



نحن نعمل بالقيم، نتمسك بالمعايير القياسية، نعمل بإعتزاز،  
بشغف، بسماحة وبحكمة للحفاظ على مكانتنا كأحد أهم شركات  
الأنظمة المتكاملة.



نحن نعمل على حماية موظفينا، ونمنحهم حيز من الحرية؛ يوفر  
التوازن بين القوة ليؤثر كل عامل في غيره، والتناسق ليعملوا معاً  
كفريق يضع خطط صحيحة تساعدنا في  
تقديم حلول وخدمات أفضل لعملائنا.  
نحن نعمل برؤية وسرعة لنرشد ونساعد عملائنا لتحقيق أقصى  
طموحاتهم في العمل بأعلى كفاءة.

**نحن نتمسك بالقيم...**





## VALUE

"The person's principles or standards of behavior, it is one's judgment of what is important in life."

**ACT News is a  
Not-for-Sale Magazine**

### Published by:

Advanced Computer Technology

### Managing Director

Hassanien Tawfiq

### Chief Editor & Senior Marketing Manager

Hazem Mansi

### ACT Managing Editor & Senior Marketing Communication Specialist

Marwa Saber

### Special Interviews Inside



Message from Management  
Mr. Hassanien Tawfiq  
ACT Managing Director



The Internet of Everything (IoT)  
Ayman El Gohary  
President and General Manager  
Cisco Egypt



Dell Interview  
Adnane Alaoui  
Senior Solutions Manager Africa  
(Excl SAF)



Aruba Interview  
Gamal Emara  
Country Manager – KSA, BH, Egypt  
& Levant

### Thanks to:

Amira Fahim for Hospitality Insertion,  
Hala Shamaa for Microsoft Insertion,  
Maha Ragab for Aruba Insertion,  
Mahmoud Sayed for Dell Insertion,  
Sally Ebeid for HP Insertion ,

### Special thanks to :

All the marketing team for their  
contribution on the magazine.

10, El-Battal Medhat Abd El-Hamid St.,  
off Shehab, El-Mohandseen, Giza, Egypt.

Tel: 202 - 3308 5200

Fax: 202 - 3344 0230

[f /acteg](https://www.facebook.com/acteg) [www.act.eg](http://www.act.eg)

For any suggestions & free subscription,  
please email us at: [info@act.eg](mailto:info@act.eg)  
For complains: [complaints@act.eg](mailto:complaints@act.eg)

Created, produced and printed by **Class** ADV.



**"The Power  
to do More..."**

@Porto Sokhna  
from 7<sup>th</sup> to 9<sup>th</sup> of March



Sponsored by:



**aruba**  
NETWORKS



**DELL**

## CONTENT

- |  |  |
|--|--|
| <p>2 Message from Management<br/>Mr. Hassanien Tawfiq</p> <p>4 We ACT with Pride...</p> <p>5 HP: Innovation, more Choices</p> <p>6 Dell PowerEdge FX architecture</p> <p>7 ACT Sponsorship Announcement</p> <p>8 Happy Spring Card</p> <p>10 ACT Loyalty Celebration</p> <p>12 MICROS mWorkstation</p> <p>13 Aruba: Keep your fans connected<br/>with Aruba WI-Fi</p> <p><b>14</b> CISCO Interview<br/>Ayman El Gohary<br/>President and General Manager<br/>Cisco Egypt</p> <p>16 We ACT with Challenge...</p> <p>17 CISCO: Everything is delivering the<br/>juice</p> <p>18 Microsoft: Enterprise mobility<br/>(Tame your digital dragon)</p> <p>19 ACT Announcement: ACT has<br/>earned the Cloud productivity<br/>competency at the gold level</p> <p><b>20</b> DELL Interview<br/>Adnane Alaoui<br/>Senior Solutions Manager<br/>Africa (Excl SAF)</p> <p>22 Microsoft Azure : Cloud platform for<br/>the modern business</p> <p>26 And we ACT with VALUES...</p> <p><b>28</b> DELL Event</p> <p>30 We ACT with Protection...</p> <p>31 ACT Big Deals</p> <p>32 %100 Egyptian</p> <p>34 Success Story of Magharabi</p> <p>36 Dell: PowerEdge FM 120x4</p> | <p><b>38</b> Aruba Interview<br/>Gamal Emara<br/>Country Manager<br/>KSA, BH, Egypt &amp; Levant</p> <p>40 HP: OfficeJet Pro X576<br/>multifunction printer</p> <p>41 HP officeJet enterprise<br/>color X555 series</p> <p>44 HACE Expo</p> <p>46 ACT Vacancies</p> <p>48 We ACT with Harmony...</p> <p>49 Infor Analytics</p> <p>50 EMC-what is VSPEX</p> <p>53 EMC Redefine Simplicity</p> <p>54 HP Cloud Event</p> <p>56 10 Tech Billionaires 2015</p> <p>58 We ACT with Balance...</p> <p>59 Aruba: Mobile is Addictive<br/>( 5 important things IT must do)</p> <p>60 ACT IN Press</p> <p>61 ICT News</p> <p>68 How micros supports the hotel<br/>industry in facing the challenges of<br/>the rapid digital Evolution.</p> <p>72 Cisco: Five steps for securing the<br/>data center ; why traditional<br/>security may not work</p> <p>76 LDP Event</p> <p>78 Top 10 Strategic Tech Trends 2015</p> <p>80 We ACT with Power...</p> <p>81 Infor : Coca-cola enterprise<br/>Norway doubles production<br/>efficiency and equipment<br/>effectiveness with Infor EAM</p> <p>82 Message From Management<br/>Mr. Hassanien Tawfiq</p> |
|--|--|

# Message from ACT Management

We ACT with VALUES...

Mr. Hassanein Tawfiq - ACT Managing Director



“Our Values are an inseparable, vital part in forming ACT’s identity. What distinguishes our values from any other company, is that our values come from and directed to our people through circles of influence, which proves ACT’s level of flexibility and understanding to the meaning of living values not enforcing them.”

It’s a very well-known fact that a building without a SOLID ground will easily collapse, so as businesses.

Having a Strategic Vision, Mission, Values & Business Ethics are considered the solid ground of any successful business. A quote from John Naisbitt comes to confirm that “strategic planning is worthless, unless there is first a strategic vision.”

Since ACT has been established in 1988, the founders have strategic vision to become one of the major system integration companies and market leader in Egypt along with expansion across the region and market segments to maximize the company’s profitability

Since then, each and every individual working for ACT makes sure that they are working towards one direction , which is achieving the Values and implementing the ethics upon which ACT was founded.

Our Values are an inseparable, vital part in forming ACT’s identity. What distinguishes our values from any other company, is that our values come from and directed to our people through circles of influence, which proves ACT’s level of flexibility and understanding to the meaning of living values not enforcing them.

Since people is the main ingredient in our success recipe and the essential element forming our culture, ACT makes sure that people are valued in a satisfactory level.

“ In ACT we believe that we relate; We relate to the company’s vision, we relate to our goals and most of all we relate to each other in the most indescribable family spirit.”  
Quality Being a solution provider, we stand for quality: Quality of People, Quality of products and quality of services we provide.

## People:

At ACT we value our people (employees). We recognize that the skill, dedication and enthusiasm of our team is critical to our success.

## Family:

In ACT we believe that we relate; We relate to the company’s vision, we relate to our goals and most of all we relate to each other in the most indescribable family spirit.

## Quality:

Being a solution provider, we stand for quality: Quality of People, Quality of products and quality of services we provide.

## Team Work:

There is no I in TEAM. We believe that together we can do more. Productivity and success rise from our differences not only the common.

## Customers:

Our Customers’ are our most valuable partner; without their expectations, feedback and support; we couldn’t have succeeded in the market.

## Innovation:

We provide innovative solutions that consistently improve the quality and performance of our customers’ operations that enhance competitive advantage.

## Empowerment:

In ACT we empower e to make decisions that improve their work and benefit our customers and our company.

Along with the 7 core values that direct us, we’ll always:

**ACT with power, ACT with Balance, ACT with Harmony, ACT will challenge and ACT with Pride.**

## We ACT with Power:

Power is one of ACT’s values that basically comes from truly believing in our abilities to perform with Concentration& Quality at the same time a longest with maintaining leadership in the market without losing shape.

## We ACT with Balance:

As we go, we make sure that our people are having a Balanced, Stable working environment ensuring that work load is evenly distributed to enable our people maintaining steady life style, which for sure influences the business positively.

## We ACT with Harmony:

Harmony is one of our core Values, and it’s a responsibility to maintain a harmonious work flow, whether amongst the one team members, or across teams and other functions.

A harmonious work place is very healthy for employees that energizes them and automatically duplicates the outcome, generates good calibers and boosts the level of creativity, which is one of the main pillars of our company.

## We ACT with challenge:

The work environment that we operate within is a fast-paced dynamic one that requires constant supply of creativity, analytical thinking, and adherence to tight deadlines and loads of requirements. Such rich environment always brings challenges to the table, which we HAVE to be ready for at any point of time.

Exposure to such challenges, enriches employee’s both personal and professional experiences. Overcoming those challenges, will definitely develop a positive &realistic self-worth. That’s exactly what we make sure we are ready for.

## We ACT with Pride:

Each one of us is a proud ACTawy, our pride comes directly from the ultimate trust in our capabilities to achieve efficiently and effectively in a way that adds value to all parties involved in the process. Simultaneously, this brings a wide range of satisfaction, derived from our faith that “YES, WE CAN”

“strategic planning is worthless, unless there is first a strategic vision.”

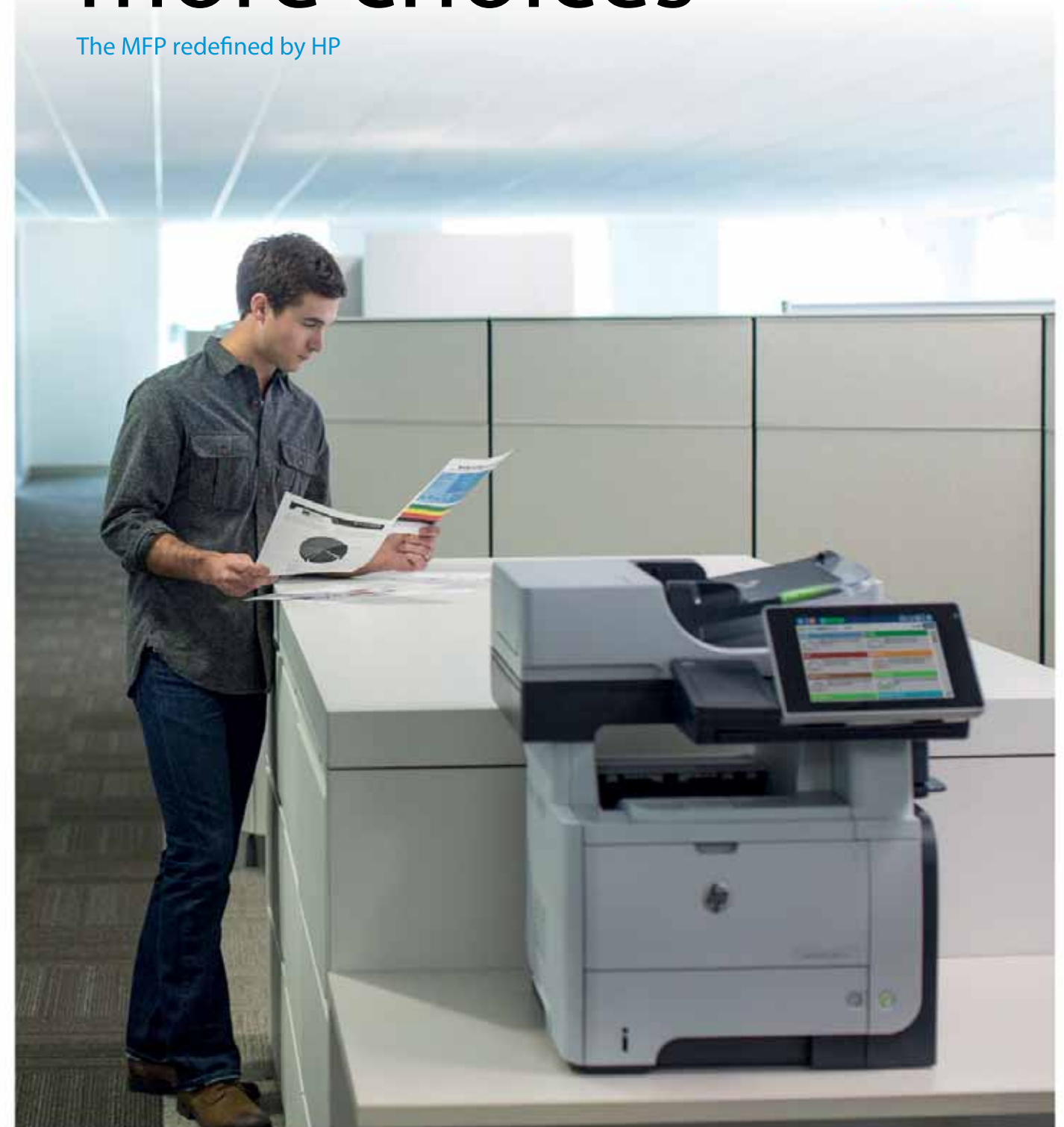




# Innovation, more choices



The MFP redefined by HP





# Dell PowerEdge FX architecture

## A workload-defined infrastructure converged.

Precisely tailor, quickly deploy and easily manage your infrastructure with the most processing power per rack of any other platform <sup>1</sup> and up to 50 percent more available server-side storage than HP. <sup>2</sup>

### Dell PowerEdge FX2 enclosure

2U rack-based converged infrastructure chassis with up to 75 percent more processing power per rack than HP <sup>3</sup> and up to eight quarter-width or four half-width modules that share power, cooling, networking and management.



#### Dell PowerEdge FC630

Half-width, half-height workhorse server module that features powerful Intel® Xeon® processors and a large memory footprint.

#### Dell PowerEdge FC430

Powerful quarter-width, half-height server module with flexible Intel® Xeon® processors, memory and I/O (input/output) throughput; ideal for high-reliability environments.

#### Dell PowerEdge FM120x4

Half-width, half-height module with four low-power (less than 17 watts <sup>4</sup>) microservers powered by Intel® Atom™ processors and up to 16 servers in one PowerEdge FX chassis for web serving or light analytics.

### Flexible scalability

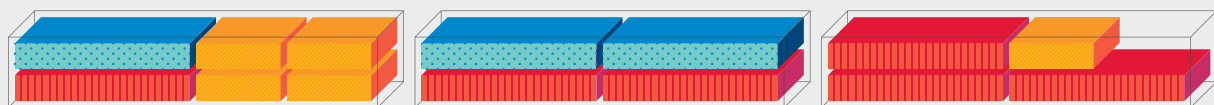
Build a software-defined converged infrastructure easily with compute, storage and I/O modules in just 2U of rack space and 112 cores per rack or 48 TBs per U.

### Management, your way

Monitor the entire Dell PowerEdge FX infrastructure from a single console with your choice of one-to-one rack or one-to-many chassis-based management.

### Demand-driven performance

Deploy now and scale as needed later with customisable IT building blocks of I/O, server and storage.



Discover how easily you can build a workload-defined infrastructure with Dell PowerEdge FX architecture, the next generation of everything converged.

Contact us : 4/3/2/33051801 (2)20+

or visit [act.eg]

Explore Dell PowerEdge FX architecture by visiting

[Dell.com/FX](http://Dell.com/FX)

<sup>1</sup> Based on an October 2014 Dell internal analysis of the x86 server market of maximum aggregate Standard Performance Evaluation Corporation interger (SPECint) CPU processing power supported in a standard Electronic Industries Association (EIA) server rack.

<sup>2</sup> Based on an October 2014 Dell internal analysis of Dell PowerEdge FX2 and HP ProLiant SL2500 comparing the maximum capacity of 1.8" and 2.5" form factor server-side storage supported by each platform.

<sup>3</sup> Based on an October 2014 Dell analysis comparing the aggregate SPECint processing capability with Intel Xeon E2600-5v3 processors supported in a standard EIA server rack.

<sup>4</sup> Based on a July 2014 Dell lab testing measuring Dell PowerEdge FX2 with 16x Intel Atom C2750 processor microservers running a web server benchmark. Actual performance will vary based on configuration, usage and manufacturing variability.

©2014 Dell Inc. All rights reserved.

Dell, the Dell logo and PowerEdge are trademarks of Dell Inc. in the United States and other countries. HP, the HP logo and ProLiant are trademarks of the Hewlett-Packard Development Company, L.P. in the U.S. and/or other countries. Intel, the Intel logo, Intel inside, Atom and Xeon are trademarks of Intel Corporation in the U.S. and/or other countries.



إيماناً منا بأن دور  
الشباب هو احد  
أهم الثروات البشرية

شركة **ACT** ترعى مبادرة  
"الشباب هم الأمل والابتكار هو الحل"  
مسابقة أفضل ١٥ إبتكار للجامعات  
والمعاهد البحثية المصرية  
لعام ٢٠١٥

**ConnectArabs**  
The First Arab Innovation Social Network  
[www.connectarabs.com](http://www.connectarabs.com)

مبادرة شبكة كونكت أرابز  
للإبتكارات و التواصل العلمي و الصناعي و الإجتماعي وريادة الأعمال

"الشباب هم الأمل و الابتكارات هي الحل"

مسابقة أفضل 15 إبتكار للجامعات  
و المعاهد البحثية المصرية لعام 2015  
للتخصصات

هندسة - صيدلة - حاسبات و معلومات - علوم - زراعة

جوائز قيمة للفائزين الثلاثة الأوائل من كل تخصص

يمكن الآن التعرف على التفاصيل من خلال الرابط:  
<https://www.connectarabs.com/groups/135>

ويفتح باب التقدم للمسابقة  
إعتباراً من يوم 2015/2/7 حتى يوم 2015/3/8  
من خلال نفس الرابط أعلاه

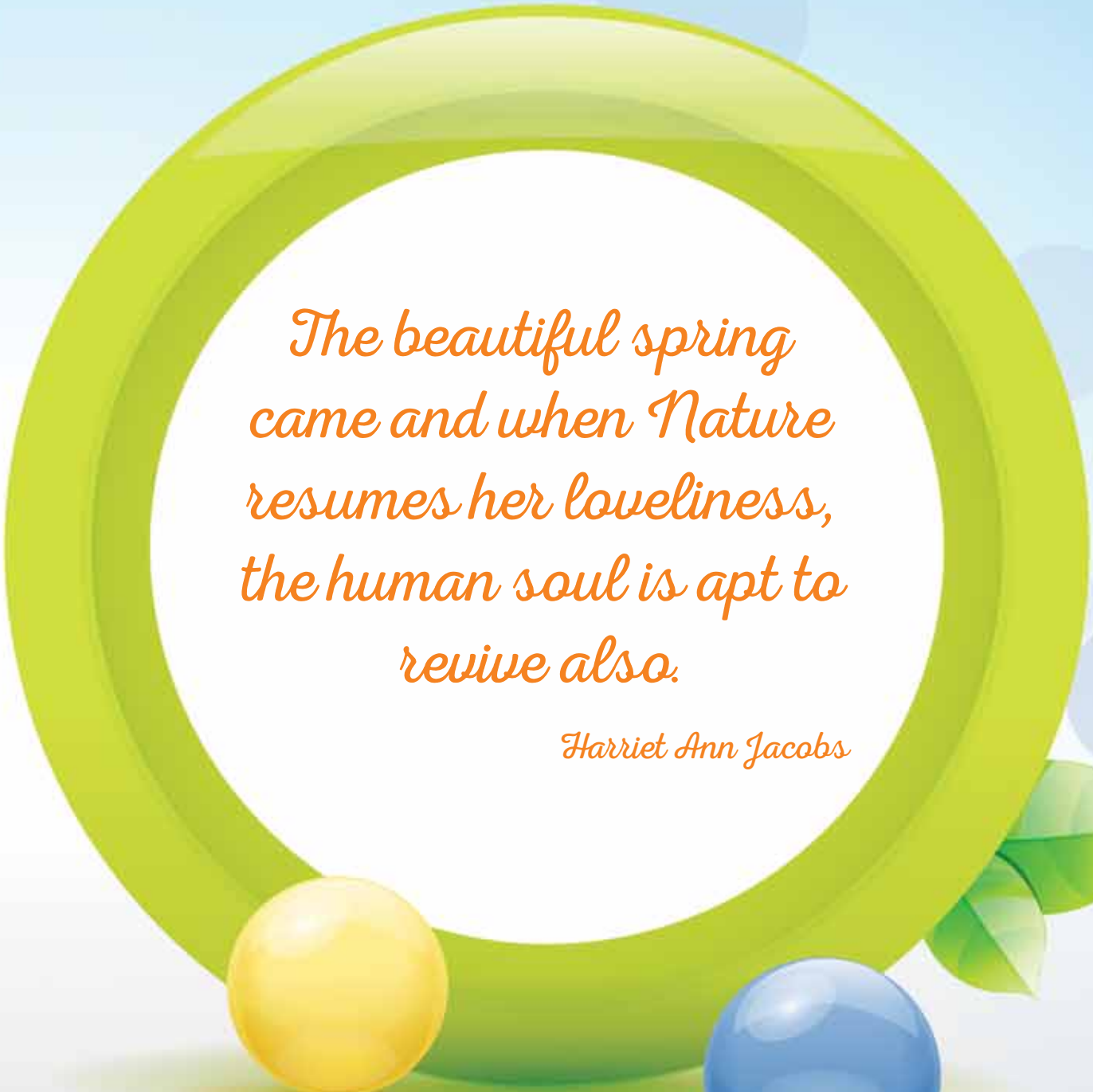
الرعاية

**EMC<sup>2</sup>** **ACT** **الرعاية**







*Happy  
Spring*



*The beautiful spring  
came and when Nature  
resumes her loveliness,  
the human soul is apt to  
revive also.*



*Harriet Ann Jacobs*



# ACT LOYALTY Celebration



24 October from each year marks the day ACT was born. In this special day **Mr. Tawfiq** and the ACTIANS gather to celebrate the long service achievements of some of ACT's most dedicated employees; whose loyalty and support over the years has always been appreciated, and has shaped ACT into the company everyone enjoys today.

Mr. Tawfiq's annual message in this event is that:

**"Together we have worked through many challenges, embraced opportunities, and continued to grow both as individuals and as an organization."**

Loyalty awards and appreciation certifications were granted to employees for 5,10,15,20 and 25 years of service in the company

## ACT Appreciation ward 5 Yrs.

Went to:

**Hatem** Adel Hamed Radwan  
**Saber** Saber Ibrahim Brakat  
**Ramez** Hamdy Abdel Aal Mohamed  
**Hany** Mohamed Abdo Elbedewy  
**Ehab** Abdullah Mohamed Abdullah  
**Mohamed** Samy Mohamed ElShamy  
**Abeer** Yousef ElKholy  
**Ahmed** AbdelHady El Sherif Ma'amon  
**Karim** Mohamed AbdelKhalek Mohamed  
**Mohmaed** Talaat Abo Elwafa Ahmed  
**Ehab** Fouad Mohamed  
**Zeinab** Hamdy Abdel latif

## ACT Appreciation ward 10 Yrs.

Went to:

**Hassan** Mahmoud Hassan Abdel Hady  
**Ahmed** Mahmoud Ahmed Ragab  
**Ahmed** Mohamed Mohamed Abdelfatah  
**Maged** Hamed Taha Rgab  
**Ahmed** Wafa'ay Ali Abdelkareem  
**Mahmoud** Abdellatif Akl Abdallah  
**Eman** Abdelfattah Abdellatif Mohamed  
**Tamer** Yousry Nasr Rezk Bekhet  
**Mohamed** Ezzat Ahmed Elbalat  
**Mohamed** Hassanein Ahmed Tawfik

## ACT Appreciation ward 15 Yrs.

Went to:

**Hassan** Ghareb Hassan Salama  
**Ibrahim** Mohamed Ibrahim Mohamed  
**Mohamed** Kamal Ali Shehata  
**Ahmed** Hussein Kamel Sha'aban  
**Mohamed** Abdel Moez Abdel Aty Farrag  
**Mohamed** Ahmed Hussein Khalil  
**Mohamed** Sobhy Selim Salim  
**Atared** Mohmed sayed mahmoud  
**Mohamed** Eissa Abdel Rehim Ibrahim  
**Mohamed** Darar Ahmed Ismael  
**Ahmed** Ali Abdullah Ibrahim  
**Mostafa** Abdel Fattah Mohamed Sokkar

## ACT Appreciation ward 20 Yrs.

Went to:

**Mohamed** Saleh Morsy  
**Mostafa** Seif Mahran  
**Mohamed** Mostafa mohamed  
**Mohamed** Abdel Aziz Abo Elleil

## ACT Appreciation ward 25 Yrs.

Went to:

**Mohsen** Mazhar Abdel Mohsen  
**Medhat** Elseba'ay Ibrahim





# MICROS mWorkstation

Following the MICROS mTablet look and feel, the **MICROS mWorkstation** will appear in a new and modular design to continue the 6 year success story of the Workstation 5.

