

NEWS

25 Years of Success


ACT
advanced computer technology

October issue 2014

Integrated Solutions Provider

The two sides of one coin

Keep the CONNECTION...

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A
Journey
of a

—• **25 YEARS** •—

BEGINS WITH A
~ SINGLE ~
STEP





"Communication - the human connection - is the key to personal and career success." Paul J. Meyer

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Special Interviews Inside



AHK
Mr. Ulrich Hermann Huth - Owner's
Representative & Director of
Development



Etisalat
Khaled Rabie - Chief Business Office



CIL
Ahmed Kamal - Head of Information
System



Waleed Amin - Head of IT



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Mr. Hassanien Tawfiq

**HAPPY
NEW YEAR**

May this new year be a step forward in leading Egypt through a new path of success and may it be a new road to **ACT** and its employees and partners to explore new successes to achieve.

2015

Message from ACT Management

We Keep CONNECTION... We Build the Future

Mr. Hassanein Tawfiq - ACT Managing Director



Nowadays, we are facing new challenges in building our beloved country's future, it is very important to always be connected with others. We have to keep the CONNECTION with our families, neighbors, colleagues, employees and partners.

By maintaining the CONNECTION, we share together our best practices, experiences and the joy of facing challenges and obstacles and the triumph of passing them successfully.

"Keeping the CONNECTION with our history to learn"

Our great history over 7000 years of civilization will drive us to a brighter future, only by learning from the past and its successes and avoid repeating its failures. Keeping the CONNECTION with our history is a source of power that we should maintain and protect for this is the real value of success.

"Keeping the CONNECTION with people to collaborate"

With the modern lifestyle, daily life challenges and quick rhythm of modern life, we have lost the CONNECTION with our families and neighbors by using modern technologies of communication. By returning to our Egyptian traditions of family gatherings, sharing our life challenges, collaborating together and listening to different opinions and experiences, the solutions to these challenges will be clearer and more visible. Uniting all members of the community and building up good communication skills leads to achieving better family successes.

"Keeping CONNECTION with employees for productivity and development"

In ACT, we consider every employee as a member of the ACT family inside and outside the work environment. As we believe that if any member of the company is facing certain difficulties, this will affect other members and hence, This way of connection guaranteed the sustainability of ACT in the Egyptian market for the past 25 successful years.

At the end, without keeping CONNECTION with our history, people and employees, we will not achieve the desired success and we will not contribute in building a better Egypt. So let's keep the CONNECTION.

"Without keeping CONNECTION with our history, people and employees, we will not achieve the desired success."

“A human being is a part of the whole, called by us, «Universe» a part limited in time and space. He experiences himself, his thoughts and feelings as something separated from the rest -- a kind of optical delusion of his consciousness. This delusion is a kind of prison for us, restricting us to our personal desires and to affection for a few persons nearest to us. Our task must be to free ourselves from this prison by widening our circle of compassion to embrace all living creatures and the whole of nature in its beauty. Nobody is able to achieve this completely, but the striving for such achievement is in itself a part of the liberation and a foundation for inner security” *Albert Einstein*

Keep the **CONNECTION...**

“Take advantage of every opportunity to practice your communication skills so that when important occasions arise, you will have the gift, the style, the sharpness, the clarity, and the emotions to affect other people.”

Jim Rohn

German-Arab Chamber of Industry and Commerce

Mr. Ulrich Hermann Huth
Owner's Representative & Director
of Development



“The education system should give students the chance to know their talents and skills. Government should invest in the governmental schools in their buildings, infrastructure and the environment in which students learn.”

“I work for Radamis For Hotels & Touristic Resorts, this company owns 6 hotels in Sharm El-Shiekh and a rented one in Alamein in which I'm working at moment as the General Manger to open it up.

2 Hotels branded Rixos (1 in Sharm El Sheikh and One in Alamein) and the rest are branded Tirana Egypt.

We are building another 1008 rooms in Napaa and another 120 rooms at the same piece of land, 800 room are five star and 120 rooms are luxury rooms you would say 5+ deluxe. stars, it is probably finished by the end of this year or the beginning of the next year so we would have 9 hotels owned in Sharm El-Shiekh and one rented in Alamein”

How do you see the hospitality sector in Egypt and its influence in the Egyptian economy?

I have been in Egypt since 1987 and during my stay, I have seen lots of ministers working on the hospitality sector development such as: Dr. Ahmed Fouad, Ahmed Maghraby, Zohair Garana and Mr. Hisham Zaazou. I can say that the importance of tourism has heavily increased in the last 25 years.

I have seen Egypt in 1997 and all we had is less than 5 million tourists and I have seen it again back in 2009 when we had around 16 million tourists. Hence, there is a huge increase and I believe that this is because of the facilities we have in Egypt. I think no other country can get close of what we

have. I didn't see any other country who has so many attractions like Egypt from sea, fun, historic, and safari. I can see that Tourism in Egypt has lots of potential.

What about Tourism in the current times in Egypt ?

Now is definitely better than last year we can see that the Tourism rate has increased from 15 to 20% than last year. I believe that it will be increased in the coming years if the country's presidency concentrated on democracy, education and a common goal for everyone to work which will make the country stable that will lead to more tourism development in the coming years.

Do you think the invitation of German Chancellor Angela Merkel to President Abdel-Fattah El-Sisi to Germany after Egypt's parliamentary elections could have a positive impact on the future regarding the cooperation between the two countries in Tourism and other industries?

I think the cooperation between Egypt and Germany in terms of tourism is well. Nonetheless, it will be good that Ms. Merkel sits with President El-Sisi and listens to him. She should understand how he stepped in and saved the country. Also, I believe that if the previous government was still in position, the situation would have been difficult

for tourism and other industries.

How do you see tourism in long term – next five years perhaps, from two points: the development of tourism itself and the new ideas (out of the box) that would put Egypt in high rank tourism map?

Starting with the end in mind, if you would like to have Egypt on a high rank tourism map you should start with the Education system that will focus on the talents of the students. Also, not everyone should go to the university. I have not seen any chief who became good because he studied in at university. They have learnt everything in the kitchen from how they chop onions to how to check on a stew in a way that they couldn't have learned in a university.

The education system should allow those who are interested in tourism to study tourism and those who are interested in law to study law. The chance of having better lawyers and better hoteliers would be bigger.

The education system should give students the chance to know their talents and skills. Government should invest in the governmental schools in their buildings, in-

frastructure and the environment in which students learn.

If the new system in education is implemented, it will affect tourism and many other sectors/businesses.

I believe that internally the tourism future have most of the factors – if the education system progressed – to be better, nonetheless the external factors like what will happen in Libya, Gaza, Syria and the countries around us, it might affect the tourism future dramatically. But by all means, I believe that Egypt is capable of standing out in the Middle East in the field of tourism as always.

How do you think we can promote Egypt better?

I believe that to better promote Egypt is to be serious about it. The ministry of tourism should set up and announce an official vision and a set of objectives for tourism development and how to promote Egypt to act as guidelines for successful implementation.

Internally, Egyptians should have some discipline, respect for others, cleanness then Egypt will have all the potential it needs to become one of the most prominent tourism countries in the world.

Although we have lots of attractions, why Egypt is visited for its historical attractions only?

Because this what defines Egypt in the mind of its Tourists. The historical value of Egypt is what makes it stand out. No one has the pyramids, the Egyptian museum and the Karnak except Egypt. Consider it as Egypt's Logo outside. Because there are lots of beaches, lots of safari and lots of oasis in the world but there is only one Ancient Egyptian Pyramids.

I don't deny that Egypt possess those other attractions, but tourist come first for historical site seeing. Once they are in the country, we must help them explore other attractions for which they can talk to their friends about when they return to their home countries.

What do you think about Egypt's national project of the Suez Canal ? do you think that it will be a good opportunity for tourism or it's just industrial?

I hope for both of them. I believe if the second line of the Suez Canal that goes through Sinai will increase the amount of boats, then I think it is a great idea which will result in more traffic and that will be good for tourism.

What are the German Arab Chamber's latest initiatives and coming events that you'd like to share with us?

The GACIC is a great organization. It helped many German business to invest

in Egypt and many Egyptian businesses to work in Germany.

For more than sixty years, the German-Arab Chamber of Industry and Commerce is promoting bilateral business relations between Egypt, North Africa, the Middle East and Germany.

Representing more than 2700 members, GACIC is the largest organization in the framework of business cooperation between Germany and the Arab world. GACIC plays a pivotal role in Egyptian and German business cooperation.

The Chamber has become one of the most innovative providers of services for German Arab trade.

The Chamber is very active in facilitating the services in both countries. It is really involved in everything concerning making business with Egyptian or German companies, which makes things easy for members whenever they have a business opportunity.

I am lucky because I have been doing business in Egypt and in Germany for the last 20 years which makes both countries my home countries.

“I can see that Tourism in Egypt has lots of potential.”



we make IT easy



ACT

launches the first event in the Oil and Gas firm and how technology

can help such field to grow through its pioneer companies. GOTECH, we make IT easy, was conducted at Porto Sokhna between the 17th and 19th of May 2014 by ACT and its strategic partners HP® and Intel®.

By a mixture between business and entertainment program; ACT's valued cus-

tomers in Oil and Gas enjoyed the well organization of such event without being a push in too much information and technology. The full HP Portfolio of EG, Imaging and Printing and Personal Computing was well presented to ACT's customers in the first day sessions. Also, in the first day, a workshop of the future was presented by Mr. Simon Samaan by Intel.

The second day started by presenting HP One Solution and during the day, ACT's team presented the different end-to-end integration as well as the services that can help such companies in the Oil and Gas to develop their needs and day to day challenges.

During both days of the event, a very organized entertaining program was developed by ACT's expertise to make ACT's customers feel and enjoy their times such as: Relaxation under the beautiful sun with a blue water horizon at the pool side, enjoying the lunch with a view on the top of Sokhna Mountains and enjoying the telephric.

At the last day and based on a draw, an HP Multifunction Printer was delivered to Mr. Geroze zakaria of Orascom Also, all customers agreed and put confidence on the latest technology delivered by ACT and its partners in the Oil and Gas and asked ACT to make it periodical event.



ACT's team presented the different end-to-end integration as well as the services that can help such companies in the Oil and Gas to develop their needs and day to day challenges.





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Etisalat success to build a strong brand in a short time

Khaled Rabie -Chief Business Office

Eng. Khaled Rabie the Chief Business Officer of Etisalat Misr who graduated from Cairo University in 1991 with BCs in Telecommunication. With a very successful career over 22 years, Eng. Khaled started his career as a technical engineer in Siemens AG Egypt in 1991. In 2011, Eng. Khaled became the Vice President of Ericson for North East Africa for 3 years and from there he joined Etisalat Misr to hold new responsibilities and challenges waiting to be added to his successful long journey.

The B2B idea was One of Etisalat's pioneer initiatives in the Egyptian Market. How was it created and who are you targeting?

Etisalat's success to build a strong brand in a short time puts great responsibility towards its ability to serve the growing market needs.

Since we live in a dynamic and changing environment, market models should change with an even faster pace. We have realized that when markets go into maturity phase, this is the correct time to come up with new ideas to satisfy growing needs.

We have studied the B2B initiative very well. Once we realized that the Egyptian market is approaching maturity, we capitalized on this market opportunity to be the first to launch the initiative - due to the importance of the segment we are targeting - in addition to our well planned strategies to attract new investments.

We know that investors would only invest in countries with strong ICT infrastructure as it is the backbone of all operations all over the world.

If you have a look at any country that witnessed high growth in the last 10 years like: Singapore, Brazil, and Argentina, you will find that they have relied on their ICT as their backbone because it is the element that would provide high efficiency for operations and provide new opportunities in every sector.

When we say ICT, we do not mean serving the communication sector alone, but rather serving all other sectors that are now relying heavily on the ICT infrastructure like: Health, Education, Tourism, trading..

etc. Hence It is now the right time to focus on the B2B business, and accordingly Etisalat's management decided to establish a business unit for the Enterprise Sector.

What is the objective of Etisalat's B2B model?

The B2B model requires a different mindset and processes in the company, because dealing with corporate customers is totally different than dealing with individual consumers. The way of thinking is different, even the market segmentation is different. If we talk about any consumer market, not only in Etisalat, for example, in F&B industry, the consumer market is segmented differently: demographically (age, gender and style), geographically (by location) and income (the ability to pay); but in the corporate market the segmentation is totally different; we analyze each industry's verticals need like: oil & gas needs, health sector needs and education needs.

Corporates rely on their communication tools in their day-to-day operations to achieve their goals. That is why we should always be keen to associate our model with a satisfaction index and a strong delivery arm.

The delivery of services with excellence and high performance are considered Key Issues for corporate customers.

How do you promote the idea of B2B in the Egyptian market ? and do you prefer to work directly with a specific company or with a system integrator ?

Each case will be dealt with separately; it will be decided according to the size of the project and its complexity.

There are important and big projects that would need a simple solution, while there are small projects that need complex solutions. Our main focus is on being relevant to customers' needs so that we can create and add real value to the customer when we address and solve his real problems.

We do not invent technology; we rather put it into the best use for the customers to achieve their business goals.

We deliver first class service for our customers because we focus on what their



"Our vision is to become the ICT service provider of choice and we work on this all the time Regarding how we see the market growth."

customers expect from them i.e. the end users. For example: when it comes to the Health sector, we do not think of the customer as the hospital or the doctor, we see all the stakeholders from doctor to patient and try to analyze the solutions they would all seek. When we talk about the B2B model we talk about all the beneficiaries of the service.

An example for that was in Zagreb, Croatia; they analyzed the database of the records and the transactions of the patients, and they found that the patients waste time, effort, transportation and money in order to share their documents, x-rays or analysis reports with doctors. So what they did was automated the records and gave it to the end user.

This provided a means of transforming information to a digital Cloud where the hospitals and the doctors have a direct access on it; they saved the time of the patients and the doctors, to the extent that a research revealed the automation's effect the traffic on street, it was developed further for how did it affect the climate because the transportation has decreased and pollution reduced. They concluded that within twenty years, the pollution will be reduced by 20% in the city due to this automation process.

In general , How does Etisalat see the market nowadays and from your point of view which sector do you think it will be more or less promising in the future ?

I believe that all sectors need a push up in ICT. Nevertheless, we shouldn't expect all sectors to go in the same direction in the same time. It's not realistic.

We think that there will be more stability and attraction for indirect investment in the near future, so we expect upcoming development in the short and medium terms, which needs to be served. Although all sectors are important, I think Education and Health sectors are more important than any others. Hospitality and Tourism would follow.

Why do you think that these two sectors need development in the ICT ?

Because Education and Health sectors are related to the national plan; we all agree that without advanced education system,

the country won't progress.

So these two sectors are considered as a cornerstone for the country, Tourism is coming after because it's very important for the national income.

So what are your preparations after these three sectors?

Our preparations were in several stages; firstly was putting the right setup for the service in our company. Secondly was to develop an array of solutions which are relevant to the sectors at efficient cost.

We'd like to know Etisalat's vision about the IT sector especially in Cloud industry which is like a new born solution and still hasn't reached its maturity .

However, the market will need it heavily in the near future , So what's the assessment of Etisalat for ICT sector especially in Cloud industry?

Cloud can be seen a buzzword that can mean a lot of things; this is exactly its problem, not in Egypt only , but worldwide. That being said; we can develop a solution which is relevant to its needs. Consequently, Cloud can be a machine-to-machine application such as Telemetry, or a Disaster Recovery and business continuity application. Large companies may well need the second type of applications because they should have a disaster recovery plan coming from inside the country itself.

There is a third sector which focuses on the cost efficiency that Cloud can provide for SMEs (small and medium Enterprises) which is a completely different game. All what was previously mentioned are used in large enterprises, but the Cloud for SME level reduces the financial barriers for the small and medium enterprises by providing ERP or CRM : how and from where can the small enterprise get them. Also Hardware and software, its maintenance and licenses and the number of its users areal points that are considered as financial barriers.

Many start-ups begin on a wrong foot because they don't have the financial capability and they won't use it , thus that reduces their success factor. When we work a model as SME this might be called a paradigm shift for the development of SME companies that solves their financial barriers.

Internally ,what are your preparation for the data center of Cloud in Etisalat?

Building a data center, a data warehouse isn't about having a server which saves information, it's actually deeper than this. Firstly it must have geographical redundancy; we have several operational data centers. When we talk about data centers, we should have redundant power supply to ensure business continuity in case of outage, as well as having a cooling system and a different electromechanical setup. All of these should be maintained at a globally high standard which is ready for serving any requirements.

What's your vision about the B2B model in the near future ?

Our vision is to become the ICT service provider of choice and we work on this all the time

Regarding how we see the market growth ,I can tell you in particular in this sector, there is unexpected or huge leaps that can suddenly happen. This matter is still new and needs maturity, a learning curve, with mutual trust among the stakeholders and they can rely on this solution.

This needs some time to be attained, plus accumulated experience. I think that we will see a steady growth in 2015 until the maturity lead the market that relies on this kind of solution to have a noticeable growth.

What can ACT add to Etisalat regarding B2B approach according to the partnership between them ?

You are standing on very strong feet in the market; there are a lot of complementing factors between the companies. We are a licensed operator that has its vision, strategy and financial capability to address the market needs and you're a company that is very well known for having a lot of experience in system integration and having reference points in different sectors. So I think this complementing setting allows us both to cooperate in developing the market further and help to make it up to maturity phase.



