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YOU ARE AN EGYPTIAN







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**Mr. Hassanein Tawfiq**  
ACT Managing Director

# Message From ***The Management***

**Dear Reader,**

***What a year!***

Over the past year, Egypt has witnessed a tremendous change.

From pessimist to optimist views, consider me one of the optimistic citizens who believe that "it only gets better after it gets worse".

I believe that the newly gained political freedoms would lead to a better Egypt yet I realize there would be a price to pay for freedom. Any revolution is followed by a period of political instability which has a negative impact on the country's economy. We all anticipated this stagnation was coming, but as soon as stability returns to the country, things will be better than they were.

Look at the ability of Egyptian youth to deal positively with IT tools! Look at the diffusion of ICT across the society and how it led to a one of a kind revolution that amazed the world!

I can't help it but feel part of the revolution by being one of the earliest entrepreneurs in the ICT market.

ACT has been widely engaged in building up the ICT infrastructure in Egypt.

I believe that in order to generate economic development and growth, ICT need to be transformed into economic activities offering services, applications and content that create new markets, reduce costs and increase productivity.

I am always being asked the question: 'What can we do in order to highly position Egypt?'

My answer is "Every heart makes a difference", we should step forward as individuals, organizations and groups who are willing to connect their energy and love to take Egypt from where it is to where it has to be. It is only with Love to our country that we can conquer the world.

I am not denying the right to protest, it is good that people are demanding that their voice be heard, but we have to be streetwise here.

If the protests are angry, aggressive and hostile they are doing exactly what the manipulators want. Imagine the power of replacing stand up angry protests with positive energy that join to produce more, learn more and collaborate more for the welfare of the country.

Imagine that instead of shouting slogans or abuse at the authorities and police, we just sit down to discuss feasible solutions to our problems. Imagine that rather than accusing each other of having "personal agendas", we all raise our voices again with **"Hold Your Head Up High; You're an Egyptian"**.

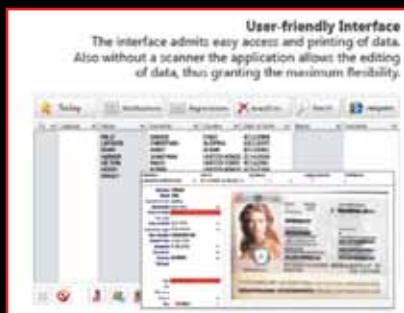
Remember that our Egypt is still in the Transition phase and we need to be patient and optimistic to make all the wonders happen.

*Thanks,*

***So Let's ACT Together...***

# A Hospitality Scan

**“ACT delivers Pickalbatros an easy scanning system of passports for guests and much more”**



## Pickalbatros

Group is a privately-owned Company; A wide variety of hotel properties located in prime locations on the Red Sea coast, offering highly personalized and valued services to guests and unique regional architectural style with instinctive décor, providing superior service.

Matching the idea to always centre on guests and their requirements, the Pickalbatros group decided to digitalized its check-in process. Thanks to **Advanced Computer Technology (ACT)** in cooperation with **Adria Passport Scan**

the receptionist can now fully concentrate on the guests and interact instead of filling in forms. IN SEVENTEEN properties, huge clients' base around the globe Pickalbatros front office staff can securely scan & electronically READ guest passport & ID cards and transfer the textual data and

images directly to the Property Management System Suite8 with the help of Micros-Fidelio Direct interface.

PassportScan uses OCR to scan the data contained in identification documents within a few seconds and immediately forward it to the PMS using the new technology.

**ACT with its partner Adria PassportScan** help Pickalbatros to reduce guest check-in time and create digital storage of identification details for future processing & archiving. Also AdriaScan saves time & costs of document copying, filing and storage, eliminates / minimizes labour of manual data entry & associated errors, and automates the process of collection, submission & filing

AdriaScan solution proposed by ACT offers to Pickalbatros Management multi benefits such as :  
Improved staff output , Central database of guest data - easy for storage, back-up, search and track , Management reports daily and monthly reports , Minimize cost of photocopying , Minimize cost of storage, Eliminates storage space requirement for document copies.



**Mr. Abdel Nasser Rabee**  
Director of Finance





# E5000 G2

## Messaging System

for Microsoft Exchange - {Overview and Features}



### Overview

HP E5000 G2 Messaging System is the industry's first fully self contained appliance built for the next-generation of Microsoft Exchange to deliver enterprise-class messaging to businesses of all sizes. Built as a turnkey solution that can be up and running in a few hours vs. days, the HP E5000 G2 Messaging System gives business users the experience they want most: large mailboxes, centralized archiving of mailboxes files and 24x7 access from any device. IT staffs benefit the solutions simplicity to setup, scale and manage and to meet new demands affordably. Ideal for multi-site enterprises as well as branch office and remote office environments, each HP Messaging System delivers greater simplicity and accelerates deployment with preconfigured solutions starting at 500 mailboxes up to 3000 mailboxes, while delivering large, 1 to 2.5 GB mailbox sizes. Clients can grow by adding storage capacity or more appliances within the environment up from hundreds to as many as 15,000 mailboxes.

### Features

#### Partner with HP and Microsoft on your Exchange 2010 Migration Plan

- HP and Microsoft have entered into a \$250 million joint investment to deliver converged application solutions that include software, servers, storage, networking, and support. Solutions include the HP E5000 G2 Messaging System which is a preferred Exchange 2010 solution by both HP and Microsoft.
- 44% of all Microsoft Exchange deployments run on HP ProLiant servers. HP employs more than 22,000 Microsoft certified professionals. HP is the only Microsoft partner to be named Enterprise Partner of the Year on 5 different occasions.
- Engineers from both companies have jointly developed best practices and designed them into purpose-configured, self contained solutions to ensure service levels.