The modular design allows targeting all our verticals, Food & Beverage, Hotel and Retail. The mWorkstation consists of an "all in one head unit" in conjunction with multiple mounting options to support a wide range of use cases.



- 15.6" Wide Screen High Definition LCD
- Passive cooling, no moving parts
- Supports up to 8GB RAM
- Solid State Drive
- Multiple operating systems
  - Windows 8.1 Embedded Industry
  - Windows POSReady 7
  - Windows Embedded Compact 7
  - Linux
- Mounting options:
  - VESA Standard
  - Wall Mount Bracket
  - MICROS adjustable Stand (mStation)
    - Integrated Power Supply
    - Integrated printer
    - Integrated and mobile 2D scanner
    - Customer Display
    - Wide range of I/O connectivity



Hardware release projected for December 2014.

Note: MICROS internal use and distribution only. All information in this document are subject to change.



## KEEP YOUR FANS CONNECTED WITH ARUBA WI-FI

Learn More: [www.arubanetworks.com/lpv](http://www.arubanetworks.com/lpv)

**aruba**  
NETWORKS



# “Companies and governments around the globe are embracing the next wave of the Internet – The Internet of Everything (IoE) ”

Ayman El Gohary - President  
and General Manager Cisco  
Egypt

## What are your expectations after the political stability and the world economic forum in Egypt?

We believe there has never been a better time to combine human ingenuity and technological innovation to help people and the planet. Everything is coming online, and we are connecting more of our world every day. At this very moment, over 12 billion devices are connected to the Internet, and that number is expected to increase to over 20 billion by 2020. These connections provide more data for better decision-making and improve the way governments, businesses, and individuals operate. This is the Internet of Everything, and it makes networked connections more valuable and more relevant than ever before.

The Internet of Everything offers countries around the world the opportunity to provide better, richer lives for their citizens and to create new ways for companies to do business. Whether these take the form of connected education and healthcare, smarter cities, more efficient government services, or job creation, we believe the societal benefits of the Internet of Everything will impact our lives in ways never before imagined. It is not the act of getting connected—or even the number of connections—that creates the value, it is the outcomes those connections make possible.

With companies, individuals, and governments working together, we can help improve societies worldwide. Governments alone cannot solve the global challenges we face today. We can tackle many of the inequities in society—such as those in education, employment, and healthcare—by bringing together a diverse set of stakeholders.

Egypt in particular is seen as a vibrant country with many attractive industries and opportunities. To realize this opportunity, companies and the government must work together to increase access to affordable, reliable technology for Egypt's population.

The true promise of digitization in Egypt is equal opportunities for all. By increasing access to the tools of the global economy—like phones, computers and the Internet—citizens in historically disadvantaged communities can learn the skills they need to succeed. For example, a connected country will drive demand for job creation of trained professionals with skills in information and communication technology, which in turn will help to maintain the networks that form the backbone of the country's economic prosperity.

## What are the latest new solutions Cisco will provide and the potential sectors will focus on it in the Egyptian Market?

Becoming a digital business requires an agile IT model, and the ability to rethink core processes for the digital era. Cisco's focus is to work with organizations in Egypt to embrace new security, cloud, mobile, social and analytics technologies required to fully digitize takes imagination, investment and expertise.

## What is Cisco upcoming strategy to implement the IoE concept in the Egyptian market?

Companies and governments around the globe are embracing the next wave of the Internet – the Internet of Everything (IoE) – to create a new tomorrow for their customers, citizens and employees – Egypt needs to do the same. Cisco defines the IoE as connecting people, process, data and things across industries, cities and countries to realize new economic value. When people, process, data, and things are brought together seamlessly through intelligent networked connections – institutions are transformed. They can then offer new customer and citizen experiences, improved operational efficiencies, breakthrough innovations and entirely new economic models for services and growth.



“The Internet of Everything offers countries around the world the opportunity to provide better, richer lives for their citizens and to create new ways for companies to do business.”

“The IoE will challenge current IT environments by requiring interconnection of trillions of things, the ability to support exponential traffic growth, and the capacity to transform enormous amounts of data into information while increasing service velocity and flexibility.”

Over the next decade, the IoE will deliver \$19T of value to individuals, businesses and countries. Cisco is helping our customers take advantage of the IoE – and organizations that began digital transformations in 2013 captured over \$500B in value. In order for entire cities, countries and economic systems to embrace the IoE, each institution must become fully digitized, turning connected people, process, data and things into insights and new value for employees, customers and citizens.

## What are the new solutions Cisco will provide for the cloud computing Solutions as Cloud computing solutions are very potential in The Egyptian Market?

Organizations in Egypt need to be aware of the fact that solving today's biggest business and technology challenges requires an approach that fully integrates the three pillars of cloud computing: applications and services, data centers, and networks. This approach will need to keep pace with changing market trends, which require greater elasticity, agility, and speed to support evolution in weeks or months, not years.

The IoE will challenge current IT environments by requiring interconnection of trillions of things, the ability to support exponential traffic growth, and the capacity to transform enormous amounts of data into information while increasing service velocity and flexibility. All this will have a big impact on cloud computing and will require new approaches.

Cisco has built and will continue to develop capabilities to enable Intercloud communications. In collaboration with our partners, we are designing a cloud platform for the IoE - The Cisco global Intercloud - specifically architected for the Internet of Everything, with a distributed network

and security architecture designed for high-value application workloads, real-time analytics, “near infinite” scalability and full compliance with local data sovereignty laws. The first-of-its-kind open Intercloud, which will feature APIs for rapid application development, will deliver a new enterprise-class portfolio of cloud IT services for businesses, service providers and resellers.

As more people, things and devices connect to the Internet in Egypt, more data from more places will be introduced across corporate and service provider networks, which will open up new opportunities and increased demand for the Cloud.

## What about Cisco business partners and Distributors?

The Cisco commitment to our partners' success has been core to our company philosophy since its inception. For nearly two decades now, Cisco has been offering the world's leading networking certification and specialization programs that can enable partners to solve their customers' most important business issues.

As they grow their businesses around architectures, solutions, and services, Cisco can help partners increase their reward and profit opportunities.

Our Channel Partner Program enables our partners to differentiate their business through three main factors: market recognition and branding, validation and credibility, and annual audits to ensure that our high-end partners meet strict standards. The Cisco Channel Partner Program provides many ways to differentiate our partner's business and drive their growth and profitability.

## What is your message to 'ACT'?

The future of technology in Egypt will be driven by market transitions, or industry inflection points. Emerging societal,

environmental and operational goals will drive initiatives for greater customer participation with energy providers, modernization of the energy infrastructure, and the smooth transition of an aging workforce. Supporting these initiatives will require increased integration of disparate business systems and processes both within and across organizations – and we anticipate technology evolving to enable greater connection of information, people, and things. At Cisco, we call this transition the Internet of Everything, and we believe it will drive the next wave of business innovation, productivity and customer engagement for years to come.

“As more people, things and devices connect to the Internet in Egypt, more data from more places will be introduced across corporate and service provider networks, which will open up new opportunities and increased demand for the Cloud.”







# Enterprise Mobility

Business solutions delivered to people, through the device of their choice, to do the activities they value most.

Windows devices offer a greater ROI, while increasing "road warrior" productivity as well.

**182%** ROI

**\$620K** average savings per year

**TCO**

**4.7 Months** Payback

9 out of 10 business-to-business buyers say that when they are ready to buy, they will find you.

Mobile apps will transform business processes.

High Value IT implementations will dramatically extend or invent new "information infused" products or services.

Companies that make doing business easier are **31%** more likely to win repeat business.

**37%** Increase in project collaboration through the social network.

Employees spend upwards of **36%** of their work time collecting and analyzing information to get their jobs done vs. doing their jobs.

Customer experience leaders greatly outperform the laggards in stock performance.

Total return = **+22.5%**

Customer Experience Impact on Stock Returns

Category	Return
Leaders	+22.5%
Laggards	-46.3%

Deliver great customer experiences on devices people love.



# Congratulations

**ACT** has earned the Cloud Productivity competency at the gold level

## Microsoft Partner Network

By attaining the Cloud Productivity competency at the gold level, you have shown commitment, expertise, and the ability to succeed.

The gold level is the highest Microsoft partner level, putting you in an exclusive category with other top partners.

**ACT**  
advanced computer technology

# Microsoft Partner Network

**By attaining the Cloud Productivity competency at the gold level, you have shown commitment, expertise, and the ability to succeed.**

**The gold level is the highest Microsoft partner level, putting you in an exclusive category with other top partners.**





# “ We offer a turnkey private cloud solution based on Dell Hardware & Microsoft System Center “

Adnane Alaoui - Senior  
Solutions Manager Africa  
(Excl SAF)



“The IT market is changing with the speed of light and our customers have new challenges and pain points.”

## What is your expectations after the political stability and the world economic forum in Egypt ?

We have been watching the IT market grow in Egypt for the past couple quarters and we are very optimistic about the opportunity. The political stability and security is getting better which will definitely create a more suitable environment for doing business and nurturing large Data Center and IT projects.

The World Forum event which has taken place couple weeks ago was the icing on the cake to prove to the entire world that Egypt is open for business which is a good thing for the overall economy and will definitely encourage large corporations such as Telcos, Banks and government to start investing and acquiring new products and solutions in order to innovate and add value to their business.

## What are the latest new solutions Dell will provide and the potential sectors will focus on it in the Egyptian Market ?

At Dell we see Egypt as one of the focus countries in our region (Africa) where we want to lead with new innovations and drive End to End complex & next generation solutions such as Big Data, Business Intelligence BI, HPC, Private and Public cloud and Software Defined type solutions.

Dell is leading the market in helping our customers move away from legacy and proprietary solutions to new ways of looking in taking full advantage of IT in order to add value to the business and deploy new applications to retain existing customers or attract new ones. Dell has invested billions of dollars and acquired the leaders in Networking, software, systems management, BI, Security and cloud

solutions in order to become the largest end to End IT provider in the planet and be able to help our customers solve challenging business problems with innovative, flexible, scalable and cost effective IT solutions.

The IT market is changing with the speed of light and our customers have new challenges and pain points.

They are trying to figure out how to balance between the ever growing demand of IT in their organizations while IT budgets are shrinking,

how to deploy new applications faster and how to reduce cost and streamline management and operations. Acquiring more hardware is not the solution these customers are looking for and that's why Dell is helping our customers transition and adapt the new paradigm shift in IT which is based on transferring IT department from a cost center to a revenue center delivering IT as a service and adding value to the business by focusing on innovation and spending less time and resources in keeping the lights on.

Dell sees Software Defined Data Center SDDC as the silver bullet which can help our customers reduce costs and streamline systems management and discover their hidden Data Centers. Dell has released multiple Software Defined Storage SDS solutions based on VMware vSAN, Microsoft Storage Spaces & Nexenta and Hyper-converged solutions based on Nutanix or VMware EVO-Rail.

Dell is also leading the market in the Database accelerated appliances and integrated systems for Data Base and Business Intelligence.

These are pre-configured and optimized systems for running high end Data Base

# “ We are helping our customers bypass the guess work and the tough validation & preparation challenges and we are providing them with ready to use & optimized rack systems and all what our customers need.”

systems and delivering the maximum horsepower to the business users. We are helping our customers bypass the guess work and the tough validation & preparation challenges and we are providing them with ready to use & optimized rack systems and all what our customers need to do is to plug them in and install their software and they are ready to go.

## What is Dell position in the local market according to IDC report?

Dell has been gaining market share from the competition and especially in servers and we are now number 1 in Egypt and making good progress in Storage and Networking.

## What is Dell upcoming strategy to implement the Cloud Solutions concept in the Egyptian market ?

Dell has a strong cloud solutions portfolio for the private and the public cloud and a hybrid cloud for those customers who want the flexibility to deploy on-premise private clouds and still transition to the public cloud as needed. Our solutions are end to end and built on flexibility and choice.

We have Won one of the largest public cloud solutions in Africa with Maroc Telecom in Morocco and multiple private cloud solutions throughout the region with banks, government and other private entities. We also offer a turnkey private cloud solution based on Dell Hardware & Microsoft System Center and a reference architecture for those customers interested in building their own private clouds using building blocks. We are currently engaged with multiple customers in Egypt interested in deploying private & public cloud solutions.

## What are the new solutions Dell will Provide for the cloud computing Solutions as Cloud computing solutions are very potential in The Egyptian Market ?

Cloud computing has the promise of delivering the needed agility and flexibility to help organizations and businesses meet their technology needs in a very cost effective and innovative way. Dell has multiple solutions for the cloud from a private to public to hybrid. Our customers can create private clouds with Dell modular servers, storage & networking building blocks and add the needed software and cloud systems management which make it easy to implement and manage private clouds. Whether our customers have just started planning or they have done some pre-design work Dell can help them get a good view of various solutions in the market including VMware, Microsoft, RedHat, OpenStack and CloudStack

## What about Dell business partners and Distributors ?

Dell provide our customers in Egypt with a large choice of business partners and distributors. Dell believes in the channel and all of our business in Egypt is channel based at 100%.

## What is your message to “ACT” ?

ACT is one of our top Value Resellers in Egypt with a strong experience in delivering complex solutions to customers. We are working very closely with ACT to build a healthy pipeline and grow our business together. We need to accelerate this activity and start winning market share from the competition.

SAPESCO Offshore Services (SOS)

“Our customers can create private clouds with Dell modular servers, storage & networking building blocks and add the needed software and cloud systems management which make it easy to implement and manage private clouds.”



# Microsoft Azure

The cloud platform for the modern business



Small and midsize businesses (SMBs) want the power and flexibility to run their business anywhere. That's why they are turning to the cloud to help move their business forward. The question is which cloud solution offers the best services to meet your specific needs?

Microsoft Azure offers agility along with an open cloud platform, helping you grow your business with greater efficiency and be more responsive to change. With Azure, you can quickly get up and running, scale up or down as needed, and avoid high capital costs—paying only for what you use. Azure also works seamlessly with other Microsoft software and services, such as Windows Server, SQL Server, Exchange, and SharePoint, helping you back up and keep your most important company information safe.



## Host your applications

Azure enables you to quickly and easily move your apps from on-site servers to the cloud. This migration helps you avoid the cost of purchasing new server hardware. The cloud infrastructure helps you easily scale up or down as needed. You also get the added protection of multiple data backups in the geographies you choose.



## Back up your data

Azure offers simple, reliable backup for your data and apps. By eliminating typical infrastructure costs associated with storage, you end up paying only for the storage you use. Plus there are no per-server or data transfer fees. In addition, you can be confident that your Azure-hosted apps receive the same level of protection chosen by Microsoft enterprise customers, including many of the world's largest financial institutions.



## Host your website

With Azure, you can quickly and easily host scalable websites in the cloud. Microsoft uses global datacenters, helping provide you and your customers with a reliable, satisfying, and secure experience without the need to invest in costly infrastructure.

## About Microsoft Azure cloud security

A common concern for many customers new to the cloud is security and data protection. With Microsoft and its worldwide datacenters, you receive a level of data protection and physical security that far exceeds typical on-premises firewall protection. Azure offers you peace of mind knowing that your apps and data are getting the same level of protection chosen by Microsoft's enterprise customers, including many of the world's largest financial institutions.

<sup>1</sup>Worldwide SMB Trends and Transformation, AMI-Partners, 2014



*"Our growers and buyers don't care about our IT systems, but they do care when we can't ship product or issue an invoice. Our brand rests on the continuity of our IT systems, which are now more available running in Azure."*

Andrew Goodin

Global Manager of Information Systems, Zespri International

## Azure global datacenters



## Why Microsoft?

Only Microsoft offers a flexible platform that lets you choose the path that's best for your business, whether that's on-premises, in the cloud, or a hybrid combination. Azure is a core part of this overall vision that helps make the cloud a seamless part of your IT in a way that's best for your company's specific needs.

### How [PARTNER COMPANY NAME] can help

We're there to help you every step of the way. Contact us today to get started in realizing the benefits of the modern business with solutions from Microsoft.

Right Click> Change Picture to replace this with your own logo

### Contact information

<Microsoft partner name>

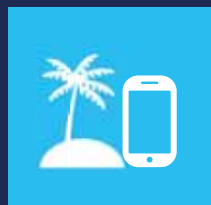
<Microsoft partner contact info>

<First name Last name>

Microsoft Azure

©2014 Microsoft Corporation. All rights reserved. This data sheet is informational purposes only. Microsoft makes no warranties, express or implied, with respect to the information presented here.





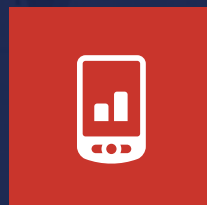
Mobile  
Productivity



Line of  
Business  
Apps



Business  
Ready  
Devices



Sales  
Productivity



Enterprise  
Mobility  
Management



The Walsh Group  
Patrick Wirtz, Innovation Manager

We believe the new touch-enabled Windows 8 devices with Office 365 ProPlus will help our employees be more productive on our construction sites, instead of spending time in the trailer or at the office.

## Is your business ready?

### Empower Your Team

Provide them with both the devices they love and your secure business apps - built on the same platform.



### Transform Your Business

Propel your business forward: deliver great analytics, speed up processes and deliver on any device, anytime, anywhere.



### Delight Your Customers

Create a competition-killing customer experience that delivers what people want when they are ready to buy, with the least possible effort.

To learn more, visit [www.act.eg](http://www.act.eg)



Do you have a successful Enterprise Mobility strategy?



Over **10/7** business executives say their company has a digital strategy



Are you developing new apps, upgrading LOB apps or both?



By 2017, mobile users will provide personalized data streams to more than 100 apps and services every day



Are your customers delighted with the way they engage with your business?



**%84** of CIOs in 2013 will use mobility solutions to support a closer customer engagement



Do you know what percentage of your sales force is using social selling?



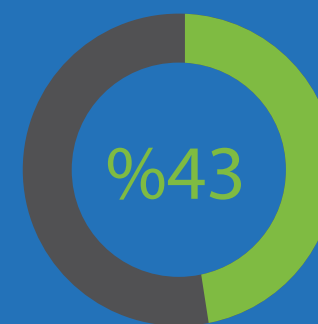
**%73** of sales people who use social media outperform those who don't



Is your business on the BYOD or CYOD model? Are those devices secure? Cost-effective?

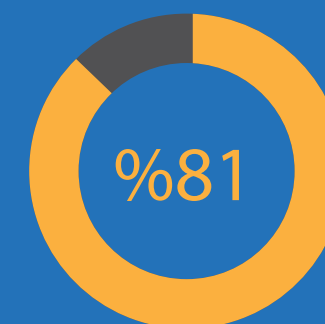


CIOs are beginning to believe that BYOD is not a sustainable long term strategy, with more and more preferring CYOD to regain control, once lost



Cumulative total stock return for leading customer mobile experience companies.

Watermark Consulting  
2013 Customer Experience ROI



Of CIOs plan to roll out Windows-based tablets in 2014.

Sanford C. Bernstein Ltd survey as quoted in the Wall Street Journal (Dec 2013)



What are the returns on your plans?

To learn more, visit [www.act.eg](http://www.act.eg)

# AND WE *ACT*

# WITH VALUES...

## we ACT with Pride...

"Vanity and pride are different things, though the words are often used synonymously. A person may be proud without being vain. Pride relates more to our opinion of ourselves; vanity, to what we would have others think of us."

Jane Austen

"Generosity is giving more than you can, and pride is taking less than you need."

Khalil Gibran

PRIDE

## we ACT with Harmony...

"Happiness is when what you think, what you say, and what you do are in harmony."

Mahatma Gandhi

"The more in harmony with yourself you are, the more joyful you are and the more faithful you are. Faith is not to disconnect you from reality - it connects you to reality."

Paulo Coelho

HARMONY

## we ACT with Challenge...

"I've learned in my life that it's important to be able to step outside your comfort zone and be challenged with something you're not familiar or accustomed to. That challenge will allow you to see what you can do."

W. Edwards Deming

"The ultimate measure of a man is not where he stands in moments of comfort and convenience, but where he stands at times of challenge and controversy."

Martin Luther King

CHALLENGE

## we ACT with Balance...

"When we have a good balance between thinking and feeling... our actions and lives are always the richer for it."

Yo-Yo Ma

"If you're interested in 'balancing' work and pleasure, stop trying to balance them. Instead make your work more pleasurable."

Donald Trump

BALANCE

## we ACT with Protection...

"On life's journey faith is nourishment, virtuous deeds are a shelter, wisdom is the light by day and right mindfulness is the protection by night. If a man lives a pure life, nothing can destroy him."

Buddha

"Competition is not only the basis of protection to the consumer, but is the incentive to progress."

Herbert Hoover

PROTECTION

## we ACT with Power...

"Power is of two kinds. One is obtained by the fear of punishment and the other by acts of love. Power based on love is a thousand times more effective and permanent than the one derived from fear of punishment."

Mahatma Gandhi

"Power is given only to those who dare to lower themselves and pick it up. Only one thing matters, one thing; to be able to dare!"

Fyodor Dostoevsky

POWER





**“The Power to do More...”**


**@Porto Sokhna**  
from 7<sup>th</sup> to 9<sup>th</sup> of March




**ACT** launches –on a regular basis- events to emphasis the importance of technology and how it helps in the tremendous growth across different sectors.

**“The Power To do More”,** was held at Porto Sokhna between the 07th and the 09th of March 2015 in association with **ACT** strategic partners

**Dell®**  
**Intel®**  
**Microsoft®.**



The full DELL Portfolio, Enterprise, strategy, Client solutions, services were well presented to ACT’s customers in the first day sessions.

The second day started by presenting Intel Technology Solution, and ended with Technology update presented by Microsoft.

ACT’s experienced team made sure that entertainment activities are well-merged during the event days, in a way that guarantees that customers are having fun and enjoying their time.

Numerous activities for chilling out were on the list. Comes on the top of it, lunches by the sea view, relaxing dinners by the pool view accompanied with oriental Takht, enjoying Sokhna Mountains’ view through the Teleferic ride.



On the event’s last day we celebrated **Mr. Emad Hamada** from Egypt Air the winner of Dell Tablet, that was given as gift based on a draw.









## قال عمرو بن العاص:

«أهل مصر أكرم الأعاجم كلها و أسمحهم يدا».



كتبت سابقاً:

إذا غنّت مصر.. رقص العرب.

وإذا أنجبت «عمرو دياب» ستجد له نسخة في كل عاصمة!

وإذا غنى «عبد الحليم» - خليّ السلاح صاحي - اخرج

العرب كل بواريدهم العصملية من مخازنها!

وصار رمي اليهود في البحر خياراً استراتيجياً لكل العرب.

أما إن جنحت للسلم، فاعلم أنه - حتى مقديشو -

سيصبح السلام خيارها (وبطبخها) الاستراتيجي!

إنها مصر:

إذا «تحجبت» سيصبح «الحجاب» أكثر الأزياء رواجاً

وإذا أطلقت لحيتها فسيقفل عدد الحلاقين من طنجة

إلى ظفار وإذا خرجت للشارع وهي تحمل بيدها قبلة

وساطورا.. فاعلم أنك ستري هذا المشهد بعد سنة،

سنتين، عشرة.. في شوارع أخرى.