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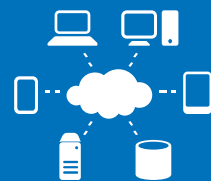
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Enable Flexible Workstyles with Windows 8.1 Enterprise

Windows 8.1 is built to support all you do—at work, at home, and on the go—with modern devices that are secured and connected so you are always ready for business.

Designed to deliver the devices and services people love and the enterprise solutions that organizations need, Windows 8.1 lets you stay connected to information, apps, and contacts from virtually anywhere, anytime with powerful business tablets and versatile, next-generation PCs.



Best business tablets and PCs: Enjoy delightful experiences with new Windows devices

Along with Windows 8, the industry has introduced a new era in tablets and PCs with thinner, lighter, and faster devices with longer battery life that run on a variety of form factors — from tablets and laptops to convertibles to all-in-ones. New Windows devices also provide touch experiences and full mouse and keyboard support for the convenience and mobility of a tablet, the power and familiarity of a full PC, and the ease to effortlessly move between work and personal activities. Windows 8.1 takes full advantage of these innovations on existing devices and support a broader range of screen sizes and high-definition screens, while enabling greater connectivity and tighter security.

Desktop users appreciate a familiar experience along with greater flexibility to personalize start screens, boot directly to the desktop, or leave the desktop along with an enhanced search experience and multi-monitor support. Enterprise organizations appreciate greater control over business devices with features such as Assigned Access, which lets organizations limit device access to a specific app while locking the rest of the system so users cannot access files or other applications.

Windows apps for business: Create engaging new apps for your business

Windows 8.1 makes it easy to build powerful apps to engage customers and increase productivity. Flexible and easy-to-use controls, built-in animations, and innovative layout options make app development simple. Using familiar tools, enterprise developers can create Windows apps on a common platform for all Windows devices and maintain full control over app deployment and access. A consistent process makes it easy for developers to load external apps to the Windows Store and internal apps to company portals. This app platform provides unique opportunities for developers to create business-to-consumer and business-to-business apps to give users immediate access to the information they need.

Enterprise-grade security: Protect your systems, end to end

New features in Windows 8.1 help improve the security and reliability of your systems. Modern identity and access control capabilities such as touch-based fingerprint biometrics, TPM key attestation, virtual smart cards, and certificate reputation services, help protect corporate and personal identities. Windows 8.1 gives you the ability to wipe corporate data off of devices with Remote Business Data Removal and data on those devices can be further protected with device encryption — now available on all editions of Windows. Windows 8.1 helps protect against some of the most sophisticated types of malware with features including a sophisticated network behavior monitoring capability that has been added to Windows Defender. From power-on to power-off, Windows 8.1 provides a highly secure foundation to help keep your organization running smoothly.



Microsoft



Empower BYOD: Deliver flexible solutions for your people

Let your people access organization resources from the devices they choose—improving productivity within a security enhanced environment. Windows 8.1 helps you unify management and security for PCs and mobile devices while providing the flexibility to determine unique levels of control for different devices and scenarios. IT administrators can now grant access to corporate resources on registered personal devices while still enforcing governance rules.

Support for Open Mobile Alliance Device Management capabilities are included in Windows 8.1, as well as controls which enable you to take advantage of MDM solutions, including the ability to manage and deliver apps to your user devices, manage VPN configurations, or remotely remove business data from personal mobile devices. For customers who rely on VDI solutions for either corporate or personal devices, VDI enhancements improve user experiences by supporting high-fidelity connections and touch, while simplifying your virtual desktop management.

Mobility: Stay productive and connected on the go

Windows 8.1 helps people stay productive while in the office, in the field, or anywhere in between. With Windows To Go, mobile workers can gain access to their corporate environment through a USB drive from almost any personal computer. Mobile broadband, Wi-Fi, and near field communication (NFC) streamline connectivity to the Internet, printers, projectors, or other devices. DirectAccess and business-class VPN functionality let users connect seamlessly to the corporate network, and apps or resources that require network access automatically prompt users to sign in with one click. Broadband tethering enables you to turn your Windows 8.1 device into a personal Wi-Fi hotspot. And integration of SkyDrive, SkyDrive Pro, and work folders in Windows 8.1 help ensure that your data and apps are always available across the Windows platform—from PCs to tablets to mobile devices.

Licensing and subscriptions

Updated to support Flexible Workstyles, Software Assurance gives organizations access to Windows 8.1 Enterprise, Microsoft Desktop Optimization Pack, and flexible licensing benefits.

Windows 8.1 Enterprise includes all of the capabilities of Windows 8.1 Pro plus IT controls that allow administrators to lock users' start screen experiences. It also includes all the important Windows 8 Enterprise features: Windows To Go, DirectAccess, BranchCache, AppLocker, VDI Enhancements, and App Deployment.

Microsoft Desktop Optimization Pack helps enterprise customers take advantage of desktop virtualization, better manage Windows devices, and deliver advanced system restore capabilities.

Deployment guidance

If you are running Windows XP you should begin testing and migrating to Windows 7 or Windows 8 as soon as possible, before support for Windows XP ends in April 2014. If you are currently deploying Windows 7, continue with those deployments, but start looking at the Windows 8 platform for side-by-side deployment options, particularly in business tablet scenarios. We recommend organizations start targeting Windows 8.1 touch PCs for hardware refresh plans, and evaluate Windows 8.1 for all of their devices. If you are already testing and deploying Windows 8, you will be able to migrate to Windows 8.1 when it becomes available in late 2013.

Choose Windows 8.1 Enterprise for your organization today

Windows 8.1 is compatible with existing Windows investments. Hardware requirements are unchanged, and apps work just as they do in Windows 8. Windows 8.1 will be offered as a free update in late 2013. Contact your Microsoft team or Microsoft partner to launch a pilot and get started with the new Windows today.

www.windows.com/enterprise



Microsoft

Commercial International Life Insurance

Ahmed Kamal
Head of Information System



Would you please tell us a brief about CIL ?

CIL was established in 1999. We cover a large segment of customers in the market as we are a fast growing in the insurance services field and we offer a set of products in investments with its types of risk. CIB is one of our stakeholders as they introduce our services to customers and also complete the cycle of the agreement. We had an extremely good reputation in the Egyptian market as the last year Egyptian statistics showed that 30% of new life insurance customers prefer to deal with CIL other than any Life Insurance company; all because of our transparency in the selling process as we clarify every detail about the product and the cycle before the agreement.

What do you think about the extreme changes in the IT field, and does it affect the life insurance field?

Nowadays, technologies is the main driver for every business to reach the market. We could never reached our customers without social media, the big data concepts and the mobility. We are doing our best to benefit from every development in the technology to develop our business.

How does CIL develops its information security systems to reach their customer satisfaction and let the

customers feel safe about their information?

Security is a very important topic and we have been addressing that top on a top management level since awhile. We always consider our customers security as a priority while dealing with their information. However, now we decided to apply a worldwide standards while dealing with customer's information. Despite the hurdles and expenses, in the past 2 years, we have been working on getting a worldwide information security system certificate. By the end of this year, we will be applying the most accurate system to secure the information of the customer data PCIDSS, which focuses on the credit card information that we are storing in the customer data.

Mobile application has spread significantly and everyone has many application on his mobile from various fields and topics. How can you exploit this idea to send immediately to your customers about what is new or informing them about something, what is new in CIL to their users especially your customers whom they are being registered and you have their data so you can develop your link with them.

Actually Mobile applications will be very effective in our business, especially our regular communication ways with our customers is through (Phone and SMS Messages). Mobile application will be highly considered in our next plan to facilitate serving our customers efficiently.

Is it imposed on you by the market?

It is not about the market at all instead, it is about CIL that's carving its name as one of the top leaders in the insurance & financial industry. That's why we are doing our best to cope with the new technologies as we are planning to inform our customers about a special task that will be announced on our website soon. Then it would be launch to mobile devices.

Researchers found out that companies may lose from 20%- 30% of its customers due to the absence of using analytic and deep insight to their policies. So to what extent do you follow the analytic part and the deep insight to keep your customers and how can you fulfil their needs, especially by life changing and difficulties almost every day?

To take the right decisions in the right time we have to control every operational activity which is only sustained by continues monitoring the market changes, customers payment and changing needs as well as we should put all that on our consideration. That analytical part helped us to improve our business intelligence. It inspired us to introduce the score card which is such profitability, market share, payment in time and the market new needs and we put all that combination on a dashboard in front of our top management to help them taking the right decisions in a timely manner for the customers.

What are your strategies to keep loyal customers?

I believe it is all about the customers' experience. If the customer feels that he is receiving a quality service that focus on his needs, notifications and pro-activities, then he will be sure that we would go beyond his requirements to satisfy his needs and focus on his security.

How efficient you are in social media interactions and to how extend you use it out of legacy?

We believe that in our industry, the long term relation we have with our insured customers is difficult to be purchased or marketed by social network, even though we have a marketing team that strongly focus on presenting the name of CIL in a good way among other Insurance company depending on our presentable CRS and our activities that helps the society.

Does the Social Media that include different segments helps in increasing your customers?

“Nowadays, Technologies are the main driver for every business to reach the market.”

Waleed Amin - Head of IT



capacity of labors and it's known that you are interested in insuring them – so if you are interested to what extend you can participate?

The Suez Canal is considered an excellent opportunity to all the investors and the Egyptian ones especially. This matter is planned to be addressed in the top management level as we are going to share and make use of this opportunity.

What's your opinion about ACT's role as a Microsoft LSP?

Talking about the role of ACT with CIL; as known that ACT is Solution Provider. We began to deal with ACT in 2011 by Microsoft License then we provided ACT with its first insurance. We all agree that ACT has the ability to customize its developer to prevail the customer's needs; so from this point we could interact with ACT in more than one area and depends on its terms in many levels, the last cooperation between us was - A Proof Of Concept – currently, Egypt is facing a problem in the power outage; so we had put into consideration that we need to orchestrate the consequences and cope with it. So we depended on ACT who came out and provided us with the solution. We have been dealing with ACT for four years. Not only we had renewed the Microsoft Enterprise Agreement license but also we depend completely on its teams to solve out our technical problems.

ACT posts our services, thus the services provided to our customers is enhanced.

How did you benefit from the proof of concept between ACT and CIL?

Actually when the proof concept showed us its advantage made it clear if it meets our requirements or not.

What is your feedback about the internal training to CIL Staff, Does it make any difference?

It was really important; we couldn't have cope with technology without supporting the users to master it, ACT has provided us with Internal Training sessions in a center that enhanced all CIL employees, this course has turned our employees from

home usage mode to professional users.

Did ACT deliver the help and support up to date with Microsoft products?

ACT always send us follow up emails with Microsoft updates, and I want to add that because of ACT we are one of the corporates dealing with the latest trends of Microsoft worldwide.

This gives us a full satisfaction; is this the reason of your partnership renewal with ACT for the second time?

Of course, ACT is considered as a gold partner to Microsoft which is considered their full supporter. Act provides us with such a special services that can't be completed by any other, so I would like to thank everyone I have dealt with from ACT for the quality of work they provide because they are always exceeding our requirements and always looking forward our satisfaction. Actually they are serving their business in a professional manner, I think this is enough reasons of renewal.

We need exclusive news about your future plans in CIA.

Beside our co-operation with other two banks as mentioned previously, we are revamping our current website with lots of information that will commensurate with the technological evolution.

Dell recommends Windows.



The power to do more



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Information Optimization

Harness the power of Big Data



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Today's competitive battleground is fuelled by information. Leaders will use the power of Big Data to drive Return on Information.

Today, information is at the core of the enterprise. The dramatic increase in volume, velocity and variety of information is transforming the core of businesses and governments. As a result, a new definition of ROI – Return on Information – will help organizations to drive better return from all their information assets.

In the next five years, Return on Information (ROI) will be the defining measure of success by calculating the value that organizations derive from their investments in storing, managing, understanding, and acting upon information. Leaders will efficiently and cost-effectively extract insight from 100 percent of their data (structured, semi-structured, and unstructured) to drive actionable insight and timely enterprise decisions.

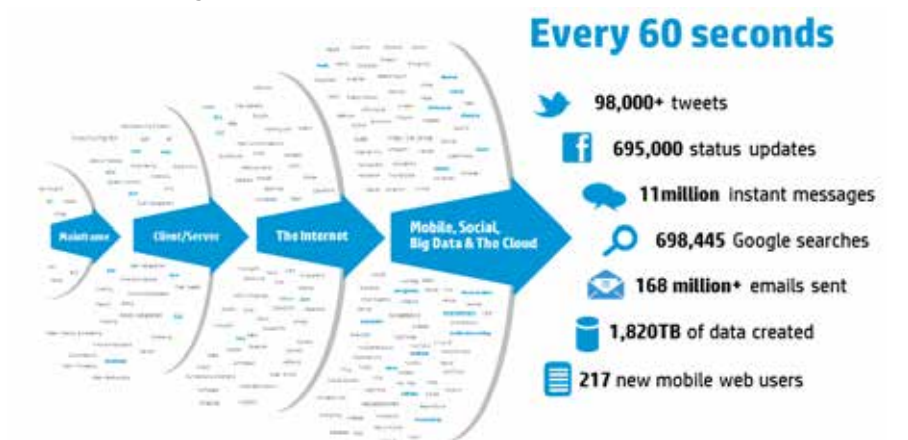
Harnessing the Power of Big Data will help enterprises store, manage, understand and act upon the volume, velocity and variety of organizational data to drive maximum "Return on Information."

Volume, Velocity and Variety – The Big Data Challenge

When people think of Big Data challenges, they immediately think of the volume and the speed at which it is growing (velocity). The bigger challenge is the variety of information. The world's 'digital universe' will grow to 2.7 Zetabytes (ZB) (1ZB = 1 billion terabytes) in 2012, up 48 percent from 2011.

That number will rocket toward 8 ZB by 2015¹. While these figures are daunting, the bigger challenge is the different data forms within that 8ZB.

IDC predicts that by 2015 over 90 percent of that data will be unstructured (e.g., images, videos, MP3 music files, and other files based on social media and Web enabled workloads). While this data is full of rich information it is hard to understand and analyze². For many organizations, they haven't even begun to understand how to do it with these new data types.



Just think, every 60 seconds, the world generates massive amounts of unstructured data:

- **98,000+** tweets
- **695,000** Facebook status updates
- **11,000,000,000** instant messages
- **168,000,000,000+** emails sent
- **1,820,000,000,000+** bytes of data created

Some organizations believe the challenge is about their massive data volumes. Others think the challenge is in the rapid rate of growth. Still others worry about the challenge handling the new types of data. As you can see above, the real challenge is a perfect storm – facing all three challenges simultaneously.

¹ Source "IDC Predictions 2012: Competing for 2020, Document 231720, December 2011" – Frank Gens

² Source "IDC Predictions 2012: Competing for 2020, Document 231720, December 2011" – Frank Gens
http://www.go-gulf.com/60secs_v2.jpg

Extract value from all data types – A Real World Example

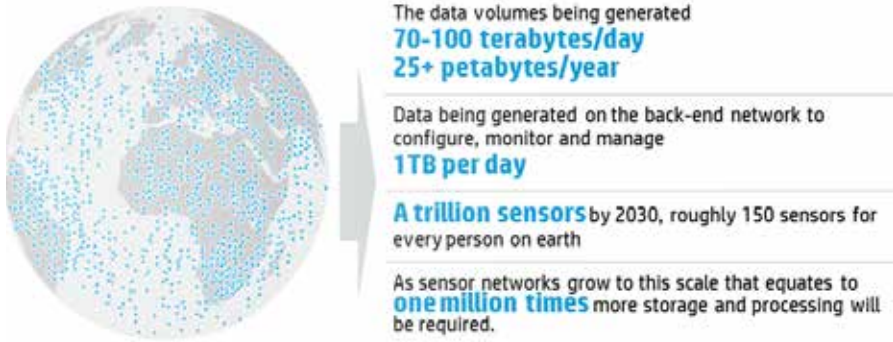
The Big Data opportunity is about driving actionable insight and timely enterprise decisions from the combination of different types of data – unstructured, semi-structured, and structured data. While each type alone delivers value, together they provide true insight. Unstructured data consists of the ideas and concepts that people communicate every day, in emails, PowerPoints, phone conversations, texts, tweets and videos. Semi-structured data is generated by machines, such as the small wireless electronic sensors on virtually every new product in our lives. Structured data is what customers traditionally store in databases, such as credit card transactions, customer relationship data, or account information. This is further complicated by the very volume of this data (now routinely measured in Petabytes) and the velocity of its growth.

Today, sensors are collecting information on virtually every aspect of daily life, including: wireless telemetry, energy meters, weather data, biological and chemical experiments, and device location. This is in addition to the already significant IT data that organizations’ equipment already generates – e.g. logs, monitoring information, and security flows. Humans and machines are generating data so quickly that they dwarf the growth in traditional, structured information.

For a vivid example of the newest contributor to the data explosion, semi-structured (machine-generated) data, consider the CeNSE based Sensor Networks. In 2007, HP Labs proposed an ambitious research agenda to build environmental sensors to act as the receptors, or nerve endings, for the Central Nervous System for the Earth (CeNSE). These receptors are based upon nanotechnologies to detect mechanical, electrical and optical signatures at unprecedented sensitivity levels that define the state of the art. These nano-sensors can be used to detect vibrations, motion, sound, color, light, humidity, chemical composition and many other characteristics of their environment. These sensors can revolutionize the search for new oil reservoirs, structural integrity for buildings and bridges, merchandise tracking and authentication, food and water safety, energy use and optimization, healthcare monitoring and cost savings, and climate and environmental monitoring.



