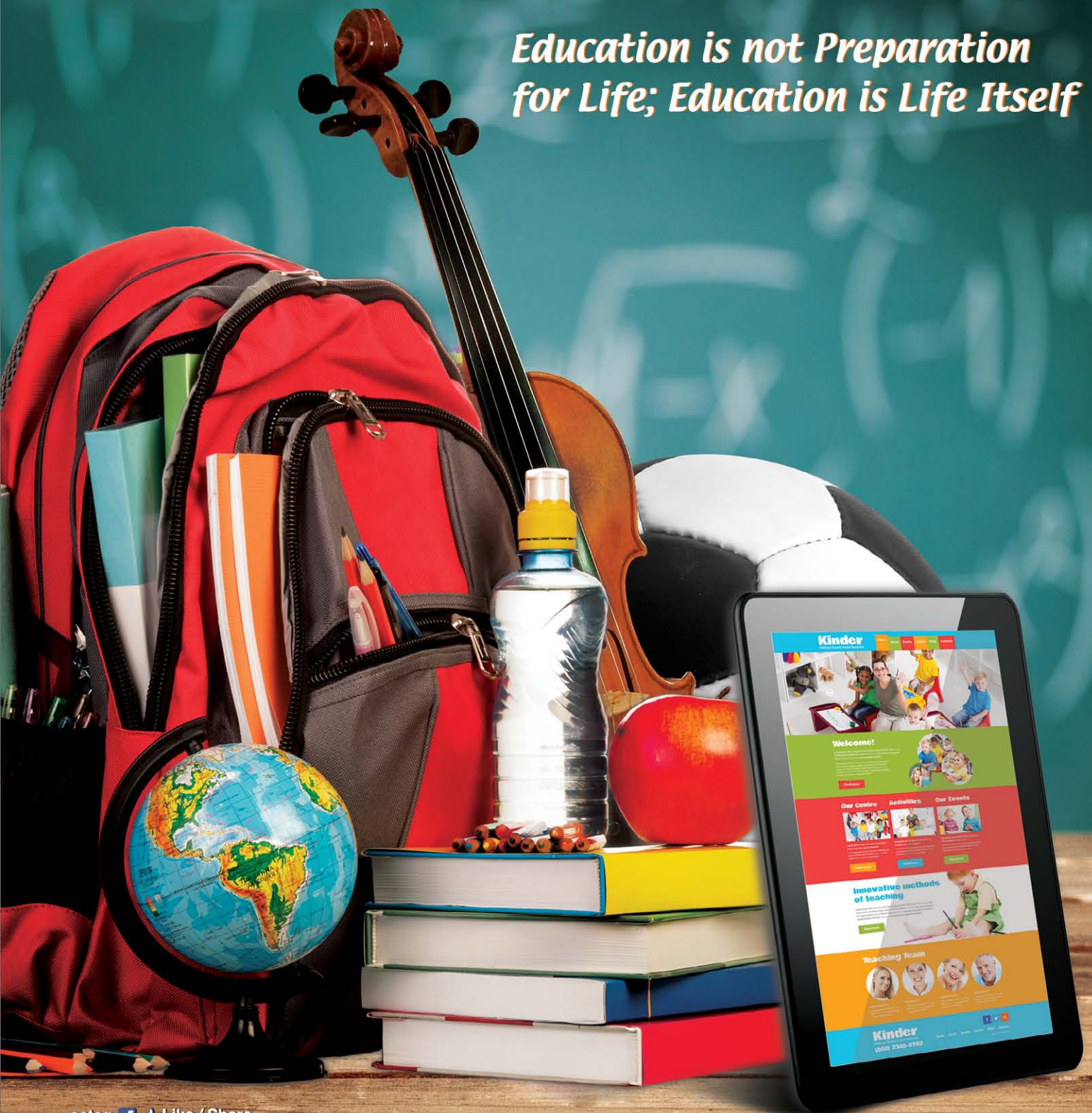


*Education is not Preparation
for Life; Education is Life Itself*





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Insertions Section



ACT News

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Our Special Interviews



CIL Interview
Mr. Ahmed Kamal
Head of Information Systems



Infor Interview
Mr. Tarik Taman
General Manager & Managing
Director, South Asia, Middle
East & Africa at Infor.



SIDPEC Interview
Eng. Khaled Abdelfatah
Information Technology
General Manager.

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ACT
InSohour
Ramadan

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Message from ACT Management

Education Makes us a Better Society....

Mr. Hassanein Tawfiq - ACT Managing Director



A good education has long been recognized as one of the important foundations in life; facilitating future employment and providing access to a fulfilling adult life. There is no doubt that it's an essential human virtue, a necessity of society, basis of good life and sign of freedom. Well, the education is not limited to age. The things that happens in our practical life also educate us.

We should not overlook the importance of education in our lives. It makes better citizens because people are nothing without education. It teaches them many things, teaches the manners, rules and regulations of life etc.

Education brings confidence to us and we cannot achieve anything in life if we don't believe in ourselves. Education makes us better in communication with others. Education also brings us confidence that help us in passing any difficulties that come on way to our aim. The educated person can always live a happy life. He/she can ensure a bright future that no one can pull from them.