و: إنها مصر.. البهيّة.. الولادة: تمام، ولكنها لا تموت.



عودوا لطفولتكم أيها العرب:

أول طيبب عالجمك.. مصري.

أول معلم درسكم.. مصري.

أول كتاب قرأتموه.. كتبه مصري وطبعته مطبعة مصرية.

أول حركات التنوير.. كانت تأتي من مصر.

أول الثورات.. مصرية.

أول الشهداء.. مصريون.

وأنا أحب مصر بكل ما فيها: من غلابا، وأناس طيبين، وفقراء..

رغم أنهم يعيشون في المقابر يعرفون كيف يضحكون ويؤلفون النكات.

أحبها: بعلمائها، ومثقفها، ودعاتها، وفنانها...

ولا تقولوا لي:

لا يجتمع في قلب مؤمن حب (وجدي غنيم)

و(محمد منير)! لأنني أعلم بقلبي منكم.



يا رب النيل.. احفظ بلاد النيل والمواويل من الجفاف.

يا رب الغلابا.. احفظ الغلابا من المعتدين.

يا رب مصر.. احفظ لنا أمن مصر.



## وعشان كده مصر يا ولاد حلوة الحلوات !

\* العنوان لشاعر العاميّة الكبير /

سيد حجاب.



إنها مصر التي استطاعت أن تُصدّر لنا (لهجتها) كأنها لغة ثانية لنا..

وهي تخبّي روحها الحلوة في لهجتها.

إنها مصر التي تشعرك من أول لقاء: «كأنها وحده من العيلة»..

مصر التي تدخلها كأنك تدخل بيتك.



إن كانت مصر (أم الدنيا).. فهي من باب أولى أم للعرب جميعاً.

وأي عربي لا يحب مصر فتأكدوا أن في قلبه خلا ما..

وأي عربي يكرهها فتأكدوا أنه ابن عاق!



## قال صلاح الدين الصفدي :

والناس أنواعاً وأجناسا

فما رأى الدنيا ولا الناسا

من شاهد الأرض وأقطارها

ولا رأى مصر ولا أهلها



MAGRABI  
R E T A I L



## Connecting *Maghrabi* Retail Middle East & Africa employees with *Microsoft's* "Lync & Skype"

### About Magrabi Retail

Founded in 1927, Magrabi Retail strives to achieve leadership positions in the eyewear retail categories in the markets in which they compete. Magrabi Retail's multi-brand strategy has revolutionized how they group can reach the consumer by introducing The Counter by Magrabi, Sunspot and the already existing Magrabi Optical to its portfolio.

This flexibility allows them to seize their opportunities from multiple approaches, as both a mass and niche player covering more consumers' needs. Across all brands, they focus on increasing awareness and visibility. In addition, achieving their goals also depends on leveraging the scale of their organization and operational excellence.

Continued dedication and hard work of their employees, Magrabi Retail became a region leader in eye care & Eyewear. They look forward to continuing to provide customers with the best products and services.

### Business Needs

With so many employees in so many locations, and some employees working at more than one facility, Magrabi Retail needs world-class communications technologies.

The organization wanted to provide employees with easy-to-use instant messaging and presence capabilities that met the company's needs for security and privacy.

However, different teams use the multivendor communications landscape, all with similar initiatives. This had the potential for inconsistent user experiences, management work overlap, and missed cost savings opportunities.

"We want to be able to provide employees with a consistent and unified experience when it comes to communication," says Ahmed Elfouly, Infrastructure Consultant at Magrabi Retail. "We want an official communication channel for audio and video conferencing instead of using personal Skype accounts".

### Solution

With the assist of **ACT** as Integrator IT Solution Provider leader in the Middle East, Lync Server 2013 was recommended to Magrabi Retail.

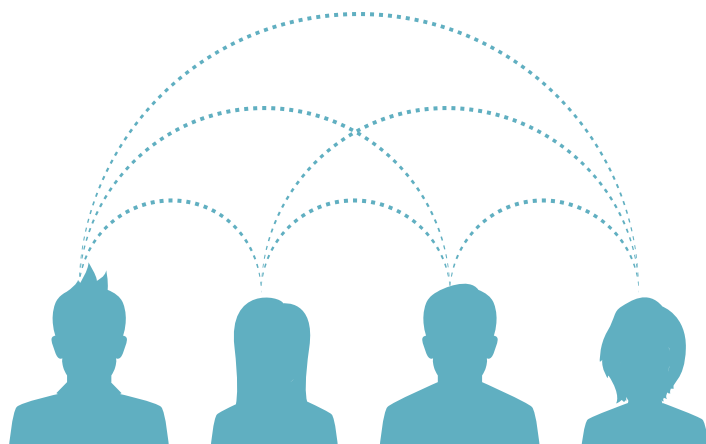
A clear strategy was created for unified communications by using Microsoft Lync Server 2013 as its core platform. **ACT** migrated about 1000 employees in their divisions to Lync 2013.

Today, Magrabi Retail employee simply locates a colleague's name in his or her address book, sees if they're available, clicks on the name, and initiates an audio or video call or sends an instant message. By using Microsoft Lync Mobile, employees can also interact with colleagues from their smartphones.

Another valuable feature is the increased convenience in participating in meetings from remote locations. "Many employees travel and want to be able to join meetings when they're on the road and view shared content," says Elfouly. "Lync 2013 supports this kind of mobile meeting participation very well. We have a lot of web conferences going on all the time and the ability to take part in these from a computer, tablet, or smartphone is wonderful."

By using Lync with Skype Federation, Magrabi Retail can extend these flexible participation capabilities to vendors and partners who also use Lync and Skype. They now can use Lync client and Skype to communicate with Microsoft, ACT, and all other accounts over the world.

"We want to be able to provide employees with a consistent and unified experience when it comes to communication."



### Benefits

By consolidating its communication functions with Lync 2013, Magrabi Retail is able to provide employees with a unified, consistent experience across all communications vehicles: email, instant messaging, web conferencing, audio conferencing, videoconferencing, voice, and desktop and mobile devices. It is also looking to use the technology to improve their customer experience.

"Lync 2013 with high-definition video is allowing us to explore all types of opportunities as we continue to grow with Microsoft Lync."



### Simplifies Internal Communications

Their goal with Lync 2013 is to give employees incredible flexibility and simplicity in communicating, which will give them more time to focus on what they do the best. "Our business associates are seeing great benefits from the technology. Now we are exploring the uses for our employees," Elfouly says.

Often in retail, time is of the essence, and being able to locate the right person at the right time can save time and improve outcomes. By using Lync presence and videoconferencing, it may be possible to locate an employee who is not at work by using the Lync mobile client on a smartphone, sharing work information, and getting actions within minutes. "Lync 2013 with high-definition video is allowing us to explore all types of opportunities as we continue to grow with Microsoft Lync."

### Reduces Costs

Magrabi Retail has saved thousands of dollars in travel costs by using videoconferences to supplement in-person meetings. The organization anticipates additional savings as it increases the use of Lync for videoconferences.

The company has also reduced management and maintenance work having fewer tools to maintain allows them to be more efficient, because Lync 2013 does so much, it allows us to provide a more unified experience to our employees. Magrabi Retail is amazed of the professional service delivery by ACT from the planning phase till the end of the project, and that's what they expected.

Magrabi Retail is amazed of the professional service delivery by **ACT** from the planning phase till the end of the project.



## PowerEdge FM120x4

Packing four single-socket microservers on one half-width sled, the Dell PowerEdge FM120x4 provides low-cost, power-optimized density with enterprise-class systems management.

The PowerEdge FM120x4 microserver, featuring the low-power Intel® Atom™ processor C2000 product family and ultra-dense system-on-a-chip (SoC) design, is ideal for large-scale static web hosting and lighter weight processing, like batch data analytics.

### Innovative design

Each FM120 microserver is powered by a single Intel Atom processor C2000 with up to eight cores, two DIMMs of memory, one -2.5inch front-access hard drive or two -1.8inch SSDs, and an integrated 1GbE NIC on the SoC. PCIe connectivity is not supported for the FM120x4. The compact design of the C2000 allows the FM120x4 sled to hold four microservers. A fully loaded FX2 chassis can hold 16, offering impressive density. Using eight-core processors, 128 cores and 32 DIMMs of memory can be utilized in a single 2U FX2 chassis. The low-power characteristics of the C2000 enable the FM120x4 to comply with Dell Fresh Air 2.0 requirements, letting you save on energy and cooling costs for your data center.

### The efficiencies of shared infrastructure

FM120x4 server blocks are housed in the Dell PowerEdge FX2 chassis — a 2U rack-based hybrid computing platform that delivers the density of a blade architecture with the simplicity and cost benefits of rack-based systems — all in a compact modular design.

With shared power, cooling and networking, the FX2 delivers efficiency and flexibility as the design of the chassis allows server nodes to use whatever style of storage they require, whether DAS, SAN or NAS.

Simply and efficiently add resources to your infrastructure, when and where you need them. Add to the chassis at the single-server level or add one or more fully loaded 2U enclosures.

### Innovative management with intelligent automation

The Dell OpenManage systems management portfolio simplifies and automates server lifecycle management — making IT operations more efficient and Dell servers the most productive, reliable and cost effective. Dell's agent-free integrated Dell Remote Access Controller (iDRAC) with Lifecycle Controller makes server deployment, configuration and updates automated and efficient. Using Chassis Management Controller (CMC), an embedded component that is part of every FX2 chassis, you'll have the choice of managing FM120x4 microservers individually or collectively via a browser-based interface.

OpenManage Essentials provides enterprise-level monitoring and control of Dell and third-party data center hardware, and works with OpenManage Mobile to provide similar information on smart phones. OpenManage Essentials now also delivers server configuration management capabilities that automate bare-metal server and OS deployments, replication of configurations, and ensures ongoing compliance with set system configurations.

### PowerEdge FM120x4

- Up to 2 x DIMMs
- Up to -8core Intel Atom processor C2000
- 2.5" internal drive or 2 x 8.1" SSDs
- System-on-a-chip design



## PowerEdge FC630

An impressively powerful two-socket FX converged architecture server, the Dell PowerEdge FC630 is designed to be a workhorse for data centers looking for new levels of efficiency and density in an incredibly small footprint.

With powerful processors, impressively large memory and highly scalable I/O capabilities, the PowerEdge FC630 excels at running applications for midsize and large businesses, like enterprise resource planning and customer relationship management. Combining exceptional performance and functional flexibility, the FC630 is also ideal for large databases or substantial virtualization environments.

### Flexible, scalable, powerful

Powered by up to two -18core Intel® Xeon® E2600-5 v3 processors, each FC630 has 24 DIMMs of memory, two -2.5inch or four -1.8inch front-access drives, a 10Gb SNA and access to two PCI Express® (PCIe) expansion slots in the shared chassis.

### Fit the infrastructure to the job

With the capability to handle demanding business applications and the databases that support them, the future FC630 is the perfect building block for the core of a corporate data center. Offering exceptional performance and a rich set of storage options, including the FD332 storage block with up to 16 direct attached drives, the FX architecture enables you to build an infrastructure that is tailor-made to suit your unique IT requirements.

### The efficiencies of shared infrastructure

FC630 servers are housed in the FX2 enclosure — a 2U rack-based converged platform that delivers the density of a blade architecture with the simplicity and cost benefits of rack-based systems — all in a compact modular design. The FX2 delivers efficiency through shared power, cooling, networking, and management, as well as PCIe expansion slots and I/O module options that enable DAS, SAN or NAS storage.

### Innovative management with intelligent automation

The Dell OpenManage systems management portfolio simplifies and automates server lifecycle management — making IT operations more efficient and Dell servers the most productive, reliable and cost effective. Dell's agent-free integrated Dell Remote Access Controller (iDRAC) with Lifecycle Controller makes server deployment, configuration and updates automated and efficient. Using Chassis Management Controller (CMC), an embedded component that is part of every FX2 chassis, you'll have the choice of managing FC630 server nodes individually or collectively via a browser-based interface.

OpenManage Essentials provides enterprise-level monitoring and control of Dell and third-party data center hardware, and works with OpenManage Mobile to provide similar information on smart phones. OpenManage Essentials now also delivers server configuration management capabilities that automate bare-metal server and OS deployments, replication of configurations, and ensures ongoing compliance with set system configurations.

### PowerEdge FC630

- Up to 24 DIMMs of DDR4 memory
- Powered by Intel Xeon processor E2600-5 v3 product family
- Access to 2 PCIe 3.0 slots and dual-port 10Gb SNA



“Aruba boasts a highly regarded innovation engine and specialized sales, marketing and channel model, which will complement HP’s networking business and go-to-market breadth”

**Gamal Emara** Country  
Manager – KSA, BH, Egypt &  
Levant

### What is your reflection on Aruba Networks’ growth last year in Egypt and the region in general?

We saw spectacular business growth last year globally and in Egypt and we expect the same kind of aggressive growth in the coming year as well. With high rates of adoption across tablet and smartphone devices throughout the region’s key business markets, companies are looking for solutions to address security, efficiency and reliability of their mobile networks. Aruba Networks brings international experience and a full suite of leading technology solutions to Turkey’s region and the company is therefore well poised to take advantage of the mobility and BYOD trend. Businesses that are embracing BYOD must consider the impact of allowing employee owned devices into the office. The main challenges include:

- Wi-Fi network capacity and coverage – Our survey revealed that 70% of the respondents prefer Wi-Fi over any other form of connectivity. Organizations must therefore ensure that they have pervasive Wi-Fi networks operating at the latest 802.11ac speeds. Capacity planning should focus not only on the number of devices, but also an understanding of where devices will roam and what types of applications they will operate. For that reason Aruba Networks were amongst the first players to announce AC technology - the latest technology for wireless products.
- Network security – IT should take the appropriate steps to ensure employee owned devices aren’t the source of unwanted activity on the network. Especially with remote connectivity via VPN, authentication and access control play a very important role.
- Mobile device security – IT needs to establish policies on what type of information can be allowed on an employee’s device. This will ensure that information on devices that leave the office doesn’t fall into the wrong hands.
- Application policies – by allowing employees to bring their own devices, IT is also suggesting employees are free to use

whichever applications they choose. Some content and applications may not be appropriate for the workplace. Application control could be important to ensure adherence to corporate policies.

Aruba Mobility-Defined Networks™ solution addresses all of the above challenges and as such we believe that there will be a huge uptake of our solutions in 2015. Aruba Networks started paying special focus on SME market and that took off very nicely and was a strong market for us in the past few months and accordingly, we expect big opportunities for us in this segment in the coming year as well.

### What do you think about HP’s acquisition of Aruba Networks?

On March 2, 2015, Aruba Networks and HP announced a definitive agreement for HP to acquire Aruba for a transaction value of \$3 billion. Aruba boasts a highly regarded innovation engine and specialized sales, marketing and channel model, which will complement HP’s networking business and go-to-market breadth. Together, Aruba and HP will deliver next-generation converged campus solutions, leveraging the strong Aruba brand. Some of the benefits from this acquisition for customers are: Same Aruba... but even faster and with greater resources – Our customers will continue to benefit from Aruba’s industry-leading innovation engine, our ‘customer first, customer last’ culture and our exceptional customer support. We anticipate that we will accelerate the pace of our innovation following the transaction, leveraging the combined R&D engineering expertise, budgets and resources of Aruba Networks and HP.

Broader portfolio – We expect that our customers will have access to a broader portfolio of networking products in the future.

Flexibility and choice – Aruba Networks and HP share a vision of open system networking, with compatible solution components rather than proprietary systems that lead to vendor lock-in. ClearPass and AirWave’s multi-vendor support capabilities give customers and partners complete freedom to select their wired and wireless infrastructure vendor (or vendors).



“ Instead of looking at new markets, we will continue to focus and consolidate our position in the countries where we already have an investment.”

**Global reach** – Following the transaction, Aruba customers will be able to leverage HP’s global resources (including global service delivery), systems integrators and channel partners throughout the world.

“We always receive very positive feedback from the customers that we deal with through ACT, and we believe that ACT is one of our top five partners in the region.”

### What are the key competitive advantages that differentiate Aruba Networks?

Frankly speaking, we have a number of key advantages over our competitors.

**A well thought-out architecture.**  
Aruba sorts both flexible pricing and mixing/matching over product lines.

**Satisfied customers.**  
Gartner clients report a high degree of satisfaction with Aruba services.

**ClientMatch technology**  
Aruba’s proprietary system addresses issues that pop up as mobile roaming clients move between access points.

**A strong focus on network security**  
Aruba now boasts a top-flight intrusion prevention system, as well as an embedded mobility firewall.

**Our ClearPass and AirWave systems work with non-Aruba devices**  
This allows for simplified orchestration within a multivendor environment.

**“Meet in the channel” model relationships**  
Aruba’s powerful WLAN solution incorporates Juniper Networks and Brocade.

**Versatile networking gear**  
Aruba gear can be run in either controller or controller-less mode.

**In your view, what are the technology trends that will lead the future and how is Aruba Networks planning to cope with these trends?**

The requirement for employees to work anywhere is driving the need for remote access networks, increasingly over untrusted networks with the use of VPNs,

or solutions that extend the enterprise network. Increased mobility is also calling for connectivity across a variety of networks – wired, remote access, 3G/4G and Wi-Fi. The enterprise is being forced to extend information into untrusted environments and is often unsure how to do that in a secure way. Besides the obvious impact on the network itself, it will also require organizations to redesign their applications to ensure that sensitive corporate information going across these networks is secured.

As access expands, remote offices and branch offices will need to provide quality of service that is consistent with what is found in the HQ or main campus sites and employees moving between these office locations will expect the same experience. Therefore, enterprises need to invest in more robust WAN solutions – not necessarily private WANs – but increasingly public WANs (DSL, MPLS) to ensure consistent experience across any corporate location.

Needless to say, wireless and mobility are inextricable. Luckily for organizations, the advent of higher speed Wi-Fi with 802.11ac means that offices can truly go all wireless. This combined with office communications tools like Microsoft Lync mean that desk phones can also be confined to only specific uses. The end result is rightsizing and savings for the business. Businesses are decreasing investment in Ethernet switching in favor of high speed Wi-Fi with 802.11ac. This re-architecting of the LAN is driven by the shift towards mobile devices using wireless rather than wired for connectivity. Organizations are seeing a constant drop in the Ethernet usage by users and an exponential demand for wireless everywhere.

**What is Aruba Networks’ future plans in terms of new markets or new products or new expansions in general?**

Instead of looking at new markets, we will continue to focus and consolidate our position in the countries where we already have an investment. Countries served by Aruba are UAE, KSA, Qatar, Oman, Kuwait, Bahrain, Yemen, Pakistan, Egypt, Libya and N. Cyprus.

I can comment on what we anticipate in the Mobility market in the Middle East countries. This is based on the announced projects and initiatives in the countries that lead to a healthy and strong Mobility market and IT in general. If we take Egypt as an example, we are talking about a country with a huge population supported by diversified economy and relatively strong tourism and industrial and financial organizations, which all make it an attractive business environment. Our channel is also prospecting strong business in many other ME countries such as Kuwait, Oman, Bahrain, where we are focusing on hospitality, government, telecommunications and SME verticals.

**What is Aruba Networks position in wireless technology and what is the plan to develop this current position?**

Aruba Networks is a leading provider of next-generation network access solutions for the mobile enterprise. The 2014 Wired and Wireless LAN Magic Quadrant by Gartner was recently published and Aruba Networks has now captured the #2 spot based on its ‘completeness of vision’ and ‘ability to execute’. Combined with the Gartner NAC Magic Quadrant, we are now a select company ... in other words a vendor that enjoys “Leader” status in multiple Gartner MQs!

Moreover, Aruba has been recently recognized by the third-party Dell’Oro Group, which quite expectedly confirmed that Aruba gained more than 2% market share in Q3 2014 alone. In addition, nearly every analyst now acknowledges that our leadership in “11ac” and Mobile NAC is unrivaled and our go-to-market is being executed with a great degree of precision and success.

**Last but not least, what is your message to ACT?**

I would like to thank ACT for the business they have been doing with Aruba Networks and for being a loyal partner with us. We always receive very positive feedback from the customers that we deal with through ACT, and we believe that ACT is one of our top five partners in the region.





## Officejet Pro X576dw Multifunction Printer

The next generation of printing is here. Print professional-quality color—up to twice the speed<sup>3</sup> and half the cost per page of color lasers,<sup>4</sup>—using HP PageWide Technology. Help workgroups thrive with versatile functions and easy manageability.

ISO Speeds:<sup>1</sup> Up to 42 ppm black, Up to 42 ppm color  
Scan Resolution: Up to 1200 dpi enhanced; Up to 1200 x 1200 dpi hardware; Up to 1200 dpi optical  
Copy Resolution: Up to 600 dpi black (text and Graphics); Up to 600 dpi color (text and graphics)  
Display: 4.3" CGD (color graphics), touchscreen  
Standard Connectivity: 2 Hi-Speed USB 2.0 Host; 1 Hi-Speed USB 2.0 Device; 1 Ethernet 100/10 Base-TX network; 1 RJ11 modem port; 802.11 b/g/n Station; 802.11 b/g Access Point  
Paper Handling: -500 sheet input tray, -50 sheet multi-purpose tray, Optional 500 sheet tray, -300 sheet face-down output bin  
Duty Cycle<sup>2</sup>: Up to 75,000 pages



### Up to twice the speed<sup>3</sup> and half the cost<sup>4</sup> of lasers

- Produce quality prints with Original HP inks, and save up to %50 on printing costs versus color lasers.<sup>4</sup>
- Print at record speeds—certified by Guinness World Records as the world's fastest desktop printer.<sup>5</sup>
- New General Office mode delivers high-quality prints at top speeds while saving ink, time, and money.
- Print brilliantly at breakthrough speed with the same HP PageWide Technology found in top-end digital presses.

### Empower workgroups with an easy-to-manage MFP

- Tap and swipe the intuitive 4.3-inch color touchscreen to print, copy, scan, fax, and send digital files.<sup>9</sup>
- Proactively manage this device and remotely monitor status with industry-leading tools like HP Web Jetadmin.<sup>8</sup>
- Print up to 9,200 pages per cartridge and load up to 1,050 sheets at once with the optional paper tray.<sup>6</sup>
- Depend on HP for reliable workgroup printing—designed for high volumes up to 4,200 pages per month.

### Connect and print—at the office or on the go<sup>7</sup>

- Print wirelessly, and share access with PCs, tablets, and mobile devices<sup>12</sup>—even with no network or router.<sup>13</sup>
- Print from your smartphone or tablet from virtually anywhere with HP ePrint.<sup>7</sup>
- Add this device to your office Ethernet network to easily share with your workgroup.
- Walk up and print right away, using the easy-access USB port. Print from a thumb drive or scan straight to it.