#### Setup Complete Exchange Environments in Hours Versus Days

- Plan and configure a solution in seconds with complete solutions packaged into a single part number. Deploy with confidence using purpose-built hardware for Exchange 2010 with jointly developed best practice decisions designed in.
- Guided installation and verification: Wizard-based setup tools make it easy to get both Windows and Exchange configured and running quickly – and you can use the HP Sizer for more detailed configurations.
- Tools for migration, backup, and more: Coming soon, HP and Microsoft are creating new tools to help you save time and make management simple, including quick deployment, mailbox migration, monitoring and more.

#### Have Confidence Service Levels are Met and Operational Costs Stay Down

- Use pre-sized, pre-tested configurations to ensure the solution works as advertised. Self contained solutions help avoid any unwanted impacts on your existing environment.
- Designed for efficiency, power and cooling costs are reduced by up to 30% with 25% less footprint and less components than alternative server solutions. The purpose-built hardware is designed to use inexpensive direct attached storage which also keeps costs down.

# “ a journey to success ”

“ACT and HP in a successful partnership journey towards customer's needs satisfaction”

ACT-HP partnership is a shared journey since ACT's foundation to deliver their customer the best-of-breed solutions & satisfy all their needs



in 1988, ACT was the sole agent for Compaq in Egypt, until the merger between Compaq & HP in 2000. Starting from 1st of September 2003, ACT was assigned by HP to be a sales & services partner (SSP).

and over the years ACT has the highest level of trust, outstanding implementation methodology and service management skills, qualification and technology, that's why ACT has become HP Gold preferred partner form 2009 till now.

ACT is keen to build collaborative teams and relationships within its organizations to increase its team's capacity and qualifications to meet all the requirements of our customers by providing them with the needed support to upgrade their certificates and increase the know-how. and for moving ahead on this path, ACT has managed to have motivating experience with 2 of its engineers:

- Eng. Tarek Amer
- Eng. Wael Afify

By encouraging them to complete all the requirements as prescribed by HP ExpertOne to be HP Master Accredited Systems Engineer.

This master-level certification validates the technical expert's ability to drive storage strategy at the overall infrastructure level rather than the product level. Master ASE certified professionals shift the storage infrastructure to deliver cloud services and mission-critical applications from a cloud data center, leveraging Cloud-System Matrix and using Storage Provisioning Manager to auto-

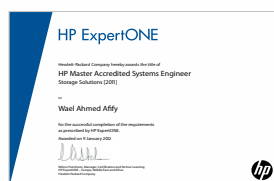
provision multi-tiered storage in a federated data center.

The data center is undergoing its most dramatic shift since the move to client server computing 20 years ago. HP sees two major tectonic shifts happening in IT: the move to secure multi-tenant computing, and the shift to cloud delivery models. HP Storage is best positioned to capitalize on these trends and deliver leading solutions to the challenge of today's unpredictable workloads and explosive data growth that legacy storage architectures are unable to meet.

The Master ASE has the broad knowledge and skills necessary to architect a customer's enterprise-wide storage solution that will drive business enablement.

**This professional ensures that the storage architecture is:**

- Virtualized to allow dynamic provisioning of resources to support applications when capacity is needed most.
- Capacity optimized to lower the cost and reduce management complexities when responding to explosive data growth.
- Application integrated to enable smooth orchestration across the network and allow massive data sets to bypass network limitations.
- Standardized on common platforms and components to lower costs and enable scale-out architectures.







**HE** multifunctional enterprise-class AP-93H 802.11n access point (AP) easily mounts to an Ethernet wall plate and uses the existing structured cabling system to provide secure wired and Wi-Fi network access in dormitories, classrooms, hotels, medical clinics and multitenant environments.

Capable of delivering high-performance Wi-Fi services to multiple rooms, the AP-93H greatly simplifies RF coverage planning and significantly reduces wireless LAN (WLAN) deployment costs. The AP-93H is built to provide years of trouble-free operation and is backed by a limited lifetime warranty.

Delivering wire-like performance at data rates up to 300 Mbps, the AP-93H features a single 2x2 MIMO 2.4-GHz or 5-GHz dual-band radio with internal antennas. For wired connectivity, it features four 10/100 BASE-T switch ports, an additional pass-through RJ-45 port and a 10/100/1000BASE-T uplink port that can operate from an 802.3af power-over-Ethernet (PoE) source or a 12-volt DC power supply.

Working with centralized Aruba Mobility Controllers, the AP-93H delivers secure, high-speed network services that move users to a “wireless where possible, wired where necessary” network access model.

The network can then be rightsized by eliminating unused Ethernet switch ports, which reduces operating costs. The AP-93H leverages wireless as a primary connection with speed and reliability comparable to a wired LAN. High performance is maintained using channel bonding, block acknowledgement and MIMO radios, while advanced antenna technology increases range and reliability.

The AP-93H also supports Adaptive Radio Management™ and spectrum analysis to maximize client performance and mitigate RF interference across the 2.4-GHz and 5-GHz radio bands.

In addition to wired and wireless connectivity, the multifunctioning AP-93H supports a variety of operating modes, including wireless LAN (WLAN) access with part-time air monitoring, dedicated air monitoring for wireless intrusion protection and spectrum analysis, Remote AP (RAP) functionality and secure enterprise mesh.