It wakes the hidden skills and talent of any person and these possibilities and talents can give us employment and a completely secured future.

An educated person will always lead a happy life, capable in so many different ways and empowered for a brighter secured future that no one can take of them.

Education awakens hidden skills and talents, raising the ceiling of opportunities for a more secured career.

A well-educated person can lead rather than blindly follow, with the ability of spreading awareness in a disciplined manner pursuing lifelong learning goals.

He has the ability to spread awareness everywhere. He has also the ability and discipline to constantly improve to pursue lifelong learning. Thus education clears out the darkness with the intense light of knowledge.

As we all know that learning is an essential ingredient for any successful business, ACT has a great role in the development of civilian life through supporting youth on an ongoing basis, we don't miss a chance to improve or enhance the education industry with having a remarkable footprint in it, ACT is part of Vodafone's "educational Initiative" that's basically meant to induce technology in the both primary and high education levels. we sponsor events for example "Connect Arabs Event" that was a scientific research contest, ACT financially rewarded the winners.

Also we have a big role sponsoring graduation projects that may have a potential to grow and be useful for the IT industry in the future. ACT has an effective participation in NGOs and chambers of commerce related to, whether ICT community or whole economy in Egypt, like EITESAL, American chamber, Canadian chamber, German Chamber, etc.

ACT is living the Education value not only on the Society/ community level, but also on the employee level.

2016 witnessed the birth of ACT academy that was designed specifically to bring out the calibers and competencies which are able to elevate the company in the market. which we believe would always give ACT competitive advantage in the market.

ACT also offers a summer training programs for Youth from different education levels in order to equip a next generation of young professionals who can hit the labor market with adequate level of efficiency and accordingly ensures promising job opportunities.

The best investment a society can ever do, is developing the quality, and ensuring equity of its education. ACT is leaving its own footprint in this, and inheriting such great value to next generations.



"An educated person will always lead a happy life, capable in so many different ways and empowered for a brighter secured future that no one can take of them can always live a happy life. He/she can ensure a bright future that no one can pull from them."



"Education is the most powerful weapon which you can use to change the world".

Nelson Mandela



Learning IS AN ESSENTIAL INGREDIENT OF ANY SUCCESSFUL BUSINESS

For 25+ years, ACT has been recognized by its ability to grow people technically and professionally.

In 2016 ACT proudly brings you ACT Academy

It is designed specifically to meet the growing need for young, developed and trained caliber in all business matters which we believe would always give ACT that extra edge.

ACT Academy offers 4 comprehensive training programs for ACT employees in every level:

LDP

Leadership Development Program (LDP)

Leadership Development Program (LDP) is a Leadership pipeline program that focuses on the quality of leaders inside ACT and their successors. 28 leaders and potential leaders are being developed and coached to meet ACT current and future growth plans.

LDP - 29 Trainee
English - 20 Trainee (4 Levels)
Orientation - 38 Attendee



YEP

Youth Empowerment Program (YEP)

Youth Empowerment Program: (YEP) is a business and professional program young calibers which allows us to pinpoint those who are eager to learn, develop and go the extra mile for personal and professional growth. From 250 young employees, ACT academy graduated 70 young professionals in 1 year.

YEP - 57 Trainee



MEP

Management Excellence Program (MEP)

Management Excellence Program (MEP) is a Management program that enriches the managerial skills, experience and help smooth operations among different sectors. MEP acts as a prerequisite before any managerial level advancement.

MEP - 17 trainee



TOT

Train the Trainer (TOT)

Train the Trainer "TOT": Aside from the academic focus, at that very moment of sprinkling success we launched a Train of the Trainer "TOT" - addressing all the calibers who have the knowledge & passionate to pass it on in a professional way. The TOT is providing ACT Academy with internal professional technical and non-technical trainers who are willing to become an integral part of the Renewed Learning Culture of ACT.

TOT - 10 Trainee



Know
To
Grow

A "Know to Grow" motto is what we strive for, the success of ACT Academy is attributed to the visionary Top Management, dedicated trainers, supportive managers and motivated trainees.

Maximize opportunities to win and keep customers



In a connected world, delivering a great customer experience is more essential than ever to differentiating your business, building loyalty, and maintaining your reputation. This is where CRM solutions come in, but a lot of businesses see CRM as too complex.

With Microsoft Dynamics CRM Online it doesn't have to be complicated.