### Conserve resources without sacrificing performance

- Keep costs in line. This Energy Star<sup>®</sup> qualified MFP uses up to %50 less energy than lasers.<sup>8</sup>
- Save up to %50 on paper with automatic two-sided printing, and maintain efficiency at breakthrough speeds.
- Conserve resources, using up to %50 less cartridge and packaging material by weight compared with color lasers.<sup>11</sup>
- Reduce your impact—easily recycle your Original HP ink cartridges for free through HP Planet Partners.<sup>10</sup>

<sup>1</sup>Either after first page or after first set of ISO test pages. For details see [www.hp.com/go/printerclaims](http://www.hp.com/go/printerclaims). <sup>2</sup>Duty cycle is defined as the maximum number of pages per month of imaged output. This value provides a comparison of product robustness in relation to other HP LaserJet or HP Color LaserJet devices, and enables appropriate deployment of printers and MFPs to satisfy the demands of connected individuals or groups. <sup>3</sup>Comparison based on manufacturers published specifications of fastest available color mode (as of March 2012) and includes color laser MFPs < 1000\$ USD and color laser printers < 800\$ USD available March 2012, based on market share as reported by IDC as of Q1 2012 and HP internal testing of printer in fastest available color mode (sample 4-page category documents tested from ISO 24734). For more information, see [www.hp.com/go/printerspeeds](http://www.hp.com/go/printerspeeds). <sup>4</sup>Cost per page (CPP) claim is based on the majority of color laser MFPs < 1000\$ USD and color laser printers < 800\$ USD as of March 2012, ISO yield based on continuous printing in default mode based on market share as reported by IDC as of Q1 2012. CPP comparisons for laser supplies are based on published specifications of the manufacturers' highest-capacity cartridges. CPP based on HP 970XL/971XL ink cartridges' estimated street price. For more information, see [www.hp.com/go/learnaboutsupplies](http://www.hp.com/go/learnaboutsupplies). <sup>5</sup>Guinness World Record for fastest time to print 500 sheets by an office color desktop printer, April 2012. Record set on HP X551dw and X576dw models. Details at [guinnessworldrecords.com](http://guinnessworldrecords.com). Record supervised and verified by [wirthconsulting.org](http://wirthconsulting.org). Test documents ISO 24734 from sample 4-page category test file printed in fastest available color mode for all products. Competitive set includes laser and inkjet color desktop MFPs < 1000\$ USD and printers < 800\$ USD as of March 2012. <sup>6</sup>Capacity up to 1050 sheets with optional 1x500 sheet accessory paper tray not included; please purchase separately. <sup>7</sup>Requires an Internet connection to an HP web-enabled printer and HP ePrint account registration (for a list of eligible printers, supported documents and image types, and other HP ePrint details, see [www.hp.com/go/eprintcenter](http://www.hp.com/go/eprintcenter)). Mobile devices require Internet connection and email capability. May require wireless access point. Separately purchased data plans or usage fees may apply. Print times and connection speeds may vary. <sup>8</sup>Majority of color laser printers < 800\$ USD and color laser MFPs < 1000\$ as of August 2012. Energy use based on HP and HP commissioned third-party testing. Actual cost and energy usage may vary. For details, see [www.hp.com/go/officejet](http://www.hp.com/go/officejet). <sup>9</sup>Requires a wireless access point and an Internet connection to the printer. Services require registration. App availability varies by country, language, and agreements, and requires a firmware upgrade. For details, [www.hp.com/go/eprintcenter](http://www.hp.com/go/eprintcenter). <sup>10</sup>Program availability varies. Original HP cartridge return and recycling is currently available in more than 47 countries, territories, and regions in Asia, Europe, and North and South America through the HP Planet Partners program. For more information, visit [www.hp.com/recycle](http://www.hp.com/recycle). <sup>11</sup>Compares weight of empty cartridge and packaging materials needed for 15,000 pages using highest-capacity cartridges of major in-class competitors' color laser MFPs < 1,000\$ USD and color laser printers < 800\$ USD as of October 2012. Tested by Buyers Lab Inc. For details, see [www.hp.com/go/officejet](http://www.hp.com/go/officejet). <sup>12</sup>Wireless performance is dependent upon physical environment and distance from access point. Wireless operations are compatible with 2.4 GHz routers only. <sup>13</sup>Wireless performance is dependent upon physical environment and distance from access point.

### Data sheet

## HP Officejet Enterprise Color X555 series



An HP Officejet for the enterprise—up to twice the speed and half the cost per page of lasers.<sup>1,2</sup>

A printing revolution for your enterprise. Produce color documents at up to twice the speed and half the cost per page of color lasers.<sup>1,2</sup> Designed with advanced security and full manageability, this enterprise printer is built to last.



HP Officejet Enterprise Color X555dn



HP Officejet Enterprise Color X555xh

### Faster than lasers—for less<sup>1,2</sup>

- Quality color, up to half the cost—spend up to 50% less per page compared with color lasers.<sup>2</sup>
- Accelerate business printing and keep productivity high—print up to twice as fast as lasers.<sup>1</sup>
- Rely on pigment inks for durable documents that are water-, fade-, and smear-resistant.<sup>3</sup>
- Designed for speed—enable full-page-width printing at high speeds with HP PageWide Technology.

### Fully loaded for the enterprise

- Be confident that sensitive business data is protected with advanced security solutions.
- Centrally monitor and control your printers with HP Web Jetadmin.<sup>8</sup>
- Keep up with the times. Easily update this printer as solutions advance—with HP FutureSmart Firmware.
- Take advantage of simple software and hardware solutions that expand this printer's capabilities.

### Performance you can rely on

- High volume, high value—get exceptional value from Original HP high-capacity black ink cartridges.<sup>9</sup>
- Save time and reduce paper costs, using automatic two-sided printing.
- Rely on longevity—this printer is designed for less maintenance, with minimal consumable parts.
- Meet the demands of large print jobs—this printer has a paper capacity of up to 1,050 sheets.<sup>6</sup>

### Easy connectivity, convenient control

- Easily navigate printing tasks with just a few taps—all at the 4.3-inch (10.9 cm) color touchscreen.
- Enable secure printing with just a touch from your NFC-enabled smartphone and tablets to the printer.<sup>4</sup>
- Pull print jobs from your pocket—walk up and print or scan from your USB drive.
- Enable secure peer-to-peer direct-access mobile printing without connecting to the corporate network.<sup>3</sup>

<sup>1</sup>Comparison based on manufacturers published specifications of fastest available color mode (as of December 2013) and includes color laser printers < \$1,200 USD based on market share as reported by IDC as of Q3 2013 and HP internal testing of printer in fastest available color mode (sample 4-page category documents tested from ISO 24734). For more information, see [hp.com/go/printerspeeds](http://hp.com/go/printerspeeds). <sup>2</sup>Cost-per-page (CPP) claim is based on the majority of color laser printers < \$1,200 USD as of December 2013, based on market share as reported by IDC as of Q3 2013. ISO yield is based on continuous printing in default mode. CPP comparisons for laser supplies are based on published specifications of the manufacturers' highest-capacity cartridges. For details, see [hp.com/go/officejet](http://hp.com/go/officejet). CPP based on HP 980 ink cartridges' estimated street price. For more information, see [hp.com/go/learnaboutsupplies](http://hp.com/go/learnaboutsupplies). <sup>3</sup>Mobile device needs to be connected directly to the WiFi network of a wireless-direct capable MFP prior to printing. Depending on mobile device, an app or driver may also be required. Wireless performance is dependent on physical environment and distance from the access point in the MFP. For details, see [hp.com/go/wirelessprinting](http://hp.com/go/wirelessprinting). Wireless direct printing requires purchase of optional module. <sup>4</sup>Mobile device must support near field communications-enabled printing. For a list of supported devices, see [hp.com/go/businessmobileprinting](http://hp.com/go/businessmobileprinting). Touch-to-print capability requires purchase of optional module. <sup>5</sup>Display-permanence rating by Wilhelm Imaging Research, Inc., or HP Image Permanence Lab. For details, see [hp.com/go/printpermanence](http://hp.com/go/printpermanence). <sup>6</sup>Universal device plug-in is offered with HP Web Jetadmin 10.3 SR4 and higher. HP Web Jetadmin is free and available for download at [hp.com/go/webjetadmin](http://hp.com/go/webjetadmin). <sup>7</sup>Page volume based on HP 980 Black Original Ink Cartridge. <sup>8</sup>Additional purchase of an optional paper tray is required.



# An open, secure, and agile approach to hybrid cloud

HP Helion: the fabric of your enterprise



## The journey to the New Style of IT

Cloud is not a destination. It is part of the journey to the New Style of IT—the transformation that results from the convergence of mobility, cloud, social, and big data. Businesses know that technology waves come and go, and how they build and consume solutions today is framed by what they will need tomorrow.

The challenge today extends beyond cloud. It is how to manage, control, and scale applications in a hybrid environment that spans multiple technology approaches. In this hybrid IT world, your organization faces specific challenges around complexity, security and governance, and business responsiveness.

1. Managing complexity: Today's IT reality brings complexity across multiple delivery models, management systems, and proprietary technologies. You need to be able to manage this complexity easily and cost-effectively with central visibility and control.
2. Achieving consistent security and governance: Security is a top priority for all organizations. With increasingly complex environments combined with ever more sophisticated cyberattacks, it's a huge challenge to achieve consistent policies, governance, and data protection across all of IT.
3. Optimizing organizational responsiveness : Your IT organization must be able to respond to business and government requirements quickly, with the right economics and service levels. To be successful in today's digital world, IT must become a service provider to the business and a partner for success.

To solve these challenges, you need a hybrid cloud solution that gives you manageability, control, and responsiveness. That's the idea behind HP Helion.

## HP Helion: the fabric of your enterprise

HP Helion is a portfolio of products and services that make it easier for your organization to build, manage, and consume workloads in a hybrid IT environment. This portfolio includes everything from public cloud, managed cloud and private cloud to on-premises infrastructure cloud solutions, as well as professional services.

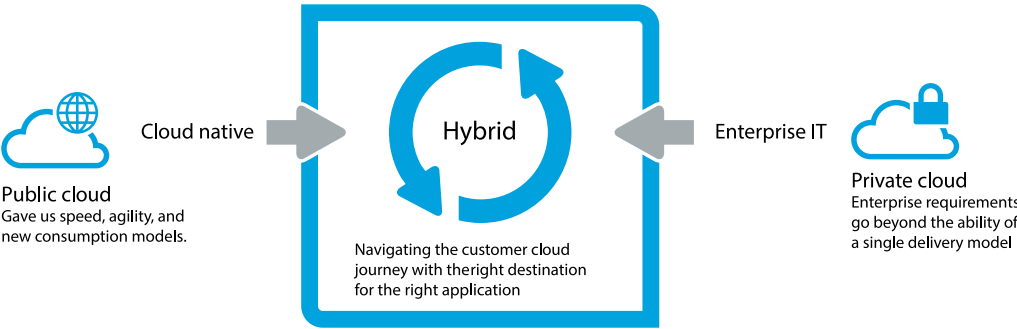
HP Helion extends beyond just cloud to become the very fabric of your enterprise. It brings together all the benefits and agility of cloud, all the possibilities and interoperability of open source, and all the security and reliability your enterprise needs to move forward with confidence.

## HP Helion is at once open, secure, and agile

**Open:** HP Helion's focus on openness gives you the ability to move, integrate, and deliver applications across public, private, and traditional IT environments. While using open source to deliver the ultimate customer-focused innovation, HP Helion allows you to host workloads in a manner that makes the most sense for your business. It's your cloud, your way.

**Secure:** With HP Helion, you are safe in knowing that all products and services provide the visibility, control, and governance you need across your hybrid environment. HP is using its decades of experience in operating systems and cryptography to harden OpenStack® technology, while providing management and security solutions that will scale across millions of nodes in a hybrid IT world.

## Bridging delivery models



This is HP's strategic advantage for customers

**Agile:** HP Helion speeds time to business outcome. You have the ability to scale up and down when you need to—and with the right economics. You can deploy private cloud solutions in a matter of hours and public cloud services in minutes. HP drives cloud economics across all delivery models and solutions, letting you pay as you go, or pay for what you use.

## Why HP for your hybrid cloud solution?

HP is ideally positioned to speed your journey to a hybrid cloud solution that is tailored to the unique requirements of your organization.

- HP helps you obtain real value from hybrid IT, delivering products based on open source components, integrated with consistent management, industry-leading security software, and professional services that help you on each step of your cloud journey.
- HP unifies an increasingly complex world of hybrid IT, delivering products and services that work together with common management and a simplified user experience.

- HP enables you to match applications and workloads with the right delivery model, whether that is public cloud, private cloud, traditional IT, or a hybrid mix.
- As a market leader in OpenStack cloud computing, hardware, software, and professional services, HP provides all the building blocks across today's hybrid IT environment to help your organization bridge to the New Style of IT.

**Make HP your trusted advisor**  
Ultimately, you can count on HP to deliver interoperable solutions based on open source platforms, integrated with consistent management, industry-leading security software, and professional services that help you on each step of your journey to the New Style of IT.

Learn more at [hp.com/helion](http://hp.com/helion)







HACE will remain a vital part of our marketing mix and a key channel for direct *one-to-one* customer engagement.

Being part of HACE EXPO allows us to contribute our experience and know-how in a targeted and direct manner – in terms of both hotels and restaurant Market whose decision-makers meet every year. Our contribution as a leader in this field along with MICORS proved to the market that we are presenting their demands by mixing the hospitality needs with latest technology trends.

Because ACT along with MICROS is one leading market providers for hotels and restaurants and their supplies; HACE EXPO represents a strategic business opportunity for it. HACE will remain a vital part of our marketing mix and a key channel for direct one-to-one customer engagement.

## HACE EXPO Overview



The international hotel supplies Exhibition HACE – HOTEL EXPO is one of the largest Exhibitions in Egypt which is held annually on an area of 20,000 square meters and more than 250 Egyptian and foreign companies participate in this event.

Moreover, HACE EXPO is considered as a leading market forum of Hotel Supplies and Catering Equipment, Bakery, Pastry and Ice cream equipment, Furnishing Hotel equipment, Food and Beverage and Supermarket equipment, and there are also competitions which take place in the exhibition like: Egypt Food& Beverage Cup, Bakery Tec. Culinary challenge and Inter Food Culinary challenge.

Moreover, HACE EXPO is considered as a leading market forum of Hotel Supplies and Catering Equipment, Bakery, Pastry and Ice cream equipment, Furnishing Hotel equipment, Food and Beverage and Supermarket equipment, and there are also competitions which take place in the exhibition like: Egypt Food& Beverage Cup, Bakery Tec. Culinary challenge and Inter Food Culinary challenge.

## HACE – HOTEL EXPO is one of the largest Exhibitions in Egypt





# ACT Vacant Positions

THE ONLY WAY  
to do  
GREAT WORK  
= IS TO LOVE =  
WHAT YOU DO  
- STEVE JOBS -



## 1 Financial Application Installer

Hospitality Services Division/ Back Office Department

**Job Specifications**

- B.Sc. of Commerce, computer Science or equivalent.
- 0-2 year's maximum experience in Accounting.
- Computer Knowledge, SQL, PLSQL, Oracle forms and reports, HTML.

## 2 Front Office Applications Installer

Hospitality Services Division/ Front Office Department

**Job Specifications**

- B.sc/License of Tourism, Alsun & Arts – English Dept.
- 0- 2 year's maximum experience in Hospitality or IT Filed.
- Computer Knowledge (Crystal Reports, database, Oracle OR MS SQL).

## 3 Oracle Data Base Administrator

Hospitality Services Division/ Professional Services Department

**Job Specifications**

- B.Sc. of Engineering or Computer Science.
- Oracle Database Administration course is a must.
- 0-2 Years of working experience in a similar or related Field.

## 4 Hospitality Projects Manager

Hospitality Projects

### Job Specifications

- Bachelor Degree in Engineering / Computer Science or equivalents.
- PMP Certificate is considered as an asset.
- Minimum 3-5 years of experience in a similar or related field.

## 5 Admin Assistant Males & Females

Many Divisions

### Job Specifications

- Bachelor degree of commerce, business administration or equivalent.
- 0 - 2 year's maximum experience in a similar or related field.
- Very good English & computer skills "MS word, excel, power point & Internet research.

## 6 IT Hardware Sales Representative

Hospitality Sales

### Job Specifications

- B.sc/License degree from a reputable university/ Institute or equivalent.
- 0 - 2 years' experience in a similar or related Field.
- Very Good Command of English language.

## 7 Service Sales Engineer

Enterprise Business Division/ Services Sales Department

### Job Specifications

- Bachelor degree of engineering or Computer Science.
- 1-2 Years of experience in a similar or related field.
- Very good knowledge & experience in field of networks & H/W



Interested qualified candidates are most welcomed to send their CVs, with a recent photo to ([hr@act.eg](mailto:hr@act.eg)), attention Ibrahim El Kady – HR Team, Also Please mention the job title in the E-mail subject.





التفاهم والمشاركة بشكل كبير بين عناصره يتقو  
 بأدوار مختلفة لكه متناسقة وبشكل بعض  
 يؤدي لخروج العمل في النهاية بشكل متناظر.

## InforAnalytics

Transform information into actionable insights. Real time insight straight to your mobile device.



## InforMing.le

Infor Ming.le makes collaboration natural and efficient.

**Social** business?  
**Essential** business.

Communicate, collaborate and share information with colleagues

Stay connected with real-time alerts



Easy access to all systems

"Follow" key people and objects





## ESSENTIALS

### Redefine Simplicity: Agile, Scalable and Trusted

#### Agile:

- Respond quickly to changing business demands
- Speed time-to-deployment with single, elastic pool of resources
- Streamlined operations with automated deployment, upgrades and patches

#### Scalable:

- Linear scale-out with small increment, cost-effective building block approach
- Eliminate need for pre-planned infrastructure purchases
- Cloud gateway provides unlimited cloud storage

#### Trusted:

- One call global support with single point of accountability for hardware and software
- ESRS enables remote monitoring, diagnostics and repair
- Industry leading Data Protection safeguards your entire system

## Agile, Scalable and Trusted Hyper-converged Infrastructure Appliance

Rapidly growing Midmarket and Enterprise customers as well as Managed Service Providers (MSP) are looking for a simpler, more flexible, automated and dynamic infrastructure that will better align IT resources with continually changing business demands.

EMC VSPEX™ BLUE, is a hyper-converged infrastructure appliance (HCIA) powered by Intel® Xeon® processor technology and EMC software. EMC VSPEX BLUE enhances business agility by allowing IT to build, deploy, scale and maintain their HCIA through a more flexible operational framework. EMC VSPEX BLUE, offers the fastest, lowest risk path to new application and technology adoption. Automating the provisioning of the complete deployment life-cycle enables IT organizations with agility, operational simplicity and reduced risk.

### VSPEX BLUE DESCRIPTION

EMC VSPEX BLUE redefines simplicity by delivering virtualization, compute, storage, networking and data protection in an agile, scalable, easy to manage hyper-converged infrastructure appliance. Available as a single product for simple ordering, EMC VSPEX BLUE accelerates time-to-value by enabling customers to go from power-on to VM creation in 15 minutes. Designed for simplicity, fully orchestrated installation, management, patches and upgrades, EMC VSPEX BLUE provides linear scaling capability that grows based on your business needs. One call global support from EMC, for both hardware and software, lets customers rest assured knowing they have 24x7 support and repair service. The EMC VSPEX BLUE architecture is a scale-out system consisting of common modular building blocks that scale linearly from one to four 2U/4 node appliances. The VSPEX BLUE approach is ideal for virtualization of Remote Office/Branch Office (ROBO), Test/Development and Virtual Desktop Infrastructure (VDI) in customer and managed services environments.



Intel, the Intel logo, Xeon, and Xeon Inside are trademarks or registered trademarks of Intel Corporation in the U.S. and/or other countries.

EMC<sup>2</sup>



## VSPEX BLUE VALUE

EMC VSPEX BLUE is fundamentally the fastest way to deploy virtualized infrastructure, giving IT the flexibility to manage costs, enhance service delivery, meet evolving expectations and increase business revenue.

IT organizations want better control over IT services, fully automated provisioning, scale capacity and simplified operations, deploying infrastructure quickly and easily. EMC VSPEX BLUE, powered by Intel XEON processor technology, enables rapid IT transformation, integrating virtualization, compute, networking, storage and data protection into a single, all-inclusive appliance to dramatically lower risk and speeds time to production. EMC VSPEX BLUE data protection incorporates EMC RecoverPoint for VMs and VMware vSphere Data Protection Advanced. EMC RecoverPoint for VMs offers operational and disaster recovery, replication and continuous data protection at the VM level. VMware vSphere Data Protection Advanced provides centralized backup and recovery and is based on EMC Avamar technology. Further, with the EMC CloudArray gateway, you can securely expand storage capacity without limits. EMC CloudArray works seamlessly with your existing infrastructure to efficiently access all the on-demand public cloud storage and backup resources you desire. EMC VSPEX BLUE is backed by a single point of support from EMC 24x7 for both hardware and software.



Intel, the Intel logo, Xeon, and Xeon Inside are trademarks or registered trademarks of Intel Corporation in the U.S. and/or other countries.

EMC<sup>2</sup>





## SYSTEM SPECIFICATIONS PER NODE

### Hardware Specifications Per Node x 4

Chassis	<ul style="list-style-type: none"> <li>2U rack-mounted chassis supporting 4 hot swap nodes with half-width motherboard</li> <li>2 x 1200W redundant hot swap power supplies</li> <li>Dedicated cooling/node (no single point of failure) – 3 x 40mm dual rotor fans</li> <li>Front panel with separate power control per node</li> <li>17.4" x 30.35" x 3.46"</li> <li>Weight 74 lb. (33.5 kg)</li> </ul>
Compute (per node)	<ul style="list-style-type: none"> <li>Processor: Dual Intel Ivy Bridge E5-2620 V2 (12 cores, 2.1 GHz)</li> <li>Memory: 128GB Standard Model (8 X 16GB RDIMM DDR3-1666 MHz)</li> <li>192GB Performance Model (6 X 32GB LRDIMM DDR3-1333 MHz)</li> </ul>
Storage (per node)	<ul style="list-style-type: none"> <li>1 32GB SLC SATADOM</li> <li>1 400GB eMLC 2.5" SAS SSD</li> <li>3 1.2TB 10K 2.5" SAS HDD</li> <li>14.4TB Raw Capacity Per Appliance</li> </ul>
Network (per node)	<ul style="list-style-type: none"> <li>2 x 10GbE Intel Niantic SFP+ or 1000Base-T</li> <li>1GbE (LOM)</li> </ul>
Software	<ul style="list-style-type: none"> <li>VMware® EVO-RAIL™</li> <li>EMC RecoverPoint for VMs</li> <li>VMware vSphere Data Protection Advanced</li> <li>EMC VSPEX BLUE Manager</li> <li>EMC CloudArray</li> <li>EMC Secure Remote Service (ESRS)</li> </ul>

### VISIT THE EMC STORE



Get a quote for EMC VSPEX BLUE today. Visit [store.emc.com/vspxblue](http://store.emc.com/vspxblue) for more information.