## Infor EAM @ Barclays by ACT

Barclays Bank Egypt has a long history of world class financial servicing in Egypt, having been strongly present in the Egyptian market since 1864. It has a wide network of 60 branches in 22 governorates all over Egypt. Building upon a long history in the Egyptian market, Barclays Bank Egypt today has a well spread client base including leading international, regional and domestic companies as well as a strong base of retail banking customers. In 2011 Barclays Egypt was named "The Most Effective Recovery of the Year" during Egypt's revolution aiming to recognize excellence in business continuity and operational risk management. Barclays Bank Egypt is keen to provide its corporate clients in various business areas with expert financial solutions. And in order to improving operations and performance, and to ensure the best possible fit for the customer's asset management needs, Barclays get the support of Advanced Computer Technology (ACT) to start use Infor Enterprise Asset Management (EAM) to better manage, maintain, and track their assets, as well as drive better decision-making in maintenance, inventory/warranty, uptime, risk management and strategic planning. With this successful installation by ACT, Barclays now can easily by using the Barcoding module design and print labels for assets, providing increased mobility and systems functionality. Labeling assets streamlines the tracking

and relocating of assets, warranty activation and updating, work registration, and other functions. Also EAM help out the bank to Identify, track, locate, and analyze physical assets, and facilitate metered usage measurement, also integrate with the core banking system to send the depreciation amount directly on a monthly basis.

"We are glad to support Barclays Bank with its network of 60 branches and 89 in-branches and off-site ATMs helping them identifying and tracking their assets efficiently, which facilitate them reduce costs, and enhance their capacity for top-line growth" said Eng. Maged Taha; ACT Senior Applications Marketing Manager.

ACT understands the IT needs for the Banking sector, and offers advanced suite of business intelligence solutions including: Enterprise Planning, Risk Management, Consolidation, and Subsidiary Management Solutions, application software packages, business, office, professional and financial integrated software for offices, word processing Software, data warehousing Software, archive management Software, accounting applications, costing software, payroll Software to customer specification, Software for banking and stock broking applications to customer specification, Internet banking/e-banking Software to customer specification, safety training programs software to customer specification.



**micros**  
We're powering the hospitality industry.

## 8.9 – Suite8 Home Page



# Suite 8 now on web with Home Page

### Great for making online reservations!

Now Guest can make reservation directly from web to suite 8 using “ Suite8 home page” with very simple control and great view Hotel guest can make reservation from mobile , all the hotel management can control the daily operation and follow up the situation of the hotel by mobile.

### Questionnaire online.

Now Hotel can listen to the customer with an online questionnaire – emailed directly to each departed guest.

### Bonus Card.

Now Hotel can encourage customer loyalty with Suite8 bonus program , points can be earned and redeemed seamlessly, enroll on the homepage and... monitor or use points earned directly online.

### Table reservations.

Suite8 home page offer an integrated table reservation ,no need for paper or additional software.

### Selling Vouchers online.

### Advertising.

With Suit 8 home page , hotel got a Built in advertising ticker no need for advertising agent! Promote offers via Social Media.



# AVAYA

The Power of We™

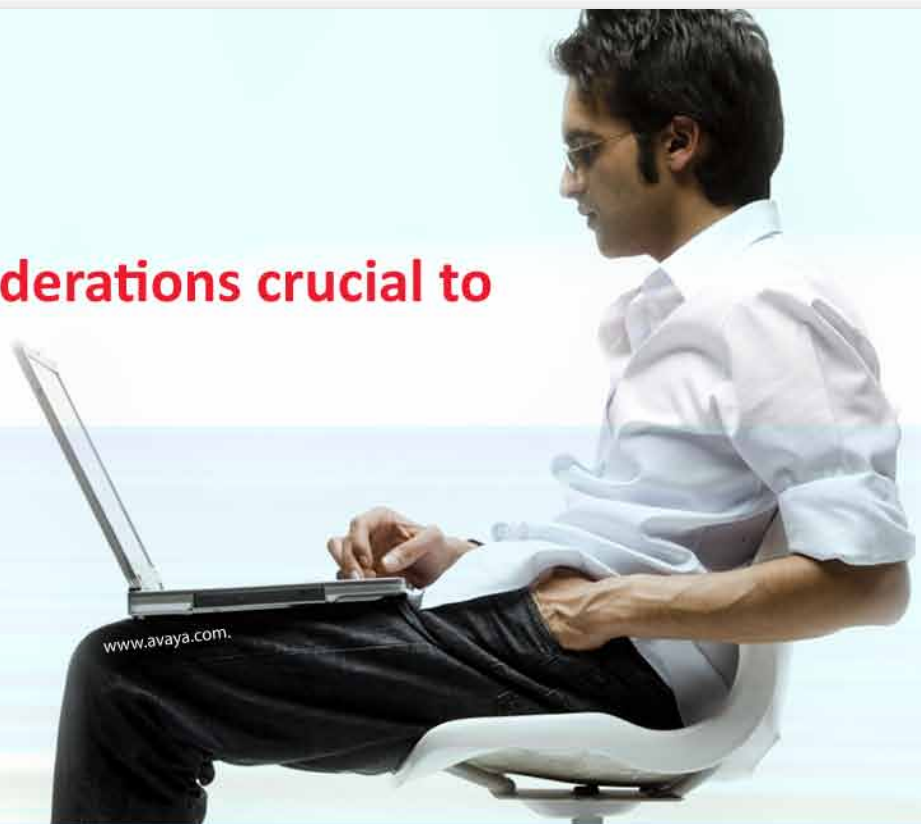
## Networking considerations crucial to the successful next-generation Data Centre

Consolidation, virtualisation, and Cloud Computing are the trends transforming the Data Centre faster than at any other time in history. Virtualisation has significantly impacted the software and server industries and is now beginning to have a similar effect on networking and storage. Old technologies and architectures are out of date and only serve to perpetuate burdensome complexity that adversely impacts today's new dynamic computing environment. It is no surprise then that businesses are looking for a next-generation network architecture which will help them simplify the design, deployment, and management of the underlying infrastructure.

