to cater to the untapped markets too, some of our partners are more experienced in what they do, so we contemplate on what they can contribute to our experience and what we can give them from our knowledge. We have signed two new partners this year. Dynagraph as our partner was one of the biggest signing this year", said ShadiBakhour on the partner roadmap of Canon Emirates.

Revamping the Printing Experience

According to Shadi the overall printing experience has evolved over the period of time, people

are printing more but they print what they need. Scanning has gained momentum, which is a better option involving less paper and leads to content management and work flow processes.

Management Printing Services is an area of great interest for Shadi and while discussing the market and the region's adaptation to MPS he said, "It is important for the client to know that the vendor is going to access, optimize and manage their documents and solutions so that they can concentrate on their core operations. UAE is a remarkable market place for MPS, there is notable talent and professional organizations, international companies and even the government is moving into outsourcing management services. We launched Managed outsourcing service a bit late in 2012 but we wanted to do it right, within a span of these few years we were able to secure more than 100 contracts, which is indeed a significant achievement. MPS for Canon Emirates is not just an outsourcing service we provide, it is a journey- we enhance our products, cater to customer needs, look into futuristic goals, train the people and focus on products which are easy to recycle. Agility and Flexibility for future is the main emphasis for MPS."

On being questioned about Canon Emirates as an organization, Shadi optimistically concluded by saying- Trust, Growth and Happy place to work! ↖

IOT

How APM can Prevent the Internet of Things from Overwhelming you

There's a lot that goes on behind the scenes in order to make the IoT come to life. While users may be launching a simple app on their smartphone, there are a number of factors that go into making that simple digital experience work. Riverbed dives into the intricate challenges brought in the Internet of Things.

■ TAJ ELKHAYAT, REGIONAL VICE PRESIDENT, MIDDLE EAST AND AFRICA AT RIVERBED TECHNOLOGY

We're all becoming pretty familiar with the idea of the Internet of Things (IoT).Often, when thinking of the IoT, the first things that come to mind may be a wearable fitness tracker or a smartphone app that can control a thermostat. In fact, adoption of the IoT is so widespread that Gartner predicts that by 2020, there will be over 20 billion connected things in the world.

We're already seeing IoT powering a wide range of applications across industries. For example, The William Tracey Group, one of the UK's largest recycling management companies, is using the IoT to collect data from chipped wheelie bins, smart weighing arms on collection trucks and on-board computers. This data is then used to help enterprises protect the environment while creating new business opportunities.

The growing business case for connected things means that the volume of data flowing into companies' data collections is increasing. Implementing application performance monitoring (APM) establishes the end-to-end visibility IT needs in order to immediately identify what's causing an application to perform poorly, so that the issue can be fixed before it escalates.

The challenges of IoT

By considering how a wearable fitness tracker works, we can understand the complexity that can be constructed by the IoT. The user interface is simple, but the wristband is always working to send and receive information via Bluetooth from a smartphone, upload that information to a cloud-based app that analyses a range of metrics, including activity levels, nutrition, sleep quality and heart rate. The application then supplies that analysis to its dedicated smartphone app, and possibly also to other mobile and web-based applications.

Users expect all of this to occur in real-time. In order to meet these expectations, network communication and interdependent application processes taking place on a grid of distributed environments need to perform to perfection. If just one piece of this application fails, so will everything else.

The complexity of this process is further amplified if we consider a company managing a fleet of delivery vehicles such as UPS.UPS has installed a variety of connected devices their vehicles to monitor mileage, optimum speed and overall engine health-- all in real-time.

Achieving seamless app performance

With businesses storing information in the cloud as well as on local systems – creating what are known as hybrid environments – and enabling employees to access that data from an increasing number of connected devices, including smartphones, laptops and tablets, the number of things that can go wrong within applications as well as within the network increases.

Monitoring the performance of all the applications and systems that run across hybrid networks has become more and more difficult, costly and time-consuming for IT. This is why many organisations are seeking the help of technology in order to achieve real-time visibility to oversee the performance of massively distributed applications. By implementing the use of specialised APM tools, companies can- Monitor distributed applications and the underlying networks: by achieving complete visibility over the organisation's apps, pinpoint the causes of bottlenecks or errors, look for opportunities to improve performance

What next?

Business-critical IoT applications now span both physical, virtual, and hybrid environments and end-users' expectations are continuing to grow.