### CONTACT US

To learn more about how VSPEX solutions can help solve your business and IT challenges, contact your local representative or authorized reseller—or visit us at [www.emc.com/vspx](http://www.emc.com/vspx)

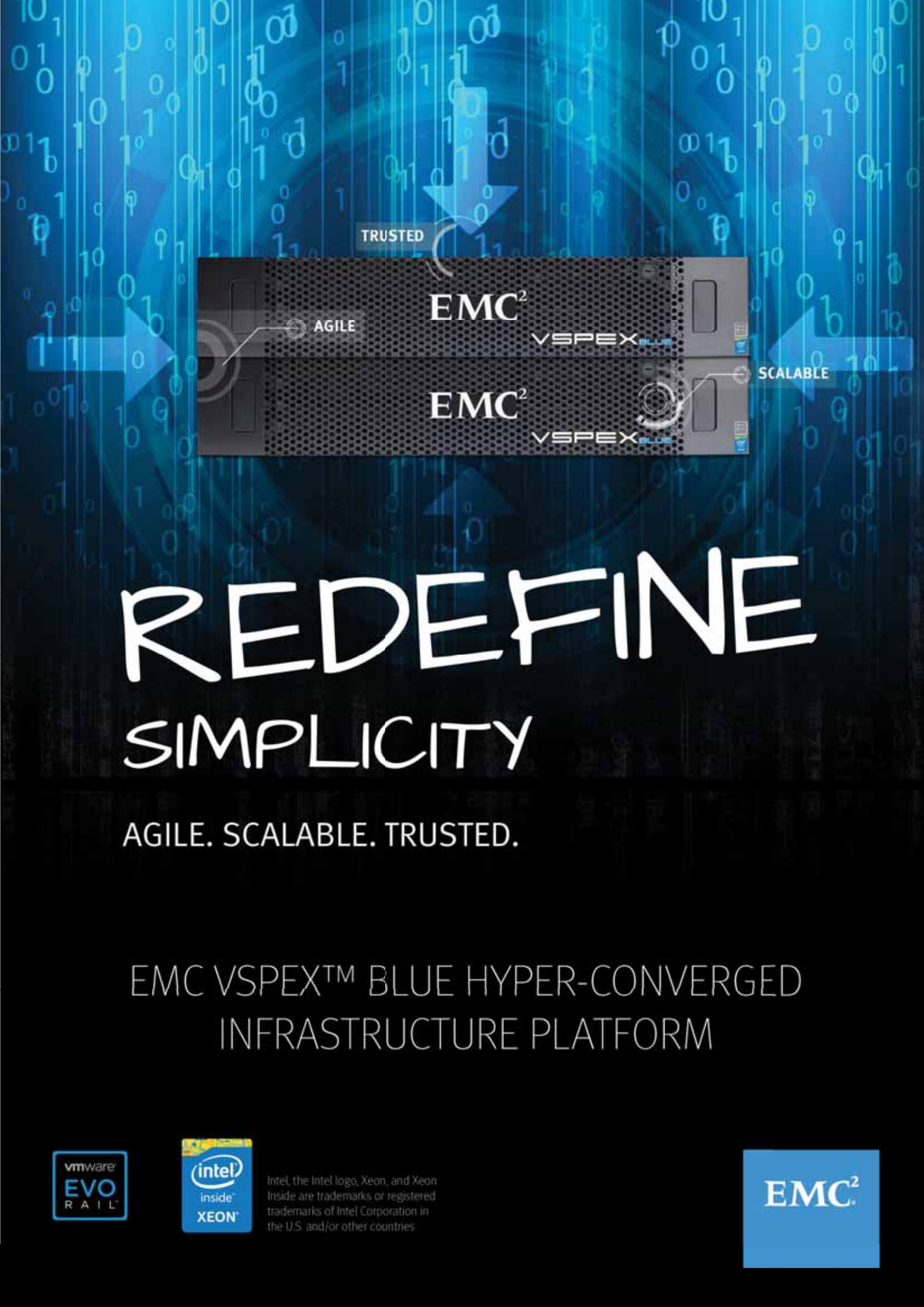
EMC®, EMC, Atmos, Avamar, Celerra, Centera, CLARiON, CX, Connectrix, Data Domain, DMX, Greenplum, Invista, Navisphere, RSA, Symmetrix, VMAX, VNX, VNXe, VPLEX, and the EMC logo are registered trademarks or trademarks of EMC Corporation in the United States and other countries. 01/15 Service Overview H 13764

EMC believes the information in this document is accurate as of its publication date. The information is subject to change without notice.



Intel, the Intel logo, Xeon, and Xeon Inside are trademarks or registered trademarks of Intel Corporation in the U.S. and/or other countries

EMC<sup>2</sup>



# REDEFINE SIMPLICITY

AGILE. SCALABLE. TRUSTED.

EMC VSPEX™ BLUE HYPER-CONVERGED  
INFRASTRUCTURE PLATFORM



Intel, the Intel logo, Xeon, and Xeon Inside are trademarks or registered trademarks of Intel Corporation in the U.S. and/or other countries

EMC<sup>2</sup>



# HP Helion solution Cloud Event



In association with HP, **ACT** launched "HP Helion solution-Cloud" Event on 28th of October, 2014 at the Fairmont hotel.

HP Helion is a portfolio of products and services that makes it easier for your organization to build, manage, and consume workloads in a hybrid IT environments.

This portfolio includes everything from public cloud, managed cloud and private cloud to on-premises infrastructure cloud solutions, as well as professional services.

The idea of the event came from the customer's potentials for new ways to ease and develop their work, also to eliminate the complexity of their IT environment.

The agenda also covered a glimpse of HP OneView software that enables the customers to control all the infrastructure using a single management console.

Event's program was rich that added value on both sides, professional and entertainment wise.

By the end of the event, evaluation sheets were distributed to get customers' feedback about the event, which was very positive.

Eventually a prize – HP Notebook - was handed to the winner from Petrobel company.





# Tech Billionaires 2015



## 1. Bill Gates

**Net Worth: \$79.2 billion**

Bill Gates is once again the richest person on the planet, a title he's held for 16 out of the last 21 years. He recaptured the top spot in March 2014 after a four-year run by Mexico's Carlos Slim Helu as No. 1. Early on, the stellar performance of Microsoft, which he cofounded in 1975, boosted his net worth but he's been steadily selling his shares in the software company for at least 15 years. He unloaded one third of his remaining stake over the 12 months through February 2015. That included a gift of shares worth \$1.5 billion to The Bill & Melinda Gates Foundation in November 2014, which brought his lifetime giving up to \$29.5 billion. Gates, who spends most of his time focused on philanthropy, laid out some decisive goals for his Bill & Melinda Gates Foundation in his annual January letter.

## 3. Jeff Bezos

**Net Worth: \$34.8 billion**

Despite a rough 2014 marked by the failure of Amazon.com's first smartphone and continued pressure from investors, Amazon CEO Jeff Bezos started 2015 strong. No longer just an online retailer, the Seattle-based company is responsible for everything from providing servers to host web content to selling diapers. While investors continue to question if the company is spreading itself too thin, Bezos, who still owns 18% of Amazon's shares, will keep on investing in new businesses that he believes will make customers more and more dependent on the brand. Bezos studied electrical engineering and computer programming at Princeton, then worked for hedge fund D.E. Shaw before founding Amazon in 1994.

## 2. Larry Ellison

**Net Worth: \$54.3 billion**

Larry Ellison is arguably the first Silicon Valley tech entrepreneur to live large and fast. He never met his biological father and was raised in a middle-class Chicago home by his great aunt. After building databases for the CIA, Ellison founded database software firm Oracle in 1977 and has overseen its tremendous growth--revenues in fiscal 2014 grew to \$38.3 billion. In September 2014, Ellison shocked the business world by announcing plans to step down as CEO; he is staying on as Oracle's chairman and chief technology officer. Ellison has continued to gobble up properties on the Hawaiian island of Lanai, which he bought for a reported \$300 million in 2012, and is said to own every hotel room on the island.

## 4. Mark Zuckerberg

**Net Worth: \$33.4 billion**

Facebook cofounder and CEO Mark Zuckerberg has led his social network to new heights, even as some younger users have grown tired of it. Revenue grew 58% in 2014 to \$12.5 billion, supported by a jump in mobile ads. Some 1.4 billion people around the globe are on Facebook, and those users are watching 3 billion videos a day on the site. Its Instagram unit has more than 300 million users, while mobile messaging app WhatsApp, which it purchased for \$19 billion in cash and stock in 2014, has 700 million users and is growing. Zuckerberg is aiming to turn virtual reality headset maker Oculus VR, for which it paid \$2 billion in 2014, into a next generation computing platform. Zuckerberg is also philanthropically active: he and his wife Priscilla Chan committed \$25 million to fight Ebola in October 2014 and \$75 million to a new trauma center at San Francisco General Hospital in February 2015.



## 5. Larry Page

**Net Worth: \$29.7 billion**

Google CEO Larry Page runs what is arguably the most influential company of the digital era. Besides dominating in online search, with a 65% share of the global market, there are now more than a billion active devices using its Android operating system, one for every seven people. Page oversaw a string of acquisitions in 2014, including programmable home thermostat maker Nest for \$3.2 billion and video monitoring outfit Dropcam for \$555 million. In October 2014, he transferred most of his daily responsibilities to Sundar Pichai so he could focus on longer-term strategy. A clean energy advocate, Page's network of houses in Palo Alto use fuel cells, geothermal energy and rainwater capture. In November 2014, Page's family foundation gave \$15 million to aid the fight against Ebola.

## 7. Jack Ma

**Net Worth: \$22.7 billion**

Former English teacher Ma captured the world stage like no other Chinese businessman in September 2014 with the record-breaking \$25 billion initial public offering of his e-commerce powerhouse Alibaba Group on the New York Stock Exchange. His Ant Financial Services Group, is pushing beyond its Alipay online payment business into financial services, including a consumer money market fund and a private bank. Ma has said he plans to take it public in China. He also has more than a dozen other investments, from a stake in a soccer team to a film production studio. An active philanthropist, he sits on the board of the Breakthrough Prize in Life Sciences with fellow billionaires Mark Zuckerberg and Yuri Milner. Ma has claimed that he got rejected from Harvard 10 times.

## 9. Laurene Powell Jobs

**Net Worth: \$19.5 billion**

Laurene Powell Jobs is making more of a name for herself as a political and social influencer, more than three years after the death of her husband Steve Jobs. She is the founder and chair of the Emerson Collective, an organization that focuses on using entrepreneurship to advance social reform and help under-resourced students, and College Track, a nonprofit college completion program. She also makes regular visits to Capitol Hill to discuss pathways to citizenship for children of illegal immigrants, an issue she describes as "a waste for our country not to have the human capital that we developed." The Laurene Powell Jobs Trust is the largest individual shareholder in Disney, with a 7.7% slice of the company, a result of Disney using its shares to buy animation studio Pixar, run by Steve Jobs, in 2006. The Disney stake is worth more than \$13 billion. She also sits on Stanford University's Board of Trustees.



## 6. Sergey Brin

**Net Worth: \$29.2 billion**

Google cofounder Sergey Brin runs Google X, the secretive division of the search engine company that focuses on risky projects, such as smart contact lenses, airborne wind turbines and the ill-fated Google Glass. In January 2015, Google announced it would stop making the current version of the augmented reality spectacles, which had become Brin's signature accessory and were slated to be sold commercially. Brin made headlines in the fall of 2013 for his affair with a 27-year old Google executive, which caused him to separate from wife Anne Wojcicki and reportedly sparked a rift with Page. The son of two academics, Brin emigrated to the U.S. from Moscow when he was six. He founded Google with Page in 1998, when they were both computer science Ph.D. students at Stanford University.

## 8. Steve Ballmer

**Net Worth: \$21.5 billion**

Steve Ballmer retired as CEO of Microsoft in February 2014 and didn't take long to move onto his next job, boss of the Los Angeles Clippers. In August he closed a \$2 billion purchase of the team, the highest price ever paid for an NBA squad. Ballmer's passion for basketball is nothing new. He began buying season tickets to the Seattle SuperSonics in the 1980s, and Microsoft cofounder Paul Allen, owner of the Portland Trail Blazers, encouraged Ballmer to buy a team of his own. He failed in two previous bids - one to buy the SuperSonics in 2006 and another to acquire the Sacramento Kings in 2013 - before purchasing the Clippers. Detroit native, Ballmer dropped out of Stanford M.B.A. program to join Harvard classmate Bill Gates 1980 as employee number 30. He officially became Microsoft's largest single shareholder in April 2014, as Gates continued to sell shares as he diversifies his fortune.

## 10. Michael Dell

**Net Worth: \$19.2 billion**

Michael Dell says his computer company is thriving since he took it private in October 2013. The business no longer has to disclose its financials, but Dell claims it is growing faster than its rivals Oracle, IBM, Cisco and Hewlett-Packard. He founded the eponymous company in his Texas dorm room with \$1,000 in 1984 when he was 19. Four years later, it went public with a market capitalization of \$85 million. By the time Dell took it private again in 2013, the company was worth \$25 billion. He still holds a 70% stake in the company, but he keeps most of his fortune in his private investment firm MSD Capital, whose wide array of investments includes the Four Seasons in Maui, PVH Corp. (parent to Tommy Hilfiger and Calvin Klein), and DineEquity (operator of IHOP and Applebee's). Dell and his wife started the Michael & Susan Dell Foundation in 1999 and have since given away more than \$1 billion, putting most of their money toward promoting education in the United States, South Africa and India.







توزيع الطعام والأعمال بشكل متساو  
هو سبب التوازن. والتوازن في  
الفكر يصنع انساناً أكثر وعيًّا وقابلًا وحكيماً.

## An all-wireless workplace



### Wi-Fi matters

Nearly %60 prefer Wi-Fi at the expense of other connections.



%38

would rather bring their own device to work than have an office window.



%53

prefer their choice of device over paid lunch.



%28

want their company to provide them with mobile devices.



%49 want the option to work remotely



## ” عاطف حلمى يناقش التعاون بين هيئة تنظيم الاتصالات بالإمارات ووزارة الاتصالات “



المهندس/ عاطف حلمى

عقد المهندس عاطف حلمى، وزير الاتصالات وتكنولوجيا المعلومات، على هامش القمة الحكومية الثالثة بدبي لقاء مع حمد المنصوري، المدير العام للهيئة العامة لتنظيم الاتصالات بدولة الإمارات العربية المتحدة، حيث تم خلال اللقاء مناقشة سبل دفع التعاون بين هيئة تنظيم الاتصالات بالإمارات، ووزارة الاتصالات وتكنولوجيا المعلومات في البلدين في مجالات الحكومة الإلكترونية، وإثراء المحتوى الرقمي العربي، بالإضافة إلى مجالات الحاضنات التكنولوجية والمناطق التكنولوجية. كما بحث الجانبان التعاون في مجالات الحكومة الالكترونية والأمن السيبراني، فضلا عن التعاون في مجال تنمية الشركات المتوسطة وصغيرة الحجم، حيث رحب الجانب الإماراتي بتواجد تمثيل للشركات الصغيرة المصرية في الإمارات لتعزيز التعاون في هذا المجال، بالإضافة إلى تعزيز التعاون في مجال تنمية وتدريب الكوادر البشرية في مجالات الأمن السيبراني، والحوسبة السحابية، والابتكار وريادة الأعمال. بالمؤسسات الأهلية أو بالشركات أعضائها. وقع البروتوكولات المهندس/ حسين الجريتلي الرئيس

## الاتصالات : ١٠٠ مليار جنيه إجمالي الاستثمارات المستهدفة بالقطاع حتى ٢٠٢٠

قال المهندس عاطف حلمي وزير الاتصالات وتكنولوجيا المعلومات أن حجم الاستثمارات المستهدفة بالقطاع ستصل الى ١٠٠ مليار جنيه بحلول ٢٠٢٠. وأضاف وزير الاتصالات أن القطاع الخاص يمثل أكثر من ٨٥٪ من الاستثمارات المستهدفة في حين تبلغ مساهمة الحكومة ما بين ١٠-١٥٪ من الاستثمارات المستهدفة بالقطاع. وأشار إلى أن الوزارة تركز على تطوير البنية التحتية من الكابلات لتقديم خدمات الإنترنت فائق السرعة واستخدام تكنولوجيا المعلومات في الخدمات الحكومية وخدمات المواطنين من خلال تفعيل الكيان الموحد للبنية التحتية. وأوضح أن الرئيس عبد الفتاح السيسي وجه بسرعة الانتهاء من تغطية مصر بالكامل بخدمات الإنترنت فائق السرعة وتجديد البنية التحتية للاتصالات ليتم تقليل المدة الزمنية المتوقعة لإحلال البنية التحتية بالكامل إلى ٤ سنوات بدلاً من ستة سنوات متوقعاً أن تنتهي مصر من إحلال البنية التحتية في العام المالي ٢٠١٧-٢٠١٨ بدلاً من ٢٠٢٠-٢٠٢١.

## المصرية للاتصالات تستثمر فى البنية التحتية للبرود باند

قالت الشركة المصرية للاتصالات، يوم الثلاثاء، انها ستجته للاستثمار بقوة في البنية التحتية للبرود باند وتكنولوجيا الألياف الضوئية. وأضافت الشركة، في بيان صحفي، ان ذلك الاستثمار يهدف إلى تقديم خدمات الإنترنت بجودة فائقة وسرعات عالية. ووضح البيان أن الشركة استهدفت توصيل أكثر من أربعة ملايين عميل بكابلات الألياف الضوئية بنهاية عام ٢٠١٤، بإجمالي استثمارات تقترب من ملياري جنيه (٢٦٨ مليون دولار)، اكنتها نجحت في تحقيق أكثر من المستهدف بما يزيد عن مليوني عميل، مشيرة إلى إمكانية توصيل مليوني عميل آخرين بنهاية ٢٠١٥ وذلك طبقا للخطة الموضوعة. وقال المهندس محمد النواوي، العضو المنتدب والرئيس التنفيذي للمصرية للاتصالات، أن الشركة بدأت منذ عام ٢٠٠٩ التحرك نحو تحقيق طفرة في خدمات الإنترنت، مشيراً إلى أن عام ٢٠١٥، الذي أعلنته الأمم المتحدة «السنه الدولية للضوء»، سوف يشهد طفرة هائلة في استخدام تقنية الألياف الضوئية

## الاتصالات : بدء البث الرقميى للتلفزيون والراديو بحلول يونيو القادم

أكد المهندس هشام العلابي الرئيس التنفيذي للجهاز القومي لتنظيم الاتصالات على أن الجهاز ملتزم بالانتهاء من التحول الكامل نحو البث الرقمي لخدمات الإذاعة والتلفزيون خلال يونيو المقبل. ووقعت مصر على اتفاقية دولية تشير إلى ضرورة التحول للبث الرقمي بحلول يونيو ٢٠١٥ ضمناً للترددات الخاصة بها، حيث يؤكد الاتحاد الدولي للاتصالات على أنه في حالة التداخل بين الترددات المحلية الخاصة بأي دولة مع الدول المجاورة في حالة عدم التحول للبث الرقمي فإن المسؤولية تقع على عاتق الدولة غير الملتزمة بالتحول. وأشار إلى أن الدولة ملتزمة بتلك المعاهدة التي وقعتها في إطار التزامها مع الاتحاد الدولي للاتصالات كاتفاقية عالمية لتوزيع الموارد الطبيعية من الترددات علي دول العالم. ومن المستهدف أن يتم استخدام الترددات الناتجة عن التحول للبث الرقمي في خدمات الاتصالات والإنترنت. أوضح العلابي تشكيل لجنة بمعرفة الجهاز وتضم عدد من الخبراء في الترددات وممثلين عن اتحاد الإذاعة والتلفزيون وممثلين عن الجهات الأمنية بشأن التحول للبث الرقمي مضيقاً أن الخطة المبدئية تشير إلى أن تكلفة التحول للبث الرقمي من المتوقع أن تتراوح بين ٢-٣ مليار جنيه متضمنة التطبيقات الخاصة بالتحول للبث الرقمي والأجهزة المستخدمة في استقبال الشكل الجديد للبث. وأشار إلى أن الجهاز يعمل في الوقت الحالي على الانتهاء من اختيار الشركات المصنعة للأجهزة المستخدمة لاستقبال البث الرقمي في التلفزيونات لافتاً إلى أن عدد مستخدمي الأجهزة العادية للاستقبال لا يتعدى الـ ١٢ ملايين مواطن. يتولى الجهاز القومي لتنظيم الاتصالات وضع خطة استخدام الطيف الترددي من خلال قطاع شؤون الطيف الترددي وذلك وفقاً لأحكام قانون الاتصالات رقم ١٠ لسنة ٢٠٠٣ وللوائح وتوصيات الاتحاد الدولي للاتصالات مع مراعاة متطلبات الأمن القومي. والهدف الأساسي هو تعظيم العائد وزيادة الاستثمار في مجال الاتصالات وفقاً للوائح وتوصيات الاتحاد الدولي للاتصالات. وتشكل السياسات المنظمة لاستخدام الطيف الترددي طبقاً لاحتياجات السوق بالإضافة إلى أن من وظائف الجهاز إخلاء الحيزات الترددية اللازمة لإدخال الخدمات الجديدة التي يحتاجها سوق الاتصالات المصري مع تخصيص حيزات بديلة لشاغلي الحيزات التي يتم إخلاءها. ويقوم تنظيم الاتصالات بمراقبة استخدام الطيف الترددي لكشف الاستخدام الغير مرخص وكذلك الالتزام بشروط الترخيص والتنسيق مع الدول الأخرى بشأن استخدام الطيف الترددي ومنع التداخل والاحتفاظ ببيانات استخدام الطيف الترددي في قاعدة بيانات مع ضمان السرية لحماية حقوق المستخدمين.

## في الصحافة IN PRESS



### شركة «أكت» تتعاقد على توريد حزم برمجيات مايكروسوفت لـ ٣ شركات

اعلنت شركة «أكت» للحلول التكنولوجية عن التعاقد مؤخراً على توريد حزم برمجيات مايكروسوفت المتخصصة في مجال ميكنة إدارة الأعمال باستثمارات بلغت ١٥ مليون جنيه، لثلاثة شركات، وهي «أى فاينس» و«جماعة المهندسين الاستشاريين» و«المقاولون العرب» وتستغرق مدة تنفيذ المشروعات الثلاثة ٣ سنوات، بحسب حازم منسى رئيس قطاع التسويق بالشركة. وقال حازم منسى، إن «أكت» تستهدف بناء منظومة إلكترونية للربط بين مكاتب المقاولين بأسواق مصر، والمنطقة العربية، ومتابعة المشروعات وإعداد التقارير، وأن المشروع الثاني هو تخزين وتأمين قواعد بيانات عملاء شركة تشغيل المنشآت المالية E-Finance لمساعدة المسؤولين على اتخاذ القرارات الصائبة، أما المشروع الأخير فيتضمن تحديث برنامج البريد الإلكتروني داخل فروع ECG وأشار إلى استهداف شركته التركيز على ٦ قطاعات رئيسية في ٢٠١٥، هي البترول والسياحة والتعليم والطيران والاتصالات والبنوك لاقتناص فرص استثمارية جديدة في هذا الصدد. يذكر أن الشركة افتتحت العام الماضي، فرعاً بالسوق السعودية، كما اقتنصت مجموعة مشروعات كبرى أبرزها إنشاء ومد شبكة البنية التحتية للاتصالات لصالح الشركة المصرية لإنتاج الإيثيلين ومشتقاته «إيثيدكو» باستثمارات تقدر بنحو ٣٠٥ مليون دولار .

### شركة الحاسبات المتقدمة ACT تدعم مبادرة الابتكار للجامعات والمعاهد البحثية

و المعاهد البحثية على مستوى الجمهورية ، و يحصل الفائز الأول و الثاني في كل تخصص على جوائز مالية و يحصل الفائزين بالمركز الثالث على شهادات تقدير و هدايا. و أشار رئيس قطاع التسويق ب « ACT » الى أن الفائز الأول من كل تخصص سيساهم في حل مشكلة مجتمعية أو اقتصادية جاهز و قابل للتنفيذ العمل السريع ، ستكون هناك فرصة لاحتضانه أو توفير مستمر أو شريك أو راعى لتنفيذ مشروعة و خروجه إلى حيز النور ليستفيد منه المجتمع و صاحب العمل. و أشار الى أنه سيتم الاهتمام بالفائز و تعليمه و نوعيته و تحفيزه و إحتضانه مع بنى تنفيذ أفكاره و أبحاثه و إبتكاراته و مشاريعه الإيجابية التي تساهم في تحسين أسلوب و مستوى الحياه من خلال حل الكثير من التحديات المجتمعية و الإقتصادية سعياً إلى التنمية الشاملة و المستدامة. و أضاف منسى ، انه سيتم تخصيص ٢٠٪ من الدرجات للتصويت المجتمعى عن طريق شبكة كوكنت أرابز للابتكار.

المجموعة الأم : محتوى الموقع  
تنتهى شركة أكت المتخصصة في مجال تكنولوجيا المعلومات من تسليم مشروع توريد حلول متكاملة لمصنع «اسيدكو» التابع لشركة اني للبترول بالإسكندرية بقيمة ١٠ ملايين جنيه. قال حسانين توفيق رئيس مجلس ادارة الشركة ان المشروع يتم تسليمه على مرحلتين تنتهى في مايو المقبل، ويشمل توريد سيرفرات وأجهزة كمبيوتر وحلول متكاملة لميكنة كل عمال مصنع اسيدكو بالإضافة إلى تدريب العاملين والمتخصصين في المصنع. من جانب آخر بدأت الشركة في توريد حلول متكاملة لفندق كيمبسنجى وتنتهى منه في يناير الحال، ويتبعه مشروع آخر لفندق النيل هيلتون والذي سيتم الانتهاء منه في مارس المقبل. يذكر أن حسانين توفيق كان قد قدر مؤخرا حجم الاعمال السنوى لشركته بنهاية العام الماضي ب ٣٠٠ مليون جنيه بزيادة قدرها ٢٠ ٪ عن العام ٢٠١٣. باستثمار ١٥ مليون جنيه..