Today, a successful business needs to be agile. When it comes to their information systems businesses want the ability to seamlessly move virtual machines between more than just servers in the same rack – they also need to be able to move them across and between Data Centres.

Hence they seek a networking infrastructure that can support and complement the dynamic changes in their virtual computing environments; one that automates the provisioning of network edge devices as virtual machines migrate from server to server.

These are the capabilities that customers will now demand from their networking vendors – all without increasing the risk to their businesses or adding to the complexity of their network architecture.



Provisioning the network to support the seamless migration of virtual machines is a common challenge, and it entails extending a Layer 2 network throughout the Data Centre environment. Businesses have traditionally employed technologies like Virtual Local Area Network (VLAN) or Virtual Private LAN Service (VPLS) to extend the network, but these approaches have significant time-to-service limitations and carry the high risk of human-induced configuration error, due to the multitude of changes required along an extended connectivity path.

Shortest Path Bridging (SPB), the IEEE's 801aq standard, is the next-generation technology specifically created to reliably virtualise the Data Centre environment and beyond. SPB is an open technology that allows businesses to greatly simplify how they create and configure networks – across the enterprise and to integrate with the Cloud – by empowering edge-only service provisioning. Once the edge is provisioned, the network automatically and instantaneously reconfigures all relevant devices and links.

SPB provides businesses with the agility and mobility they demand when creating and managing the Private Cloud, with the elimination of complex, antiquated protocols being an added benefit.

Optimising east-west traffic flows is something else that requires special consideration as applications evolve and become far more complex; server-to-server traffic is quickly outpacing client-to-server traffic and is soon predicted to account for almost all Data Centre traffic. As a result, businesses will need to select Top-of-Rack (ToR) solutions that not only support high performance local switching, but also enable high-capacity switching across numerous racks, avoiding the unnecessarily transit through the core of the network.

The optimal solution is to use a high-speed inter-connect between the racks, and therefore ToR Switches should implement specialised technology; 10 Gigabit and the emerging 40 Gigabit connectivity alone will be insufficient. In order to augment the resiliency model, businesses should also consider a solution that implements dual ToR Switch, one that delivers active-active dual-homing for servers or storage devices and completely eliminates single points-of-failure.

Now, more than ever, enterprises need to pragmatically assess all available solution options and gauge their value in relation to the challenge faced in sustainably delivering high quality information services to the business.

Astute decision makers will seek out those solutions that simply the delivery of consistently optimized end-to-end connectivity between users and their content.



# Microsoft® System Center 2012

## Cloud and Datacenter Management

Microsoft System Center 2012 transforms the way you deliver IT and application services to your organization, optimizing resources across public and private cloud, managed from a single pane of glass.

System Center 2012 cloud and datacenter management solutions help you:

**DELIVER FLEXIBLE AND COST-EFFECTIVE INFRASTRUCTURE USING WHAT YOU ALREADY OWN.** Integrate heterogeneous datacenters and pool your datacenter resources into a private cloud. Give business users self-service access to infrastructure while you retain control of your IT assets.

**PREDICT APPLICATION SERVICE LEVEL AGREEMENTS (SLAS) WITH CONFIDENCE.** Gain deep insight into what's happening to applications inside your servers and virtual machines to address issues faster.

**MANAGE PRIVATE AND PUBLIC CLOUD COMPUTING IN ONE PLACE.** Build your own hybrid cloud, exercising your choice of where to run application workloads, whether in your private or a public cloud. Then manage both from the same screen.



### Microsoft® System Center 2012

- App Controller
- Operations Manager
- Orchestrator
- Service Manager
- Virtual Machine Manager
- Data Protection Manager
- Endpoint Protection
- Configuration Manager

Cloud computing is transforming the way enterprises provide and consume IT services with the promise of more productive infrastructure and more predictable applications.

Business users see cost savings and flexibility when they consume IT as a Service—a service that they self-allocate through a portal, that scales up or down according to their needs, and that they pay for based on use.

Datacenter administrators see cost savings by pooling shared resources into a private cloud that serves multiple business users who consume only what they need. Flexibility comes from leveraging public cloud resources to complement on-premises capacity.

System Center 2012 enables enterprises to benefit from both private and public cloud computing while still satisfying their unique business needs. It organizes existing IT assets (network, storage, compute) into a private cloud that is seamlessly integrated with public cloud services—a hybrid cloud you can manage from a single pane of glass.

Deliver flexible, cost-effective infrastructure using what you already own

### Heterogeneous support

System Center 2012 enables you to integrate a wide range of technologies into a coherent private cloud:

- Manage different hypervisors centrally from a single pane of glass with support for Windows Server Hyper-V, VMWare vSphere, and Citrix XenServer.
- Monitor Windows Server, Sun Solaris, and various Linux and Unix distributions.
- Integrate toolsets from HP, CA, BMC, EMC, and VMware into automated workflows.



Create clouds from your existing IT infrastructure.



## Cloud and Management

### Process automation

Make your private cloud more efficient by building automated workflows for standard processes such as incident management, problem management, change management, and release management.

### Self-service infrastructure

Standardize compute, network, and storage resources into a private cloud fabric that is then allocated to business units using Active Directory.

Use a service catalog that enables application owners to request and consume capacity in self-service mode.

### Predict application SLAs with confidence

### Deep application monitoring and problem diagnosis

Deep integration with .NET applications enables developers to pinpoint the root cause of application issues down to the offending line of code, enabling faster discovery and resolution.