These nano-sensors and the sensing ecosystem for collecting, communicating, storing and analyzing data, reinforce HP’s market leadership in delivering end-to-end Big Data analytics solutions for cyber-physical systems. Two key sensors are the Richter MEMS physical sensors and the SERS nano-finger chemical and biological sensors. The Richter MEMS accelerometer is 1000x more sensitive than competitive physical sensors and can be used to listen and to feel the cyber-physical world. The SERS nano-finger chemical and biological sensor is 1 million times more sensitive than competition can taste and smell the cyber-physical world.



Other large sensor networks are being designed and deployed by leading HP customers. For example, the Richter physical sensor which is in trial will ultimately involve up to one million sensors. At that scale, the sensors generate between 70-100 terabytes of data per day. That data must be communicated through wireless networks to the cloud for storage and analytics. That’s more than 25 Petabytes of data in one year! The back-end network to configure, monitor and manage the sensors also generates about 1 terabyte per day as well in addition to the mainline sensor application.

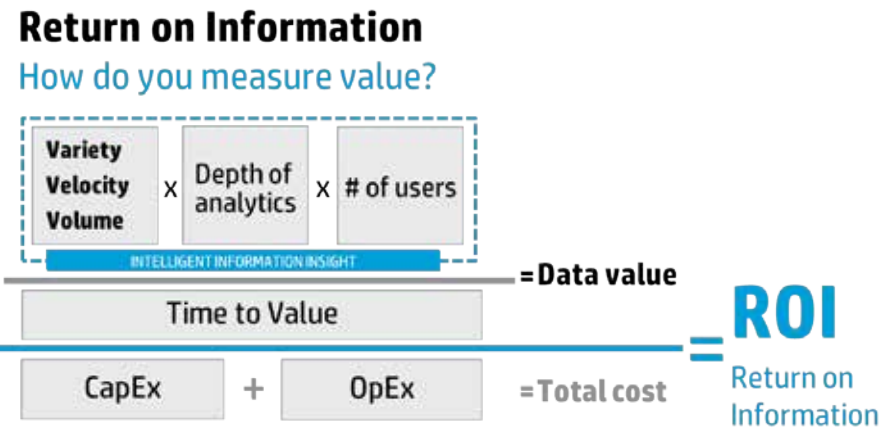
As we look into the future, researchers at HP Labs estimate that by the year 2030 there may be up to a trillion sensors deployed and monitoring the cyber-physical world. A trillion sensors imply about one sensor every 10 square feet covering the US or 150 sensors per person on the planet. And as sensor networks grow to this scale, it means one million times more storage and processing will be required.

Organizations have traditionally analyzed only their structured information, convinced that they had insight into their business. The massive growth of new types of information exposes the new reality: organizations have insight into only a thin slice of their world. This reality presents both risk and opportunity.



Return on Information – Translating Information into Time to Value

Return on Information is a strategic view of investment. It is the higher order measurement beyond traditional ROI. Information Value, by definition, is the reason for all Information Technology investment. There are three key components to Return on Information: insight, time to value, and cost.



Insight is the value extracted from all types of information. The value of that insight is derived from the percentage of data that an organization analyzes, how deeply it analyzes that data, and how many people benefit from the analytics. In other words, would an analyst prefer to make a decision based on 100 percent of information, or make a “gut call” or guess based on a thin slice of data? Would an organization rather skim the surface of its data or truly understand what its information is telling it? Would it be better off if everybody had access to the insight gained from the data, or just a scattered handful of employees? Insight is about analyzing 100 percent of the data and ensuring that everybody who needs it understands what should drive critical enterprise decisions. The more right-time actionable insight, the greater the value an organization derives from its information.

Time to Value is the speed at which information insight is made available. We are in a new world which demands near-instant decisions on a 24x7x365 basis. As a result, time to value has never been more important. The right people need the right information at the right time to maximize the value of the information. If the insight comes days after decisions have been made, it’s not insight. Put simply – speed matters. The window for time to value is shrinking and is further compounded by the amount and type of data that must be analyzed.

Total cost is how much enterprises spend on their information. Total cost comprises the Capital and Operational expenditures (CapEx, OpEx) required for storing, managing, and analyzing data. Many organizations don’t realize that, when they’re not managing or analyzing 100 percent of their data, they’re still paying ever-increasing costs to store and manage inert data. Therefore, they can often reduce their total costs by just actively managing their information. This management will also lay the groundwork for the analytics to derive the full value from that data.

So in summary, Return on Information translates to a simple equation: the value derived from actionable insight is inversely proportional to (divided by) the time to value. The sooner the insight is delivered, the greater the data value. Return on Information is the data value divided by the total cost.

New research: Summary of Coleman Parkes Research study

To understand the current state of Information Optimization, HP commissioned an independent study to focus on information growth and challenges. In October 2012, Coleman Parkes carried out 550 telephone interviews with senior business executives, and senior technology executives, in Enterprise-level companies around the globe to understand their information optimization challenges, priorities, and perspectives. Some of the key results:

Nearly 70 percent of respondents (and 74 percent in public sector) agreed with the following statement:

- “Gaining insight and effectively managing Big Data is strategic to our organization”.
- “An effective information optimization strategy will give our organization a competitive advantage”.

65 percent of respondents indicated they needed the skills of a Chief Data Officer to bridge Big Data and drive enterprise insight. (Highest ranked from an importance perspective with almost 1 out of 2 selecting.)

However:

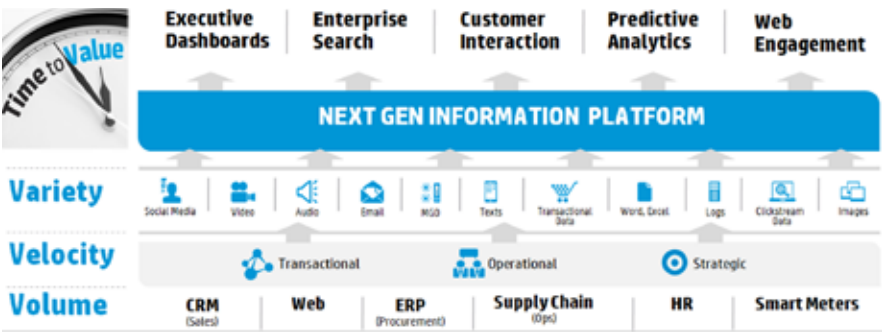
- Barely 50 percent of survey respondents indicated that they use all sources of structured, semi-structured and unstructured data to analyze and act.
- Nearly 60 percent of business executives report that their organization is not equipped with the right solutions to gain insight from Big Data.
- Nearly 40 percent of all executives report that their organization is not currently prepared in terms of having the right strategies, tools and policies in place to prevent data corruption and unauthorized access to their data.
- Only 16 percent of executives said that IT immediately provides the right information at the point of need that enables them to obtain actionable insight that drives the right business outcome... (Up from 2 percent last year).
- Only 10 percent of executives said their organization currently incorporates unstructured data into their enterprise insights, processes, and strategy.

What do they plan to do?

- Over 90 percent reported that in the next three years, their organization plans to incorporate unstructured data into their enterprise insights, processes, and strategy.

A Day in the Life of Information: Putting Big Data into practice

As you seek to gain command over the incredible volume, velocity and variety of information your enterprise or government organization faces, it helps to take a step back and look at ‘A Day in the Life of Information’. The sources are known; the destinations are clear. But without a Next Generation Information Platform to drive intelligent and timely enterprise decisions, it will be difficult to take command of Big Data from theory to practice.



HP's Information Optimization Solution: Harness the Power of Big Data

HP can help you gain command over the incredible volume, velocity and variety of your information to drive actionable insight and timely enterprise decisions. We can help you maximize Return on Information. If you are a business, we can help you grow faster and serve customers better while reducing cost. If you are a government, we can help you better serve citizens at lower cost. We can help you deploy phased solutions that rapidly address your most critical challenges, each incremental step helping you derive more value from that information.

HP's Information Optimization solutions deliver the best Return on Information. Only HP has the Next Generation Information Platform required to deliver on this new definition of ROI, helping you to drive better return from all your information assets.

HP's Next Generation Information Platform enables you to build a robust information ecosystem that maximizes your Return on Information by intelligently storing, managing, understanding and acting on 100 percent of information.

STORE – HP builds intelligent storage that is designed for the future that delivers

- Big Data scale, to tame and mine object and file content
- Instant value extraction and search of Big Data
- Purpose-built for meaning-based computing

MANAGE – HP enables an Intelligent Information Ecosystem that is

- Protected by a holistic view of governance and security
- Characterized for specific workloads through HP AppSystems for transactional, warehouse or analytic workloads. Each have significantly different memory, processor, storage and networking requirements
- Culled by prioritization for separating signal from noise and optimizing resources to act on useful data
- Designed for performance and high availability

UNDERSTAND – HP helps customers to intelligently understand their data by providing

- Pan-enterprise functionality for multichannel management and delivery
- Purpose-built scalable analytic platforms for advanced, predictive and real-time analytics

ACT – HP helps organizations take that information and make intelligent, critical decisions, faster, through

- Web Content Management for centralized online marketing support and eCommerce
- CMO analytics for MVT (multivariable testing), click stream and sentiment analytics, segmentation and targeting

Harness the Power of Big Data



The result is any customer can maximize top-line Big Data value, minimize spend and optimize their Return on Information. HP customers across a variety of industries already have begun to maximize their Return on Information.

An HP Risk Management Solutions (RMS) customer managing catastrophe and risk management in the Financial Services industries has seen that "...with 100's of clients and 1000's of analyses, understanding our portfolio used to take 3 months – with Vertica it doesn't even take an hour. We've not only saved millions, but made even more..."

A lottery game corporation and law enforcement authorities together in Canada solved a real world fraud case within minutes – something that would normally have taken 5-10 people working six months to a year. The gaming corporation deployed a ticket profiling system built on the HP solution for Microsoft SQL Server Fast Track Data Warehouse that correctly identified the rightful winner of a \$12.5 million CAD lottery.

For retailers, it means superior merchandising, supply chain management and multi-channel marketing. For banking it means superior financial risk management, relationship pricing and customer insight and account optimization. For Telco's, it's the ability to improve churn management, network analytics, performance and overall sales and marketing effectiveness. And for the public sector, it can help manage everything from security threats to regulatory compliance and fraud detection.

With HP, organizations can start their Big Data journey at any point. At each step, they can calculate their Return on Information, to determine where and when to make additional investments to drive increasing value. Whether they begin with massively scalable structured analytics or efficient insight into unstructured/semi-structured data, when they embark on the journey to access 100 percent of the data – HP is there.

Information Optimization – The Time is Now

HP Information Optimization solutions already have enabled customers in a variety of industries to harness the power of Big Data to deliver better value to their customers and citizens. With HP's Next Generation Information Platform, customers can adopt Information Optimization solutions to Big Data challenges at their own pace, establishing the value on each step. Industry research shows that everybody knows that they face a daunting challenge, but struggle with where to begin. The first step is to evaluate your Return on Information. By focusing on Return on Information, organizations can systematically focus on extracting dramatically greater and timelier value from their information while also lowering their costs. The incredible volume, velocity, and variety of information requires new approaches to leverage 100 percent of information; there is no step more risky than no step at all. Information is the core of any business or government. Those that extract actionable insight from 100 percent of information will make better decisions and lead their markets. HP's Information Optimization solution portfolio can help any company or government harness the power of Big Data, maximize Return on Information and accelerate time to value.

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Sahara Petroleum Services Co.

When we went through SAPIESCO website and found out that it's very rich and technical so we prefer to know more about SAPIESCO that is well known as petroleum services company.

SAPIESCO is pure Egyptian company that works on the field of petroleum services with 100% Egyptian capital and that gave us a good potential and advantage over multinational companies that work in the Egyptian market on the same field with lower prices and less overheads.

Our main competitors in Egypt are Schlumberger and Halliburton as they work also on providing petroleum services.

SAPIESCO headquarters are located in Egypt and Syria. We established to provide our petroleum services in both countries since middle of 90's. We also had branches in several countries as Saudi Arabia, United Arab Emirates, Libya and Kuwait.

In Iraq, we have many operations there till now but we don't have a branch due to the current circumstances of the country.

In Syria, we did a complete shutdown because of the deteriorating political conditions there.

In Libya, we are still working there but we shut down only at the time of their revolution and after the revolution the work size become less than in comparison with before the revolution.

On the other hand, our services are booming in Saudi Arabia as well as United Arab Emirates, Moreover we are starting to work heavily in Kuwait by signing two contracts there.

SAPIESCO is a free-zone company. We have two offices one in free-zone in Nasr city and other one in Al-Amrya, but our main branch is located in Zahraa El-Maadi.

Moreover, we have other two offices one in El-salam which serves the work of the western desert and its equipment's and the other one in Ras-Shoukry which serves the work of Suez Gulf and its equipment's.

Initiating these two offices helped us in reducing the cost of transportation.

We'd like to know more about the activities of SAPIESCO.

SAPIESCO provides the main petroleum services in the industry itself as we have more than one department which are:

SWS SAPIESCO Well Service, SMS SAPIESCO Measurement Services, SIS SAPIESCO Industrial Services, SOS SAPIESCO Offshore Services, SES SAPIESCO Exploration Services and STS SAPIESCO Tools Services.

SAPIESCO Well services (SWS)

We will find that this department is specialized in all activities related to the well itself as; coiled tubing, pumping and stimulation services.

SAPIESCO Measurement Services (SMS)

We will find that this department is specialized in developing downhole measurement services, using equipment and experienced personnel to optimize production and eliminate down the whole problems.

SAPIESCO Industrial Services (SIS)

It's an innovative solution provider for oil and gas business as it operates throughout the Middle East and North Africa, delivering high quality services to the oil, gas and petro chemical business sectors.

Ahmed Hassan - IT Manager



“SAPIESCO provides the main petroleum services in the industry itself as we have more than one department.”

“ACT is a large company which always aim to reach their customers satisfaction and they provide enormous support from the beginning of signing Microsoft enterprise agreement.”

SAPIESCO Offshore Services (SOS)

It offers a great deal of specialized surveys and consulting services based on an innovative approach to problem solving.

In association with its alliance partners, SOS offers a global turnkey solution to a diverse array of clients.

SAPIESCO Tools Services (STS)

Offers a wide range of activities related to the drilling phase of client's operations.

SAPIESCO Exploration Services (SES)

It provides data handling and storage facilities to assist clients in their exploration in order to reliably evaluate the potential of new concessions due to difficulties they face in search for hydrocarbons during the exploration phase.

I'd like to know what's SAPIESCO's point of view about the developments of Oil and Gas sector, Do you think that it's promising, potential or what?

In general Oil and Gas can be divided into two parts:

First; Oil and Gas as crude Oil won't stop working, because of the continues and voracious requirement of this energy all over the world and it will never ends. Second; Oil and Gas as providing a service it is actually affected somehow since the time of the Egyptian revolution.

Have you ever thought about co-operating with your competi-

tors such as Schlumberger and Halliburton; or form with them any sort of merging?

Halliburton is an American company and Schlumberger is a French company and they are worldwide companies specialized in petroleum services.

Actually merging process happens in the market but these two companies don't need to merge with any company, but they cooperate with each other in terms of equipment rental and some subservices.

Is there any sort of alliance between SAPIESCO and any production companies? And which production companies do you prefer to deal with?

There is an alliance between SAPIESCO and many production companies as this is very necessary in our field.

There is Khalda company which we are working with for a long time as we highly trust them. Also we deal with other large petroleum companies such as Petropel, AGEIBA and GAPCO.

What's your opinion about ACT's role as a Microsoft LSP?

Our last renewal with ACT confirmed that ACT is a large entity that appraise and adjusted with our liquidity crisis during the last period, we highly appreciate the way that ACT understood our needs and worked with us to realize the best terms of payments that fits our operations.

In addition to the high response rate from ACT to solve our problems and it is really remarkable how fast they send us expert engineers to solve our problems and sometimes without asking them they send us technical engineer to assess our working environment.

Moreover ACT learned and guide us how efficiently could we use our software assurance benefits and usually follow up on that and encourage us to best use our benefits.

What is your degree of satisfaction from ACT?

ACT is a large company which always aims to reach their customers satisfaction and they provide enormous support from the beginning of signing Microsoft enterprise agreement.

We'd like you to talk about the experience of Office 365 from your point of view?

It's an excellent idea from Microsoft with co-operation with ACT which saved a lot of money and ease the work process.

What is SAPIESCO's current development plan regarding Microsoft product and if there any further development?

Honestly we have stopped the projects in general during the coming period as SAPIESCO had a problem which is high corporate overhead, but in the coming year we will begin new development plans and new projects which mainly moving more employees to use Office 365.

At last what message do you want to send to any corporation working on the same field?

Despite facing hard times especially during the last four years, we should all work harder to pass the difficulties facing our country and I'm sure that the country will be taking huge development steps in the coming years.

WHY SERVERS NEED HEIGHTENED SECURITY

Servers are the Target

68% of breaches are on servers

"More often endpoints/user devices simply provide an initial 'foothold' into the organization" leaving an opening for intruders.

Verizon 2012 Data Breach Investigations Report

94% of stolen data is from servers

Servers Have Greater Needs for Security & Compliance

Custom protection of critical data required without performance impact



Generic blanket protection suitable and performance impact acceptable

Requires protection against malicious activity as well as configuration change visibility



Require protection against malicious activity

Continuous availability highly important, servers can't be re-booted on a whim



Continuous availability less important, reboots are expected

SERVERS

LAPTOPS

WHAT NEXT?