## مايكروسوفت تتوقف عن إنتاج كمبيوترات سرفس اللوحية



أعلنت مايكروسوفت توقفها وبشكل نهائي عن تطوير وإنتاج كمبيوترات سرفس اللوحية، حيث أكد المتحدث رسمي باسم الشركة لصحيفة ذا فيرج، أن مايكروسوفت توقفت بشكل نهائي عن تطوير كمبيوترات سرفس اللوحية ومن يرغب في الحصول على جهاز جديد أو ترقية جهازه، التوجه إلى منافذ البيع المتوفرة في مدينته. قدمت مايكروسوفت في أجهزة سرفس نظام تشغيل مقسوم ما بين نظام ويندوز على الكمبيوترات الشخصية ونظام ويندوز فون، ولم تحقق الشركة النتائج المرجوة، وظنت أن المبيعات المنخفضة التي حققها هذا الجهاز بإصداره الأول مجرد عيب في التصميم الخارجي للكمبيوتر.

## مايكروسوفت تطلق «Outlook» على «أندرويد»



طرحت شركة مايكروسوفت، مساء السبت، النسخة الرسمية من تطبيق "Outlook" على متجر جوجل بلاي، لتسمح لمستخدمي الأجهزة العاملة بنظام التشغيل أندرويد باستخدام التطبيق على أجهزتها للمرة الأولى. وقالت مايكروسوفت، إن النسخة التي تم طرحها ليست بالنسخة النهائية ومن الممكن أن تتضمن بعض أوجه القصور، وطالبت المستخدمين بالتواصل معها للإفادة في حال وجود ما لا يرضيهم أو مشاكل في التعامل مع تطبيق Outlook لتفاديها حيث إنه جار العمل على طرح نسخ أكثر تطورًا في وقت لاحق. وأوضحت أن هذا التطبيق ليس الوحيد على متجر جوجل بلاي الخاص بأجهزة أندرويد، بل إن سلسلة Office Mobile شهدت طرح تطبيقات في وقت سابق مثل Word، Excel، Powerpoint، OneNote وغيرها. ويعد هذا التطور السريع في البرامج المكتبية الموجودة على أنظمة الهواتف الذكية من سبل التسهيل على المستخدمين ويجعل حاجتهم للتواجد على أجهزة الحواسيب تقل عن مثيلتها في السابق. تجدر الإشارة إلى أن مع الاستخدام الأساسي لـ Outlook كبرنامج بريد إلكتروني، فمن مميزاته أيضًا أنه يتضمن العديد من المهام، كالعمل على أكثر من حساب بريد إلكتروني، وإرفاق ملفات ضمن البريد المرسل، تقويم متكامل مع ميزة الإخطارات والتذكير حسب الوقت والتاريخ، ميزة البحث السريع عن بريد إلكتروني أو محتواه، دفتر عناوين، ومدون ملاحظات.

## مايكروسوفت تتيح اختبار حزمة أوفيس ٢٠١٦ للجميع



أتاحت شركة "مايكروسوفت" إمكانية تحميل حزمة البرامج المكتبية "أوفيس" بإصدارها الأحدث "أوفيس 2016" والمخصصة للمعانة والتجربة، وذلك لجميع مستخدمي نظام تشغيل "ويندوز" ويمكن لأي مستخدم الدخول إلى موقع Microsoft Connect وتسجيل حساب خاص به إن لم يكن يملك حساباً بالفعل، ليتمكن بعد ذلك من تحميل وتجربة نسخة المعانة من "أوفيس 2016" بشكل خاص ولا تُقدم حزمة "أوفيس 2016" اختلافات جذرية من حيث التصميم عن الإصدار السابق "أوفيس 2013"، إلا أنها تأتي بواجهات أكثر سواداً، وذلك بحسب مصادر قامت بالاطلاع على النسخة بشكل سريع وكانت "مايكروسوفت" أطلقت قبل حوالى الأسبوع إصدارها الخاص من حزمة البرامج المكتبية "أوفيس" والمصمم ليناسب مستخدمي نظام تشغيل "ويندوز 10" بنسخة المعانة، والتي تتميز بوجودها تحت فئة تطبيقات مايكروسوفت العالمية Universal apps. يُذكر أن إصدار "أوفيس 2016" قادم خلال النصف الثاني من العام الجاري، وسيُطلق بشكل منفصل عن حزمة "أوفيس" العالمية، وذلك بنفس الفترة التي يُفترض أن يُكشف بها عن الإصدار الأحدث من نظام تشغيل "ويندوز 10".

## تراجم أرباح ميكروسوفت بنسبة ١٠% خلال النصف الأول من ٢٠١٤



سجل عملاق التكنولوجيا الأمريكي "ميكروسوفت" تراجعاً في أرباحه بنسبة 10 % خلال النصف الأول من العام الماضي فبلغ 5.86 مليار دولار أى حوالى 5.20 مليار يورو، حسب ما أعلنه مدير الشركة الأمريكية.

وأرجع هذا الانخفاض إلى النفقات التى تحملتها الشركة وبلغت 243 مليون دولار والمرتبطة بخطة الإصلاح التى كانت قد أعلنتها الشركة فى صيف 2014 وكذلك بسبب أذخال الهواتف المحمولة التابعة لشركة "نوكيا".

وفىما يتعلق بقيمة المبيعات، أكد أنها أرتفعت بنسبة 8 % لتصل إلى 26.47 مليار دولار



## مصر واحدة من أسرع الدول نموًا فى صناعة تكنولوجيا المعلومات

وصفت مؤسسة IDC الأمريكية المتخصصة في الأبحاث والدراسات عن تكنولوجيا المعلومات والاتصالات مصر بأنها واحدة من أسرع الدول وأكثرها نموًا في صناعة الاتصالات وتكنولوجيا المعلومات وتصدير خدمات البرمجيات والتعهد. وأشارت المؤسسة البحثية في بيان صادر عنها اليوم أنها تتعاون مع هيئة تنمية صناعة تكنولوجيا المعلومات «إيتيدا» لتصدير الخدمات والحلول الخاصة بالشركات المصرية للسوق الأفريقية بما يحقق هدف كل من الشركات المصرية في الوصول لعملاء مناسبين وهدف السوق الأفريقية خاصة في شرق ووسط افريقيا بتكاليف تناسب احتياجات الخاصة بالقارة السمراء.وأضافت IDC أنها تنظم حاليًا ضمن زيارة وفد من ٣٠ شركة مصرية لكينيا لقاءات ثنائية بين الشركات والجهات المستفيدة من خدماتها للتعرف على احتياجات السوق الأفريقية وعرض الخدمات الخاصة بالشركات المصرية.وشددت على أن التوجه الحكومي نحو دعم خدمات تكنولوجيا المعلومات من قبل الهيئات الرسمية مثل «إيتيدا» ووزارة الاتصالات تدعم الدافع الأساسي وراء الحلول المبتكرة التى انتجتها شركات التكنولوجيا المصرية مؤكدة على أن الاستقبال لمزودي خدمات الاتصالات العالميين والاستفادة من خبراتهم تثقل من إمكانيات الشركات المحلية.

## مصر للطيران: التوسع في الخدمات المقدمة للركاب عن طريق الإنترنت



أكد الطيار هشام النحاس، رئيس شركة مصر للطيران للخطوط الجوية، حرص الشركة على تحسين منظومة الخدمات المقدمة للركاب مع التوسع في بيعها عن طريق شبكة الإنترنت، بجانب تذاكر السفر والحصول على نسبة مقابل التسويق. وأشار إلى أن هذه الخدمات تشمل إصدار وثيقة تأمين صحي، موضحًا أن هناك بعض دول أوروبا تشترط على الركاب تقديم وثيقة تأمين صحي بجانب التأشيرة لاستكمال إجراءات السفر، وبالتالي يمكن إجراؤها عن طريق الشركة مقابل الحصول بعض الرسوم المطلوبة والحصول عليها مع تذكرة الطيران وكذلك بيع الحقبة الزائدة عن الوزن المسموح به، وأيضًا الكراسي المميزة وبيعها بسعر أقل، حيث يحصل على تخفيض ١٠٪ عن سعرها سواء عن طريق المطار أو مكاتب البيع، بالإضافة إلى سياسة التعلية بالمطار في حالة وجود أماكن بدرجات رجال الأعمال عند إنهاء إجراءات السفر. وقال النحاس تم إعداد برنامج لترشيد النفقات وخفض التكاليف ومراجعة جميع العقود المبرمة مع الجهات الأخرى.

## emarketing egypt تطلق مبادرة أسبوع استشارات التسويق الإلكتروني



تطلق شركة « eMarketing Egypt » المتخصصة في التسويق الإلكتروني المبادرة الأولى في السوق المصري لدعم مديري التسويق من خلال عقد جلسات للاستشارات التسويقية الإلكترونية والتي تساعد السوق تقييم نتائج حملاته التسويقية الإلكترونية.وقال أحمد ناجي المدير التنفيذي للشركة :« نسعى من خلال استشارات التسويق الإلكتروني، إلى تقديم مقترحات للشركات لاستغلال الفرص المرتبطة بإعادة توظيف الاستثمارات التسويقية عبر شبكة الإنترنت».وأضاف ناجي أن الشركة تقوم بتقييم الخطط التسويقية للشركات التي تستخدم «الإنترنت» لتسويق منتجاتها، تستطيع من خلالها تحديد القنوات التي تقوم الشركة بالتسويق من خلالها وتوظيفها بشكل يتناسب مع نوعية تلك الشركات وفقاً لأهدافها.وتعمل شركة «eMarketing Egypt » في مجال استشارات التسويق الإلكتروني بفرعها في مصر والسعودية وتتعامل مع أكثر من ٨٠ عميل في ١١ دولة في العالم.وأوضح المدير التنفيذي لـ «eMarketing Egypt» أن الشركة تسعى لتحسين استراتيجيات التسويق الإلكتروني لتحقيق أعلى معدلات العائد على الاستثمار، وفقاً لتحليلات رياضية يقوم بتطويرها الفريق الاستشاري للشركة.وقال ناجي:« نعقد جلسات استشارية لصانعي القرار بغرض منحهم رؤية واضحة حول كيفية تقييم أنشطة التسويق الإلكتروني، وكيفية قياس وتعظيم العائد على الاستثمار (ROI).وأشار ناجي أن تلك الخدمة هي الأولى من نوعها في مصر، الغرض منها تحسين مناخ الاستثمار في مجال التسويق الإلكتروني، خاصة في ظل الأوضاع الاقتصادية التي تمر بها مصر.وتعتقد «eMarketing Egypt» جلسات استشارية في المؤتمر الاستشاري الأول للتسويق الإلكتروني والذي يبدأ في الفترة من ٢٢-٢٦ فبراير الجاري، ويستضيف عدد كبير من الشركات المحلية ومتعددة الجنسيات في مجالات مختلفة.





## أي سورسينج تستهدف زيادة مراكز الكول سنتر بنسبة ٢٥٪ خلال ٢٠١٥

أعلن المهندس أشرف الطنبولي، رئيس مجلس إدارة شركة «أي سورسينج» المتخصصة في خدمات التعهيد والكول سنتر، عن استهداف الشركة زيادة مراكز الكول سنتر بمصر بنسبة تتعدى الـ ٢٥٪ خلال ٢٠١٥ . وأضاف الطنبولي في تصريحات خاصة لـ «أموال الغد» أن الشركة قدمت العديد من الدراسات حول سوق الكول سنتر لمعرفة الآليات التي سيتم بحنها وتطويرها وتطويرها لصالح زيادة الأرباح لدى الشركة. وأشار إلى أن استراتيجية الشركة خلال العام الجديد تركز على الإتجاه للاستثمار بالأسواق الخارجية سواء أوروبي أو خليجي خاصة في ظل حالة الرواج التي يعيشها مجال الكول سنتر هناك فضلا عن استقرار الأوضاع الاقتصادية. يأتي ذلك بعد توقيع الشركة لإتفاقية تعاون جديدة مع «دوبيل» موقع الخدمات البيعية لتقديم ١٥ منصة عمل عبر شبكات الإنترنت خلال النصف الأول من العام الجاري في إطار رغبة الشركة لنشر خدماتها وتوسيع قاعدة عملاتها بالإضافة إلى تعزيز العمليات الاستثمارية التي تجريها الشركة بمصر خلال العام الجديد. وكانت «اي سورسينج» قامت بتنفيذ مشروع خاص بمجال المبيعات بانجلترا بالإضافة إلى استمرار مشروعات الشركة بمنطقة الخليج متمثلة في السوق بالسعودي والتي يصل حجم استثمارات الشركة في قطاع الاتصالات وتكنولوجيا المعلومات هناك لنحو ٢ مليون جنيه .

## شبكة الجيل الرابع تشمل ثلث سكان العالم فى ٢٠١٥

ستغطي شبكات الجيل الرابع من خدمات الاتصالات أكثر من ثلث سكان العالم بحلول نهاية السنة، على أن تصبح الصين السوق الأكبر لاستخدام هذه التكنولوجيا، متقدمة على الولايات المتحدة، على ما أظهرت دراسة لجمعية «جي إس إم إيه» (الاربعا)، وأوضحت هذه الجمعية التي تضم أكثر من ٨٠٠ مشغل لخدمة الهاتف النقال أن ٣٥٪ من سكان العالم سيتمتعون بتغطية الجيل الرابع بحلول نهاية السنة في مقابل ٢٧٪ في نهاية العام الماضي». ويتوافق هذا الانتشار السريع لشبكات الجيل الرابع مع استخدام متزايد لهذه التكنولوجيا التي طرحت تجاريا للمرة الأولى في ديسمبر ٢٠٠٩. ومرت ٧٪ من الاتصالات النقالة نهاية العام ٢٠١٤ بشبكات الجيل الرابع. وتفيد توقعات الجمعية أن حصة الجيل الرابع من الاتصالات ستنقل إلى ١٢٪ في نهاية العام الحالي، لتتجاوز ٣٠٪ بحلول العام ٢٠٢٠.

## شركتا «ديل» و«إنتل» تطلقان دراسة لتعزيز كفاءة الأعمال

تعلم شركتا ديل وإنتل في دبي الثلاثاء، عن أحدث الدراسات حول تَبَنّي واستخدام التقنيات الحديثة في العمل وفي استخدامات الحياة اليومية، إذ ستلقى الشركتان الضوء على مستقبل التكنولوجيا ودورها في تعزيز كفاءة الأعمال. وتستعرض الدراسة التي شملت ١٢ بلداً آراء أكثر من ٥ آلاف شخص من منطقة أوروبا والشرق الأوسط وإفريقيا. وأعلنت شركة Dell في وقت سابق عن طرحها لمصفوفات تخزين محمولة AFA جديدة خاصة بالمؤسسات، في جميع الأسواق العالمية، وذلك انطلاقاً من التزامها بتحويل صناعة حلول التخزين إلى صناعة قائمة على إيجاد القيمة للعملاء والاقتصاد معا. ومن خلال هذا الطرح، توفر شركة Dell لعملائها أدنى سعر أولى لحلول وسائط التخزين المحمولة المتوسطة مقارنةً بالشركات الرئيسية الأخرى المختصة في هذا القطاع.



## سوني تؤكد رسمياً أن إكسبيريا زد٤ سيكون الهاتف الأخير من إنتاجها

كد «كازوو هيراي» الرئيس التنفيذي لشركة سوني اليابانية، أن الشركة ستخلى عن صناعة الهواتف الذكية والتلفزيونات بداية العام المالي القادم. تراجعت مبيعات هواتف سوني الذكية وتلفزيوناتها خلال الأعوام الثلاثة الماضية ٢٥ ضعف بحسب تقرير الشركة، مما اضطرها إلى اتخاذ هذا القرار الحاسم وبشكل نهائي، حيث أكدت الشركة أنها ستركز على الوحدات التي تجدر عليها الأرباح مثل منصات بلاي ستايشن حساسات الكاميرات التي تقوم بإنتاجها. تراجعت مبيعات سوني خلال السنوات الماضية بسبب المنافسة الشرسة التي تواجهها في سوق الهواتف الذكية، حيث تمكنت الشركات الكبرى مثل آبل وسامسونج من اقتطاع الجزء الأكبر من حصة سوني السوقية في هذه الأسواق. ونتيجة لذلك سيكون الهاتف الذي القادم من سوني «إكسبيريا زد ٤» هو الهاتف الأخير الذي سي طرح في الأسواق ويحمل علامة سوني.

## (موزيلا) تطور تقنية لتشغيل الفلاش بدون إضافة للمتصفح

قدر المهندس أحمد صبرى رئيس مجلس إدارة أكاديمية فنون التسويق الرقمي DMArts والخبير في صناعة الديجيتال، حجم الإنفاق على الإعلان الرقمي في مصر بـ ٥٠٠ مليون جنيه، بواقع ٤٠٠ مليون جنيه لصالح الإعلانات على الإنترنت، و١٠٠ مليون جنيه للإعلان عبر الموبايل. وأشار صبرى، أن الإعلانات الرقمية بمختلف قنواتها باتت تمثل ٧٪ من إجمالي الإنفاق على الإعلان بوجه عام في مصر، في حين تشير التوقعات إلى زيادة نسبة هذه المشاركة إلى ١٠٪ بنهاية العام الجارى ٢٠١٥، تأتي هذه التوقعات متوافقة مع معدلات النمو السنوية التي من المقرر ان تبلغ ٥٠٪. وأوضح صبرى: «إننا في السوق المصرى أمام تحدى كبير هو هيمنة المواقع العالمية مثل جوجل وفيسبوك على ٦٠٪ من الميزانيات المخصصة للإعلان الرقمي في السوق المحلي، بينما لايتجاوز نصيب المواقع الإلكترونية المصرية حيز الـ ٤٪، وبحسب الدراسات والإحصائيات المتخصصة عن صناعة الديجيتال في مصر، فإنه من المتوقع أن ينخفض نصيب المواقع المصرية إلى ١٨٪ بنهاية العام الجارى ٢٠١٥». وأرجع هذا التحدى إلى عدد من المعوقات التي تواجه الصناعة في السوق المصرى أبرزها ارتفاع الأسعار وعلى سبيل المثال فإن القيمة المالية لظهور إعلان ١٠٠٠ مرة على أحد المواقع المصرية يساوى ٢٥ جنيها، بينما الظهور لنفس عدد المرات على المواقع العالمية لا يتجاوز الـ ٣ جنيها. وأشار الى أشكال وطرق البيع التي لا تتوافق مع المتغيرات العالمية، منها تعريفية المحاسبة بعدد النقرات لا بعدد مرات الظهور كما تأتي آليات الإعلان وسهولة السداد واحدة من أهم الإشكاليات التي تواجه هذه الصناعة، حيث تعتمد المواقع العالمية استخدامات أدوات التجارة الإلكترونية والبطاقات الإئتمان وبالتالي فإن العلاقة بين المعلن والموقع علاقة مباشرة، في حين لازالت المواقع المصرية تحتاج إلى وكالات تقوم بدور الوسيط في إدارة العلاقة مع المعلن «». وطالب صبرى بضرورة تبني الدولة لدورها في تحديد ضوابط للصناعة في مصر من خلال سن التشريعات وتحديد الأطر العامة لمواجهة الإحتكار وخروج العملة الأجنبية، وبالتالي ومع الزيادة الواضحة في حجم الصناعة محليا فإنه من الضروري أنشأ جهاز قومي لتنظيم صناعة الديجيتال يكون دوره تحديد ضوابط السوق، وحماية كل من المستهلك والمعلن والأسعار.

## WAToolkit تطبيق يتيح لك الحصول على إشعارات الواتس آب فى أى متصفح كروم



WhatsApp

لاقت خدمة «الواتس آب» بعد إطلاقها للمستخدمين على أجهزة الكمبيوتر إعجاب الكثيرين، خاصة وأنها تسهل عليهم خدمة التراسل الفوري، ويقول تقنى الكمبيوتر «محمد أنور» إنه على الرغم من هذه الميزة المهمة التي قدمها «الواتس آب» لمستخدميه، إلا أن هناك مجموعة من المشاكل التي تواجه المستخدمين أيضا في الخدمة بداية من عدم قدرة أى مستخدم على الدردشة من «الويب» إلا إذا ما كان الهاتف الذي متصل بالإنترنت كذلك لا يمكن الحصول على أى إشعارات للدردشة إلا عند التواجد في نفس صفحة الواتس آب على متصفح كروم، مشيراً إلى أنه يمكن التغلب على هذه المشاكل من خلال تطبيق WAToolkit الذي يمكن تحميله من سوق كروم من هنا. وأضاف أن هذا التطبيق البسيط يمكن المستخدمين من الوصول إلى أى أشعارات تأتيه من خلال تطبيق الواتس على منصة الويب، حتى وإن كانت الدردشة مغلقة على تطبيق الويب. وأوضح أنه بمجرد تحميل التطبيق وتثبيته على المتصفح سيلاحظ المستخدم أيقونة تظهر بجانب شريط العنوان وستظهر من خلالها الإشعارات المختلفة للواتس آب، فقط كل ما يحتاجه المستخدم هو الضغط على open notification in desktop لتفعيل الإشعارات



## هواوى توسع محفظة حلولها التقنية للقطاع المالى والمصرفى فى منطقة الشرق الأوسط

أعلنت «هواوي» عن توسعة محفظة حلولها التقنية وخدماتها المقدمة للقطاع المالى والمصرفى في منطقة الشرق الأوسط. وذلك من خلال طرح جيل جديد من التقنيات المتطورة، وتوفير مزيد من الخبرات والموارد المتخصصة التي من شأنها أن تساعد المصارف والمؤسسات المالية على تقديم خدمات أكثر ابتكاراً لعملائها. ومع تسارع وتيرة رقمنة الصناعة المالية المحلية خلال الفترة الأخيرة من خلال زيادة الاعتماد على التقنيات الجديدة مثل الحوسبة السحابية، وتحليل البيانات الكبيرة، والمفاهيم المصرفية الذكية والافتراضية، أصبح من الضروري اليوم على الشركات المالية في منطقة الشرق الأوسط زيادة تركيز توجهها نحو الاعتماد على تقنية المعلومات والاتصالات لتحقيق الابتكار على مستوى الخدمات المقدمة للعملاء بصورة مضمونة واعتمادية عالية تواكب متطلبات السوق المالى العالمى المتكامل. وقد دفع ذلك مدراء تقنية المعلومات البحث على التقنيات الجديدة التي بإمكانها إدارة وتخزين تدفق البيانات الهامة والحساسة وتحليلها والاستفادة منها بشكل أفضل. ويتزامن ذلك مع الحاجة الملحة لضمان أمن الشبكة المربة التي تسمح بتقديم خدمات موسعة للعملاء مثل الخدمات المصرفية عبر الهاتف النقال. وعلى ضوء ذلك، عمدت «هواوي» لتقديم خدمات مختلفة لمساعدة البنوك والمؤسسات المالية على معالجة هذه الاحتياجات وذلك في سياق خطتها للتوسع في منطقة الشرق الأوسط، والتي تشمل الاعتماد على حلول شبكات الاتصالات المربنة فائقة التطور والحلول المصرفية متعددة القنوات التي تم تصميمها خصيصاً لقطاع الخدمات المالية والمصرفية. وانطلاقاً من فلسفتها التي تدعو بشكل مستمر للنمو الاقتصادي من خلال الابتكار التقني، تقوم «هواوي» باعتماد هذه الحلول لتشغيل أنظمة أكثر ذكاءً وأماناً من أجل الارتقاء بالقيمة التجارية للمؤسسات المالية ومساعدتها على تحسين تجربة عملائها. وبالتوازي مع الجيل الجديد من الحلول والتقنيات التي توفرها «هواوي» للمنطقة، عملت على تعزيز طيف عروضها للقطاع المالى والمصرفى من خلال الاستثمار البشرى في مجموعة من الخبراء المتخصصين ذوي الكفاءة، والمؤهلين للوقوف على مختلف احتياجات السوق المحلية في هذا المجال، والذين يتم تعيينهم محلياً في أهم الأسواق التي تتواجد فيها «الشركة مثل الإمارات العربية المتحدة، والمملكة العربية السعودية، وقطر، والكويت، وسلطنة عُمان، والبحرين، وباكستان، والعراق







## (موزيلا) تطور تقنية لتشغيل الفلاش بدون إضافة للمتصفح

أعلنت مؤسسة "موزيلا" عن إطلاقها لمشروع جديد تعترض من خلاله توفير إمكانية تشغيل مقاطع الفيديو المعتمدة على تقنية فلاش بدون الحاجة لتوفر إضافة المتصفح الخاصة به. وأطلقت "موزيلا" على مشروعها الجديد اسم "Shumway"، حيث بدأت بالفعل بتنفيذ الميزة في النسخة التجريبية من المتصفح على "ويندوز" و"ماك"، وإن كانت الميزة ما تزال محدودة حالياً بتشغيل مقاطع الفيديو التي تستعرض المُنتجات ضمن مازون، على أن تقوم لاحقاً بدعم تشغيل أنواع أخرى من الفيديو، وفقاً لما ورد بوكالة الأنباء "الألمانية". ورغم أن منصات الهاتف المحمول الحالية مثل "أندرويد" و"آي أو إس" استغنت عن دعم تقنية الفلاش في متصفحاتها، كما بدأت العديد من الخدمات بالاستغناء عن الفلاش في عرض الفيديو مثل موقع "يوتيوب" الذي انتقل إلى تقنية "اتش تي إم إل ٥"، إلا أن العديد من المواقع ما زالت تعتمد الفلاش لتشغيل الفيديو أو ألعاب الويب. وعرفت تقنية الفلاش باحتوائها على الكثير من الثغرات الأمنية، وباستهلاكها العالي لمعالج الجهاز وتسببها بمشاكل في الأداء أثناء التصفح. يذكر أن "موزيلا" قالت إن "تقنيها الجديدة لن تدعم تشغيل جميع أنواع الفلاش على متصفحتها، لكنها ستقوم بإتاحتها لعدد من أبرز المواقع التي ما زالت تدعم الفلاش".