Easy-to-use dashboards and reports help you effectively track and communicate the status of your SLAs.

Integration with Visual Studio enables seamless collaboration between development and operations teams so they can resolve problems faster and improve SLA compliance.

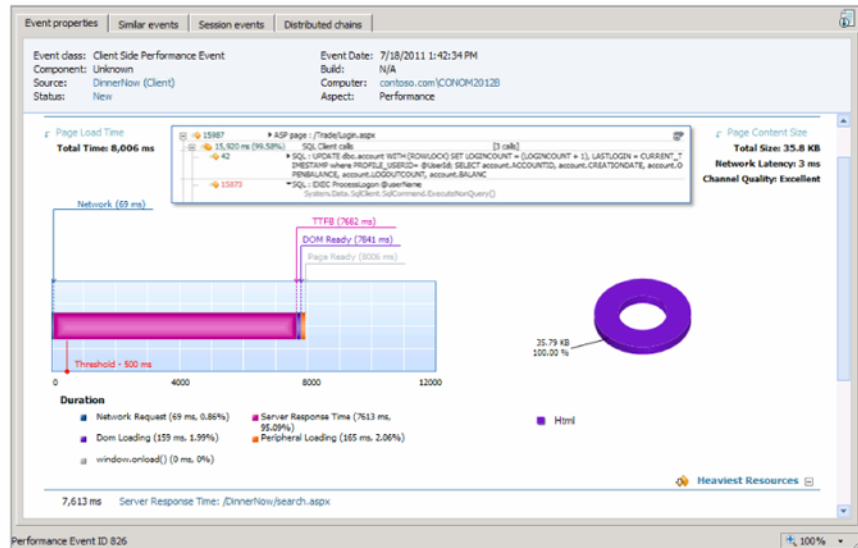
### Standardized provisioning of application services

Draw on the service-modeling capabilities in service templates so that application owners can repeatedly and reliably compose, configure, and deploy application services to the cloud.

Visualize application service deployments as well as reconfigure them across private and public clouds.

### Simplified management of applications

Ease deployment of applications to the cloud through Server Application Virtualization (SAV), which removes application dependencies on specific infrastructure. SAV can also reduce



Quickly pinpoint application performance issues for rapid resolution.

administrative effort and expense by simplifying application servicing through image-based management.

### Manage private and public cloud computing in one place

### Application self-service across clouds

Application owners get a consistent self-service experience by providing single-pane-of-glass visibility and control across private cloud and Windows Azure application services.

### Flexible delegation with control

Construct and manage clouds across multiple datacenters, infrastructures

(Microsoft, VMware, and others), and service providers such as Windows Azure.

Delegate authority and enable self-service flexibility without sacrificing the centralized control IT pros need to ensure security and compliance.

### Physical, virtual, and cloud management

Extend familiar on-premises management to hybrid cloud environments.

For more information about System Center 2012, visit [www.microsoft.com/systemcenter](http://www.microsoft.com/systemcenter).

System Center 2012									
All Public and Private Clouds (11)									
Cloud	Connect	Deploy	Remove	Properties					
Cloud	Connection name	System type	Description	Subscription ID	vCPU capacity	Memory capacity	Disc Space		
Windows Azure	Acceptance Testing	Windows Azure	Subscription for...	1A29E7E-4C1...	0 / 0	0 GB / 0 GB	0 GB / 0 GB		
Windows Azure	Dev's Cloud	Windows Azure	Developer Dev's...	C3C79174-0F3F...	0 / 0	0 GB / 0 GB	0 GB / 0 GB		
Windows Azure	Development	Windows Azure	Subscription for...	66C67465-BED...	0 / 0	0 GB / 0 GB	0 GB / 0 GB		
Windows Azure	Production	Windows Azure	Subscription for...	0FF9208C-873F...	0 / 0	0 GB / 0 GB	0 GB / 0 GB		
Windows Azure	Repro	Windows Azure	Subscription for...	13d6787c-149c...	0 / 0	0 GB / 0 GB	0 GB / 0 GB		
Windows Azure	Test	Windows Azure	Subscription for...	1A36CE24-4D1...	0 / 0	0 GB / 0 GB	0 GB / 0 GB		
VMM Staging	Development - Bronze	VMM Staging	Virtual Machine Manager 2012: Bronze service level cloud...		12 / unlimited	48 GB / 256 GB	480 GB / 10,000 TB		
VMM Staging	Development - Silver	VMM Staging	Virtual Machine Manager 2012: Silver service level cloud...		24 / 64	96 GB / 256 GB	960 GB / 5,000 TB		
VMM Production	Production - Gold	VMM Production	Virtual Machine Manager 2012: Production cloud with...		400 / 512	1,00 TB / 4,000 TB	15,000 TB / 20,000 TB		
VMM Production	Test - Bronze	VMM Production	Virtual Machine Manager 2012: Bronze service level cloud...		120 / 256	480 GB / 512 GB	4,000 TB / 10,000 TB		
VMM Production	Test - Silver	VMM Production	Virtual Machine Manager 2012: Silver service level cloud...		128 / 256	480 GB / 512 GB	8,000 TB / 10,000 TB		

Monitor resources across both private and public clouds in the same place.

# Performance Management



## PM Modules Includes :

- Budgeting & Planning
- Forecasting
- Consolidation
- Reporting & Analysis

Infor launches **INFOR<sup>10</sup>**



# INFOR 10 ION BI

## Executive summary.

People throughout your organization are called upon daily, if not hourly, to make decisions that affect your business performance. Who could blame you for wanting them to make the right decision and make it quickly? But no matter how experienced and dedicated your employees are, they'll only consistently make the right decision if they consistently get easy access to clear, accurate, and actionable information. What can you do to help them and your company? Identifying and implementing the right business intelligence (BI) solution is an essential step.