IDC predicts that within three years, 50 per cent of IT networks will transition from having excess capacity to handle the additional IoT devices, to being network constrained with nearly 10 per cent of sites being overwhelmed.

Application Performance Management toolscan provide the end-to-end visibility and diagnostics necessaryfor identifying issues with complex networks and distributed applications as well as for taking action before issues escalate. Additionally, the detailed analytics provided by APMenables companies to not only take control of performance improvement, but to also evaluate the business impact of all applications in their network. ◤

Digital Vision of Turkey Beckons Investors

Turkey's economy grew by 4.8% in the first quarter of the year, which is more than the anticipated growth by the analysts. The fierce steps to incorporate vision 2023, the growth in foreign investments and rise of the mineral market are all proving beneficial in changing the face of this dynamic nation. From hosting the 2015 G20 Summit to relaxing trade policies to switching to innovative techniques, Turkey as a country has a lot to offer to the world.

■ BY: SONAL LUNAWAT <SONAL@ACCENTINFOMEDIA.COM>

The best of both worlds- this stands true for the cosmopolitan land of Turkey, straddling amidst eastern Europe and western Asia, this nation has a lot to offer in terms of culture, economy, technology, tourism, services, industries, commerce and much more. Many analysts believe that the fast paced land of Turkey has shown a keen acceptance towards embracing newer technologies and adapting to current trends, this is one of the reasons many multinational companies have started their operations or management office in Turkey. Turkey is an oil producer however the amount of production isn't sufficient to support the economy and therefore there are opportunities and growth seen in other industries like tourism, hospitality, retail, manufacturing etc. Turkey ranks 10th in the world in terms of diversity of minerals produced in the country. The current budget and the overall ICT landscape of the region is fruitful in attracting foreign investors to Turkey. The recent domestic turmoil and the neighboring tensions had indeed created a downfall this year, but the economy has picked up again and is back in the game to evolve as not just a strong stable country but also as a robust competitor for many.

TRENDING TURKEY

IT spending of Turkey will exceed $23 billion by 2019 at promising growth rates as per Gartner. Turkey is an office to large corporates like Microsoft, Intel, LG, Ericsson, Verifone, General Electric, HP and many others making it easy to conduct operations to and fro Europe and Asia, as a result the adoption of IT technologies has been comparatively high in Turkey. Consumer, Telecom and Finance are the biggest IT spenders in Turkey. Compared to the year 2015 which was slow for Turkey the IT spending is expected to show favorable results in the coming years. Cloud spending is estimated to grow 20% year on year in 2016 to reach $80M as per IDC. Shahnawaz SheikhSales and Channel Director – DELL Security [META, CEE] said, "Turkey has been an important and fast growing market for most of the emerging technologies, market demonstrates maturity and is technology savvy in adoption and developing needed skills. We are seeing continuous growth in market acceptance for end-to-end security solutions, this in itself is good example of market maturity and technology adoption."

The fastest growing vertical in Turkey is transport, government and finance, with newer upgrades and emerging technologies these verticals are contributing to the economy of Turkey.

Major investments are seen in this region, with liberalized investment policies and the government's Vision 2023, a recent investment was made by the Qatar based QInvest of $100 Million in Turkey by acquiring ERGO Portfoy. According to Derya Aksoy, Regional Director, Fortinet, "The vertical segments that have shown maximum boom are information systems and technology, energy and natural resources, automotive, textile, telecommunication, retail sector especially e-commerce, data centers and cloud systems."

Enterprises are rapidly adopting to solutions like big data, IoT and mobility. Mid-sized business have increasingly started deploying cloud based applications and solutions for their business needs. Latest report by Turkey's Informatics Industry Association shows that the ICT technology industry achieved 18% growth and software exports take the biggest share with 49% increase.

The recent budget has portrayed the attempt of government to maintain a fiscal discipline in Turkey. The central government budget showed a surplus of 46 million liras in the first three months of the year.

THE DIGITAL WAVE

As the world moves to digitalization, Turkey

7.3%

IDC expects IT spending in Turkey to increase in a CAGR of 7.3% and will reach $13.6Billion in 2017

shares the digital platform with the world. Turkish laws authorize companies to use digital documents and email in a legally binding capacity. Organizations have started using electronic invoices, electronic forms and the concept of digital infrastructure has gained momentum.