## سامسونج تكشف عن جالاكسي إس ٦ أول مارس

بدأت سامسونج مؤخراً بتوزيع الدعوات الصحفية على المواقع التقنية لمؤتمر صحفي خاص في الأول من مارس المقبل، والمتوقع أن تُعلن خلاله عن هاتفها الرائد القادم "جالكسي إس ٦". وتحمل الدعوة عبارة "ما التالي" What's Next "، بالإضافة إلى شعار حدثها المُسمّى Unpacked ٢٠١٥. كما تتضمن صورة الدعوة تلميحاً غامضاً من سامسونج، حيث تُشاهد في الأعلى خطاً فضّي اللون مُنحنيّاً من زاويتين. ومن غير المعروف بعد ما الذي ترمي إليه سامسونج، حيث قد يكون الخط المُنحني إشارة بأن هاتف "إس ٦" قد يحمل تصميمًا مُنحنيّاً، أو شاشة مُنحنية من الزاوية على غرار هاتف "جالاكسي نوت إيدج" الذي طرحته الشركة العام الماضي. يُذكر أن بعض التسميات السابقة ذكرت بأن هاتف "إس ٦" سيحمل تصميمًا جديداً مُختلفاً بشكل كامل عن تصاميم الهواتف السابقة في السلسلة، كما سيأتي بجسم مصنوع من المعدن أو الزجاج، على خلاف البلاستيك الذي تستخدمه سامسونج في مُعظم هواتفها. وتسرّبت المواصفات التقنية للهاتف جالكسي إس ٦ في وقت سابق وتتضمن شاشة مقاس ٥.١ أو ٥.٣ بوصة ومعالج سامسونج إكسبنوس ٧٤٢٠ بعد تقارير تخلي سامسونج عن استخدام سنابدراجون ٨١٠، وماسح البصمة الضوئي بالإضافة إلى ٤ جيجابايت من الذاكرة العشوائية وكاميرا خلفية ٢٠ ميجابكسل.

## سامسونج تكشف عن هاتفها المعدني فى إعلان جديد

أطلقت شركة الصناعة الكورية الجنوبية سامسونج، إعلاناً تشويقياً جديداً لهاتفها القادم الذى ينتظره العالم «جالكسي S٦» من أجل جذب أعين المستخدمين من كل دول العالم إليه قبل أن تكشف عنه رسمياً خلال المؤتمر العالمى للجوال القادم المقام فى إسبانيا فى الأول من شهر مارس المقبل. وذكر موقع ENGADGET الأمريكى، الإعلان التشويقي الجديد يكشف عن أن هاتف سامسونج القادم سيكون معدنيًا بالكامل على عكس عاداتها لأنها معتادة على إطلاق هواتف من البلاستيك ولكن مؤخراً اتجهت للمعدن وهاتفها القادم جلاكسى S٦ سيكون معدنيا وهذا الأمر أصبح مؤكداً. تصميم هاتف سامسونج جلاكسى S٦ كما أن الإعلان الجديد يكشف أن تصميم الهاتف سيكون مماثلاً لهاتف آبل آيفون ٦ حيث خاصة من منطقة الحواف والشكل الخارجى للهاتف وهذا بعد أن حقق هاتف آبل مبيعات ضخمة وحققت للشركة أرباحاً غير مسبوقة. جدير بالذكر أن شركة سامسونج تحاول بهاتفها جلاكسى S٦ الجديد أن تحافظ على مكانتها فى سوق الهواتف الذكية وتحاول أن تنافس آبل.

## إنطلاق اعمال مركز تدريب جمعية اتصال بمشاركة ١٠ شركات

دشنت جمعية اتصال المتخصصة في قطاع الاتصالات وتكنولوجيا المعلومات أولى دوراتها التدريبية ل ١٠ شركات صغيرة ومتوسطة في مجال تحليل نظم البيانات والتي عقدت بمركز التدريب التابع للجمعية. أعربت سماح سمير استشاري تحليل انظمة عن سعادتها بزيادة الوعي لدى الشركات المتخصصة في مجال السوفت وير بالتركيز على هذا المجال والذي يعتمد على نسب كبيرة في تنفيذ وإنجاح اي مشروع ، مؤكدة ان جمعية اتصال اتخذت الخطوة الاولى في ذلك في توفير التدريب اللازم لإعضائها من الشركات بهدف تنمية خيراتهم والإستعداد للمناقصات الحكومية المقرر طرحها خلال الفترة المقبلة .

وأضافت ان ورشة العمل التى نظمتها اتصال وشاركت فيها عدد من الشركات ابرزها

Qatar Charty

NTG

Sana-tech

Consultex

Shourasoft

Ofls High Tech Vision

SoftTechnologica

اكسيد .

وقال الدكتور حازم الطحاوي رئيس مجلس ادارة جمعية اتصال انه منذ اليوم الاول لعمل الجمعية وهي تسعى لخدمة اعضائها بما يعود بالنفع المباشر عليهم وعلى صناعة تكنولوجيا المعلومات والاتصالات ، مؤكداً على العلاقة الوطيدة بين الجمعية وبين هيئة تنمية صناعة تكنولوجيا المعلومات «ايتيدا» والتي تهدف الى رفع كفاءة الشركات وتقديم كافة انواع التدريب وصقل مهارات الاعضاء .

## جارتنر: بث مقاطع الفيديو بالهواتف المحمولة سيشكل ٦٠٪ من حركة البيانات



ستواصل حركة البيانات المحمولة نموها الكبير خلال العام الجارى حيث تشير توقعات مؤسسة جارتنر للأبحاث إلى نمو حركة البيانات بنسبة ٥٩ ٪ هذا العام. كما سيساعد طرح الشبكات الأحدث والأسرع قيد الاستخدام، وارتفاع عدد مستخدمى هذه الشبكات، وتوفير الهواتف المحمولة المرتبطة بالشبكات اللاسلكية من الجيل الثالث ٣G والرابع 4G بأسعار معقولة وفي متناول الجميع، على رفع معدل حركة البيانات. ووفقاً لجارتنر فإن تطبيقات الفيديو بالهواتف المحمولة ستشكل أكبر دافع لنمو حركة البيانات المتنقلة، فالبيانات التى جمعناها من مختلف مستويات مقدمى خدمات الهواتف المحمولة تشير إلى أن تطبيقات الفيديو بالهواتف المحمولة تولد ٥٠٪ من إجمالى البيانات المتنقلة. ورجحت بأن يشكل بث مقاطع الفيديو أكثر من ٦٠٪ من حركة البيانات المتنقلة بحلول العام ٢٠١٨، وذلك مع تنامى عدد مقاطع الفيديو التى يشاهدها المستهلكون، ويقومون برفعها. وقالت إن تجربة مشاهدة مقاطع الفيديو بسرعة ودون انقطاع ستشجع الناس على زيادة استخدام مقاطع الفيديو الخاصة بهم.

## برنامج من كاسبرسكى للتأكد من تحديث البرامج



عانى مستخدمو الحواسپ في عام ٢٠١٤ الكثير من الاختراقات والثغرات الأمنية، وغالباً ما كانت هذه العمليات تتم عن طريق استغلال ثغرات داخل البرامج أو الإضافات، لذا يُنصح دائماً بتحديث البرامج إلى آخر نسخة بشكل فوري. ولهذا الغرض، أطلقت شركة الحماية كاسبرسكي برنامج Kaspersky Software Updater المجاني للتأكد من تحديث البرامج إلى آخر نسخة لزيادة الحماية وإغلاق الطريق أمام المخرقين ومنعهم من استغلال الثغرات. بعد تشغيل البرنامج وبالضغط على زر Scan تبدأ عملية التحقق من جميع البرامج المثبتة على الحاسب، والتأكد من رقم نسختها، وبعد الانتهاء يتم عرض تقرير عن البرامج التي تحتاج إلى تحديث مع إمكانية جدولة هذه العملية وجعل فحص البرامج يتم بشكل آلي.

## منصة تدريب عربية تضم دورات فى كل الاختصاصات

بفضل تقنيات الاتصال الحديثة وبرامج الاتصالات عبر الإنترنت، أصبح من الممكن نقل مجال التعليم إلى هذا العالم الافتراضي لتوفير الوقت وإلغاء المسافات بين المستخدمين حول العالم، ولهذا السبب توفرت الكثير من المنصّات التي تعتنى بموضوع التعليم عن بُعد. ويمكن للمستخدمين في الوطن العربي الاستفادة من موقع مهارة الذي يمكن الوصول إليه عبر الرابط maharah.net والذي من خلاله يمكن إيجاد دورات في جميع الاختصاصات، حيث تتوفر بعضها بشكل مجاني، وبعضها الآخر بشكل مدفوع. بعد الدخول إلى الموقع يمكن تسجيل حساب مجاني للاتحاق بدورة معينة، كما يمكن استعراض الدورات من الصفحة الرئيسية أو من خلال الضغط على زر استعراض جميع الدورات، حيث تتوفر أكثر من ٢٠ دورة حتى الآن.



# How **micros**<sup>®</sup> supports the hotel industry in facing the challenges of the rapid digital evolution

Technology has changed our lives in numerous ways, the way we work, the way we relax, the way we communicate and the way we interact. Hotels, restaurants and other gastronomy establishments are starting to explore consumer engagement and forming strategies for a digital business.



The MICROS Commerce Platform (MCP) is the next generation ecommerce Platform from MICROS that is designed for the hospitality industry; it will extend the MICROS Business Applications beyond the boundaries of the hotel or restaurant. The platform consists of a feature rich content management system coupled with an experience manager and an ecommerce transaction engine that fully integrates with the back-end business process application.

## Providing a World Class Guest Experience

The MICROS Commerce Platform is the gateway to providing world class digital guest experiences, whether before the visit through reservations, check in, table reservations, pre ordering of room service or messaging. During the stay allowing the guest to view their profile, order drinks at the bar, close the curtains, stream music and set a wakeup call and once they have left to make sure their stay was enjoyable through surveys, rewards and social media integration. The restaurant or hotel will always need business applications to manage their day-to-day operations on site. These solutions will be enhanced over time to embrace new technologies. However, in some sectors, the customer is changing; they are now the connected generation, the digital natives, who demand immediate information and action in real time, anywhere and from any device. MICROS is embracing this change by providing a platform and a framework not only for today but also as more disruptive technologies emerge in the future.

Ecommerce is on everyone's radar, interaction with the guest is paramount and creating guest experiences, before, during and after are essential for any hotelier or restaurateur. When you couple this with the emergence scrambling to find the next big thing in terms of solutions and applications. The challenge that everyone is facing is how do we handle the convergence of all this disruptive technology? MICROS' approach to this conundrum is to provide a platform that sits between the on premise business applications and the consumer touch points and in doing so provide seamless integration between the two. Over the next few months the MICROS ecommerce Marketplace will develop and promote our ecosystem of in house and partner applications designed to meet our customers' and their customers' requirements.



To truly offer great guest experiences we have to look at the journeys our customers take when interacting with their businesses. Each journey has different steps, paths and interaction and as a solution provider MICROS has to be able to offer flexible tools to meet these demands. Whether it is pre-ordering a burger for collection in a quick service restaurant and paying for it using the payment gateway to ordering a second latte from your seat in the favorite coffee shop and have it delivered to the table.



MICROS are very well positioned in this area with our Hotel and Food & Beverage Products

With the advent of social media defining the way in which people interact, praise, criticize and communicate, hoteliers and restaurateurs need to embrace all these channels. In doing so however they need to respond quickly and make the replies, especially those that are in the public domain personal and direct. Consumers react negatively when a 'robot' response is posted to social media sites such as Trip Advisor or Facebook. The challenge the industry faces is how to control and monitor the numerous channels known and unknown, sort out the praise, the good and bad comments, and respond with a personal touch.

There will always be a need for a robust end point in a business and MICROS are very well positioned in this area with our Hotel and Food & Beverage Products. The connected consumer will shape business practices and define requirements at a greater pace than we have seen before, when coupled with the advancement of app developments and the ease in which they can be accessed through mobile devices, MICROS needs to provide the framework and the platform to be the bridge to our business applications.



## Oracle's MICROS mWorkstation with Microsoft Windows Embedded 8.1 Industry Pro

### mWorkstation Overview

Oracle's MICROS mWorkstation is an all new Point of Sale terminal designed for the unique challenges of the hospitality and retail industries. Featuring a 15.6" wide screen high definition display with a projected capacitive touch screen, the mWorkstation utilizes the latest technologies, from the class leading dual core Intel processor to its ultra slim solid state drive.

With the mWorkstation, Oracle's MICROS introduces a point of sale terminal that has outstanding performance for all uses, ensures maximum reliability by having no moving parts, and sips electrical power to be more environmentally and economically responsible.

The mWorkstation provides customers with a tailored solution for their business needs. Unlike many competitive solutions using consumer grade products, the mWorkstation is tailored for the hospitality and retail industries, providing a clean, secure, integrated device hardened to withstand the day to day abuse common in these environments.

As with all of Oracle's MICROS hardware, the mWorkstation achieves a set of goals that provide maximum benefit to our customers. These goals include the simplest installation, the highest levels of maintenance free reliability, the longest life cycles, the most attractive designs, and the ability to adapt to changing operational requirements.

Oracle's MICROS workstations are installed in a variety of locations, frequently in less than ideal environments. In addition to spill resistance, the mWorkstation is designed to operate in temperatures ranging from 0 °Celsius (32 °F) to 50 °Celsius (122 °F). Designing the mWorkstation to meet these extremes ensures the unit is well suited for baking drive thru windows or frigid ski resorts. It also



The mWorkstation is currently supported by RES 5.4 with the mWorkstation Update.

ensures an extremely reliable device in more typical restaurant environments.

Years of reliable service are great, but a system must continue to be attractive too. To make sure the mWorkstation retains its good looks, it is constructed of aluminum alloy and PC-ABS, which provide a robust casework that can withstand the punishing hospitality environment for years, and still maintain an attractive finish.

MICROS experience with real life hospitality environments surpasses all competition and the mWorkstation embodies this experience.

The sleek styling of the mWorkstation complements any décor, with an attractive finish, low profile and small footprint.

Special care was taken to make sure the mWorkstation adjustable stand provides a stable base, is easy to install, and reduces the overall footprint of the device. The raised feet of the Adjustable Stand ensure spills and standing liquids do not interfere with operations.

A concealed location in the base of the stand is provided to house a local printer power supply while an internal cable provides AC power to it. This feature ensures the printer power supply is physically protected, reduces footprint and eliminates an additional power cord, making installations neater and easier to service.

The adjustable stand is designed to accommodate the modular peripherals from the mStation, however the mWorkstation adjustable stand uses a revised rear display with a longer cable than the mStation version. The mWorkstation rear display is backwards compatible with the mStation.

### mWorkstation Technology

To meet design objectives, MICROS carefully selected each component of the mWorkstation. Special emphasis was placed on selecting components that are reliable, efficient, and available for many years to come.

The mWorkstation is designed around embedded and industrial components; those items identified by their manufacturer for long life cycle, superior specification and tightly controlled quality.

#### Processor

The latest Intel Atom processor, the E3827, was selected to meet the balance of high performance and low thermal output. This balance allows the mWorkstation to run the most demanding applications, yet remain passively cooled. As a result, the mWorkstation is highly energy efficient.

#### Persistent Storage

The mWorkstation features multiple storage options. The Windows Embedded 8.1 Industry Pro configuration comes with a removable M0-297 "slim SATA" solid state drive. This easily serviceable drive is accessed by removing the magnetic card reader assembly. A fixed eMMC flash device on the main board stores the recovery image for the system.

An SD card slot is available and kept secure behind the magnetic card reader assembly as well.





## Five Steps For Securing The Data Center: Why Traditional Security May Not Work

### What You Will Learn

Data center administrators face a significant challenge: They need to secure the data center without compromising the performance and functionality that new data center environments enable. Many are looking to secure the data center using solutions designed for the Internet edge, but these solutions are not enough. The data center has unique requirements around provisioning, performance, virtualization, applications, and traffic that Internet-edge security devices are simply not designed to address.

Securing the data center requires a solution that can:

- Provide visibility and control over custom data center applications
- Handle asymmetric traffic flows and application transactions between devices and data centers
- Adapt as data centers evolve: to virtualization, software-defined networking (SDN), application-centric infrastructures (ACIs), and beyond
- Address the entire attack continuum: before, during, and after an attack
- Integrate with security deployed across the entire network

### Prime Target for Compromise: The Data Center

Many modern cybercrime campaigns are designed specifically to help adversaries reach the data center, where high-value data, including personal customer data, financial information, and corporate intellectual property resides.<sup>1</sup> However, securing the data center is a challenge. Asymmetric traffic, custom applications, high traffic volumes which need to be routed out of the datacenter for inspection, virtualization across multiple hypervisors, and geographically disparate data centers all make securing the data center difficult for security solutions that have not been designed for those purposes. The result is gaps in security coverage, severe impacts on data center performance, the need to compromise data center functionality to accommodate security limitations, and complex provisioning that undermines the ability to dynamically spin up data center resources on demand.

Meanwhile, the data center is evolving, migrating from physical to virtual to next-generation environments, such as SDN and ACI. Data center traffic is already growing exponentially, driven largely by increasing cloud utilization and the emerging Internet of Things (IoT) environment, where the Internet and networks expand to places such as manufacturing floors, energy grids, healthcare facilities, and transportation.

Cisco forecasts that by 2017, 76 percent of data center traffic will stay within the data center and will be largely generated by storage, production, and development data in a virtualized environment. Gartner projects a 3000 percent increase in data center connections per second by the end of 2015.

Modern data centers are already providing a host of applications, services, and solutions to the business. Many organizations need to rely on several data centers, often geographically dispersed, to support their growing cloud computing and traffic needs, as well as strategic initiatives, such as big data analytics and business continuity management. As the data center becomes an even more critical part of the enterprise backbone, it will solidify its position as a prime target for malicious actors designing increasingly sophisticated threats meant to evade detection. All of the above means the data center will become only more difficult for security teams to monitor and protect.

Another complication for data center administrators and their teams: Provisioning and performance limitations significantly impact how security solutions, such as next-generation firewalls, are deployed and what traffic they can inspect. Security cannot undermine data center performance. In today's data center, security provisioning must occur within hours or minutes, not days or weeks. Performance must dynamically scale to handle high-volume bursts of traffic.

### Five Steps For Securing The Data Center

Comprehensive data center security requires a defense-in-depth approach that can deliver in five key areas. The solution must:

1. **Provide visibility and control over custom data center applications.** Data center administrators need visibility and control over custom data center applications, not just the traditional web-based applications (for example, Facebook and Twitter) and related microapplications that traditional Internet-edge security devices inspect. Most Next-generation firewalls are designed to inspect the type of traffic that is flowing through the Internet edge, not custom data center applications.
2. **Manage asymmetric traffic flows and application transactions between devices or data centers.** Security must be integrated with the data center fabric, not simply sit at the edge. Solutions on the edge cannot inspect both north-south (inbound-outbound) traffic and east-west traffic flows, and the latter represents the bulk of today's data center traffic. If traffic must be sent out of the data center to a next-generation firewall for inspection and then routed back to the data center (hairpinned), the solution undermines the dynamic traffic flow the modern data center requires.  
  
Securing asymmetric traffic is another challenge that many next-generation firewalls are not designed to address. In asymmetric routing, found in many data centers, a packet traverses from a source to a destination in one path and takes a different path when it returns to the source. This becomes a problem when next-generation firewalls are used in the routed path. They are simply not designed to track, inspect, or manage the sophisticated and unexpected traffic flows that asymmetric routing demands.  
  
Security solutions for the data center also must be able to handle application transactions between data centers or devices, including virtual devices. Virtual devices are just as vulnerable as physical devices, so data center security must be able to address the unique challenges of virtual environments, including the constant creation and tear-down of devices.
3. **Adapt as data centers evolve.** As data center environments migrate from physical to virtual to next-generation SDN and ACI models, security solutions must be able to scale dynamically and provide consistent protection that can work seamlessly across evolving and hybrid data center environments. In these new data center models where virtual and physical devices are being provisioned rapidly, security rules can quickly scale out of control. Access control list (ACL) management is already a challenge for many IT teams.



Data center administrators need to be able to create automatic policy enforcement as new devices are provisioned, so they can greatly reduce manual effort and reduce deployments from days to minutes. The ability to deploy a single security solution across hybrid data centers, many with multiple hypervisors (virtualization machine monitors), allows IT teams to focus on data center functionality without being burdened by administrative security tasks across a complex set of unrelated security devices.

4. **Address the entire attack continuum, before, during, and after an attack.** Traditional security approaches offer limited threat awareness and visibility in a data center environment, and focus primarily on blocking at the perimeter. To cover the entire attack continuum, organizations need to address a broad range of attack vectors with solutions that operate everywhere the threat can manifest itself: on the network, on endpoints, on mobile devices, and in virtual environments. A holistic, threat-centric approach to securing the data center that includes protection before, during, and after an attack, is needed to protect the modern data center and its specialized traffic.

Traditional next-generation firewalls offer virtually no solution for identifying and mitigating stealth attacks designed to slip past defenses, cannot provide remediation and analysis after an attack has been stopped, and are unable to track and secure the sort of asymmetric traffic data centers generate. They are almost exclusively defensive tools, yet they also cannot defend against emerging, unknown threats targeting vulnerable servers, unique applications, and valuable data.

5. **Protect the entire network.** Any security strategy must acknowledge that the goal of a remote user is not to connect to the edge of the network, but to access critical resources inside the data center. Data centers are part of a complex network environment extending from remote users and branch offices, across the core, into the data center, and out to the cloud. Security for the data center must be part of the data center architecture, as well as part of a broader solution that can see the whole network and provide seamless protection along the entire data path.

Data center security is different. To truly protect the modern data center, and new data center models that are emerging now, organizations cannot rely on a next-generation firewall alone. They need a comprehensive and integrated security strategy and architecture that provides consistent and intelligent protection across the entire distributed network, from the edge to the data center to the cloud, without undermining performance.