If you choose to upgrade your business intelligence solutions you'll have lots of company, according to research by Gartner, Inc. In a 2011 survey of 344 chief financial officers, Gartner found that business intelligence was considered the top technology investment for chief financial officers and more than half, 54%, planned to upgrade their BI solution during the next two years.

Since every company—large or small—depends on business intelligence to make the best decisions, the basic question is not, "Do I need a business intelligence solution? Instead, it's "What business intelligence solution do I need?" In this white paper, we help you answer this question. We explore the fundamental impediments to good decision-making that affect companies of all sizes, in all industries—things like information that is hard to get, and hard to understand and use once you have it. There are many possible ways you can overcome these impediments and we describe the types of business intelligence solutions and the situations where they work best.. We also provide a brief overview of Infor's strategy for helping its customers use business intelligence to make decisions that contribute to better business performance.

## The Infor business intelligence strategy.

The Infor™ strategy for business intelligence is focused on helping companies that require specialized business intelligence capabilities meet their need to easily access, collect, analyze, and publish information

throughout their enterprise.

The Infor10 ION Business Intelligence solution combines advanced technology and a modern approach to usability and flexibility, raising the level of business intelligence beyond what is possible from a standard, multi-purpose ERP or other enterprise solution. The solution is an ideal complement to an established software infrastructure, whether based on Infor products or those of another vendor.

## What Infor10 ION BI does

Infor10 ION BI is used by more than 2,500 companies worldwide to get true business value from their data. The solution features capabilities to:

- **Collect:** Automatically gather data from across the enterprise and store it in one place.
- **aggregate:** Calculate and aggregate data multi-dimensionally in real-time and in the way you want and need it
- **publish:** Let business people see their data in the way they understand it in dashboards, in reports, or on mobile devices.
- **Filter:** Automatically filter data so users only see relevant information.
- **analyze:** Easily analyze the data, using standard analysis and reports that can change as a business changes.
- **Create:** Create new plans and budgets in a flexible way by entering new data directly or by copying existing patterns to future scenarios.
- **Model what-if scenarios:** Perform what-if comparisons and other scenario modeling tactics using multi-dimensional data and flexible capabilities.
- **rapid prototyping:** Rapidly model the business case and create a prototype which provides business value immediately.
- **Consolidate:** Create a statutory consolidation that is flexible and user-friendly

موقع

# جريدتك اليوم

## www.jaridatak.com

العديد من المصادر الإخبارية  
تمنحك المزيد من المعرفة





NEVOTEK

CISCO

SAMSUNG

COMMSCOPE

## أكت (ACT) تؤكد أن التكنولوجيا هي الوحيدة القادرة على تحقيق المعادلة الصعبة بالمناطق السياحية "أعلى جودة وأقل تكلفة" و تعلن عن وقوفها بقوة بصدد تحديات المرحلة الراهنة.

يقلم أحمد رشاد - عالم رقمي:

شركات السياحة القائمة بالفعل والتي تعمل بالطرق التقليدية كما يعتقد البعض ولكن المعنى الحقيقي لتلك الخطوة هو ضرورة التحرك السريع في هذا الاتجاه وهو ما تقوم أكت بتنفيذه حالياً بالتعاون مع عدد كبير من الشركات المتخصصة في هذا المجال سواء المتعلق منها بأعمال البنية التحتية للمناطق السياحية وتركيب الشبكات وتفعيل التطبيقات المناسبة للمجتمعات السياحية مثل تقنيات " IP TV – IP Phone – Internet – Games – Video On Demand – VOD – News Services – Data Security – Physical Security " وغيرها من أعمال التطوير والميكنة اللازمة والفعالة لخدمة القطاع السياحي مؤكداً بذلك أن أنظمة التجارة الإلكترونية تعتبر هي مستقبل السياحة داخل السوق المصري نظراً لما توفره هذه الأنظمة من آليات للبحث و المعرفة حول المناطق السياحية داخل مصر .

ليعلنون جميعاً وقوفهم بقوة أمام تحديات قطاع السياحة والعمل على إعطاء دفعة قوية لهذا القطاع لمواجهة مشكلاته وتحدياته المادية لتصبح بذلك أدوات ووسائل الاتصالات وتكنولوجيا المعلومات هي العنصر الوحيد القادر على تحقيق تلك المعادلة بتوفير أعلى مستوى من جودة الخدمات السياحية بأقل تكلفة ممكنة لتمكين القطاع السياحي من القيام بدوره بالشكل المناسب لإبراز قيمة مصر السياحية .

وفي هذا الصدد أكد المهندس أشرف مؤمن مدير قطاع الفنادق بشركة أكت إلى أن أهم خطوة خلال الفترة الراهنة في ظل حالة عدم الاستقرار في مختلف النواحي الاستثمارية بالسوق المصري هي تطبيق آليات التجارة الإلكترونية "E-Commerce" وذلك بهدف زيادة الاستثمارات المتخصصة في مختلف القطاعات الاقتصادية وأهمها بالفعل هو القطاع السياحي الذي من المتوقع أن يساهم في تطورات تكنولوجيا المعلومات والاتصالات في تدميته والنهوض به ، ويعد هذا توجه عالمي من الضروري تطبيقه داخل السوق المصري في أسرع وقت ممكن ، وليس معنى هذه الخطوة هو الاستغناء عن