The Turkish Commercial Code allows online general assembly meetings and board of directors' meetings. Also it requires certain companies to establish websites and to publish certain information in order to be more transparent. Enterprises in most verticals are switching to

'SMART' TURKEY

SMART ENERGY
Turkey will spend over $5billion over the next 5 years for implementation of smart grids, smart metering and intelligent street lighting. Turkish Government is enforcing usage of LED street lighting.

SMART MOBILITY
Intelligent transportation systems are being installed in many cities in Turkey. Most cities will implement smart traffic lights systems working according to traffic density, green wave system, digital traffic signs, solar powered bus stop with digital arrival time boards.
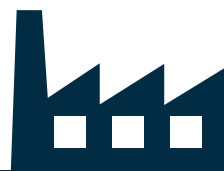
SMART INFRASTRUCTURE
Smart projects on collection and separation of waste through smart systems in various cities will be implemented through BOT method.

E-CARD
Used in most cities from the highly populated city Istanbul to smaller cities like Mardin.

TURKEY VISION 2023

ECONOMY

■ Take place among the top 10 economies in the world by the year 2023
■ Achieve, by 2023, a gross domestic product of $2 trillion
■ Increase annual Turkish exports to $500 billion
■ Achieve per capita income of 25 thousand dollars
■ Achieve a foreign trade volume of 1 trillion dollars
■ Increase employment rate by 10 points (30 million people will be working)
■ Reduce unemployment rate in Turkey to 5 percent

ENERGY

■ Build 20.000 MegaWatt installed capacity for wind energy and 600 MegaWatt installed capacity for geothermal energy
■ Use 20 percent less energy than in 2010, by more efficiently utilizing available energy resources
■ Have at least 3 operating nuclear power plants

TOURISM

■ To make Turkey the fifth largest tourist destination by 2023
■ Host 50 million visitors in Turkey
■ Obtain 50 billion USD of tourism revenue

HEALTH CARE

■ No citizens will be outside the health insurance system
■ Raise the number of physicians per 100,000 people to 210 physicians

FOREIGN POLICY

■ First, Turkey aims to achieve all EU membership conditions and become an influential EU member state by 2023. Second, it will continue to strive for regional integration, in the form of security and economic cooperation. Third, it will seek to play an influential role in regional conflict resolution. Fourth, it will vigorously participate in all global arenas. Fifth, it will play a determining role in international organizations and become one of the top 10 largest economies in the world.
■ To achieve them, Turkey must make progress in all directions and in every field, take an interest in every issue related to global stability, and contribute accordingly.

TRANSPORT

■ Build 11 thousand kilometers of new railway
■ Expand high-speed train network
■ Build 15 thousand kilometers of divided highway
■ Have one of the 10 largest ports in the world
■ Turkish engineers producing own airplane, unmanned aerial vehicle and satellite

OPPORTUNITIES & CHALLENGES

■ Young Population
■ Growth in infrastructure market
■ Foreign Investments
■ Skilled labor with sound IT knowledge
■ Growth of mid-sized businesses

■ Shadow IT
■ Recent domestic and political turmoil
■ Macroeconomic challenges
■ Extreme competition from neighbouring countries
■ Cyber-crimes and security hazards

digital infrastructure to make the data systematic and easily accessible.

Banks particularly have been extremely innovative with their newer concepts and advanced ideas eg; DenizBank has been accepting loan applications via twitter since a very long time, Akbank provides 'credit kiosks' that handle the loan process, right down to ID scanning and loan agreement printing, Ziraat Bank, the state-owned bank of Turkey, launched unstaffed video kiosks to replace teller counters, handling money, forex, bonds and bills, Garanti bank also offers

SHAHNAWAZ SHEIKH
**SALES AND CHANNEL DIRECTOR – DELL SECURITY[META, CEE]**

"We are seeing continuous growth in market acceptance for end-to-end security solutions, this in itself is good example of market maturity and technology adoption."

DERYA AKSOY
REGIONAL DIRECTOR AT FORTINET

"Most enterprises are interesting in outsourcing of application development, system and application maintenance, technical services, cyber security, network management, and cloud computing in Turkey."