## Securing the Modern Data Center

Cisco offers powerful tools to defend today's evolving data center environments, and not just at the data center edge. The innovative Cisco® Adaptive Security Appliances (ASA) solutions for data center security are designed to secure both physical and virtual environments and to allow organizations to migrate seamlessly from traditional to next-generation data centers for future-proof deployments, investment protection, and comprehensive protection. New additions to the Cisco ASA platform include:

- **Cisco Adaptive Security Virtual Appliance (ASAv):** The Cisco ASAv is a virtual version of the complete Cisco ASA firewall feature set, combined with dynamic scalability and simplified provisioning for virtual environments. It is designed to run on a variety of hypervisors and is independent of VMware vSwitch technology, making it a data center-agnostic solution for Cisco, hybrid, and those that are not Cisco environments. The flexible architecture of the Cisco ASAv means it can be deployed both as a traditional security gateway, and as a security resource for intelligent SDN and ACI environments that can be dynamically stitched directly into application service chains.
- **Cisco ASA 5585-X Adaptive Security Appliance:** A purpose-built data center security appliance that fully supports traditional, SDN, and ACI data center environments, the Cisco ASA 5585-X Adaptive

Security Appliance features newly enhanced performance and provisioning capabilities. It provides advanced clustering capabilities for up to 16 nodes, delivering 640 Gbps of data center-class performance that can be deployed across multiple data centers. Clustered solutions can be managed as a single device to significantly reduce administrative overhead. And like the Cisco ASAv, it is designed to work in traditional and next-generation data center environments such as SDN and ACI, providing consistent security across hybrid environments and seamless protection as data centers are being migrated.

Other solutions available from Cisco that help to provide comprehensive data center security include:

- **Cisco OpenAppID technology:** IT teams can create, share, and implement application detection, and develop custom rules for custom applications in the data center, with Cisco OpenAppID technology. It is an open, application-focused detection language and processing module for Snort™, the intrusion prevention system (IPS) and intrusion detection system (IDS) developed by Sourcefire, now part of Cisco. Cisco OpenAppID is fully integrated with the Snort framework, providing administrators with much deeper awareness of the applications on their networks.

Snort users can utilize Cisco OpenAppID detectors to detect and identify applications and report on application use. Cisco OpenAppID provides application-layer context with security-related events and helps to enhance analysis and speed remediation. It enables Snort to block or alert on detection of certain applications, helping to reduce risks by managing the total threat surface.

- **Cisco FireAMP™ and FireSIGHT™ solutions:** Advanced malware analysis and protection are required to provide a holistic, threat-centric approach to securing the modern data center—before, during, and after an attack. Cisco FireAMP products, from Sourcefire, utilizes big data to detect, understand, and block advanced malware outbreaks. It is the only solution that provides the visibility and control needed to stop threats missed by other security layers. And by combining Cisco FireAMP products with the Cisco ASA, users can provide deep inspection and protection for asymmetric data center traffic.

Cisco FireSIGHT, also from Sourcefire, provides the network visibility, context, and automation required to respond to changing conditions and new attacks. Administrators can manage hundreds of appliances centrally using the Cisco FireSIGHT Management Center.







# Advocating Change Together



WAVE 1



WAVE 2



There is no single best way to lead, there are a wide variety of leadership models that each may serve. However, the systematic approach to leadership development has proven successful for many companies, working toward a set of preferred outcomes through a broad range of approaches to thought leadership. Unlike other approaches, it takes into account the differing expectations of leaders as well as unique organizational practices to create a system that allows them (and the organization as a whole) to function at peak efficiency.

That's why ACT launched the Leadership Development Program in 2013 starting by wave one that included 13 participants, then in 2015 we launched wave 2 which includes 15 participants.

The programs are designed explicitly to ACT's specific needs and based on its corporate values with a vision to develop its employees interpersonal capabilities and leadership skills giving people in business the opportunity to sharpen their skills and improve their performance in order to build positive, steady and profitable results.

*A leader is one who knows the way, goes the way, and shows the way.*

*John Maxwell*



*A great leader's courage to fulfill his vision comes from passion, not position.*

*John Maxwell*

*Leadership is the capacity to translate vision into reality.*

*Warren Bennis*

ACT continues its Leadership Development Program in partnership with New Horizon.

ACT believes that nothing beats the human factor, and humans love to belong. So it provides its staff with opportunities to grow and develop both professionally and personally, ACT Leadership development is a program to expand the performance capability of individuals in leadership roles within ACT. And like any approach, it's not achieved through a single stage or step but rather through a journey. This journey is the process of leadership development.





# Gartner's

## Top 10 Strategic Tech Trends for 2015

Gartner defines a strategic technology trend as one with the potential for significant impact on the organization in the next three years. Factors that denote significant impact include a high potential for disruption to the business, end users or IT, the need for a major investment, or the risk of being late to adopt.

The top trends for 2015 cover three themes:

The merging of the real and virtual worlds,

The advent of intelligence everywhere,

And the technology impact of the digital business shift.

### 1.Computing Everywhere



As mobile devices proliferate, Gartner predicts an increased emphasis on serving the needs of the mobile user in diverse contexts and environments, as opposed to focusing on devices alone.

David Cearley, vice president and Gartner Fellow, explains that phones and wearable devices are part of an expanded computing environment.

"Increasingly, it's the overall environment that will need to adapt to the requirements of the mobile user. This will continue to raise significant management challenges for IT organizations as they lose control of user endpoint devices. It will also require increased attention to user experience design."

### 2.The Internet of Things



Gartner states that the combination of data streams and services created by digitizing everything creates four basic usage models: manage, monetize, operate and extend.

Enterprises should not limit themselves to thinking that only the Internet of Things (assets and machines) has the potential to leverage these four models.

For example, the pay-per-use model can be applied to assets such as industrial equipment, services such as pay-as-you-drive insurance, people such as movers, places such as parking spots and systems such as cloud services. Enterprises from all industries can leverage these four models.

### 3.3D Printing



Gartner states that 3-D printing will reach a tipping point over the next three years as the market for relatively low-cost 3-D printing devices continues to grow and industrial use expands significantly.

New industrial, biomedical and consumer applications will continue to demonstrate that 3-D printing is a viable and cost-effective means to reduce costs through improved designs, streamlined prototyping and short-run manufacturing.

### 4.Advanced, Pervasive and Invisible Analytics



Analytics will take center stage as the volume of data generated by embedded systems increases and vast pools of structured and unstructured data within and outside the enterprise are analyzed. "Every app now needs to be an analytic app," says Gartner's Cearley.

"Organizations need to manage how best to filter the huge amounts of data coming from the IoT, social media and wearable devices, and then deliver exactly the right information to the right person, at the right time. Analytics will become deeply, but invisibly embedded everywhere."

Big data remains an important enabler for this trend, but Gartner says the focus needs to shift to thinking about big questions and answers first and big data second — the value is in the answers, not the data

### 5.Context-Rich Systems



Ubiquitous embedded intelligence combined with pervasive analytics will drive the development of systems that are alert to their surroundings and able to respond appropriately, according.

Gartner highlights the example of context-aware security as an early application of this capability. By understanding the context of a user request, applications can not only adjust their security response but also adjust how information is delivered to the user, simplifying an increasingly complex computing world.

### 6.Smart Machines



Deep analytics applied to an understanding of context provides the preconditions for a world of smart machines.

This combines with advanced algorithms that allow systems to understand their environment, learn for themselves, and act autonomously. Prototype autonomous vehicles, advanced robots, virtual personal assistants and smart advisors already exist and will evolve rapidly, ushering in a new age of machine helpers. Gartner believes that the smart machine era will be the most disruptive in the history of IT.

### 7.Cloud/Client Computing



The convergence of cloud and mobile computing will continue to promote the growth of centrally coordinated applications that can be delivered to any device. "Cloud is the new style of elastically scalable, self-service computing, and both internal applications and external applications will be built on this new style," says Cearley.

In the near term, the focus for cloud/client will be on synchronizing content and application state across multiple devices and addressing application portability across devices. Over time, applications will evolve to support simultaneous use of multiple devices.

### 8.Software-Defined Applications & Infrastructure



Agile programming of everything from applications to basic infrastructure is essential to enable organizations to deliver the flexibility required to make the digital business work. Software-defined networking, storage, data centers and security are maturing. Cloud services are software-configurable through API calls, and applications, too, increasingly have rich APIs to access their function and content programmatically.

To deal with the rapidly changing demands of digital business and rapidly scale systems up or down, computing has to move away from static to dynamic models, according to Gartner. Rules, models and code that can dynamically assemble and configure all of the elements needed from the network through the application are needed.

### 9.Web-Scale IT



Web-scale IT is a pattern of global-class computing that delivers the capabilities of large cloud service providers within an enterprise IT setting. Gartner predicts that more organizations will begin thinking, acting and building applications and infrastructure like Web giants such as Amazon, Google and Facebook.

Web-scale IT does not happen immediately, but will evolve over time as commercial hardware platforms embrace the new models and cloud-optimized and software-defined approaches reach mainstream. The first step toward the Web-scale IT future for many organizations should be DevOps — bringing development and operations together in a coordinated way to drive rapid, continuous incremental development of applications and services.

### 10.Risk-Based Security and Self-Protection



Gartner states that all roads to the digital future lead through security. However, in a digital business world, security cannot be a roadblock that stops all progress. Organizations will increasingly recognize that it is not possible to provide a 100 percent secured environment.

Once organizations acknowledge that, they can begin to apply more-sophisticated risk assessment and mitigation tools. This will lead to new models of building security directly into applications. Perimeters and firewalls are no longer enough; every app needs to be self-aware and self-protecting.





## Coca-Cola Enterprises Norway doubles production efficiency and equipment effectiveness with Infor EAM



### Facts at a glance

Product : Infor® EAM  
Industry : Food & Beverage  
Country : Norway  
Partner : [Prevas](#)

"We are incredibly proud of this achievement, and it is testament to the dedication of the entire team, including Prevas and Infor EAM, that it has been possible."

—Andre Nilsen Ibenholdt, Head of Utilities & Facilities, Coca-Cola Enterprises Norway

### About the company

Coca-Cola® Enterprises Norway produces, sells, and distributes Coca-Cola® products in Norway. It is Norway's largest provider of non-alcoholic beverages. From production operations in Loerenskog, just outside Oslo, the company markets and distributes Coca-Cola, Coca-Cola Light®, Coca-Cola Zero®, Fanta®, Sprite®, Urge®, TAB X-tra®, Bonaqua®, Powerade®, Nestea®, Minute Maid®, Burn®, Kuli®, and CHAQWA®. Coca-Cola Enterprises has a total of approximately 700 employees in Norway and a production capacity of 290 million liters annually. To learn more, visit [www.coca-cola.no](http://www.coca-cola.no).

### Challenges

- Adhere to world-class maintenance standards with focus on preventive maintenance as a competitive, cost-reduction strategy.
- Update systems to efficiently analyze and evaluate maintenance activities.
- Support a stronger role for maintenance with a strategic plan to monitor what work is done, where, and when.

### Why Infor?

- Offered an enterprise asset management solution that integrated with the company's SAP® ERP system.
- Leveraged KPIs and graphical visualizations, simplifying maintenance task analysis and evaluation.
- Integrated with Prevas EAM Connector to provide an intuitive interface on tablets and smartphones.

### Benefits

- Doubled scores in production efficiency and overall equipment effectiveness from %46 to %93.
- Reduced energy consumption by %43 with better ventilation and turning off machines when not in use.
- Gave qualified users access to relevant information and basic functions within Infor EAM.
- Centralized all information relating to equipment, repair schedules, and preventive maintenance.

"The analysis and reporting capabilities within Infor EAM are particularly impressive as they enable us to identify opportunities for improvement, which in turn help us work toward achieving World Class Maintenance."

—Andre Nilsen Ibenholdt, Head of Utilities & Facilities, Coca-Cola Enterprises Norway





# رسالة من الإدارة

## نحن نتمسك بالقيم...

"نحن جميعاً فخورون بانتمائنا لشركة أكت وهذا نتيجة ثقتنا المتناهية في قدراتنا على تحقيق انجازاتنا بكفاءة وفاعلية بحيث تضيف قيمة كبيرة لجميع الأطراف المشاركة في هذه العملية في وقت واحد."

حسانين توفيق - العضو المنتدب لشركة أكت



**من المعروف أن البناء على أرض غير صلبة وغير ثابتة سوف يؤدي إلى إنهيار كامل...**

كذلك الحال فيما يخص أي مجال من مجالات العمل.... حيث أن امتلاك الرؤية الإستراتيجية وتحديد الهدف الصحيح والتحلي بأداب العمل وأخلاق المهنة يعتبر بمثابة أرض صلبة وقوية لنجاح أي عمل . في ذلك يقول السيد جون نيسبيت "لا يهم التخطيط الاستراتيجي إذا لم يكن هناك رؤية استراتيجية" .

منذ تأسيس شركة أكت عام ١٩٨٨؛ كان لدى مؤسسوها رؤية استراتيجية محددة تهدف أن تكون شركة أكت واحدة من أهم وأكبر الشركات في مجال تقديم الحلول المتكاملة في السوق المصري وأن يكون لها الريادة في السوق المصري بجانب التوسع في قطاعات وأسواق جديدة داخل السوق المصري و كذلك التوسع إقليمياً بهدف تحقيق زياده في أرباح الشركة .

ومنذ ذلك اليوم وحتى هذه اللحظة ؛ تجد أن كل شخص يعمل في شركة أكت متأكد تماماً من انه يعمل تجاه هدف وطريق وحيد وهو تحقيق القيم والتحلي بأخلاق المهنة التي التزمت بها شركة أكت منذ أن تم تأسيسها .

إن ما يميز شركة الحاسبات المتقدمة أن القيم التي قامت عليها تعد جزء حيوي وثابت في تكوين هويتها وهو ما ساعدنا على النجاح طوال الـ ٢٥ سنة الماضية وبها سنستمر للـ ٢٥ سنة الآتية بإذن الله.

### الناس :

في أكت نحن نقيم موظفينا ؛ لأننا ندرك أن مهارة وتفاني وحماس فريق عملنا تعد عناصر أساسية لتحقيق النجاح المنشود.

### الأسرة :

في أكت نحن نؤمن بفكرة الترابط فنحن مرتبطين برؤية الشركة وهويتها وكذلك أهدافها ؛ والأهم من ذلك كله فنحن مترابطين ببعضنا البعض كروح أسرة واحدة .

### الجودة :

بما أن هدفنا الأساسي هو تقديم الحلول فإن معايير الجودة لدينا لا بد وأن تكون على أعلى مستوى سواء في كفاءة موظفينا أو كفاءة وجودة منتجاتنا وكذلك كفاءة الخدمات المقدمة لعملائنا .

### العمل الجماعي :

لا يوجد كلمة "أنا" في العمل الجماعي فالكل يعمل لصالح تحقيق الهدف المنشود .. فنحن نؤمن بالإنتاجية ونسعى للتميز قبل كل شئ ونحن دائماً نواكب الأحداث الحالية حتى تتمكن شركتنا من استمرارها في النجاح والتميز في المستقبل .

### العملاء :

إن عملائنا هم شركاؤنا الأساسيون ؛ فبدون توقعاتهم وردود أفعالهم وكذلك مساندتهم لن نستطيع النجاح والتميز في السوق .

### الابتكار :

نحن نقدم دائماً حلول مبتكرة تحسن باستمرار من جودة و أداء عمليات العملاء وإجراءاتهم وهذا يقوي من تميزنا دائماً بين الشركات في السوق .

### التمكين :

في أكت نحن نمكن موظفينا من إتخاذ قرارات تحسن من أدائهم في عملهم وتفيد كلا من عملائنا وشركتنا . تلك كانت السبع مبادئ السابق ذكرها والتي دائماً ما توجهنا ونسير على خطاها لتحقيق ما نطمح إليه دائماً .

### نحن (أكت) نعمل بقوة :

إن القوة دائماً تعتبر من الأساسيات والمبادئ الهامة في شركتنا وهي بحق نابعة من إيماننا الحقيقي بقدراتنا في الأداء بتركيز وجودة عالية التميز و في نفس الوقت حفاظنا دائماً على ريادتنا في السوق المصري .

### نحن (أكت) نعمل بتوازن :

نحن دائماً ما نتأكد بأن موظفينا يتمتعون باستمرار بيئة عمل ثابتة ومستقرة ومتوازنة مع الأخذ في عين الاعتبار التوزيع الصحيح في تحمل أعباء العمل على الموظفين وذلك حرصاً منا على عدم تشتتهم و المحافظة على حياة هادئة ومستقرة لهم والذي بالتأكيد سوف ينعكس على أدائهم في العمل بشكل إيجابي .

### نحن (أكت) نعمل بتناغم

### وإنسجام :

يعد التناغم بين الأفراد في العمل واحداً من أهم القيم الأساسية لدينا ؛ فهي مسئوليتنا للحفاظ على تدفق سير العمل بشكل متناغم بين أفراد فريق عمل واحد أو بين أفراد أكثر من فريق عمل بمهامهم . فمكان العمل الذي يتسم بروح التجانس وحس التناغم بين أفرادها يعتبر مكان صحي جداً لموظفيه حيث يساعدهم على تنشيطهم و تكرار النتيجة المرجوة منهم بطريقة صحيحة كل مرة بشكل تلقائي ويساعد على توليد كوادر جيدة ويعزز من مستوى الإبداع لديهم وهذا الإبداع دائماً ما نصبوا إليه ؛ حيث إنه يعد واحداً من الركائز الرئيسية لشركتنا .

### نحن (أكت) نعمل بتحدى :

تتميز بيئة العمل التي نعمل بداخلها بديناميكية سريعة الخطى ؛ حيث تتطلب امدادات مستمرة من الإبداع والتفكير التحليلي مع الوضع في الاعتبار مواجهة مشكلة ضيق الوقت والكثير من المتطلبات التي نواجهها .

وفي مثل هذه البيئة الغنية دائماً ما تجلب لنا التحديات على طاولة المفاوضات والتي علينا أن نكون على استعداد دائماً لمواجهةها في أي لحظة كذلك فإن التعرض لمثل هذه التحديات تثرى من خبرات الموظفين على المستويين الشخصي والمهني ؛ والتغلب على هذه التحديات سوف يطور بالتأكيد ويحسن من الاداء بشكل واقعي وإيجابي ؛ ونحن متأكدين تماماً بأننا مستعدون لمواجهة أي تحديات .

### نحن (أكت) نعمل بفخر :

نحن جميعاً فخورون بانتمائنا لشركة أكت وهذا نتيجة ثقتنا المتناهية في قدراتنا على تحقيق انجازاتنا بكفاءة وفاعلية بحيث تضيف قيمة كبيرة لجميع الأطراف المشاركة في هذه العملية في وقت واحد . وبالتالي هذا أكيد يجعلنا نشعر بإرتياح كبير وهذا أيضاً مستمد من إيماننا بشعار " نعم نحن نستطيع " .

"لا يهم التخطيط الاستراتيجي اذا لم يكن هناك رؤية استراتيجية".





**ACT**  
advanced computer technology

## VALUE

"The person's principles or standards of behavior, it is one's judgment of what is important in life."

**ACT News is a  
Not-for-Sale Magazine**

# CONTENT

- |           |  |           |   |
|-----------|--|-----------|---|
| 2         | Message from Management<br>Mr. Hassanien Tawfiq  | 38        | Aruba Interview<br>Gamal Emara<br>Country Manager<br>KSA, BH, Egypt & Levant  |
| 4         | We ACT with Pride...   | 40        | HP: OfficeJet Pro X576<br>multifunction printer   |
| 5         | HP: Innovation, more Choices   | 41        | HP officeJet enterprise<br>color X555 series  |
| 6         | Dell PowerEdge FX architecture   | <b>44</b> | HACE Expo   |
| <b>7</b>  | ACT Sponsorship Announcement   | 46        | ACT Vacancies   |
| 8         | Happy Spring Card  | 48        | We ACT with Harmony...  |
| 10        | ACT Loyalty Celebration  | 49        | Infor Analytics   |
| 12        | MICROS mWorkstation  | 50        | EMC-what is VSPEX   |
| 13        | Aruba: Keep your fans connected<br>with Aruba Wi-Fi  | 53        | EMC Redefine Simplicity   |
| 14        | CISCO Interview<br>Ayman El Gohary<br>President and General Manager<br>Cisco Egypt         | <b>54</b> | HP Cloud Event  |
| 16        | We ACT with Challenge...   | 56        | 10 Tech Billionaires 2015   |
| 17        | CISCO: Everything is delivering the<br>juice   | 58        | We ACT with Balance...  |
| 18        | Microsoft: Enterprise mobility<br>(Tame your digital dragon)                               | 59        | Aruba: Mobile is Addictive<br>( 5 important things IT must do)  |
| 19        | ACT Announcement: ACT has<br>earned the Cloud productivity<br>competency at the gold level | 60        | ACT IN Press  |
| 20        | DELL Interview<br>Adnane Alaoui<br>Senior Solutions Manager<br>Africa (Excl SAF)           | 61        | ICT News  |
| 22        | Microsoft Azure : Cloud platform for<br>the modern business                                | 68        | How micros supports the hotel<br>industry in facing the challenges of<br>the rapid digital Evolution.                 |
| 26        | And we ACT with VALUES...  | 72        | Cisco: Five steps for securing the<br>data center ; why traditional<br>security may not work                          |
| 28        | DELL Event   | 76        | LDP Event   |
| 30        | We ACT with Protection...  | 78        | Top 10 Strategic Tech Trends 2015   |
| 31        | ACT Big Deals  | 80        | We ACT with Power...  |
| 32        | %100 Egyptian  | 81        | Infor : Coca-cola enterprise<br>Norway doubles production<br>efficiency and equipment<br>effectiveness with Infor EAM |
| <b>34</b> | Success Story of Magharabi   | 82        | Message From Management<br>Mr. Hassanien Tawfiq   |
| 36        | Dell: PowerEdge FM 120x4   |           |   |

## Published by:

Advanced Computer Technology

## Managing Director

Hassanien Tawfiq

## Chief Editor & Senior Marketing Manager

Hazem Mansi

## ACT Managing Editor & Senior Marketing Communication Specialist

Marwa Saber

## Special Interviews Inside



Message from Management  
Mr. Hassanein Tawfiq  
ACT Managing Director



The Internet of Everything (IoE)  
Ayman El Gohary  
President and General Manager  
Cisco Egypt



Dell Interview  
Adnane Alaoui  
Senior Solutions Manager Africa  
(Excl SAF)



Aruba Interview  
Gamal Emara  
Country Manager – KSA, BH, Egypt  
& Levant

## Thanks to:

Amira Fahim for Hospitality Insertion,  
Hala Shamaa for Microsoft Insertion,  
Maha Ragab for Aruba Insertion,  
Mahmoud Sayed for Dell Insertion,  
Sally Ebeid for HP Insertion ,

## Special thanks to :

All the marketing team for their  
contribution on the magazine.

10, El-Battal Medhat Abd El-Hamid St.,  
off Shehab, El-Mohandseen, Giza, Egypt.

Tel: 202 - 3308 5200

Fax: 202 - 3344 0230

/acteg [www.act.eg](http://www.act.eg)

For any suggestions & free subscription,  
please email us at: [info@act.eg](mailto:info@act.eg)  
For complains: [complaints@act.eg](mailto:complaints@act.eg)

Created, produced and printed by Class ADV.



نحن نعمل بالقيم، نتمسك  
بالمعايير القياسية، نعمل بإعتزاز،  
بشغف، بسماحة وبحكمة للحفاظ  
على مكانتنا كأحد أهم شركات  
الأنظمة المتكاملة.

نحن نعمل على حماية موظفينا،  
ونمنحهم حيزاً من الحرية؛ يوفر  
التوازن بين القوة ليؤثر كل عامل في  
غيره، والتناسق ليعملوا معاً كفريق  
يضع خطط صحيحة تساعدنا في  
تقديم حلول وخدمات أفضل  
لعملائنا.

نحن نعمل برؤية وسرعة لنرشد  
ونساعد عملائنا لتحقيق أقصى  
طموحاتهم في العمل بأعلى كفاءة.

**نحن نتمسك بالقيم...**





# Magazine

**ACT**  
advanced computer technology

Integrated Solutions Provider

April issue 2015