أصبحت تطورات تكنولوجيا المعلومات والاتصالات هي المحرك الرئيسي لتنشيط العمل السياحي المصري خاصة في ظل الأوضاع الراهنة وحالة عدم الاستقرار السياسي والأمني التي تمر بها البلاد حالياً وهو ما انعكس بدوره على اقتصاديات قطاع السياحة الذي تراجع بصورة ملحوظة خلال العام الماضي ٢٠١١ مما دفع معظم الشركات والتجمعات السياحية إلى تخفيض حجم انفاقها بشكل عام بسبب حالة الركود التي شهدتها السوق المصري خلال تلك الفترة ولكن هل سيتمكن هذا القطاع من تحقيق أهدافه في تقديم أعلى مستوى من الخدمات السياحية في ظل وجود هذا التراجع ؟ معادلة صعبة أجابت عنها المبادرة التي أعلنتها شركة الحاسبات المتقدمة ACT خلال مؤتمرها الذي عقده مؤخراً بالفردقة بفندق تروبيتل سهل حشيش بالفردقة في الفترة من ١٩ الى ٢١ يناير ٢٠١٢ وذلك بمشاركة

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على سبيل المثال اتخاذ قرارات تيسر عملية المتابعة والمراقبة .



القادم وبالتالي فإن اسم مصر موجود في كل وسائل الدعاية والترويج وفي كل منطقة في أرجاء العاصمة الألمانية نظراً لأن هذا المعرض يعد من أكبر الأحداث السياحية بقارة أوروبا متوقعاً أن يساهم هذا المعرض في الترويج لمصر كمناطق سياحية عالمية وأن يتم الاقبال على مصر بشكل كبير خلال فترة ما بعد المعرض وهو ما يجب الاستعداد له من جانب التجمعات والقرى والمناطق السياحية في جميع أنحاء مصر فضلاً عن ضرورة استقرار الأوضاع السياسية والأمنية استعداداً لهذا الحدث .

وأوضح أن أهم شئ في عملية دخول تطورات تكنولوجيا المعلومات والاتصالات في المجال السياحي هو تأسيس البنية التحتية القادرة على استيعاب الخدمات التكنولوجية العديدة الموجودة حالياً وهذا هو الدور الذي تقوم به شركة أكت سواء في تأسيس هذه البنية أو في التعريف بكيفية الاعتماد على الاساليب الحديثة في هذا الصدد من خلال كابات وشبكات البيانات المجيزة لتلك الاستخدامات واستيعاب المزيد من التطبيقات المتخصصة في هذا المجال مشيراً بذلك إلى ان الفوارق المالية أصبحت بسيطة ما بين الأنظمة التقليدية وأنظمة التكنولوجيا الحديثة فضلاً عن أن التطورات التكنولوجية الحديثة تساهم بشكل كبير في عمليات التوفير والترشيد التي تبحث عنها المناطق السياحية و هو ما بدأ يستوعبه بالفعل القائمين على المجال السياحي داخل السوق المصري مشيراً بذلك إلى أن تلك الفترة أصبحت كافة الشبكات سواء الـ "TV Data - Phone -" داخل أى منطقة سياحية

تعمل من خلال شبكة واحدة يتم ادارتها من مكان واحد على العكس في الماضي حيث كانت تعمل تلك الشبكات من خلال أكثر من ادارة وهو ما يساهم في توفير حجم الانفاق في هذا الصدد معتبراً أن وجود التطورات التكنولوجية داخل القطاع السياحي لا يؤثر على حجم العمالة بها نظراً لأن معظم الخدمات السياحية تعتمد في المقام الاول على الاتصال الدائم والمباشر بالعميل وهو ما لا توفره الادوات التكنولوجية التي من شأنها فقط أن تسهل العمل وتوفر النفقات وتتيح جودة أعلى للخدمات السياحية المقدمة وبالنسبة لمجال الأمن الرقمي سواء للبيانات Data Security أو المتعلقة بأمن البوابات والانذار والمراقبة وما إلى ذلك Physical Security فإن التطورات التكنولوجية في هذا المجال من شأنها أن تغطي قيمة اضافية عالية للتجمعات السياحية حيث تستطيع كاميرات المراقبة

وأكد مؤمن أن القطاع السياحي يعتمد خلال المرحلة الراهنة إلى ترشيد حجم نفقاته وفي نفس الوقت تقديم أعلى مستوى من الخدمات السياحية وهو ما سوف تساهم في تنفيذه التطورات التكنولوجية الراهنة في مجال الاتصالات وتكنولوجيا المعلومات وهذه هي الخطوة التي تنادي بتطبيقها شركة الحاسبات المتقدمة ACT داخل التجمعات والقرى السياحية المصرية خلال الفترة الراهنة مشيراً بذلك إلى أن هذه الفترة شهدت ضعف في حجم الاقبال على السياحة المصرية باستثناء النصف الثاني من العام الماضي ٢٠١١ وبالتحديد من شهر يوليو إلى شهر نوفمبر حيث شهدت تلك الفترة اقبالا متزايداً نسبياً على القرى السياحية ولكن محصلة تلك الزيادة لم تنعكس بالشكل المطلوب على الدخل المالي المتوقع لها مع العلم بأن معظم تلك القرى كانت ممثلة بشكل كامل مرجعاً السبب في ذلك إلى أن معظم مالكي المناطق السياحية توجهوا إلى تخفيض أسعار خدماتهم بسبب حالة الكساد الاقتصادي خلال تلك الفترة وبالتالي فإن معظم المناطق السياحية عمدت إلى تخفيض حجم انفاقها لمواجهة تحديات تلك الفترة مؤكداً أن تحركات تطوير القطاعات الاستثمارية ومن ضمنها القطاع السياحي متوقفة خلال هذا العام ٢٠١٢ على استقرار الأوضاع داخل السوق المصري وخاصة الأوضاع السياسية وبالتالي عودة الحركة الاقتصادية الى طبيعتها في مختلف المجالات ومن ثم سيكون للتطبيقات والتطورات التكنولوجية الجاري تفعيلها حالياً داخل القرى والمنتجعات والمناطق السياحية دور مهم وبارز في انعاش الحالة السياحية .