Taking a blanket approach -- using the same solutions to secure both server and laptop environments -- leaves organizations exposed and vulnerable to security risks. Symantec recommends implementing purpose-built server security solutions in order to effectively protect information, minimize risk and maintain a high security posture.



ACT had been awarded partner of the year 2014 in Enterprise Solution, Dell mentioning that **ACT** was awarded based on its business growth year over year.



Partner of the year

Overview of Dell SonicWALL Solutions

Network security, secure mobile access and email security

Simplify security oversight and governance, combat internal and external threats, and control costs with Dell SonicWALL. We offer comprehensive intelligent products and solutions for next-generation firewall (NGFW), secure mobile access, email security, and management and reporting.

Defeat the latest emerging threats with our proactive countermeasures and dynamic updates. The Dell SonicWALL Threat Center analyzes global data from millions of shared touch points, "in-the-wild" reconnaissance and security advisory communities, such as Microsoft MAAP, Wildlist, AVIEN, PIRT, and APWG.

Whatever your network's size, Dell SonicWALL solutions deliver deeper network, mobile and email security for campuses, distributed enterprises, government, retail point-of-sale, healthcare and service providers.

Next-generation firewall (NGFW)

Ensure that every byte of every packet is inspected, while maintaining high performance and low latency. Our NGFWs use a scalable, multi-core hardware architecture and a patented*, single-pass, low-latency, Reassembly-Free Deep Packet Inspection (RFDPI) engine. RFDPI scans all traffic, regardless of port or protocol to help you combat emerging threats and enhance productivity.

"Our performance has increased 10-fold after deploying Dell SonicWALL SuperMassive firewalls. We were not only able to save \$100,000 through this investment, but also increase capacity and bandwidth to support a new research initiative."

Joe Gomes, Director Technology and Systems, University of South Florida Pediatrics Epidemiology Center

Benefits:

- Achieve deeper network security and application control
- Gain simple, secure mobile access to critical data and apps
- Protect against spam and ensure secure email exchange
- Centralize security management and reporting



Dell SonicWALL product lines:

Next-generation firewall:

SuperMassive Series

Network Security Appliance Series

TZ Series

Secure mobile access:

E-Class Secure Remote Access Series

Secure Remote Access Series for the SMB

Mobile Connect

Email security:

E-Class Email Security Series

Email Security Series for the SMB

Hosted Email Security

Stronger security, stronger business

Dell Security protects your enterprise from endpoint to datacenter to cloud, helps you achieve your most stringent compliance requirements, and enables rapid adoption of new technologies such as cloud, BYOD and more—so your business can thrive.

For more information:

Dell SonicWALL
2001 Logic Drive
San Jose, CA 95124
www.sonicwall.com ...
T +1 408.745.9600
F +1 408.745.9300

Dell SonicWALL NGFWs offer:

- Around-the-clock threat forensics, fast countermeasure response and threat mitigation efficacy
- A built-in Intrusion Prevention System (IPS) with advanced anti-evasion capabilities
- The ability to decrypt and inspect all SSL-encrypted traffic (on any port)
- Granular control over and visibility into application and user activity across the network
- Network-based malware protection that leverages the power of the cloud
- High-performing deep packet inspection (DPI) architecture that can provide intrusion prevention, anti-malware and content filtering without slowing your network

Secure mobile access

Provide secure SSL VPN access to mission-critical apps and data for a wide range of smartphone, tablet, laptop and desktop devices. Dell SonicWALL secure mobile access combines our intuitive Mobile Connect app and Secure Remote Access (SRA) appliances. Create and enforce security policy for both managed and unmanaged devices. Control what data mobile and remote employees, partners and contractors can access, and limit access only from trusted devices.

Dell SonicWALL secure mobile access:

- Restricts VPN access to an authorized set of trusted mobile apps without requiring an SDK or modification of mobile apps
- Manages and enforces personal device authorization policy terms, and device registration
- Provides fast, easy VPN access to allowed mission-critical data and resources for users of iOS, Mac OS, Android, Kindle Fire and Windows 8.1 mobile devices, with SonicWALL Mobile Connect
- Uses context-awareness to not only authenticate a user, but also verify the user's device integrity (including identifying rooted Android or jailbroken iOS devices) before granting access to internal resources

- Establishes a Clean VPN by directing secure remote access traffic through a Dell SonicWALL firewall, allowing the real-time scanning and prevention of intrusions and malware

Email security

Deliver real-time protection from spam, phishing attacks and viruses with Dell SonicWALL Email Security. In addition, prevent confidential data leaks and regulatory violations with compliance scanning and management features.

Dell SonicWALL Email Security offers:

- Superior protection through powerful anti-spam, anti-phishing, anti-virus, anti-spoofing, content filtering, policy management and mobile-ready secure email exchange, all in an integrated solution
- Ease of set up, management and configuration, with flexibility to delegate control to end-users and, as a result, reduced IT administrative cost
- A choice of deployment options, including Windows, virtual, hardware and firewall-based platforms (also available as a SaaS offering: Dell SonicWALL Hosted Email Security service)
- A unique split-mode architecture to easily build, scale and migrate platforms, and avoid large up-front investment
- Multi-tenancy support, which lets you delegate sub-administrators to manage settings at multiple organizational units (such as enterprise divisions or MSP customers) within a single Email Security deployment

About Dell Software

Dell Software helps customers unlock greater potential through the power of technology—delivering scalable, affordable and simple-to-use solutions that simplify IT and mitigate risk. This software, when combined with Dell hardware and services, drives unmatched efficiency and productivity to accelerate business results. www.dellsoftware.com



The Arab Dairy Products Co.

Mohamed Fathy -IT Manager

We are highly Delighted to have this time with you... Could we start by introducing Arab Dairy, its products, and activities?

First of all, it is a Joint Stock company that is specialized in the field of dairy products in general. Its main target is "Customer Satisfaction" we can only make sure of this when customers prefer our products than any others.

We have many dairy products here in Egypt such as; white, processed and the Swiss cheese which we are pre-eminent in. Also specialized in all kinds of Italian cheese especially the Mozzarella. We have lots of clients not only in Egypt but also in most the Middle East countries and Africa.

Our second priority is to increase our customers by using High Technology to improve our products quality, have an accurate system and a good infrastructure in our management. We have already achieved huge progress in our manufacturing, shipping, distribution and sales process so that we could be constrained by the company in the stock market.

Arab Dairy is very well known with its quality of products in our local market. How would you define your Position in this markets? And if there is any others ?

PANDA and DAIRY are considered the most famous drives in Egypt and we have exported our other products with different names to Most of the Arab countries as well as America, Vietnam, Russia, and many other.

Also, there are some countries which we are trying to co-operate with recently

How would you describe ACT role in supporting Arab Dairy developing their systems?

With a reference to ACT, we had made an enterprise agreement for Microsoft because of its large number of the users. This enabled us to reach the maximum use of the IT department for the existing hardware and this helped us to develop many things such as; Windows, Office ,DPM, the entire system center ,operation manager and configuration manager. Therefore, we reached a stable infrastructure which we can build an elaborate system on; and all of that because

of our co-operation with ACT . Thus Microsoft helps us a lot in various ways such as : in HR system, feed system and also we are working on GPS tracking and many others. This infrastructure is built on two parts:-(1) **Hardware** (2) **Software** Due to ACT deal with branded Hardware like HP and many other brands.

Regarding the Software it was developed by using the enterprise agreement (windows , office and others) which is strongly helping us to have a back-up from the user; So in case it faced any problem we can restore the back up to solve the customer's problem. Also operation manager and configuration manager helps us to manage what we are facing from the user's or even the server's problems , so we can control any problem even before it occurs . All this lead IT Department to achieve biggest target " zero down-time " But in order to achieve my Ultimate goal in IT department ; I need a Hyper V as we have more than a server and we need to make a consolidation among them as well as making a storage for them which only works with Hyper v technology. Thus I can run many virtual and workable servers on physical servers , so if I have any problems in a server even if the main one ; I can move to an alternative server.

Actually, it was a great benefit for us when we collaborated with ACT. He made a real achievement with them by - Moving to cloud - we bought Office 665 on cloud from Microsoft, Before that we were hosting the e-mails locally on our server and part of them are out which was subjecting us to many problems like: what will happen in the disconnection of internet as in the time of the Egyptian revolution ; so we moved all the e-mails,share point, and the links to cloud.

I could understand from this that moving your communication to cloud was an essential step for in your planned progress.

Arab dairy isn't just a factory but it has more than 22 branches all over Egypt in Cairo, Aswan, Alexandria, Sharm El sheikh and Hurghada.So, We need a direct and a safe communication among the users with a secured system; Thus -move to cloud- as a solution saved us lots of effort,time which was used to be wasted in maintenance, the backup for the exchanged server and also the



link. After moving to cloud all the users become able to communicate with each other at any time by the link which is available on the mobile, tablet and PC. So, it became easier to check their e-mails and links anytime and anywhere which enables them to communicate with each other easily and quickly with almost zero -cost . Co-operating with a Multi-national service provider not a local one like Microsoft has incomparably improved our quality of service.

What are the recent Challenges that faced Arab Dairy in moving on with its strategies?

As our factory becomes more known, it was challenging to keep the focus on addressing our brand name towards being famous and discriminative in the market. Therefore, we needed to cover more needs of our new customers over several countries as well as covering all the open market requirements both inside and outside Egypt and to maintain quality service presented to the customer. Before we used to be attached to our specific roots ,but now we're trying double their number . Our aim to serve the largest number of the customers all over Egypt .when the number of the custom-

"ACT always gives us the quality of service that we need with reasonable prices."

er increase , the capacity of the workers will be increased, our production and distribution will be increased thus the numbers of supermarkets and wholesalers will be increased as well.

Why did you choose ACT precisely to co-operate with?

Actually we were searching for a great and reputable partner who has name in the Egyptian market. ACT always gives us the quality of service that we need with reasonable prices.

Also for the after sale service it is really perfect, we can reach ACT representatives anytime easily. Whenever we were facing any problems ; we call and they co-operate with us immediately with high quality of service.

ACT will always be considered our golden partner. As it has the perfect match of excellent engineers with a good experience and a perfect system; they are saving our time by solving any problem that faces us.

What are your expectations for the Egyptian market in general?

Actually I feel optimistic nowadays ; the market is moving with huge steps . That's why we are trying now to double the sales volume by expanding our factory to cover all the Egyptian market by our products, as well as, improving the quality of the service and the products till being up to the customer satisfaction level, so we are following many firm and accurate steps to reach this.

We can't deny that all of this developments and progress in our work because of our IT department. We consider the IT as a customer service which basically serves the customer; but it's also utilized by our employees. There were many technical problems we are facing but the IT makes us overcome any problem and saves for us lots of time too.

Currently, we are having certain dates for our hardware's maintenance and the automatic backup and all of these accurate steps enhance our quality of service.

What's your opinion about E-marketing and its impact on Egypt's future?

Does Arab Dairy depend on it or not?

Actually having a channel on YouTube

; and also we putting our advertisements on google shows to what extend we believe in the E-Marketing, still we don't have any website of our own yet ; but soon we're going to sign up in a website of our own to display our products on; and clarify its quality.

We will care that our customers would be able contact us and comment on anything on the website. Also we will display something new such as our product's specification like: how to use mozzarella cheese perfectly to make a yummy pizza.

What do you think about Egypt's economic situation among countries of the world?

I think that recently Egypt has progressed and its market will develop more and more on the long run.

Then, what will be your ahead target while the country's market moving towards more competitive markets in very short term?

As I mentioned before our target is the high quality of our products. For example ;our cheese products have discrete and different flavors that didn't exist in other competing products, We have also a unique product which we are the only company that produce, it's called Swiss cheese; We are the only company that produce it because of the high cost of its production and at the same time it needs three years for storage and processing; it is classified as "Class A " thus it is only presented in the luxury hotels whom they are dealing with because of our uniqueness and distinctiveness .

Would you agree that using high technology is a must Now days?

Definitely, technology highly affects our production's development; for example we have machines that count the number of the production's pieces and count how many hours did they (the machines) stop and if any machine gets deactivated, it sends an alert by itself to bring a spare part for it; it should be mentioned taking care of the machines' belts is important, they should be changed after producing ten thousand pieces; we receives an alert from the machine that shows the time of changing the belts; also there is a regular sterilization for the machines. On the other hand we benefit from this

technology to follow up the level of attendance of our workers ,How many hours did they work and how many breaks the have, having such an accurate system allowed us to control 2500 employees and workers ; following an attendance system that clarifies when did the worker come ; when did he leave; how many hours did he work and if any machine has a problem? All of these as a result of our perfect system which effects also the management of our stores and shows the up to date stock.

We'd like to know your role in social responsibility.

Actually for the benefit of our society we're dealing with several orphanage care associations and civil associations(NGOs) also from my point of view getting the customer satisfied with our production is considered a social responsibility ; We have a Health committee that oversees the remnant of our factory ; we also care about the social affairs of our workers and we help the other countries around us all of these are considered as a social responsibility.

"ACT will always be considered our golden partner. As it has the perfect match of excellent engineers with a good experience and a perfect system; they are saving our time by solving any problem that faces us."

OPERA Mobile

Bring Service to Your Guests... Unplugged!

Visually appealing, easy to use, and intuitive, OPERA Mobile wirelessly extends your key front-desk functions to mobile devices, providing the capability and opportunity to change the way you engage your guests, and how they interact with your property.

OPERA Mobile offers essential functionality at your fingertips, allowing you to use mobile devices to check-in and check-out guests, organize housekeeping activities and manage task sheets and room maintenance. Optimize revenue opportunities, operational efficiencies, and increase overall guest satisfaction while maintaining a full service, personal touch.



The Mobile Features:

Front Desk Management

- Check-in and Check-Out
- Profile & Reservation Management
- Signature Capture, CC Swipe & Authorization
- Assign & Pre-allocate Rooms
- Special Requests
- Membership Handling
- Key Encoding
- Search Arriving & Departing Reservations
- Last Minute Posting, Payments & Adjustments
- Mini-Bar, Articles Posting & Payments
- Set Scheduled Checkouts, Handle Early Departures

Room Management/ Room Maintenance

- Clean, Dirty, Inspected, Pickup (Room Statuses)
- Manage OOO/OOS Statuses
- Maintenance Tasks
- Task Sheet & Attendant Management
- Task Companion

ACT is one of only five Microsoft Partners to achieve the Office 365 Cloud Deployment Partner Certification

Choose the Right IT Expert, Application or Service for your Business MPN and Microsoft Partner Competencies Can Help

Now it's easier than ever to identify trusted Microsoft partners – those IT experts who can deliver innovative, proven solutions built on Microsoft technologies to support your business and give you a competitive advantage.

When you search Microsoft Pinpoint for software applications, professional services or technology consultants, look for Microsoft Partner Network (MPN) certification and competency "badges" on company profiles and application and services listings.

Earned by Microsoft partner companies through the Microsoft Partner Network rigorous partner certification program, these badges are your assurance that a Microsoft partner has met specific criteria that ensure the quality and reliability of the applications or services they offer.

Microsoft Cloud Accelerate Partners

have vast experience developing and delivering web-based solutions to customers.

Microsoft Cloud Accelerate Partners

Partners with this badge are experts in the design, deployment and customization of web-based products and services, they've proven themselves masters at providing advanced cloud-computing solutions to help customers reduce IT overhead.



Cisco Nexus 7000 Series Switches

Product Overview

Cisco Nexus® 7000 Series Switches combine high levels of scalability with operational flexibility.

Cisco Nexus 7000 Series Switches provide the foundation for Cisco® Unified Fabric. They are a modular data center-class product line designed for highly scalable 1/10/40/100 Gigabit Ethernet networks with a fabric architecture that scales beyond 17 terabits per second (Tbps). Designed to meet the requirements of the most mission-critical data centers, the switches deliver continuous system operation and virtualized, pervasive services. The Cisco Nexus 7000 Series is based on the proven Cisco NX-OS Software operating system, with enhanced features to deliver real-time system upgrades with exceptional manageability and serviceability.

The first in the next generation of switch platforms, the Cisco Nexus 7000 Series (Figure 1) provides integrated resilience combined with features optimized specifically for the data center for availability, reliability, scalability, and ease of management.

Figure 1. Cisco Nexus 7000 Series



Features and Benefits

Coupled with Cisco NX-OS, the Cisco Nexus 7000 Series delivers a comprehensive set of features with nonstop operation in four chassis form factors:

- ❑ 18-slot chassis with 18 front-accessible module slots and side-to-side airflow in a compact horizontal form factor with purpose-built integrated cable management.
- ❑ 10-slot chassis with 10 front-accessible vertical module slots and front-to-back airflow and an integrated cable management system.

- ❑ 9-slot with 9 front-accessible module slots and side-to-side airflow in a compact horizontal form factor with purpose-built integrated cable management.
- ❑ 4-slot chassis with all front-accessible module slots and side-to-back airflow in a small form factor with purpose-built integrated cable management.

All Cisco Nexus 7000 Series chassis use a passive mid-plane architecture, providing physical connectors and copper traces for interconnecting the fabric modules and the I/O modules for direct data transfer. All intermodule switching is performed via the crossbar fabric ASICs on the individual I/O modules and fabric modules. In the case of Cisco Nexus 7004 chassis, since there are no fabric modules, the mid-plane provides the connectors and traces to interconnect the fabric ASICs on the I/O modules directly.

A scalable, fully distributed fabric architecture composed of up to five fabric modules combined with the chassis midplane delivers up to 550 Gbps per slot for 8.8 Tbps, 9.9 Tbps, and 18.7 Tbps of forwarding capacity in the 9-slot, 10-slot, and 18-slot switches, respectively. The 4-slot chassis delivers up to 1.92 Tbps of forwarding capacity in combination with the built-in fabric system.