- It is easy to use and works seamlessly with familiar tools like Office 365
- It is flexible—you decide when to use the tools in CRM to help your business
- It is hosted by Microsoft, so you can focus on your business and your customers

3 areas where Dynamics CRM Online can help your business



Opportunity Management

Make it easy for everyone in your organization to get the information needed to deliver great customer experiences



Mobile Productivity

Empower your sales and service teams to do their best work from virtually anywhere on any device



Business Insight

Get visibility into your organization to make informed decisions and grow your business

Define your own path to CRM



Opportunity management

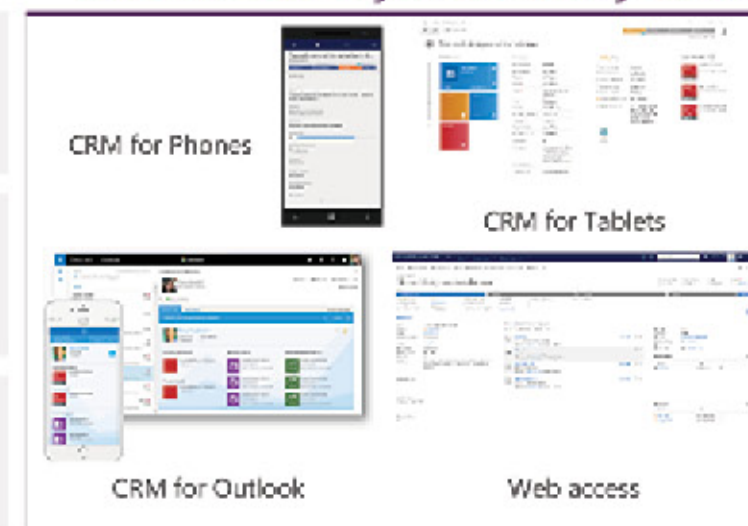
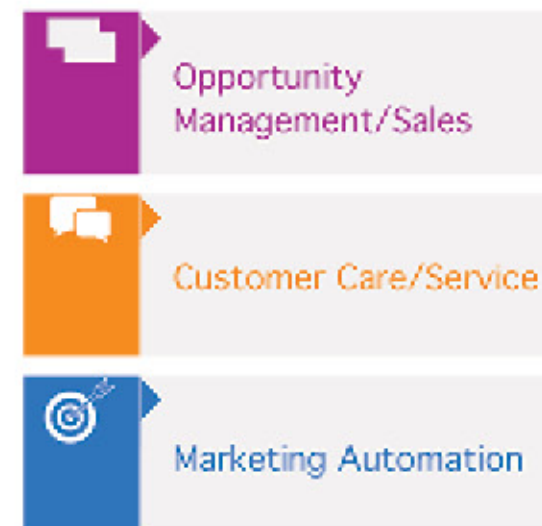
Customer service

Marketing automation

Microsoft Dynamics CRM Online

A breadth of tools. An affordable price. At your pace...

...with access anywhere on any device



3 great reasons to get started now

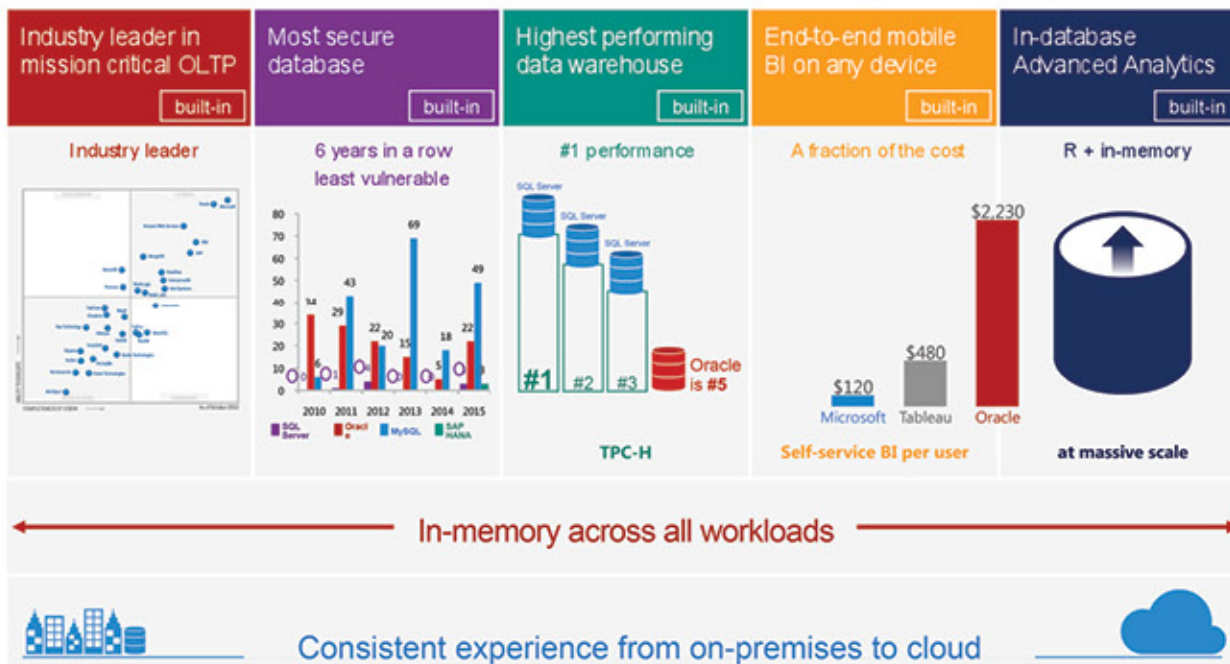
- 1 It's easier than you think. Employees catch on quickly with easy, familiar tools. You don't have to worry about installing new software and systems. It's all done for you and is backed by Microsoft.
- 2 It's affordable. It's in the cloud, which means no large capital expense for servers and software. You just turn it on and pay a low monthly subscription. Mobile apps are included too.
- 3 It's time. Businesses who are up and running on Dynamics CRM never look back. They enjoy immediate gains in productivity, sales, and competitive advantage from customer service excellence.