TURKISH ICT SECTOR HAS PERFORMED ROBUST GROWTH IN RECENT YEARS $30BN BY 2013 AND IS EXPECTED TO REACH $160BN BY 2023

+17% CAGR
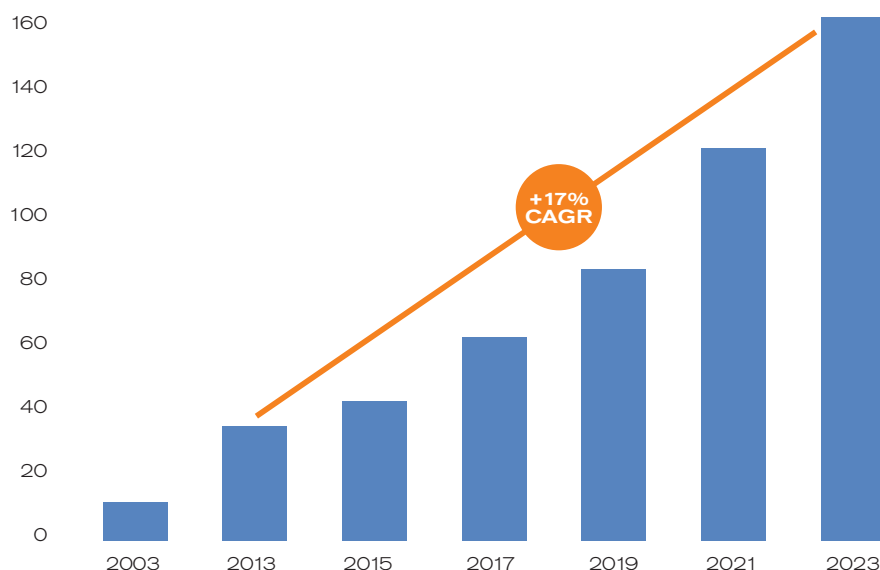
Source:TUBiSad, Vision 2023, Interpromedya, Team Analysis

Facebook integrated mobile application.

Turk Telecom recently disclosed their plans to invest $1.09 billion in 2016 in launching a digital revolution in Turkey. The internet penetration in Turkey is 58% the young generation is glued to social media and there is a rise in blogosphere.

ONGOING PROJECTS IN TURKEY

The current IT scenario for Turkey looks rather promising with cities like Istanbul, Izmir, Ankara, Antalya and others taking up smarter means to develop and make use of IoT and digitalized means of operation. Istanbul has smart technologies like intelligent signalization, emergency management systems, citizen 360 and others which are undertaken by the Istanbul Metropolitan Municipality to make Istanbul a highly tech savvy city. Similarly, Izmir has Advanced ITS Systems, ePayment cards, Izmir NET Project etc. The smart city project Akilli Ken has been launched by Turk Telecom Group in the city of Karaman; Innova has undertaken the management of the integrated project and support services by providing sensors, IoT components, kiosks, touchscreens, data center etc.

Turk Cell recently opened the largest data center in Gebze near Istanbul aiming to cater to the massive data era and make Istanbul into a regional hub of data. Akkuyu Nuclear Power Plant, third airport in Istanbul, North Marmara Highway, Trans-Anatolian Pipeline Project, Eurasia tunnel, Istanbul Finance Center are the major ongoing projects in Turkey.

The government's vision 2023 is an extremely ambitious initiative which aims at not only uplifting the position of Turkey in the world map but also making it an independent and futuristic hub for development. The ongoing efforts by the government has also led to the inception of Cloud City Information Systems, which streamlines urban planning and saves cities from higher expenditures on IT.

FINALLY

The world of 5G is knocking the doors of Turkey and there will soon be advent of this advanced technology. There will be continued growth in cloud spending driven by continuing adoption of non-core packaged software solutions by businesses of various size. IMF has also upgraded its 2016 growth forecast for Turkey by 0.3 points and growth to speed up by 3.6% in 2017. Various infrastructure projects and development efforts will surely make this land a fruitful investment platform. There will be more inputs from private as well as public sectors to materialize vision 2023. ◤

Managing

Critical IT Budget

Technology: Knock knock!!
CIO: Yes, Come in
Technology: Where do I fit in?
CIO: Times have changed my friend! So, first tell me, do you come as a solution or you bring along service as well?
Technology Provider: Let me answer that. Yes my CIO friend, times have changed indeed and we understand your budget. So why empty your pocket with in-house service constraints, when we can give you the needed expertise. Manage your technology with us, manage your budget with us.
CIO: Yes, now you speak my friend.