The midplane design on the 9-slot, 10-slot, and 18-slot chassis and the backplane design on the 4-slot chassis support flexible technology upgrades as your needs change, providing ongoing investment protection.

Cisco Nexus 7000 4-Slot Switch Chassis

The Cisco Nexus 7000 4-Slot chassis with two I/O module slots supports up to 96 x 1 and 10 Gigabit Ethernet ports, 12 x 40 Gigabit Ethernet ports and 4 x 100 Gigabit Ethernet ports, meeting the needs of small to medium-size data centers, co-locations, access- and aggregation-layer deployments, high-speed core deployments, and smaller operation zones. The Cisco Nexus 7000 4-Slot chassis also has two dedicated supervisor slots to provide full redundancy and high availability. The 4-slot chassis does not require fabric modules. The local I/O module fabrics are connected back to back to form a two-stage crossbar that interconnects the I/O modules and the supervisor engines. The backplane capacity is determined by the installed I/O modules.

- ❑ Side-to-rear airflow increases the system density in a seven-rack-unit (7RU) footprint, optimizing the use of rack space. The optimized density provides the capability to stack up to six 4-slot chassis in a 42RU rack.
- ❑ The fan tray with built-in fan and controller redundancy helps ensure reliability of the system and support for hot swapping of fan trays. The fan tray is on the top side of the chassis and draws the air from the right side of the chassis through the line card and supervisor slots and propagates it through the empty space on the left side of the chassis. The air then flows up to the fan tray on the top side and finally flows out from the vent holes on the back side of the chassis.
- ❑ Even though Nexus 7004 does not have fabric modules, fabric redundancy is still provided. If the local fabric on one of the I/O modules fails, the entire I/O module is taken offline.
- ❑ All modules, including power supplies and the fan tray, are accessible from the front.

ACT had been awarded
**Customer
Satisfaction
Excellence**

which is the highest
distinction a partner can
achieve within the CISCO
Channel Partner Program



Experience the new Infor EAM

powered by **Infor^{10x}**



infor



Successful companies know that improving their asset performance reduces costs and enhances their capacity to grow. At Infor, we've been helping customers understand the connection between asset performance and top-line growth for years. We deliver the enterprise asset management (EAM) system capabilities you need to transform this understanding into action, so your EAM system can become a source of greater business efficiency. Learn how to streamline your asset and maintenance processes to save time and money with EAM Enterprise.

What it is

Infor EAM Enterprise, a comprehensive enterprise asset management solution, lets you keep a constant watch on your asset condition and performance, evaluate data to find key trends and anomalies, forecast performance concerns, and make decisions that drive action.

With over 20 years of asset management experience built in, EAM Enterprise has been helping companies around the world—including more than 60% of the Fortune 500.

EAM Enterprise addresses your most challenging asset issues, from preventative maintenance for discrete manufacturing, to predictive maintenance for food and beverage companies, emissions and energy demand management in pulp and paper, risk-based maintenance in life science organizations, fleet management for transportation companies, linear asset management for oil and gas, asset tracking and condition-based maintenance for public sector organizations, and more.

With EAM Enterprise, you can:

- Cut your purchasing costs, inventory levels, and inventory carrying costs, while making your workers more productive.
- Comply with regulations and requirements without breaking a sweat.
- Keep your assets up and running, and know when to replace them.
- Reduce expenses by collecting on warranty claims.

What it does

Infor EAM Enterprise provides the tools to monitor and manage the deployment, performance, and maintenance of company assets, including alerts that help you eliminate operational downtimes and reveal hidden profits.

EAM Enterprise puts built-in predictive maintenance (PdM) and condition-based maintenance (CBM) to work for you, along with our intelligent operations and asset sustainability capabilities—without incurring the costs, complexity, and uncertainty of third-party software. It delivers equipment alarms, as well as the data and real-time intelligence you need to take quick and precise action, and escalate problems, when necessary, to the appropriate resources.

With EAM Enterprise you get:

- Asset hierarchy management. Keep track of where your assets are located and what they cost with the help of a "family tree" that connects equipment, systems, and locations.
- Budget management. Automate everything relating to your budget, from setting it up to calculating what it takes to maintain it.
- Inspection management. Get automatic notification of an asset problem when an inspection exceeds a preset limit, and find out how to fix it.
- Purchasing management. Order the right parts and stay on top of delivery times, vendor payments, and receipt of goods.
- Work management. Track and manage all asset work requests, labor, planning, and scheduling.
- Materials management. Monitor and control storeroom inventories with tools that include economic order quantity with class calculations and assignments, support parts receipts, issues, returns, and cycle counts.

What it means

With Infor EAM Enterprise, you'll gain many benefits, including these likely returns on your investment:

- 20% improvement in labor productivity
- 30% reduction in inventory levels
- 20% reduction in inventory carrying costs
- 5% reduction in new equipment costs
- 10% increase in fleet availability
- 50% increase in warranty cost recovery
- 10% reduction in materials costs
- 50% reduction in purchasing process costs

Manage your equipment, facilities, and vehicle assets from the point of purchase to the point of disposal—while cutting costs and increasing profits.

The Infor EAM difference

Unlike other EAM systems, EAM Enterprise uniquely provides you with the ability to:

Maximize maintenance effectiveness—Streamline the maintenance process, so you can extend the longevity of your assets and improve productivity.

Reduce inventory costs—Avoid carrying unneeded inventory or experiencing downtime because of inadequate inventory

Increase warranty recovery—Improve your tracking of repairs that are eligible for warranty claims.

Improve reliability and risk management—Anticipate and mitigate asset reliability and regulatory risks.

Get flexible deployment—Implement on-premises, in the cloud, or both. It's your choice. You'll get the same full-featured system either way—not a scaled-down version like some systems.

Solution footprint



Symantec Backup Exec™ 2014

Powerful, flexible, and easy-to-use backup and recovery built for virtual and physical environments

Data Sheet: Backup and Disaster Recovery

Overview

Symantec Backup Exec™ 2014 delivers powerful, flexible, and easy-to-use backup and recovery to protect your entire infrastructure whether built upon virtual, physical, or a combination of both. Using modern technology, Backup Exec backs up local and remote data to virtually any storage device including tape, disk and cloud. Recovery is fast and efficient. With a few simple clicks, you can quickly search and restore granular file or application objects, applications, VMs, and servers directly from backup storage. Additionally, easily protect more data while reducing storage costs through integrated deduplication and archiving technology. Backup Exec saves time and money and helps protect and recover your critical information in the event of a disaster or data loss.

Powerful: Radically faster backup and recovery with innovative virtualization capabilities

Super charge the performance of your backup with Backup Exec 2014. Get fast and reliable backups that are up to 100% faster¹ than the prior version, including backups of VMware and Hyper-V virtual machines and backups that leverage deduplication technology.

Backup Exec's integration with Microsoft® Volume Shadow Copy Service (VSS) and VMware's vStorage APIs for Data Protection (VADP) provides fast virtual machine snapshots for all your virtual machines. By executing post-processing tasks, such as log truncation, collection of meta data, and searchable catalogs, Backup Exec delivers highly optimized backup and fast, agile recovery.

With the explosion of data and virtual machines, your organization likely has volumes of duplicate data. Backup Exec's integrated block level data deduplication technology minimizes backup windows, decreases network traffic, and reduces the disk space required for storing backup files. Unlike other solutions that deduplicate data on a per backup job basis, Backup Exec deduplicates data across *all* backup jobs, including physical and virtual environments. The result is more efficient deduplication and a greater reduction in storage.

"So how would ESG Lab rate Backup Exec 2014 in terms of virtual machine backup best practices? Our testing indicates that Symantec has hit every best practice in the center of the target. Bullseye." *Vinny Choinski, Senior Lab Analyst, and Kerry Dolan, Lab Analyst, ESG.*

"Our backups complete with near 100% reliability and restores are consistently successful with zero fuss. It just works." *Brandon Mosak, IT Director, Task Force Tips Inc.*

"I've used other backup solutions in a virtualized environment with varying degrees of success. But for me, the ability to back up a virtual machine image as well as the files inside it—or restore an entire virtualized application or the granular data in it, whether it's Exchange, SharePoint or SQL—that's what makes Backup Exec 2014 far more compelling than its competitors." *Paul Flatt, Infrastructure & Support Manager, Mitre 10 (NZ) Limited.*

"Backup Exec is the backup and recovery gold standard." *Terry Green, IT Manager, AutoChair.*

Data Sheet: Backup and Disaster Recovery Symantec Backup Exec™ 2014

Flexible: A single solution for virtual and physical with fast, efficient, versatile recovery

Recovery is all about being able to restore exactly what you need, when you need it - quickly and easily. But not all backup solutions support both flexible backup and agile recovery. Backup Exec protects mixed virtual and physical architectures and backs up to virtually any storage device including disk, tape and cloud while providing fast, efficient, versatile recovery.

Recovery of any object, whether an entire virtual machine, physical server or a granular application object, is simple and fast. Backup Exec intelligently indexes and catalogs backup data so you don't waste valuable time and disk space mounting the backup job, determining what's inside, and searching for specific data. With deep visibility into the data structure and type, Backup Exec quickly and efficiently restores data at any level directly from storage. This advanced capability simplifies and speeds up recovery when you need it most. In just a few simple clicks, you can recover physical servers, virtual machines, applications, databases, files, folders, and granular application objects from Exchange, Active Directory, SQL Server, and SharePoint.

Backup Exec also includes Simplified Disaster Recovery (SDR) technology, helping minimize downtime and business disruption. In the event of a disaster, Backup Exec can recover an entire server from a bare metal state to the same or dissimilar hardware in minutes – not hours or days. Additionally, Backup Exec can convert physical backups to virtual machines (P2V) for instant recovery.

Easy to Use: A user interface that simplifies backup & recovery

There's no need to wrestle with traditional, complex or niche solutions that are inefficient and time consuming. Backup Exec takes a different approach with intuitive wizards and insightful dashboards to quickly track and monitor every backup and recovery job. From a single console you can set backup jobs, view backup status, perform recoveries, and instantly convert physical backups to virtual machines.

When setting backup jobs, Backup Exec's stages technology saves time and simplifies the implementation of backup protection. Use stages to create single backup jobs that support multiple processes such as sophisticated disk-to-disk-to-tape backups (D2D2T), replicating data from remote offices to data centers, migrating backup data from expensive primary disk storage to cheaper secondary disk storage, and more. Backup jobs can also be configured to automatically discover and protect new or unprotected resources that haven't been backed up.

Backup Exec's centralized administration console delivers scalable management of distributed Backup Exec servers and reduces the time and resources needed to manage your backup operations. Overall, Backup Exec easily supports your growing infrastructure.

Key Features and Benefits

- Single solution for virtual and physical environments simplifies backup and reduces cost and complexity associated with multiple point products.
- Fast virtual machine snapshots through deep integration with Microsoft® Volume Shadow Copy Service (VSS) and VMware's vStorage APIs for Data Protection (VADP) minimizes CPU, memory, and I/O load performance impacts on the virtual host.
- Protect more data while minimizing the disk space required for storing backup files with integrated deduplication, change block tracking and archiving technology.
- Backup to virtually any storage device including disk, tape and cloud.
- Fast, efficient, and versatile recovery easily restores virtual machines, servers, applications, databases, file/folders and granular objects in seconds.
- Minimize downtime and disruption with integrated bare-metal, physical to virtual (P2V) and virtual to physical (V2P) recovery.

¹. Backup Exec 2014 Backup Performance, Symantec Testing, January 2014.



ACT had been
certified as HP
ExpertOne Cloud,
Converged Systems
and services



Click. Click.

Let the video collaboration begin.



Connecting your business with video comes easy with Avaya.

AVAYA
The Power of We™

With Avaya, your next video call is always just a click, swipe or touch away. And unlike other vendors, we connect to your existing infrastructure to create a video system that's simpler and more affordable. To learn more about video and support services where everything just clicks, visit avaya.com/click.

OPERA Mobile - what's not to love? Manager's Choice

In EAME the first hotels started using OPERA Mobile on tablets in March 2013 and since then we have seen an explosion of hotels implementing and using the mobile features of OPERA.

OPERA Mobile is actually the first part of next generation OPERA, known as OPERA9. What does it mean? It means that OPERA Mobile is built on the same technology stack as OPERA9, and that many of the new screens will be shared across both mobile and desktop in the future. It also means that OPERA9 generally is being built with responsiveness and mobility in mind.

What is so exciting about OPERA Mobile is that it is not an interfaced product where you always have to

consider functionality limitations, but it really is the future user interface of OPERA. This makes a huge difference when it comes to both feature compatibility and implementation efforts.

While the insight that there is a need for mobility in hotel operations is nothing new, there is still surprisingly much rumble going on as to how it is best implemented.

Some of our customers primarily focus on the service aspect, where the hotel guest may be escorted to his room while he is being checked-in, or tourist groups are checked-in while they are in the hotel transfer bus from the airport and then comfortably proceed directly to their rooms when arriving at the hotel.



OPERA Mobile



Walking the guest to his taxi while checking him out, accessing status information on his flight and warn him of traffic jams are also prime examples.


Other customers chose the opposite route and use mobility to make their back-of-house more efficient; letting not only their housekeeping supervisors operate on tablets, but also equipping the many housekeeping attendants with mobile devices – I think any hotelier can imagine the benefit of the housekeeping attendant having an online task sheet! Of course, minibar postings, maintenance reports and placing a room out of service can also be done in OPERA Mobile.

No matter which OPERA Mobile feature is used by the hotel, one thing we experience everywhere is that it is most important to consider how mobility will affect

the hotel's standard operating procedures. Should the hotel associate offer the guest to sit down during the mobile check-in process? If yes, where? Are there any wi-fi dead spots in the area where the hotel associates are expected to access OPERA Mobile? etc.

There are many topics to consider before implementing mobility among the hotel associates – but there is no question about it, once it is done our customers have loved it. And usually, if our customers love it, it means that in extension it makes their hotel guests happy :)

Did you not have a chance to see OPERA Mobile yet? Please contact your local MICROS office for a presentation and an implementation offer – you will not be disappointed!



Enable the all-wireless workplace with 802.11ac

➔ LEARN MORE: www.arubanetworks.com/11ac

aruba
NETWORKS

Giza Systems now on Cloud

About Giza Systems

Giza Systems is one of the big systems integrator in Egypt and the Middle East providing a wide range of industry specific technology solutions in the Telecom, Utilities, Oil & Gas, Manufacturing, Real Estate and Hospitality industries.

They have been shaping the IT industry and corporate agendas since 1974. Consultancy practice provides industry focused services that enhance value for clients by streamlining operational and business processes.

Operating in the Middle East through group of offices and companies, they are dedicated to contributing to the local and regional development with technology solutions, commitment and outstanding customer service. Team of 600 professionals enables them to extend geographic footprint delivering diverse projects and connecting them with clients in the Middle East, Europe and Russia

Business Needs

Giza Systems was experiencing issues in managing, maintaining and troubleshooting on premises Exchange2007, They couldn't control e-mail traffic, and they also had a problem with the storage of e-mails.

There was a huge pressure from the management to have a reliable e-mail solution, They needed to change to a new system that would provide greater business benefits than their current solution one with continuous updates the latest business productivity software with minimal IT administration needed enhanced data security and business continuity while maintaining reduced cost. This system would need to work efficiently with the variety of personal devices owned by the staff.

Solution

After overviewing several cloud and emailing systems in the market including google apps and carefully studying their features and pricing Giza systems opted for Microsoft cloud solutions office 365 a set of web-enabled tools to handle email messaging and the sharing of calendar and contact information. ACT'S Microsoft business unit technical team provided end to end planning and execution for email migration to office 365 including initial scoping

Benefits

With Office 365 Giza Systems now has a reliable E-mail system.

Smooth installation. There was almost no down-time during installation, which was straightforward. There was a directory analysis to see if the existing active directory and Exchange could be supported, then an upgrade of Exchange 2007 to Exchange 2013, implementation Dire Sync followed by migration of 600 e-mail users over a weekend. Earlier files were uploaded to take advantage of Exchange's large storage capacity.

Easier management. As a hosted service, it would be quick to deploy. It is now easier and manageable, the IT team efforts have been reduced, with E-Smart managing Office 365 through delegated administration.

Security. Giza Systems also chose Microsoft cloud services because it saw that moving to Office 365 would not compromise its security and privacy policies.

Support. Office 365 gives Giza Systems proactive tools to manage its fleet of computers. It also lets experts provide remote support to users when they have problems, so they can get back to work faster. It can alert if there's an issue with one of the company's computers, allowing the team to take action before the user is affected.

Resilience. Thanks to Office 365, employees can keep working even if they encounter problems. For example, if an employee has a hardware issue with his or her laptop, they can swap to another computer and still have access to email using a web browser.

Green credentials. By switching to more energy-efficient computers, avoiding the cost of a high-powered server, and gaining better support for flexible working, Giza Systems has an IT system that's aligned with its green agenda.

Cost efficiency. The beauty of the Office 365 was that it is all off-premises, you don't have to spend several thousand dollars on servers and backup .the software provides significant savings in terms of anti-virus licenses, management, productivity, down-time etc. , per-user, per-month subscription, offers a cost-effective way to provide employees with the productivity tools they needed. Office 365 is perfect because you only consume and pay for what you use. You really have the ability to scale up and scale down.