Take the next step on your path to CRM
Contact us today.

<insert specific call to action and contact information here>

SQL Server 2016: Everything



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National Institute of Standards and Technology Comprehensive Vulnerability Database update 10/2015

TPC-H non-clustered results as of 04/06/15, 5/04/15, 4/15/14 and 11/25/13, respectively http://www.tpc.org/tpch/results/tpch_perf_results.asp?resulttype=noncluster

Microsoft

Do amazing things with an Upgrade to Windows 10 Pro



Upgrading is easy and free,* and helps you and your business to do great things.

It's time to do something remarkable. Time to shed limitations and barriers. Time to be fearless, confident, and most of all, bold. And it's time to simplify so you can work faster and do more than ever. It's time to do what you've always done, in a way that's never been done before. Windows 10 Pro can help you accomplish all this, and so much more.



Be free, for free

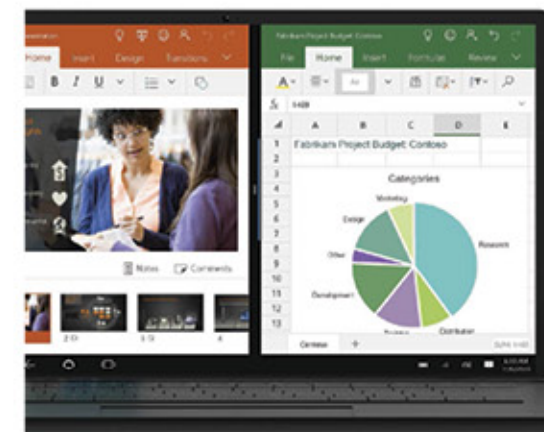
With the freedom to do great things from anywhere and on any device, you can accomplish almost anything. Windows 10 Pro provides a single experience that works no matter where you work or what device you're working from. And because upgrading to Windows 10 Pro is free,* you're not tied down to your budget, either.

Simply easier

Complications can slow your progress. But Windows 10 Pro is a simpler way to do it all, so you can focus on growing your business. And as your business takes off, Windows 10 Pro has the flexibility to grow right along with your needs. More employees. More devices. No problem.

A matter of choice

What you do is special. How you do it is unique. And Windows 10 Pro has the ability to meet your specific set of needs. With a variety of affordable device options to choose from, you have the freedom to choose the perfect business partner.



*Yes it's free! See important details on which devices qualify on reverse side.



Real-time operational analytics

- Up to 30x faster transactions with in-memory OLTP
- Queries from minutes to seconds

Always Encrypted

- Protect data at rest and in motion
- Without impacting database performance

PolyBase

- Manage structured & unstructured data
- Simple T-SQL to query Hadoop (HDFS)
- JSON support

End-to-end mobile BI

- In-memory built-in
- Real-time with direct query capabilities
- Powerful modeling with 250+ built-in analytical functions
- Mobile reports with online & offline access
- Modern data visualizations with Reporting Services or Power BI

In-database Advanced Analytics

- R built-in to your T-SQL
- Real-time operational analytics without moving the data
- Open source R with in-memory & massive scale – multi-threading and massive parallel processing

Highest performing data warehouse

- Scale to MPP on-premises & in the cloud
- Simple T-SQL to manage structured and unstructured data
- 1/5 the cost of Oracle Exadata

Stretch database

- Data is encrypted & queryable
- Save money & improve customer experience
- No application changes

Learn more!

www.microsoft.com/SQLServer2016



AT ACT, WE ARE 1 BIG FAMILY
**WE SPEND TIME
AT ACT AS MUCH**
AS WE SPEND TIME AT OUR HOMES,
LEADING TO EXTREMELY POWERFUL
RELATIONAL BONDS, THAT EXCEED
BUSINESS MATTERS
BUSINESS MATTERS



PEOPLE



One Company .. One Soul



AT ACT
WE ARE ALL
ACTAWIES
ACTAWIES ARE
ACT'S GREATEST ASSET



Technology role is to help the business exploring ways to link customers, agents, brokers, and back offices through new channels and to reduce the communication barriers.

Today's, new technologies are offered every day also digitalization became the common feature between companies. How do you see this digital transformation shift?

New technologies and digitalization are driving a major shift in nowadays consumers' behaviors and expectations.

The arrival of some breakthroughs, such as Online commerce, mobile banking, Social Media, Big Data, IoT (Internet of Things) and further future technical and scientific innovations, announces a major shake-up in the core of corporates' business model. This mandate the digital transformation to be in the core of the business strategy of each organization, where CEOs ensure the right speed of execution to make such transformation a success story.

This gives the service providers, new opportunities to influence their clients' choice and offering new avenues to communicate and build relations with them.

When CIL started to act towards such global changes in the IT industry?