◼ WORDS: ANUSHREE DIXIT <ANUSHREE@ACCENTINFOMEDIA.COM>

Yes, services are the way to go forward if technology vendors are looking out to be a CIO´s best friend. Because, no matter how clichéd it may sound, the prevalent economic uncertainty and fluctuating currency values have forced the CIOs to stress heavily on the budgets and have a firm grip on the technologies flowing in to the organization. As Gartner predicts, worldwide IT spending is forecast to total $3.49 trillion in 2016, a decline of 0.5 percent over 2015 spending of $3.5 trillion. As an absolute paradox to tight budget, the widespread digitization has been driving the need for increased investment in IT like never before.

The cloud is undoubtedly one of the biggest contenders which will be getting the major chunk of the pie from the CIO/CFO pocket as legacy systems take back seat.

GET….SET….INNOVATE

Cloud, as we see it, has been the harbinger of this entire ´pay as you go´ model, giving CIOs or the decision makers the added advantage of buying customized solutions. As digital transformation takes center stage, the trend is just set to go up. According to Salesforce Research 2016, Nearly two-thirds of companies that operate in the cloud rate their ability to digitally scale as above average. Cloud services allow companies to off-load data management, operating system development, and even design, so they can produce higher quality apps as fast as consumers expect them. In a market where the consumers are spoilt for choice, the vendors and technology providers have no other option but to innovate their products on pay as you go and service based models. Based on my conversation with some of the leading organizations in the UAE, the following were on top of their lists: Investments

in Digitization and Consolidation ; Organizations are investing heavily this year towards digitizing the business workflows and process. Data consolidation and creation of a master data management (MDM) based on existing ERP platform is another major project investment that organizations are embarking on. This will join all the data from various business vertical and industries within group and create a single reference to identify the customer.

Stephen Berner, Managing Director of Help AG says "In addition to understanding how and where they need to spend their budgets, IT teams must also be aware of how to secure the budgets they need. In order to ramp up their security measures, IT teams much build a watertight case to the management for IT security spending,"

Gartner study on worldwide IT spending states a very interesting point; "Most traditional IT now has a 'digital service twin' — license software has cloud software, servers have Infrastructure as a Service, and cellular voice has VoLTE. Things that once had to be purchased as an asset can now be delivered as a service. Most digital service twin offerings change the spending pattern from a large upfront payment to a smaller reoccurring monthly amount. This means that the same level of activity has a very different annual spend."

Stephen Berner gives 2 interesting aspects of analysing security budget: ´Security Technology as a business driver´ and ´Security as a selling point´. "Instead of considering security to be an overhead, it should be looked on as a contributing factor to the revenue of the company. Companies can leverage their security solutions to conduct business in a different and often, more productive manner," says Stephen. "The savvy CIO can create a case for how deployment of new age security solutions can actually add value by and give the organization an edge in its marketing campaign. This is especially true for organizations wherein information security is paramount as is the case with financial institutions," he adds.

"If Capex budgets allow then this could also be an excellent time to redeploy and implement new applications with better functionality. Applica-

tion costs have dropped by a factor of 50% in the recent times. You could find yourself with a brand new application and better functionality for a figure that is slightly above your annual license renewal costs. And deployment of these on cloud or fabric platforms can yield further operational efficienc," says Ramesh Raju, Chief Executive Officer, Finesse.

COST VS VALUE

The whole concept of ´Value added services´ has created a whole new platform where the technology providers are forced to revamp their entire solutions/services portfolio from cost effective models to value based models. In Cost reduction efforts, organizations are increasingly adopting OPEX models. Slowly but steadily, organizations are moving away from CAPEX to OPEX model. CIOs are revamping many critical processes using the lean technique and using technology to support the revamping and streamlining of the processes. Thus it's time for the vendors to showcase the ´V´ for Value in ´Véndor. It is a vice versa situation

The CIOs are equally focusing on adding more value to the organization with the technology. To give a neat picture to the service providers on what the CIOs are looking for, we had a round up with some of the leading CIOs in the region.

Kumar Prasoon, Group CIO of Safeer Group says that they would be focusing heavily on Fuzzy Retail Astrophysics – Complexity of Customer's mind map and mapping the Retail Space Elasticity to the Customer Footfall, BigData Analytics, Enterprise Mobility, Disaster Recovery and Business Continuity Management,

Enterprise Risk Management / Risk Management Audits, Smart Loyalty, B2B Integrations with Multiple parallel businesses like Retail - Hospitality / Healthcare / Aviation etc.