وأشار مدير الادارة إلى أنه تم توقف عدد كبير من المشروعات وتأجيل موعد افتتاح مناطق سياحية عديدة خلال العام الماضي ٢٠١١ بسبب حالة عدم الاستقرار الأمني والسياسي والاقتصادي داخل المجتمع المصري وهو ما نأمل أن يتغير خلال العام الجديد ومن ضمن الأمثلة الشهيرة في هذا الصدد فندق البارون بالغرقة الذي كان مقرر أن يفتتح خلال الربع الأول من العام الماضي ٢٠١١ ولكن تم تأجيل افتتاحه الى شهر يوليو القادم بسبب تلك الأوضاع الغير مستقرة في المجالات سالفة الذكر حيث أن قوة العمل داخل معظم الفنادق والمناطق السياحية لا تزيد خلال العام الماضي عن ١٥٪ من حجم أعمالها الطبيعي مشيراً بذلك إلى أن مصر هي الراعي الرئيسي لمعرض "بورصة برلين السياحي ٢٠١٢" المزمع عقده خلال أوائل شهر مارس





# كلمة العدد



أ / حسانين توفيق

العضو المنتدب لشركة أكت

## عزيزي القارئ،

تساعد على خلق أسواق جديدة وتقليل التكلفة ، بالإضافة الي زيادة الانتاجية.

وهناك سؤال دائما ما يطرح علي وهو: "ماذا يمكننا ان نفعل من اجل الارتقاء بوضع مصر العام؟" ، وتكون اجابتي ان كل قلب يستطيع ان يحدث فرقا . حيث يجب علينا نحن كأفراد ومؤسسات وجماعات ان نتكاتف سويا وونستجمع طاقتنا للتقدم بمصر من وضعها الحالي الى المكانة التي يجب ان تكون عليها. وهذا لن يكون سوى بالحب لبلدنا الذي من شأنه ان يتقدم بها على العالم. وانا لا انكر الحق في التظاهر والاعتراض، حيث انه من الطبيعي ان يطالب الناس بان يكون صوتهم مسموعا، ولكن في المقابل لا بد ان يكون هنالك شئ من الحكمة هنا.

فعندما يكون المتظاهرون غاضبون ، معترضون ، وعدائيين ، فانهم يفعلون بالضبط ما يريده المتلاعبون بأمن هذا البلد. تخيل معي عندما نستبدل تلك الاحتجاجات الغاضبة بطاقة ايجابية تساعد في زيادة الانتاجية ، وتعلم المزيد ، كذلك تتعاون لما فيه خير للبلاد.

تخيل ايضا انه بدلا من ترديد الشعارات الغاضبة وتدمير المنشآت الحيوية واساءة معاملة الشرطة ، نستبدل ذلك بالجلوس سويا لمناقشة جميع الحلول الممكنة لحل مشاكلنا. فبدلا من اتهام بعضنا الآخر بحوزة "الاجندات الخاصة" ، نرفع جميعا اصواتنا ونقول "ارفع راسك فوق ، أنت مصري".

وتذكر دائما ان مصرنا الغالية في مرحلة انتقالية ، ويجب علينا هنا ان نتحلى بالصبر والتفائل للوصول الى بر الأمان واحداث المعجزات.

يا لها من سنة مليئة بالاحداث... حيث شهدت مصر خلال العام الماضي تغيرات وتطورات هائلة.

وما بين التفائل والتشائم جراء تلك الاحداث، فانا اعتبر نفسي احد المتفائلين الذين يؤمنون بان هناك دائما "الفرج بعد الضيق" وهناك دائما امل للخروج من عنق الزجاجة.

انا أؤمن بأنه بالرغم من حصولنا على الحرية السياسية التي سوف تساعدنا على النهوض بمصر، فإن لهذه الحرية السياسية ثمن يجب أن يدفع، حيث ان اي ثورة لا بد ان يتبعها فترة من عدم الاستقرار السياسي والتي من شأنها ان تؤثر بالسلب على الوضع الاقتصادي للبلاد.

ونحن نتوقع حدوث مثل هذا الركود الاقتصادي ، ولكن بمجرد ان يعود الاستقرار الى البلاد ، فان الامور ستكون افضل مما كانت عليه.

أنظر إلى قدرة هذا الشباب المصري على التعامل بشكل ايجابي مع أدوات تكنولوجيا المعلومات ، كذلك أنظر إلى انتشار تكنولوجيا المعلومات والاتصالات في جميع مجالات المجتمع بشكل اسهم في بزوغ واحدة من الثورات التي أدهشت العالم بأسره ، هنا لا املك الا ان اشعر انني جزء من هذه الثورة كوني واحد من اوائل العاملين في مجال تكنولوجيا المعلومات ، حيث ان أكت قد ساهمت بشكل كبير في بناء البنية التحتية لتكنولوجيا المعلومات والاتصالات في مصر.

أنا على يقين وثقة بان اولي الخطوات لاحداث نمو اقتصادي وتنمية تبدأ من تكنولوجيا المعلومات وكيفية توظيفها وتحويلها الى أنشطة اقتصادية تقدم العديد من الخدمات والتطبيقات والمحتوى التي



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