Couple of years ago, CIL has been alerted to such global changes, which have been taken in consideration in the company business plans.

The IT was and will remain at the heart of the Digital transformation of CIL. The technology has the potential to transform the way we do business and to create new value, leverage scarce resources, and process an increasingly large amount of data.

To reach the ambitious targets set forth in the Digital strategy, CIL needed to act decisively to evolve the IT capability, enhancing its ability to react quickly to the rapidly evolving needs of the digital marketplace and modernizing our application landscape to put the customer at the heart of our information systems.

How the Information technology helped CIL to Improve performance and service?

Let me share with you the four strategic pillars that have been identified, where the information technology helped improving the company operational performance, bolstering its growth prospects, and enabling the business to cope with the needed changes in the business models.

1. Build Interactive channels with our customers

Technology role is to help the business exploring ways to link customers, agents, brokers, and back offices through new channels and to reduce the communication barriers. The more channels to be used, the wider reachability and better brand recognition.

Ensuring the delivery of seamless customer services throughout their journey, giving them the freedom to interact whenever and through whatever channel they prefer (including multi-access self-servicing from sales to claims). From a customer's standpoint, we can consider this as a basic expectation, though it requires from the insurer's standpoint excellence in contact center management.

Putting the Customer at the heart of the Digital Transformation is essential to ensure its success, which implies that we need to evolve from our current contract-centric or product-centric systems to achieve customer-centricity.

A key element in reaching this goal will be to have a 360° single view of the customer at the Entity level, consolidating information about our customers and prospects to better know them and serve them.

2. Enterprise Mobility

Secured remote access to the internal contents and applications allows workers to take full advantage of their out-of-office time which enhances their productivity. To transform our culture and make sure



Mr. Ahmed Kamal
Head of Information Systems

all employees are on-board, we need to accelerate and change the employee experience by communicating and up-skilling our employees with online learning platforms which will enable us to deliver time and cost efficient learning experience (such as corporate and massive online courses).

The digital transformation gives the opportunity to innovate mobility solutions which expand the value proposition beyond the pre-existing boundaries. The new innovative solutions target communities, peer-to-peer solutions, connected devices....

3. Ramp up automation

The insurance industry used to rely on labor intensive, often paper-based processes for issuing and administering policies and for managing claims.

Top performers in such industry, make wider use of automated processes. This includes equipping all the employees with relevant devices, connections (networks and social media), workplaces and collaborative tools (intranet and instant messaging) to trans-

Microsoft, HP, Oracle, EMC, Dell, CISCO, Fortinet and IBM hardware or software solutions helped CIL in its Digital transformation strategy, and we are still capitalizing on their frequent updates and new features to be always technologically up to date.

form the way they collaborate. Reach a very high level of automation and standardization (Straight Through Processing) to streamline and industrialize processes, (e.g. automated underwritings, develop "open(s) claims management" including e-tracking services in order to link service providers, distributors, customers and reduce inbound calls) and become fully paperless (electronic signature, electronic payment).

4. Analytics and Intelligent reporting

Mastering the exponentially increasing volume data will have a direct impact on the volumes and profitability of our business. There are many ways to improve operations performance, from using deep analytics into the data to identify leads and marketing opportunities in addition to tailoring service offerings to customers based on their needs.

Intelligent reporting offers a roadmap for the business to improve its competitive cost position and growth prospects. It is also an instrumental to better know, understand and segment the customers, and thus better serve and sell with a high level of personalization.

To build the Big Data management capability, we should first identify the data we need and either acquire these data externally or generate them in order to better segment and understand our customers and give them the best offer and finally develop our capability to analyse and combine them effectively with our own internal data (e.g. claims data) to maintain our competitive advantage vs. data driven new entrants. To fully take advantage of Big Data, we also expanded our core technical skills beyond the traditional ones and use the proper business intelligence solution.

How you were able to achieve the mentioned strategic pillars?

The IT Strategy has been broken down into couple of ambitious transformation projects that satisfy the early mentioned Strategic pillars, with a strong focus on the creation of a Fast IT capability to deliver

solutions with shorter life cycles, and the modernization of IT systems in a cost efficient and secure manner, underpinned by a strong push to adopt newer techniques and tools, from Cloud offerings to Big Data and service-enabled technologies.

This modernization of our IT, with a strong emphasis on IT Architecture evolution and renewal, is orchestrated through an enterprise integration platform (EIP) and service gateways that also enable access to external sources and offer secure external APIs (Application Programming Interface) to allow leverage on our IT infrastructure as part of a Digital ecosystem.

Achieving this major transformation of our IT capabilities counted much on establishing a true and solid partnership between our IT teams and the technology leaders, around the required initiation, planning, execution and completion for the transformation.

Can you mention some of the IT companies that helped CIL in its journey towards the digital transformation?

Microsoft, HP, Oracle, EMC, Dell, CISCO, Fortinet and IBM hardware or software solutions helped CIL in its Digital transformation strategy, and we are still capitalizing on their frequent updates and new features to be always technologically up to date and leverage the service levels delivered to our business and customers.