Dr.Jassim Haji, Director IT of Gulf Air says they would be focusing increasing investment due to business requirements: Cyber Security: Due to the increased threats in the aviation and airports, it is becoming the hottest topic; Disaster recovery and Business Continuity; New technologies that will enable the business to be in competition and to expand such as, Mobility, Internet of Things (IoT), ..etc; Initiatives that keep the business agile such as: Expansion of the Hybrid Cloud with more business partners. Areas to cut down investment would be refreshment of old and legacy technologies and self-services and self-handling infrastructure.

Aref Al Zidjali, ICT Manager of TRA Oman says that they would be increasing their investments in Application development & enhancement, Network security, Infrastructure, BCP & DR, and Network management and cutting down in VDIs and replacement of printers and photocopiers.

FINALLY...

Before we even realize, 2016 would be drawing curtains and CIOs, CFOs, CDOs will be on their desk making budgets for 2017 and beyond. It is time to think beyond the conventional models of IT. Today technology is a game changer only if the game brings the best of both the world from the solution provider and the consumer side. ↖

Eid

MUBARAK !

May all the joys of life be showered on you and your loved ones.

Enterprise CHANNELS MEA

Sophos Mobile Control 6.1 Brings A New Manifesto in EMM

For businesses that wish to achieve secure mobility and productive BYOD initiative, Sophos Mobile Control 6.1 is a holistic yet simple and feature-rich EMM solution.

Evaluation approach

Key aspects for evaluation can be ascertained from the list below:
● User and Device registration workflow
● Verifying simplicity and effectiveness of policies, user controls, device settings, security and policy updates,and more
● Understanding how the product handles data security and
● Assessing the solution for use of containerization

Comprehensive EMM solution

Sophos Mobile Control (SMC) is designed as a platform for end-to-end enterprise mobility management and includes Mobile Device Management (MDM), Mobile Application Management, Mobile Content Management and Mobile Email Management. Version 6.1 brings management support for Windows 10 computers, Apple DEP (Device Enrollment Program) and improved email and document containers. This dramatically eases the burden on IT security administrators, giving them a single platform to

enforce uniform company and security policy– both for organization and employee-owned devices.Infected and non-compliant devices are blocked from entering the corporate network and automatically blocks malicious or undesirable websites.

Installation and device enrollment

It is a well-documented software and the installation is pretty straightf orward. Configuration, user provisioning and device enrollment is easily done through a few simple steps. Documentation is received in the form of handy documents, providing easy-to-follow step-by-step information for the rich feature-set of the product.

Management interface

The dashboard of SMC 6.1 is customizable, feature-rich and easy to navigate. The interface offers a wide range of MDM functions based on device types, corporate security policies and specific corporate requirements. Devices can either be enrolled for provisioning by administrators through the web console or by end users

through the Self Service Portal (SSP). It offers several widgets to provide at-a-glance information for devices, all or per group; compliance status by platform or for all devices; managed status by platform or for all devices; the SSP registration status; the platform versions in use etc. Integration with Sophos Mobile Security makes it simpler to manage the Android security app on managed devices from the SMC web console.

Powerful containers

SMC 6.1 provides powerful encrypted containers for documents, emails, calendars and contacts across different OS versions and different devices. If a device becomes compromised or goes missing, access to the data in the containers can instantly be removed by IT. Further access control restrictions can be set based on time, Wi-Fi or geo-location.

Secure collaboration, built-in encryption and data privacy

SMC fulfills the needs of secure collaboration witha capability called Sophos Secure Workspace. It enables users to seamlessly collaborate and access documents and information in a secure and compliant manner. SMC also takes advantage of Sophos SafeGuard file encryption to ensure compliant and secure movement of data between mobile devices, cloud storage like Dropbox, Google Drive, Egnyte, Microsoft OneDrive and corporate endpoints. The new Sophos Secure Email container helps IT keep all corporate email isolated from personal information, preventing accidental data leaks.