Flexibility. Thanks to Office 365, staff can work at home and use their smartphones to get email and other information. This supports mobile and flexible working, which is important when key staff travel frequently. Being able to get into documents remotely and stay in touch with Giza Systems colleagues in real time was essential. In less time, almost anything can happen and Office 365 lets them stay ahead, even when they are anywhere.

ACT

SUCCESS
story

GIZA
SYSTEMS
we integrate



Six Degrees of Seperation

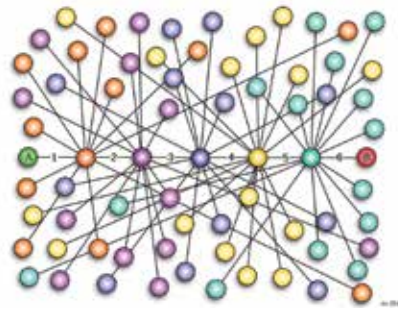
Six degrees of separation is the theory that everyone and everything is six or fewer steps away, by way of introduction, from any other person in the world, so that a chain of "a friend of a friend" statements can be made to connect any two people in a maximum of six steps. It was originally set out by Frigyes Karinthy in 1929 and popularized by a 1990 play written by John Guare.

Six degrees on the Internet

SixDegrees.org
On January 18, 2007, Kevin Bacon launched SixDegrees.org, a web site that builds on the popularity of the "small world phenomenon" to create a charitable social network and inspire giving to charities online. Bacon started the network with celebrities who are highlighting their favorite charities – including Kyra Sedgwick (Natural Resources Defense Council), Nicole Kidman (UNIFEM), Ashley Judd (YouthAIDS), Bradley Whitford and Jane Kaczmarek (Clothes off Our Back), Dana Delany (Scleroderma Research Foundation), Robert Duvall (Pro Mujer), Rosie O'Donnell (Rosie's For All Kids Foundation), and Jessica Simpson (Operation Smile) – and he encouraged everyone to be celebrities for their own causes by joining the Six Degrees movement.

"SixDegrees.org is about using the idea that we are all connected to accomplish something good," said Bacon. "It is my hope that Six Degrees will soon be something more than a game or a gimmick. It will also be a force for good, by bringing a social conscience to social networking." The game, 'Six Degrees of Kevin Bacon,' made the rounds of college campuses over the past decade and lived on to be a shorthand term for the small world phenomenon.

Bacon created SixDegrees.org in partnership with the non-profit Network for Good, AOL, and Entertainment Weekly. Through SixDegrees.org, which builds on Network for Good's giving system for donating to more than one million charities online and AOL's AIM Pages social networking service, people can learn about and support the charities of celebrities or fundraise for their own favorite causes with their own friends and families. Bacon will match the charitable dollars raised by the top six non-celebrity fundraisers with grants of up to \$10,000 each.



An optimal algorithm to calculate degrees of separation in social networks

Bakhshandeh have addressed the search problem of identifying the degree of separation between two users in social networks such as Twitter. They have introduced new search techniques to provide optimal or near optimal solutions. The experiments are performed using Twitter, and they show an improvement of several orders of magnitude over greedy approaches. Their optimal algorithm finds an average degree of separation of 3.43 between two random Twitter users, requiring an average of only 67 requests for information over the Internet to Twitter. A near-optimal solution of length 3.88 can be found by making an average of 13.3 requests.

Facebook

A Facebook platform application named "Six Degrees" was developed by Karl Bunyan, which calculates the degrees of separation between different people. It had over 5.8 million users, as seen from the group's page. The average separation for all users of the application is 5.73 degrees, whereas the maximum degree of separation is 12. The application has a "Search for Connections" window to input any name of a Facebook user, to which it then shows the chain of connections. In June 2009, Bunyan shut down the application, presumably due to issues with Facebook's caching policy; specifically, the policy prohibited the storing of friend lists for more than 24 hours, which would have made the application inaccurate. A new version of the application became available at Six Degrees after Karl Bunyan gave permission to a group of developers led by Todd Chaffee to re-develop the application based on Facebook's revised policy on caching data.

The initial version of the application was built at a Facebook Developers Garage London hackathon with Mark Zuckerberg in attendance.

Yahoo! Research Small World Experiment has been conducting an experiment and everyone with a Facebook account can take part in it. According to the research page, this research has the potential of resolving the still unresolved theory of six degrees of separation.

Facebook's data team released two papers in November 2011 which document that amongst all Facebook users at the time of research (721 million users with 69 billion friendship links) there is an average distance of 4.74. Probabilistic algorithms were applied on statistical metadata to verify the accuracy of the measurements.[32] It was also found that 99.91% of Facebook users were interconnected, forming a large connected component.

LinkedIn



The LinkedIn professional networking site operates on the concept of how many steps you are away from a person you wish to communicate with. The site encourages you to pass messages to people in your network via the people in your 1st-degree connections list, who in turn pass it to their 1st-degree connections.
SixDegrees.com

SixDegrees.com was an early social-networking website that existed from 1997 to 2001. It allowed users to list friends, family members and acquaintances, send messages and post bulletin board items to people in their first, second, and third degrees, and see their connection to any other user on the site. At its height, it had approximately one million users.

Twitter

Users on Twitter can follow other users creating a network. According to a study of 5.2 billion such relationships by social media monitoring firm Sysomos, the average distance on Twitter is 4.67. On average, about 50% of people on Twitter are only four steps away from each other, while nearly everyone is five steps or less away.

In another work, researchers have shown that the average distance of 1,500 random users in Twitter is 3.435. They calculated the distance between each pair of users using all the active users in Twitter.



Sohour at Le Deck

As a tradition for ACT in every Ramadan meeting with its strategic partners; ACT organized a Sohour event for HP. At the fabulous amazing place on the River Nile, ACT-HP Sohour was conducted at Le Deck Restaurant, Sofitel ElGezira enjoying the grilled flavor dishes with a smooth and comfortable and inspiring environment out of work pressure.



ACT participates in Caféx



For the first time in Egypt, a dedicated event to Cafes and Restaurants was conducted between the 24th to 28th of April 2014. With the largest m-station from Micros-Fidelio, ACT participated in this unique event directed to cafes and restaurants.

This participation came through a large booth of ACT to demonstrate the latest technologies and trends in hospitality services provided by Micros-Fidelio, the world's leader i-hospitality platforms, services and products.

With a unique demonstration, ACT presented the largest m-station that will enable visitors to go through the easiness of how hospitality services can be delivered through cafes and restaurants.



The Johari window

The Johari window is a technique created in 1955 by two American psychologists, Joseph Luft (1916–2014) and Harrington Ingham (1914–1995), used to help people better understand

their relationship with self and others. It is used primarily in self-help groups and corporate settings as a heuristic exercise.

When performing the exercise, subjects are given a list of 56 adjectives and pick five or six that they feel describe their own personality. Peers of the subject are then given the same list, and each

pick five or six adjectives that describe the subject. These adjectives are then mapped onto a grid.

Charles Handy calls this concept the Johari House with four rooms. Room 1 is the part of ourselves

that we see and others see. Room 2 is the aspects that others see but we are not aware of. Room 3 is the most mysterious room in that the unconscious or subconscious part of us is seen by neither

ourselves nor others. Room 4 is our private space, which we know but keep from others.

Johari Adjectives

A Johari window consists of the following 57 adjectives used as possible descriptions of the participant.[citation needed...

- able
- ambivert
- accepting
- adaptable
- bold
- calm
- caring
- cheerful
- clever
- congenial
- complex
- confident
- dependable
- dignified
- energetic
- extrovert
- friendly
- giving
- happy
- helpful
- idealistic
- independent
- ingenious
- intelligent
- introvert
- kind

Open or Arena

Known to self and others

Adjectives that are selected by both the participant and his or her peers are placed into the Open or Arena quadrant. This quadrant represents traits of the subjects that both they and their peers are aware of.



Blind Spot

Not known to self but known to others

Adjectives that are not selected by subjects but only by their peers are placed into the Blind Spot quadrant. These represent information that the subject is not aware of, but others are, and they can decide whether and how to inform the individual about these “blind spots”.



Hidden or Façade

Known to self and not to others

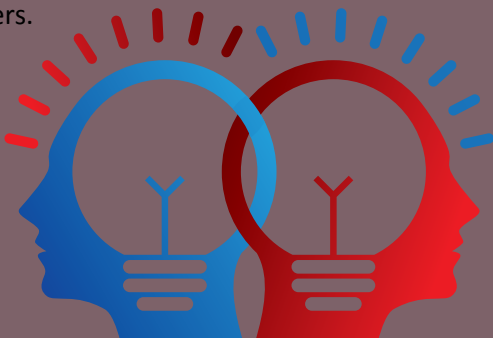
Adjectives selected only by subjects, but not by any of their peers, are placed into the Hidden or Façade quadrant, representing information about them their peers are unaware of. It is then up to the subject to disclose this information or not.



Unknown

Not known to self and others

Adjectives that were not selected by either subjects or their peers remain in the Unknown quadrant, representing the participant’s behaviors or motives that were not recognized by anyone participating. This may be because they do not apply or because there is collective ignorance of the existence of these traits. One facet of interest in this area is our human potential. Our potential is unknown to us, and others.



- knowledgeable
- logical
- loving
- mature
- modest
- nervous
- observant
- optimistic
- organized
- patient
- powerful
- proud
- aggressive
- reflective
- relaxed
- religious
- responsive
- searching
- self-assertive
- self-conscious
- sensible
- sentimental
- shy
- silly
- smart
- spontaneous
- sympathetic
- tense
- trustworthy
- warm
- wise

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Source: Times Higher Education World University Rankings 2013-2014

ACT

في الصحافة IN PRESS

١٠٠ مليون جنيه أعمالاً مستهدفة ل ACT

كتب - محمود جمال :
أكد حازم منسى، مدير قطاع التسويق بشركة الحاسبات المتقدمة ACT للحلول التكنولوجية أن شركته تستهدف تنفيذ أعمال خلال الربع الثالث من ٢٠١٤ بقيمة تبلغ ١٠٠ مليون جنيه.

و تتضمن استراتيجية الشركة ، التركيز على توفير حلول ميكنة للقطاعات الاقتصادية ، أبرزها البترول و التعليم و الطيران و السياحة ، بجانب إنشاء وحدة متخصصة للعمل في مجال الشبكات .
وكشف ل «لمال» عن وصول حجم إيرادات الشركة في النصف الأول من العام الحالي إلى ١٧٠ مليون جنيه، موضحاً أن قطاع الاتصالات يستحوذ على ٥٠٪ من حجم أعمالهم.

١٧٠ مليون جنيه إيرادات ACT خلال النصف الاول من العام الجاري

نجحت شركة الحاسبات المتقدمة ACT للحلول التكنولوجية في تحقيق أداء مالياً و تشغيلياً متميزاً خلال النصف الاول من العام الجاري بإجمالي إيرادات بلغت ١٧٠ مليون جنيه، بما يوازي نسبة نمو ٢٠٪ مدفوعة باستراتيجية الشركة في التركيز على توفير حلول ميكنة القطاعات الاقتصادية و على رأسها قطاع البترول و الاتصالات و الطيران و السياحة والفنادق .

وقال حازم منسى مدير قطاع التسويق بشركة الحاسبات المتقدمة ACT للحلول التكنولوجية، أن تعاملات الشركة مع قطاع البترول حققت نمواً تجاوز ٢٠٪ . فضلاً عن أن قطاع الاتصالات يعتبر صاحب النصيب الأكبر في تحقيق حجم الأعمال بنسبة نمو بلغت ٥٠٪ مقارنة بالعام الماضي. وأضاف منسى أن قطاع خدمات ما بعد البيع إلى جانب قطاع الفنادق والأسواق الأخرى حقق نمواً هو الآخر يقدر بنحو ٦٠٪ مقارنة بالفترة نفسها من العام الماضي.

وأكد منسى أن الشركة تستهدف تحقيق نمو يصل لـ ٢٥٪ بنهاية هذا العام مقارنة بـ ٢٠٪ من العام الماضي، متوقعاً تحقيق تلك النسبة نتيجة لثبات أداء النمو خلال النصف المالي الأول من العام الجاري.

وأضاف مدير قطاع التسويق بشركة الحاسبات المتقدمة ACT للحلول التكنولوجية أن الشركة تعزز ادايتها على كافة المستويات خلال الفترة المقبلة بالإضافة إلى الاهتمام بصورة أكبر بخدمة العملاء و تحقيق علاقة مميزة معهم من خلال تلبية جميع رغباتهم و متطلباتهم و التي تعد بمثابة الركيزة الأساسية لاستراتيجية الشركة، مشيراً إلى أن ٦٠٪ من العاملين بالشركة يعملون في خدمة العملاء . وأن الشركة تعتبر الوحيدة التي تمتلك مركز اتصالات يعمل ٢٤ ساعة لاستقبال شكاوى العملاء و العمل على حلها .

محمد لطفى

٨٥ مليون جنيه أعمالاً ل « ACT »

حققت شركة الحاسبات المتقدمة «ACT» للحلول التكنولوجية، حجم أعمال خلال النصف الأول من العام الحالي تخطى حاجز الـ ٨٥ مليون جنيه.

من جهته قال حازم منسى مدير قطاع التسويق بالشركة أن الحل عبارة عن نظام افتراضى يمكن موظفى الشركة من تحسين أدائهم و رفع كفاءاتهم.

و أوضح منسى في تصريحات ل « المال » أن ACT قامت مؤخراً بافتتاح أحدث فروعها داخل السوق السعودية، مؤكداً أن الشركة تستهدف تنفيذ مشروعات تكنولوجية هناك، تتراوح قيمتها بين ٢ و ٣ ملايين دولار خلال ٢٠١٤ .

2014

BIG DEALS

Ethydco

\$565,000



ERI

\$100,000



Ethydco

\$1,032,000



MOI

\$1,205,000



Vodafone

\$225,000



Ethydco

\$750,000



Talaat
Mostafa

\$240,000



GASCO

\$269,000



MOD

\$850,000



STARWOOD

\$260,000



Bibliotheca
Alexandrina

\$92,000



MOBINIL

\$239,000



ACT participates in THE EMPLOYER'S 9TH CORPORATE TEAM BUILDING FOOTBALL TOURNAMENT RAMADAN 2014.

As a leading company in Egypt; ACT was invited by the THE EMPLOYERS to participate in the 9th Ramadan Football Tournament. This Tournament took place on the 25th of June at Hayah Sports Academy with different teams.

ACT's football team showed great passion to success in such tournament especially with Cargill™ and Fresh™ football teams. All teams of employers were having great joy of competition and passion to success not only for them but for their EMPLOYERS.



ACT's football team showed great passion to success in such tournament.



أهمية التواصل بين الناس

التواصل بين الناس

إن التواصل بين الناس يفتح أمام الإنسان آفاقاً لا حصر لها. فإذا أحبك الناس ، فإننا عملية التعارف تصبح سهلة وتبقى العلاقة أمامك تشكلها كما تريد سواء كان ذلك في سبيل الحصول على وظيفة أو الفوز بترقية أو أتمام صفقة أو انتزاع الحب والأعجاب من شخص ما أو إسعاد جمهورك أو تفادي الدخول في دائرة الشك في شخص من قبل عائلة زوجتك.

الأخرون هم خير مساعد لك في الحياة، فمن بين الآخرين من منحك الحياة من خلال عملية الولادة ومنهم من يطعمك ويكسبك ويمدك بالمال ، ومنهم من يضحك ويبيحك ويهون عليك مصاعب الحياة ويداويك ويستثمر لك مالك ويصلح لك سيارتك ويواريك الترى عند الممات. فنحن لا نستطيع أن نحيا بدون الآخرين، كما لا نستطيع أيضاً أن نموت بدونهم .

فالتواصل يتمثل فيما كان أجدادنا يمارسونه من أنشطة اجتماعية منذ آلاف السنين، فليالي لسمر حول النار لشرب القهوة وأكل الطعام والتناقش في أمور حياتهم البسيطة. وكل يوم الجلسة [الشبه نسميها أحنا البدو] عند واحد منهم وهكذا تسير ياتهم اليومية، وهذا هو خير مثال علي التواصل بين الناس.



فوائد التواصل

إن التواصل بين البشر هو المسؤول عن أحداث النمو على مستوى الفرد والتطور على مستوى المجتمع ككل، سواء كان هذا في صورة مجموعة من المحاربين الشبان الذين يخرجون بحثاً عن الصيد والآثارة أو مجموعة من العمال الذين يخرجون لترفيه عن أنفسهم بعد عمل يوم شاق. فنحن مدفعون بالفطرة إلى الاتحاد مع بعضنا البعض وتكون مجموعة من الأصدقاء.



وجهاً لوجه

يؤمن كثير من الناس بفاعلية شبكة الإنترنت في تجمع الأشخاص ذوي الاهتمامات المتشابهة مع بعضهم. فإذا كنت تبحث عن مشاركتك هوايتك المفضلة أو عمن يحب نفس الرياضة التي تحبها فالشبكة هي خير معين لك، فالناس الذين تضطهرهم ظروفهم المرضية أو حابس يحبسهم بالمنزل فالشبكة هي خير لهم فهي هبة من عند الله بالنسبة لهم. ولكن يجب أن نتذكر أن القضاة وقت طويل أمام شاشة الكمبيوتر والتحدث من خلال الكتابة إلى المستخدمين الآخرين على الشبكة لن يعوضك عن متعة الجلوس وجهاً لوجه مع شخص آخر لكل ماتحملة لك التجربة من مزايا، فأنت تحتاج إلى التواجد وجهاً لوجه مع أي شخص آخر

ولفترة ما حتى تستطيع أن تصل معه إلى مرحلة من التفاهم سواء عن طريق الكلمات أو عن طريق الإيماءات والأحاسيس. فالأجواء التي تنشأ نتيجة الحضور الجسماني والعقلي تتفوق في الأهمية على الأنجذاب السطحي الذي قد يحدث بين الشخصين..