During such prolonged journey, couple of local technology partners supported and still supporting us throughout the full life cycle of major transformation projects.

And How ACT helped CIL in achieving its goals?

ACT technology is our favourite local partners whom supported CIL in couple of our transformation projects, with its team capabilities and diversified portfolio. The cloud transformation project, the implementation of the System Center Operations Manager, duplicating our

data center processing and storage power, empowering our geographical disaster recovery site and up-skilling our employees' knowledge, were our main collaboration with ACT in the last two years.

What are the benefits of the digital transformation for any organisation, from your practical experience ?

In a word, successful digital transformation would allow any organization to differentiate itself from its competitors and to provide a competitive advantage.

In particular, it will strengthen the brand positioning, enhance loyalty and retention of the already existing customers, attracting new customers and managing effectively the existing portfolio.

"The IT Strategy has been broken down into couple of ambitious transformation projects that satisfy the early mentioned Strategic pillars, with a strong focus on the creation of a Fast IT capability to deliver solutions with shorter life cycles."



True business mobility is here

HP Business Mobility. Built for the ways you work.



Mobility is changing the way work gets done.

Mobility should be looked at as a business enabler, not a BYOD nuisance. Devices, applications, and infrastructures need to work together for business mobility to work for the enterprise. True business mobility can redefine workflows.

Retailers can enhance customer experiences and drive up revenues. Healthcare providers can deliver higher-quality patient experiences. Manufacturers can provide employees with rugged solutions that help drive results sooner.

Purpose-built mobile solutions untether workflows, enabling employees to get work done anywhere and interact with customers in a whole new way.



Rethink workflows with mobility.

Getting mobility right can help boost business and employee productivity in significant ways. By taking capability beyond the office walls, workflows become mobilized, and productivity increases. A recent survey of 2,053 CIOs reported that 70% believe that mobility is the most disruptive technology they're dealing with!

Mobile workflows differ strongly from traditional business workflows. Mobility supports actionable events that can be real-time and bi-directional. For example, the waitstaff can use a tablet to take orders, manage tables, and take a payment, all with one device. What used to take multiple trips to a computer is now done on the go with a single mobile solution. Taking advantage of these new workflows can lead to a more personalized customer experience while lowering costs and increasing employee productivity.

Factors to consider as you go mobile:

- Application—Can you optimize for mobile?
- Business processes—How are new workflows enabled?
- Cost—Consider acquisition, deployment, integration, and support.
- Durability—How does the device stand up in terms of strength and resilience?
- Infrastructure—How easy is it to integrate the device with your legacy infrastructure?
- Information protection—How do you meet compliance standards?
- Payment—Are mobile payments enabled?
- Printing—Can users securely print from mobile devices on the network?
- Security—Are you protected against theft and data loss?

84% of CIOs said mobility would significantly improve customer interactions.²

By 2020, customer experience will overtake price and product as the key brand differentiator.³

Mobilize your workforce, today.

With mobility, the desire to redefine workflows, enhance productivity, and deepen customer relationships can be realized.

See how customers are using HP's mobile solutions to redefine workflows:



Shell Oil Company—The Shell Eco-marathon is a global series of events for design and engineering students. Its success depends on the capture and distribution of data in real-time. Shell used HP mobile solutions so users could share race data from across the track for real-time car diagnostics during their Eco-marathon.



4th-largest U.S. school district—The 4th-largest school district in the US wanted to create an environment that offered technology equality among all students. HP leveraged strong education partnerships with Microsoft and Intel to foster a true education solution approach built around the ElitePad,⁴ with WindowsTM, along with its classroom management capabilities.

Companies today are using mobile technology to help increase productivity. Here are just a few ways they're doing so:

- Making sales teams far more productive
- Managing forms on a device to decrease paperwork and errors
- Training on a tablet to offer more hands-on experience
- Inspecting factory floors and having all documentation on one device
- Managing multi-vendor relationships through work tracking, ordering, and invoicing activities real-time, on-the-go
- Giving field workers access to manuals or diagrams

"The future of mobile is incremental innovation with transformational impact."⁵

—Reijo Pold, Telefonica UK



HP offers purpose-built, end-to-end mobility solutions for the New Style of Business, helping you connect employees, devices, and processes.

- 500K devices under management
- 1 million applications secured for HP clients
- 50K application specialists

Mobile solutions that work for your business.

Purpose-built solutions—State-of-the-art solutions and advanced industry jackets, coupled with a rich accessory ecosystem, allow for purpose-specific customization.

Enhanced durability—Many HP mobile devices are built to MIL-STD standards and have passed MIL-STD tests.⁶

Support for Windows 10 Pro⁷—HP devices run Windows 10 Pro, the fastest way to mobilize and secure your legacy applications.

Enterprise-grade security and manageability—Features like HP Sure Start, which is available on select HP commercial products, and HP Credential Manager help keep your data and devices secure. Remote business data removal allows you to control data on lost or stolen devices.⁸

Complete mobile print portfolio—Address productivity, manageability, security, and investment protection needs across the entire enterprise. HP's ePrint Enterprise solution⁹ sits behind the firewall and can work with virtually any existing fleet of printers in addition to all of the HP models.