Conclusion

It is available to deploy on-premise and as a secure Sophos-hosted SaaS solution. Its integration with Sophos UTM enables IT admins to block Wi-Fi and VPN access based on compliance status of the device. The solution also provides out-of-the-box support for Check Point and Cisco ISE. ☚

Enterprise
CHANNELS | MEA

THE 6 KEYS TO UNLOCK YOUR GITEX 2016 POTENTIALS
WE CARVE THE PERFECT PLAN FOR YOU!

ENTERPRISE CHANNELS MEA (GITEX 2016 ISSUE)
Meticulously weaved around Infrastructure Market in MEA.

INFRA INSIGHT
Annual Technology Handbook

G LIVE
The Ultimate destination for all Gitex actions

SURVEY
The crucial step towards attaining your ROI

GEC AWARDS
Awarding deserving organizations for their unparalleled commitment

VIDEO INTERVIEW
Bring your views to life.

HPE ARUBA

Mobility Leaders Benefit Significantly Over Laggards

Mobile-optimized workplaces offer significant benefits to companies regardless of size, industry or region. New research defines and quantifies the business performance advantages of providing mobile-optimized workplaces.

■ AMMAR ENAYA, REGIONAL DIRECTOR, HPE ARUBA, MIDDLE EAST & TURKEY

Everyone knows expectations for on-demand information have forever changed the way we approach life and work. Emails and IMs no longer pile up because people answer them on the go. Productivity bottlenecks are relieved because work teams receivetimely inputs. In partnership with the Economist Intelligence Unit (EIU), we recently conducted a global workforce mobility study. It provided actionable insights into the benefits of investing inmobile-optimization technologies that improve employee engagement and drive business outcomes.

GenMobile is an Ageless Demographic

First, our study debunked the common misconception that Millennials benefit the most by being mobility-enabled. It's simply not true. Instead, the research shows workers across the age spectrum – from 18-65 – have exceptionally similar perspectives around the importance of mobility and mobile-optimized workplaces. Among the findings: 100% of employees own a smartphone, use an employer-issued smartphone or both. Clearly, our findings indicate that optimizing workplace mobilityis now a strategic imperative for corporate success.

Mobile-optimized Goes Beyond Wi-Fi

Next, it's critical to understand that optimizing workplace mobility goes beyond providing a high-performance Wi-Fi. It's about taking the tools that empower the creative and collaborative

spirit found everywhere on university campuses, which is a fundamental requirement for any enterprise to be innovative, and making them widely available at your organization.

For example, our study showed leading-edge mobilizers are twice as good at delivering work flexibility and collaboration tools, such as Skype for Business, which allow forseamlessly turning a hallway conversation into a productive group activity.

Also, mobility leaders are three times better at supporting anywhere, anytime workspace designs, like hot desking. Such workspaces provide employees with options to interact with whoever is appropriate on a given day or for a given project.

Recovering 320 Hours, Per Person, Annually

So what does our survey say about the productivity gains companies can expect from a robust mobile environment? At mobility-optimized companies, projects that typically take an individual eight hours to complete are done in about seven. That's a net gain of approximately an hour per person, or 16%, regardless of organization size, type or region.To put this in perspective, 16% of productivity regained per eight-hour workday adds up to about 320 hours per year, taking standard holidays into consideration. That's like realizing over eight extra weeks of output, per employee. At scale, this benefit is tremendous. For a global organization with 10,000 employees,

that's 3.2 million hours of productivity recovered annually, or 80,000 weeks.

Effects on Attracting and Retaining Top Talent

Beyond productivity, when we speak to employers we commonly hear about the importance of attracting and retaining the right talent to drive innovation. In primary markets, competition is particularly fierce. Some businesses tell us they chronically struggle to compete for the best employees. Overall, companies at the mobility forefront are three times better at attracting workers. They also enjoy higher retention rates, reporting 21% greater employee loyalty. From an employee perspective, a quarter of all workers (25%) say robust mobility is the primary factor for accepting a job. This means engaging the best talent requires optimizing mobility. Equally, limiting mobility means you're constraining – or even alienating – the workers you've already hired.

The Bottom Line

Despite the emphasis on creating "mobile-first" workplaces, our research suggests only about 11 percent of all companies are mobile-optimized. All other companies stand to gain considerable advantage by changing course. With careful and strategic mobility-enhancing investments, you can improve your position relative to others in your market. And, the sooner you get started, the more quickly you'll win. ↖

Synology Disk Station DS416 play

The consumer-centric four-bay NAS server, equipped with a1.6 GHz dual-core processor with a burst frequency up to 2.48 GHz, is a high-performance storage and application server built for home users and creative professionals to store an entire library of content in one place.