فإذا كنا غير قادرين على إرضاء الاحتياجات العاطفية لبعضكما البعض، فإن العلاقة بينكما تكون مهددة بالفشل، وهذا ما يحدده التفاعل الشخصي فقط، فهنا تستطيع أن تحكم ما إذا كنت فعلاً تتواصل مع الناس أم لا..



تعلم لغة التواصل مع الناس...

عند تعاملك مع الناس فعليك أن تجمع بين العقل والعاطفة في آن واحد...

صرفاً فهو سيقع فخا لعواطفه، فالعقل سياج للقلب المتقلب! وإن كان عقلانياً صرفاً فهو سيجد صعوبة في فهم فلسفة التواصل الإنساني... فكل تواصل بينك وبين الآخر فهو يمر بسلسلة من التصورات ومزيج من الكلمات وخطئ واحد منك يجعلك تخسر هذا الشخص...

إن التواصل بينك وبين الآخرين لا يعتمد على من تكون أنت فقط! فمعرفتكم بنفسكم ومعرفتكم بضرورة استحضار العقل والعاطفة لا يكفي أحياناً بل لابد من معرفة الآخرين وسلوكهم وتصوراتهم وذلك حسب الدراية التي تكتسبها من خلال احتكاكك بالناس ولهذا نرى من الناس من إذا جلس مع شخص جلسة أو جلسين فهو يفهمه ويعرف ميوله وفكره وخيالاته حتى لو لم يعيش معه وبالتالي يعرف مفاتيح عقله واستراتيجياته في الاستجابة للأشياء والبعض الآخر قد يدرك مفتاح شخصية الآخرين لكنه يفشل في التواصل معهم بالأسلوب والكلام والفكر والبعض يحسن التواصل لكن لا يدري بأي شيء يتواصل ولا المنطق الذي يحسن ولا يحسن..

علينا ان نتعلم لغة التواصل مع الآخرين وان ندرك انهم مجموعة من المشاعر والافكار تختلف عنا ولها خصوصيتها ونمطيتها وشفرتها الخاصة والا نعمل بالحكم على الناس والا نجعل بالظنون بل لنعد للفكر مساحة يتحرك فيها ومن يعود نفسه على المرونة في التعامل مع الآخرين وحسن التعايش معهم فهو أقدر على أحداث التغيير في نفوسهم وقلوبهم وعقولهم.

ولأننا ندرك تماماً أن من الناس من هو عقلائي بالفطرة فهو يتعامل مع الأمور والوقائع بعقلانية (حرفية) والبعض الآخر على النقيض فهو في كل تحركاته وسكناته عاطفي التوجه والميول... لكن إذا كان المزج بين هذين السلوكين ضروري في حياة الإنسان واستقراره النفسي إلا ان ضرورته في تعامله مع الناس أشد وتواجهه في العلاقات الإنسانية أكثر أهمية .

ولأن الإنسان مجموعة من العواطف ولوجود درجات متفاوتة بين الناس في الوجدانيات، كان لأهمية استحضار هذا المعنى حال التعامل مع الناس مهما جدا فمن يغفل هذا الجانب فهو يفوت على نفسه فرصاً عظيمة للاستحواذ على قلوب الناس بل وعقولهم ومن يفوت هذا المعنى أيضاً فهو يخسر الذوق والروعة الكلامية وانتقاء المفردات التي تأخذ بالعقل... فحتى لو كان من يقابل من يتعامل مع الأشياء بعقلانية وموضوعية إلا ان مفتاح العقول هي القلوب... فمتى قبل القلب فإنه الملك وبقية الأعضاء والجوارح جنود منقادون له منفذون لطلبه...

ولهذا حين تأمل سيرة النبي محمد صلى الله عليه وسلم نجد العجب العجيب نرى انه تعامل مع شخصيات متعددة فهذا الحليم وهذا احاد الطبع وهذا شديد في الحق وهذا ذؤأنة وذاك أعراي.... الخ ومع هذا نجد انه عليه الصلاة والسلام كان أسراً بأسلوبه و تعامله .

حيث كان يعرف مفتاح كل شخصية وما يناسبه من القول والفعل ومن ثم يستوعبه ويؤثر فيه. ويخالف هذا نجد من كان يغفل عن هذا المعنى يقع في كثير من الأخطاء فهو ان كان عاطفياً



“وزير الاتصالات يشهد توقيع ٢ بروتوكولات تعاون بين ايتيدا ومنظمات المجتمع المدني”



المهندس/ عاطف حلمي

شهد المهندس/ عاطف حلمي وزير الاتصالات وتكنولوجيا المعلومات، أمس الاربعاء، مراسم توقيع ٣ بروتوكولات تعاون مشترك بين هيئة تنمية تكنولوجيا المعلومات «ايتيدا» وثلاثة مؤسسات من منظمات المجتمع المدني المتخصصة في مجال الاتصالات وتكنولوجيا المعلومات لمدة ثلاث سنوات، تقوم بموجبها الهيئة خلال تلك الفترة بتقديم الدعم الإداري والفني والمالي بما يقرب من ٣٥ مليون جنيه لمؤسسات العمل المدني العاملة في قطاع الاتصالات وتكنولوجيا المعلومات والمتمثلة في كل من: غرفة صناعة تكنولوجيا المعلومات والاتصالات CIT، والجمعية المصرية للمعلومات والاتصالات والالكترونيات والبرمجيات EITESAL، والشعبة العامة للحاسبات الآلية والبرمجيات للاتحاد العام للغرف التجارية المصرية FOCC-IT.

يأتي ذلك في إطار إستراتيجية هيئة تنمية صناعة تكنولوجيا المعلومات الرامية إلى دعم وتطوير قطاع الاتصالات وتكنولوجيا المعلومات بهدف زيادة حجم الصادرات من خدمات تكنولوجيا المعلومات والبرمجيات، حيث تمكن الاتفاقيات الثلاث مؤسسات المجتمع المدني من إتمام عملية البناء المؤسسي، وتطوير العمل بها، وزيادة قدرتها التنافسية ورفع كفاءة أعضائها من الشركات العاملة في قطاع الاتصالات و تكنولوجيا المعلومات مما ينعكس بشكل إيجابي على هذه الصناعة ككل.

وصرح المهندس/ عاطف حلمي بأن الوزارة تتبنى تنفيذ برنامج متكامل لدعم المؤسسات الأهلية من خلال هيئة تنمية صناعة تكنولوجيا المعلومات «ايتيدا» يهدف في مضمونه إلى دعم الكيانات الأهلية العاملة في مجال الاتصالات وتكنولوجيا المعلومات، وذلك باعتبارها شريكاً قوياً للوزارة والهيئة في فتح آفاق جديدة أمام الشركات العاملة بالقطاع، لذلك تقرر دعمها من خلال هذه الاتفاقيات بما يقرب من ٣٥ مليون جنيه، ونهدف من خلالها إلى تنمية القطاع، ومساندة الشركات الصغيرة والمتوسطة لزيادة الصادرات المصرية من البرمجيات التكنولوجية من خلال رفع القدرة التنافسية للمنتج المصري، وزيادة معدلات التصديرية للشركات المصرية، والمساعدة على خلق أسواق وفرص جديدة محليا ودوليا، وتنمية الطلب المحلي علي المنتج المصري، ورفع كفاءة العاملين بمجال صناعة تكنولوجيا المعلومات سواء بالمؤسسات الأهلية أو بالشركات أعضائها. وتُصن بروتوكولات التعاون المبرمة على أن تدعم هيئة تنمية تكنولوجيا المعلومات «ايتيدا» البناء المؤسسي لتلك المنظمات وكذا برنامج دعم تنمية قدرات وكفاءات المؤسسات المصرية الأهلية العاملة في قطاع تكنولوجيا المعلومات كما يشمل الدعم المقدم من الهيئة عمر القدرات البشرية والتدريب والأنشطة الدولية والبعثات التجارية والدراسات والاستشارات وتنمية الطلب المحلي ورفع كفاءة الشركات المصرية وأنشطة استدامة المؤسسة مثل تنمية العضوية والحشد والتأييد لدعم السياسات وأنشطة اللجان وفرق العمل. من جانبه أشار المهندس/ حسين الجريتلي الرئيس التنفيذي لهيئة تنمية صناعة تكنولوجيا المعلومات «ايتيدا» إلى أن هذه البروتوكولات تحقق خلق فرص عمل جديدة في قطاع الاتصالات وتكنولوجيا المعلومات وتحسين جودة المنتجات والخدمات وزيادة حجم مبيعات القطاع وتحقيق عائدات على الأموال التي يتم استثمارها وفتح أسواق جديدة ويؤدي إلى نمو وازدهار القطاع. كما تساعد الاتفاقيات المنظمات المدعومة على تحسين الخدمات المقدمة للشركات الأعضاء وتأهيلهم محليا ودولياً لمواجهة المنافسة العالمية ودفع صادراتهم إلى الأسواق الدولية.

جدير بالذكر أن برنامج دعم المؤسسات الأهلية بالهيئة يأتي في إطار سياسة وزارة الاتصالات وتكنولوجيا المعلومات وهيئة تنمية صناعة تكنولوجيا المعلومات التي تهدف إلى دعم الكيانات الأهلية العاملة في مجال الاتصالات وتكنولوجيا المعلومات لتصبح شريك قوى في فتح آفاق جديدة أمام الشركات العاملة بالقطاع، ورفع القدرة التنافسية للمنتج المصري وزيادة معدلات التصديرية للشركات المصرية، والمساعدة على خلق أسواق وفرص جديدة محليا ودوليا، وتنمية الطلب المحلي علي المنتج المصري، ورفع كفاءة العاملين بمجال صناعة تكنولوجيا المعلومات سواء بالمؤسسات الأهلية أو بالشركات أعضائها. وقع البروتوكولات المهندس/ حسين الجريتلي الرئيس



تقرير:

٦٧٠ مليون دولار
حجم سوق الحوسبة السحابية
في ٢٠٢٠ بالمنطقة

من المنتظر أن تحتل مسألة تسهيل اعتماد الشركات والمؤسسات في المنطقة للتقنيات السحابية وحلول التخزين الافتراضية مكاناً متقدماً في المشهد التقني الذي سيرسم ملامحه مؤتمر ومعرض الحوسبة السحابية المرتقب انعقاده في إطار أسبوع جيتسكس للتقنية 2014، أكبر حدث لتقنية المعلومات والاتصالات في منطقة الشرق الأوسط وإفريقيا وجنوب آسيا، وذلك مع استمرار التغيّر الذي تشهده الحوسبة السحابية من كونها محط اهتمام لا أكثر لدى المعنيين، إلى حضور يفرض نفسه في قلب الزخمر التجاري لقطاعات تقنية المعلومات على تنوعها. وتشير توقعات شركة الأبحاث التقنية فروست أند سولي?إل أن حجم سوق الحوسبة السحابية في دول مجلس التعاون الخليجي مهتأة للنمو من 91.7 مليون دولار العام الماضي إلى 118.5 مليون دولار بحلول نهاية العام 2014، أي بنسبة نمو قدرها 29 بالمائة مقارنة ب2013، وذلك في ظلّ توقعات تقول إن حجم سوق الحوسبة السحابية العالمية سيصل إلى أكثر من 125 مليار دولار بحلول نهاية العام.وتتوقع فروست أند سوليان أن تسجّل سوق الحوسبة السحابية في منطقة الخليج نمواً قدره سبعة أضعاف، بنمو سنوي مركّب نسبته 32.8 % لتصل إلى 668.5 مليون دولار بحلول العام 2020، مع تحرّك الشركات الإقليمية الكبيرة والصغيرة على السواء باتجاه نقل أنظمة التخزين المادي والنسخ الاحتياطي وشبكات الأمن والإدارة إلى السحابة.ومن المتوقع أن يزور ما يزيد عن 7 آلاف شخص مؤتمر ومعرض الحوسبة السحابية المزمع إقامته في 13 أكتوبر المقبل، في ثاني أيام أسبوع جيتسكس للتقنية، الذي يقام بين 12 و16 أكتوبر في مركز دبي التجاري العالمي، وذلك نظراً للإمكانيات التجارية الفريدة التي تنطوي عليها المنطقة. وسيُعقد مؤتمر ومعرض الحوسبة السحابية تحت شعار أعِد التفكير بالتغيير. أعِد التفكير بالمرونة.وقالت تريكسي لوه ميرماند، النائب الأول للرئيس بمركز دبي التجاري العالمي، الجهة المنظمة لحدث أسبوع جيتسكس للتقنية، إن الدورة الخامسة من مؤتمر ومعرض الحوسبة السحابية ستركز على الكيفية التي يمكن بها للشركات الاستفادة من إمكانيات التغيير والتحوّل التي تنطوي عليها الحوسبة السحابية، وإتاحة المجال أمام رؤساء تقنية المعلومات البارزين للتعرف على استراتيجيات الابتكار والتكامل السحابية في إطار أفضل الممارسات، وذلك عبر مجموعة واسعة من فعاليات التواصل مع خبراء ورواد هذه الصناعة.

ويندوز فون ٨,١ يسيطر على ٢٤,٤ ٪ من السوق العالمي

كشف تقرير جديد أصدرته شركة الإعلانات «AdDuplex» ، أن الإصدار ٨٠١ من نظام التشغيل “ويندوز فون” يواصل نموه منذ بداية اطلاقه في شهر يوليو الماضي، بينما ما يزال نظام “ويندوز فون ٨” أكثر الإصدارات انتشارًا، وذلك خلال شهر اغسطس الجارى.

وقدّر التقرير نسبة الهواتف الذكية العاملة بنظام التشغيل “ويندوز فون ٨٠١” بـ ٢٤,٤ ٪، و العاملة بنظام “ويندوز فون ٨” بـ ٥٦,٥ ٪، وبالإصدار «ويندوز٧» بـ ١٩,٢



جوجل وسامسونج تنفذان صفقات استحواذ جديدة



قامت كلاً من شركتي «جوجل» و «سامسونج» بإبرام مجموعة صفقات جديدة للاستحواذ على شركات تكنولوجية ذات تخصصات متنوعة وفريدة خلال الشهر الجارى، حيث استحوذت شركة “جوجل” على “جتباك” Jetpac، وهي شركة ناشئة متخصصة في مجال “التعلم العميق” وطورت تطبيقاً لنظام التشغيل “آي أو إس” يعمل على فحص الصور المتاحة للعموم من خدمة مشاركة الصور “إنستاجرام” لإنشاء “دليل المدينة”. ودون أن يكشف الطرفان عن التفاصيل المالية للصفقة، قالت شركة “جتباك” إنها ستزيل تطبيقها من متجر “آب ستور” في غضون الأيام القادمة وستوقف خدمة الدعم منصف شهر سبتمبر المقبل.

وتعد تقنية التعلم العميق أحد المجالات التي تركز عليها “جوجل”، وهي تنطوي على نظم تدريب تسمى “الشبكات العصبية الاصطناعية” لكثير من المعلومات المستقاة من الصوت، والصور، وغيرها من المدخلات، ومن ثمر تقديم الأنظمة مع معلومات جديدة واستقبال الاستدلالات حول هذه المعلومات كرد عليها. ويتوقع أن تستخدم شركة “جوجل” تقنية التعلم العميق الخاصة بشركة “جتباك” في خدمة المساعد الشخصي “جوجل ناو” التابعة لها، وذلك لمنحه القدرة على تنبيه المستخدم تلقائياً لدى الدخول الأماكن في المدينة بحسب ما تشتهر به. هذا وقد قامت شركة “جتباك” التي تأسست عام ٢٠١٢، بإطلاق تطبيق آخر يتيح للمستخدم استكشاف الصور الملتقطة أثناء السفر من حسابات أصدقائه على شبكة التواصل الاجتماعي “فيسبوك”، وذلك بغية مساعدته على اختيار وجهات السفر المناسبة.

كما قام أيضا عملاق البحث بالاعلان عن أن خدمة مشاركة الفيديو التابعة لها “يوتيوب” استحوذت على تطبيق “دايركتر” Directr الذي تستخدمه المؤسسات التجارية الصغيرة لإنشاء مقاطع فيديو ترويجية، وذلك في مسعى جديد منها لتعزيز خدمات الإعلانات التي تقدمها للشركات.



اتش بي تتيح مزيداً من الخيارات لطباعة عالية الجودة بتكلفة منخفضة



علنت شركة اتش بي ومن خلال أنظمة الطباعة الجديدة من Ink Advantage، فإن اتش بي تجعل الطباعة عالية الجودة في متناول أيدي المستخدمين في المنازل والعلماء من الشركات الصغيرة، لتمكثهم من طباعة ضعف كمية الصفحات بنفس التكلفة. تتميز طابعة HP Deskjet Ink Advantage 4645 e-All-in-One بشاشة ذكية سهلة الطباعة والمسح الضوئي والنسخ لتتيح طباعة عالية الجودة بتكلفة منخفضة. ومن الجدير بالذكر أن اتش بي كانت أول من أطلق مجموعة Ink Advantage التي تمكّن العلماء من طباعة تضاهي ضعف عدد الصفحات بنفس التكلفة. وتتميز طابعات Deskjet Ink Advantage الجديدة بمزيد من الخصائص والمزايا الرائعة وسرعة الطباعة، بأسعار متنوعة تماشياً مع اختلاف احتياجات العلماء.