Range of services—HP offers a broad range of services to meet every need, from device-as-a-service options to advisory services to development services, as well as an IT investment strategy that can make a mobility project affordable now.

Mobility for how you teach, heal, sell, or work.



Built for retail

- Customers want great selection and service as soon as they enter a store, and retailers want to provide that instant access to information for their associates.
- HP's ProTablet 608 with Windows 10 Pro helps provide on-the-go, secure payments. Switch between a tablet and stationary POS on the fly. Use a tablet for self-service, promotional information, or as a management assistant tool.



Built for education

- School districts want to propel academic success, reduce management costs, and minimize security concerns.
- The HP Pro Tablet 10EE with Windows 10 Pro or HP Pro Slate 10EE, coupled with HP SchoolPack, can help provide 1:1 student computing, manage the classroom virtually, personalize learning through enhanced learning technology, and integrate the curriculum in a more engaging, mobile way.



Built for healthcare

- Healthcare providers want to spend more time with patients, decrease paperwork, and give emergency responders access to data when they need it.
- HP's ElitePad 1000¹¹ Healthcare Tablet with Windows 10 Pro provides users with a commercial solution—not a consumer one—that integrates with healthcare systems to keep users productive.



Built for tough conditions

- Decision makers want mobile solutions that can make decision-ready data from SCADA/MES systems, which are typically in a control room, available on the floor.
- The HP ElitePad 1000¹² Rugged Tablet with Windows 10 Pro can stand up to the conditions you work in, and is covered under warranty up to IP65 for dust and water ingress.

HP mobile solutions go way beyond checking email.

Today, most people use a mobile device on a daily basis to check email, browse the web, or use social media. Mobile technology can enable many more business functions in a faster way—not just responding to emails.

Companies today are using tablets in unique and creative ways to mobilize workflows and increase the pace and success of their businesses as a whole.

Here are just a few examples:



Data when and where you need it—Clinicians move from floor to floor on their shifts. With mobile devices and geofencing technology, clinicians can have all the data they need for the unit they are in right on their tablet. Via third-party software when the clinician leaves the unit, the device wipes the information and populates new information based on what unit they've entered.



Change with the seasons—Retail stores need to quickly change based on selling seasons. With mobile solutions installed, it's easy to change displays and endcaps, create digital signage, and even work out new layouts right on the device.



Easily manage the classroom—Managing a room of young students can be challenging. With tablets in hand, students can take part in a more interactive learning experience, and teachers can use HP Classroom Manager, part of HP SchoolPack, to virtually manage their students' tablets and content.

"The number one benefit of information technology is that it empowers people to do what they want to do. It lets people be creative. It lets people learn things they didn't think they could learn before, and so in a sense it is all about potential."¹⁰

— Steve Ballmer, Microsoft

The only end-to-end mobile portfolio.

HP's mobile solutions come with Windows, the best operating system for legacy applications and workloads. With Windows, it's easy to transition and integrate current applications into a mobile format. This makes the operating system more compatible with existing IT as less re-writing of code is needed. Windows is made for intense productivity and gives IT the simplicity they appreciate while giving users an operating system they're familiar with.



Mobile solutions built for how you work.

HP Mobility can change the way work gets done with transformative, industry-leading products and services that streamline workflows and enhance customer interactions.

HP ElitePad¹³ 1000 with Windows 10 Pro—Leading manageability, security, and customization take you beyond everyday business.

HP Elite¹⁴ x2 1011 with Windows 10 Pro—A highly mobile device with unmatched durability that comes fully equipped with HP's leading security and manageability.

HP Pro x2 612 with Windows 10 Pro—A high-performance device that can be customized from the inside out for the way you work.

HP ProTablet 610 with Windows 10 Pro—A sleek tablet designed for busy professionals allows on-the-go tools with a powerful, lightweight machine.

HP's purpose-built solutions and accessories—HP has created purpose-built solutions for education, healthcare, retail, and harsh environments. These solutions are built for industry needs first and foremost. See HP's full offering [here](#).

HP ePrint Enterprise¹⁵—A virtual private cloud, behind the firewall solution that provides maximum security with print tracking and management capabilities, so users can remain productive no matter where they work.

HP BIOSphere—Industry-leading firmware ecosystem automates data protection and manageability.

HP Client Security—Offers a broad selection of powerful security solutions designed to outpace today's cyber threats to your data, devices, and identity.

HP Client Management—Helps reduce the complexity and cost of managing commercial PCs through client management software.

HP PPS Services—Gets your mobile solutions up and running with HP's image and application loading, as well as installation services.

HP Touchpoint Manager—A manageability solution that offers enterprise-grade manageability in an easy-to-use app.

Premier ISV Relationships—HP collaborates with world-class partners and independent software vendors (ISVs) to deliver solutions and value-added expertise to businesses of all sizes.



Here is the bottom line.

HP understands the need for mobility across industries and that every industry has its own set of needs. Mobility is changing the ways in which people work. Connecting employees, devices, and process has never been more important. HP can help mobilize your workflows and, by proxy, your enterprise.