Synology DS416play features single channel 4K Ultra HD or triple-channel full HD video transcoding on the fly, allowing users to effortlessly convert media files to the right formats for playback on different devices. DS416play supports a wider selection of file formats, making it easier for users to enjoy their favorite movies via Apple TV, DLNA devices, mobile devices, and computers.

Powered by a 1.6 GHz dual-core processor with a burst frequency up to 2.48 GHz, DS416play achieves faster processing performance exceeding 225 MB/s reading and 186 MB/s writing under RAID 5 configuration in a Windowsenvironment. Dual gigabit LAN offers failover support ensuring service continuity during unexpected LAN failure.

DS416play runs on DiskStation Manager (DSM), the most advanced and intuitive operating system for network-attached storage devices that offers a wide range of applications from backup to multimedia for home and personal uses.

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FIRST COLOR TOUCH SCREEN ON A DIRECT-TO-CARD PRINTER BY EVOLIS

Evolis introduced a new touch screen color option for its range of desktop card printers: Primacy, Zenius and Elypso. First of his generation to be installed on direct-to-card printing systems, it enables the user to interact in real time with the printer without being in front of the PC. This new option is a real time saver for the users because he or she can set the printer directly from the touch screen, start or cancel a print job, view the status of ribbons and cards, or can even trigger a cleaning.

In addition, a visual step by step wizard guides the user through the printer cleaning. Help messages appear to solve common problems, and a beep sounds when an error occurs. The printer screen also gives the opportunity to personalize the contact information with the contact details of the reseller.Evolis provides with this touch screen a solution that perfectly tackles specific issues of users and once again demonstrates its ability to innovate in the sector of instant issuance of personalized plastic cards.

The color touch screen is now available for order for the Primacy model (optional) and upon request for specific projects on the models Zenius and Elypso.

Advanced Graphic Technology with Radeon Rebellion

AMD (NASDAQ: AMD) launched the Radeon™ RX 480 graphics card designed to deliver enthusiast-level gaming performance and features, the world's most advanced graphics technology and an extraordinary value proposition to fans and gamers around the world. The Radeon™ RX 480 introduces premium technology engineered to deliver the best performance/$ in its class1, democ-ratize VR and deliver a wide range of future-proof technologies2 supporting current and forthcoming game and video standards. The cards will start at SEP $199 USD for the Radeon™ RX 480 4GB card, and SEP $239 for the Radeon™ RX 480 8GB card.   The revolutionary Polaris architecture optimized for the 14nm FinFET process drives spectacular improvements in performance and efficiency.

KEY CAPABILITIES
■ Most affordable solution for premium VR experiences, being both Oculus Rift- and SteamVR-Ready.
■ Unprecedented control with Radeon Software and the new Radeon WattMan.
■ Utilizes LiquidVR technologies designed to provide smoother, more comfortable VR experiences
■ Features HDMI 2.0b, DisplayPort 1.3 HBR3, and DisplayPort 1.4 HDR supporting the new generation of high-resolution HDR

World's Fastest 256GB microSD Card

Western Digital has introduced a new suite of 256 gigabyte (GB) microSD cards, which includes the new 256GB SanDisk Extreme microSDXC UHS-I card – the fastest microSD card in its class. The new suite of cards also includes 256GB SanDisk Ultra microSDXC UHS-I card, Premium Edition, the first 256GB card optimized for mainstream consumers. The new additions deliver leading speed and capacity in a fingernail-sized card, giving smartphone, drone and action camera users the performance and capacity they need to capture professional-grade videos and photos without worrying about running out of space on their device.

The new suite of cards is the latest breakthrough offering to join the cutting-edge SanDisk portfolio of mobile memory solutions. The first to introduce 128GB and 200GB microSDXC, and 512GB SDXC™ high-capacity cards, SanDisk continues to pioneer technol-ogy that keeps up with consumers' evolving storage needs.

KEY CAPABILITIES
■ Delivers unmatched transfer speeds of up to 100MB/s
■ Users can record an estimated 14 hours of 4K UHD video on the 256GB card
■ Greater flexibility to capture content on high-performance storage
■ Ideal for high-performance drones, action cameras, and 4K-capable smartphones, among other devices.

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