فمن خلال طابعة HP Deskjet Ink Advantage 4645 يمكن للمستخدم تعزيز الإنتاجية في المكتب المنزلي مقابل تكلفة أقل، وطباعة كمية تصل إلى ضعف عدد الصفحات بنفس التكلفة، للتحكم بالتكلفة دون التقليل من جودة الأداء. توفر الطابعات ميزة التكلفة المنخفضة للطباعة والمسح الضوئي وإرسال الفاكس ونسخ الوثائق، إلى جانب سهولة الطباعة من الأجهزة المتنقلة كالهاتف الذي أو الجهاز اللوحي أو الحاسوب الدفترى



١٣,٨ مليار دولار عائدات لـ «إنتل» خلال الربع الثاني



وعلق ستاسي جي سميث، المدير المالي ونائب الرئيس التنفيذي في إنتل قائلاً: "يمثل هذا التغيير في بنية رأسمال الشركة استمراراً لتركيزنا منذ سنوات عديدة على خلق القيمة وإعادة المبالغ النقدية إلى مساهميننا، وهو ما يعزز ثقتنا بأعمالنا".

١٤٪ ارتفاعاً في حجم شحنات الحاسبات الشخصية

كشف تقرير جديد صادر عن مؤسسة Canalys للأبحاث التسويقية عن وصول حجم الحاسبات الشخصية إلى 123.9 مليون وحدة خلال الربع الثاني من العام الجاري أي بنمو 14% بالمقارنة بنفس الفترة من العام الماضي، وذلك يشمل الحاسبات المكتبية "PC"، والحاسبات المحمولة "Lap Top"، والحاسبات اللوحية "Tablet". وبحسب تقرير المؤسسة تزال شركة "أبل" في مركز الصدارة ويحصة سوقية تبلغ 14% من السوق، تتبعها شركة "لينوفو" وتأتي شركتا "إتش بي" و"ديل" في المركز الثالث والرابع على التوالي.



"IBM" تستضيف ١٠٠ شركة مصرية علي شبكاتهما للحوسبة السحابية

قال عمرو طلعت، مدير عام شركة IBM مصر، إن شركته ستطلق، الأحد، مبادرة لاستضافة 100 شركة برمجيات مصرية على شبكتها للحوسبة السحابية.

وأضاف «طلعت»، في مقابلته مع «رويترز»، «سنطلق بداية من اليوم مبادرة بالتعاون مع هيئة تنمية صناعة تكنولوجيا المعلومات(ايتيدا) مصر، لإستضافة 100 شركة متخصصة في البرمجيات بمصر على خمسة مراحل ولمدة عامين».

وتابع «سنستضيف البرامج والتطبيقات الخاصة بالشركات المصرية لدينا على الحوسبة السحابية الخاصة بنا مجاناً.. سننقل الشركات المصرية من التسويق المحلي لبرامجهم إلى التسويق العالمي».

وأكد على أن «هذه المبادرة ستعمل على تنمية مهاراتهم في الحوسبة السحابية، وتؤكد على ريادتنا في هذا المجال، كما سيستفيد عمل شركتنا من هذه المبادرة من خلال إيجاد البرامج والتطبيقات التي يحتاج إليها».

وأشار إلى أن «لدينا ستة مراكز متخصصة في مصر نخدم من خلالها جميع دول العالم في تقديم خدمات متكاملة في صناعة البرمجيات ومراكز الاتصال والخدمات الاستشارية».

وقال «طلعت»: «خلال الثلاث سنوات الماضية أضفنا ثلاثة مراكز من الستة الحالية وهذا يؤكد مدى اهتمامنا بالسوق المصري.. مع زيادة الاستقرار السياسي والاقتصادي وزيادة الأمن سنعمل على زيادة عدد مراكز الخدمة».

واختتم مدير شركة IBM حديثه، «نركز على إفريقيا والسوق المصري لأننا نرى أن هذا السوق لم يصل بعد إلى حد التشبع.. لمصر دور هام في توصيل تكنولوجيا IBM للسوق الأفريقي»

Dell تقدم الجهازين اللوحيين Venue7 و Venue8 مع نظام KitKat ومعالجات 64bit



في حين أن Dell ليس هو الاسم الذي يتبادر إلى الذهن عندما يتم النقاش حول لوحيات الاندرويد، فإن الشركة الأمريكية تحاول تجربة حظها ليس مع جهاز لوحي وإنما مع جهازين جديدين مدعومين بنظام الأندرويد، وهذين الجهازين يحملان الأسماء Dell Venue 7 و Dell Venue 8، وكلا الجهازين يدعمان نظام الأندرويد KitKat 4.4 وتم الإعلان عنهما في معرض Computex 2014 المقام حالياً بالعاصمة التايوانية تايبيه.

بخصوص الجهاز اللوحي Dell Venue 7، فهو يضم شاشة 7 إنش بدرجة وضوح HD كما أنه مدعوم بمعالج ثنائي النوى من نوع intel Atom Z3460 بتردد 1.6GHz مع العلم بأن هذا المعالج يأتي بمعمارية 64bit. أما بخصوص الجهاز اللوحي Dell Venue 8، فهو يأتي مع شاشة 8 إنش بدرجة وضوح Full HD، فضلاً عن معالج ثنائي النوى من فئة intel Atom Z3480 بتردد 2.13GHz وهو أيضاً يأتي بمعمارية 64bit. وتجدر الإشارة إلى أن هذين المعالجين يعتبران من سلسلة معالجات Merrifield التي أعلنت عنها شركة intel في شهر فبراير الماضي وبالضبط في معرض MWC 2014. ويغض النظر عن ذلك، فإن كلا الجهازين يأتيان مع كاميرات خلفية بدقة 5 ميغابكسل وتكنولوجيا Waves MAXXAudio Pro لجعل تجربة الصوت في هذين الجهازين غامرة وعالية الأداء.

الجهازين Dell Venue 7 و Dell Venue 8 سيكونان متاحين للشراء بدءاً من 1 يوليو عبر الموقع الرسمي لشركة Dell. وبالنسبة لتكلفة الجهاز اللوحي Dell Venue 7 فهي تصل إلى 160 دولار، في حين تبلغ تكلف الجهاز اللوحي Dell Venue 8 حوالي 200 دولار. وسيتم الكشف عن المزيد من التفاصيل حول كلا الجهازين في الأشهر القليلة المقبلة

مايكروسوفت تعتزم إطلاق "ويندوز ٩" في أبريل ٢٠١٥



تعتزم شركة "مايكروسوفت" خلال مؤتمر المطورين "بيلد 2014" (Build 2014) الكشف عن خطتها الخاصة بالإصدار القادم من نظام التشغيل التابع لها "ويندوز" والذي سيجمل الاسم الرمزي "العتبة" (Threshold)، حسبما أفاد المدون التقني "بول ثوروت".

وذكر ثوروت صاحب موقع "سوير سايت فور ويندوز" (SuperSite for Windows)، أنه من المحتمل أن تقوم الشركة الأمريكية بإطلاق اسم "ويندوز 9" على الجيل القادم من نظام التشغيل، وهي النسخة التي تشير الترسبات إلى أن "مايكروسوفت" تسعى من خلالها لجلب عدد من التغييرات الجذرية على "ويندوز 8"، مثل إعادة زر قائمة "ابدأ"، بالإضافة إلى أنها ستكون منصة تقاربية تشمل "ويندوز فون" و"ويندوز آر تي"، وذلك في سبيل تقوية الترابط بين أنظمة التشغيل الثلاثة.

يُشار إلى أن "ويندوز 8" الذي مر على إطلاقه أكثر من عام، يعاني من قلة تبنيه من قبل المستخدمين، لصالح نظام "ويندوز 7"، بالرغم من إطلاق الشركة العديد من التحسينات في الإصدار "المجاني" والذي حمل الرقم 8.1.

ومع أن "مايكروسوفت" تقوم كل عام خلال مؤتمر المطورين (BUILD conference) – المزمع عقده هذه السنة في أبريل – بإطلاق نسخة تجريبية من الإصدار التالي من نظام التشغيل "ويندوز"، سيكون الحال مختلفاً خلال (Build Conference 2014)، فبحسب ثوروت، ستقوم الشركة بإطلاق تحديث جذري لنظام "ويندوز 8.1" إلى جانب إطلاق "ويندوز فون 8.1" الخاص بالهواتف الذكية.

ونقل ثوروت عن مصادره أن "ويندوز 9" سيتم إطلاقه في أبريل من العام القادم 2015 مع تغييرات جذرية مُحسنة بالإضافة إلى تطوير واجهة مستخدم "عصرية"، وقُصّل نسخ نظام "ويندوز" إلى نسختين رئيسيتين، إحداهما للمستهلكين العاديين والأخرى لقطاع الأعمال.

تجدر الإشارة إلى أن تقرير صدر بداية ديسمبر الماضي لفت إلى أن "مايكروسوفت" تسعى ضمن الخطة الجديدة لجعل حزمة تطوير التطبيقات لأنظمة التشغيل الثلاثة متماثلة إلى حد كبير، وذلك كخطوة أولى لتوفير متجر تطبيقات واحد عبر منصات "ويندوز" المختلفة، وذلك لزيادة عدد التطبيقات المتوافرة لمستخدمي أجهزتها.

وأكد التقرير أن تلك الخطة وضعت لتنفيذ استراتيجية "مايكروسوفت" الجديدة (One Microsoft)، التي كشف عنها "ستيف بالمر" في يوليو 2013 الماضي، وهي الاستراتيجية التي تضمنت إعادة هيكلة الشركة لتعمل معاً على المنتجات الجديدة وليس بشكل منفصل كما اعتادت الشركة الأمريكية في السابق.



«كل حوار جيد يبدأ
بالإنصات الجيد و هكذا
التواصل مع الآخرين»



«الإبداع ما هو إلا
عبارة عن تواصل
الأشياء و الأشخاص
و الأفكار»

رسالة من الإدارة

نحافظ على تواصلنا... نبني مستقبلنا

حسانين توفيق . العضو المنتدب لشركة أكت



نواجه في هذه الأيام تحديات جديدة في بناء مستقبل بلدنا الحبيب، لذا فمن المهم أن نكون على اتصال دائم بالآخرين وذلك بالحفاظ على تواصلنا مع عائلاتنا والجيران والزلاء والموظفين والشركاء، و بحفاظنا على هذا التواصل نستطيع ان نتبادل أفضل الممارسات والخبرات فيما بيننا، وليس هذا فحسب بل سنستطيع ايضاً أن نحصد بهجة مواجهة التحديات والعقبات معاً والتمتع باجتيازها بنجاح.

وبالنظر الى تاريخنا العريق...

الذي يمتد لأكثر من ٧٠٠٠ سنة سنجد ان مصر على مر العصور كانت هي الرائدة في كافة المجالات في الطب والفلك والبناء والعمارة، مما يعطينا دفعة الى ان يكون لدينا مستقبل اكثر اشراقاً وذلك بالتعلم من الماضي ونجاحاته، والبعد عن كل الاخفاقات ووضعا في الحسبان لعدم تكرارها، وتعتبر هذه الطريقة هي افضل الطرق للتعلم من تاريخنا العريق والحفاظ على التواصل معه. والان .. و مع أسلوب الحياة العصرية، و تحديات الحياة اليومية و المتغيرات السريعة للحياة، فلقد فقدنا تواصلنا مع عائلاتنا وجيراننا، وانخفض مستوى التواصل مع الاقارب وخسرنا تقاليدنا وعاداتنا بسبب استخدام تقنيات الاتصال الحديثة، وبالعودة إلى عاداتنا و تقاليدنا المصرية في التجمعات العائلية وتبادلنا تحديات حياتنا اليومية وتعاوننا معاً، سنحصل على حلول لهذه التحديات، فإتحادنا وترابطنا في غاية الأهمية للوصول و الحفاظ على النجاح.

اما عن الحفاظ على التواصل مع الموظفين لزيادة الإنتاج و التنمية...

ففي ACT، نعتبر أنفسنا جميعاً أسرة كبيرة داخل وخارج بيئة العمل؛ نبني علاقاتنا مع العاملين في كافة المستويات على أساس العائلة. لأننا نؤمن بأنه إذا واجه أي فرد من أفراد ACT صعوبة فسوف تنعكس بالتأكيد على كافة افراد الاسرة في ACT ، وبالتالي، لن يكون هناك أية انجازات في العمل، ووفقاً لذلك لن تكون لـ ACT قيمة مضافة في بناء مستقبل أكثر إشراقاً لبلدنا. هذا التواصل مع موظفينا كعائلة واحدة كبيرة، ضمن إستراتيجية ACT في السوق المصري لأكثر من ٢٥ سنة من النجاح.

في النهاية، دون الحفاظ على تواصلنا مع التاريخ، والناس والموظفين سنواجه الكثير من الصعوبات للوصول الى النجاح المطلوب، وبالتالي لن نستطيع بناء ما تستحقه مصر بالشكل المطلوب مننا جميعاً ... لذا دعونا جميعاً نحافظ على التواصل..

”دون الحفاظ على تواصلنا مع التاريخ، والناس والموظفين سنواجه الكثير من الصعوبات للوصول الى النجاح المطلوب.“

كل عام
وأنتم بخير

تتمنى أن يكون هذا العام الجديد الإنطلاقة الحقيقية لمصرنا نحو نجاحاً عظيماً و أن يكون أيضاً إنطلاقة جديدة تضاف إلى نجاحات شركة **ACT** و موظفيها و شركائها.

٢٠١٥



"Communication - the human connection - is the key to personal and career success." Paul J. Meyer

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Mr. Hassanien Tawfiq

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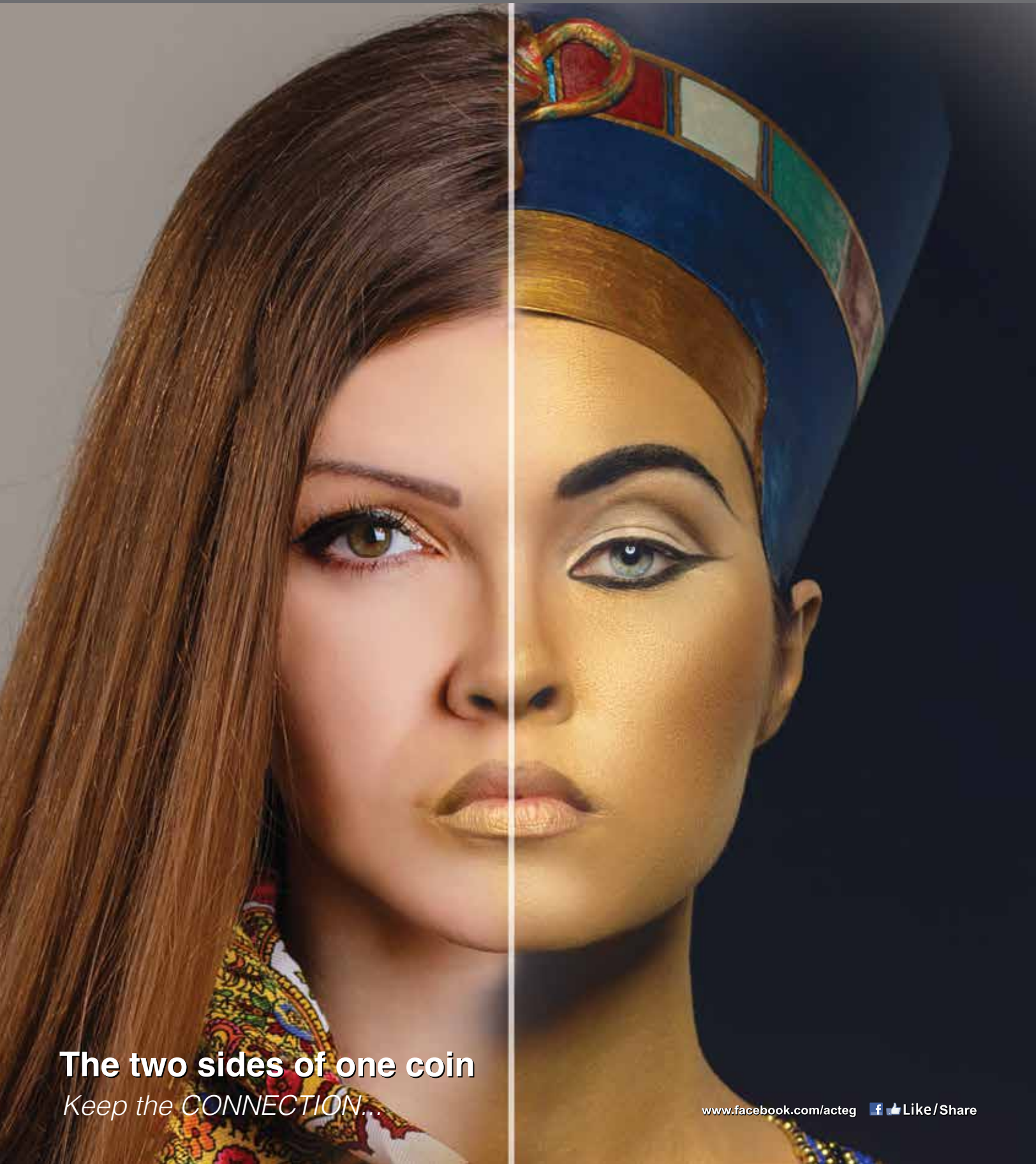
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THE GREATER THE OBSTACLE

THE MORE GLORY IN OVERCOMING IT



The two sides of one coin

Keep the CONNECTION...