HP offers mobile solutions that are purpose built for industry-specific needs. With these solutions, you can transform healthcare, supercharge retail, energize education, or power-up utilities. Only HP has the purpose-built, end-to-end mobile solution portfolio to give you a single source for your entire mobile strategy.

"Mobility will be a paradigm shift on the same order of magnitude as the industry's move from mainframes to client/server, and client/server to Internet. Mobility for businesses isn't just a device plus an app or adopting BYOD scenarios; it's about businesses using purpose-built devices and industry-specific solutions that combined have the power to enable a workplace transformation."¹⁶

- Michael Park, VP & GM, Commercial Mobility & Software, Business Personal Systems, HP

What's in it for you?



Are you a Line of Business leader?

- Provide solutions that drive revenue
- Redefine workflows
- Deepen customer connections
- Ensure device reliability



Are you an IT leader?

- Manage across any device
- Secure printing access
- Get info when you need it
- Add layers of security



Are you an end user?

- Go beyond the device (accessories)
- Support a robust, familiar OS
- Easily print from your devices

Get started today.

To learn more about HP's mobility solutions and how they can help you maximize productivity, reduce costs, and create entirely new, mobile workflows, visit: <http://hp.com/go/businessmobility>

[Sign up for updates](#)

- 1: CSC Global QD Survey: Disruptive Technology, 2014.
- 2: Accenture Mobility QD Survey 2013: Business Opportunities in the Maturing Mobility Market.
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- 4, 11-14: For DTS patents, see <http://patents.dts.com>. Manufactured under license from DTS Licensing Limited. DTS, the Symbol, & DTS and the Symbol together are registered trademarks, and DTS Sound+ is a trademark of DTS, Inc. © DTS, Inc. All Rights Reserved.
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- 6: MIL STD 810G testing is not intended to demonstrate fitness for U.S. Department of Defense contract requirements or for military use. Test results are not a guarantee of future performance under these test conditions. Damage under the MIL STD test conditions or any accidental damage requires an optional HP Accidental Damage Protection Care Pack.
- 7: "Not all features are available in all editions or versions of Windows. Systems may require upgraded and/or separately purchased hardware, drivers, software or BIOS update to take full advantage of Windows functionality. Windows 10 is automatically updated, which is always enabled. ISP fees may apply and additional requirements may apply over time for updates. See <http://www.microsoft.com>
- 8: HP Touchpoint Manager requires purchase of a subscription and supports Android™, iOS and Windows operating systems and PCs, notebooks, tablets and smartphones from various manufacturers. Not available in all countries see <http://www.hp.com/touchpoint> for availability information. Out-of-band HP only Wipe, Lock, Unlock and reporting of BIOS boot error codes is planned to be available on select HP EliteBooks and requires an internet connection, Intel® vPro™ technology and functions in S3/Sleep, S4/Hibernate and S5/Soft Off power states. SATA drives are wiped. The remote wipe of Self Encrypting Drives that have hardware encryption active is not supported.
- 9, 15: HP ePrint Enterprise requires HP ePrint Enterprise server software. App-based option requires internet- and email-capable BlackBerry smartphones OS 4.5 or newer, iPhone® 3G or newer, iPad®, and iPod Touch® (2nd gen) devices running iOS 4.2 or later, or Android® devices running version 2.1, 2.2, 2.3, with separately purchased wireless Internet service and the HP ePrint service app. Email-based option requires any email-capable device and authorized email address. Solution works with PCL36, PCL3, and PCL3 GUI printers (HP and non-HP).
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Elite x2

Designed for IT, loved by users

The Elite x2 1012 doesn't compromise when it comes to enterprise-class performance and productivity. Learn more at [hp.com/go/elite](#)

Enterprise-class security

Industry-leading security that helps keep data protected on the go, even before booting up.

On-site serviceability¹

IT experts can swap out components on the spot to help reduce costly downtime.

Masterfully crafted

Sleek and beautiful style with a best-in-class keyboard.

ACT InSohour Ramadan

ACT Family Sohour

In a warm ,cozy, family feel atmosphere, ACT staff sohoured on 21st June, 2016

ACT Microsoft Sohour

ACT and MS teams got together in a fun themed night for sohour on 15th June, 2016



ACT HPE Sohour

With Ramadan's warm ambiance , ACT and HPE teams have enjoyed their delicious sohour on 13th June, 2016





TEAMWORK



THERE IS NO 'T' IN ACT
THERE IS **A** FOR AGREEMENT
THERE IS **C** FOR COOPERATION
AND THERE IS **T** FOR TRUST



INNOVATION



One Company .. One Soul

AT ACT
WE PROVIDE VALUE
INNOVATION
THAT IS DRIVEN FROM
WHAT OUR CUSTOMERS VALUE



We are highly delighted to have this interview with you. Could we start by introducing Infor? Our strategy is to be the first Industry Cloud ERP provider and that strategy is paying dividends for our customers and our company.

We expect this first wave of customers to prove in this marketplace that it's safe, saves money, and that turning over the care and feeding of their systems to Infor means they can concentrate on continuously optimizing their business processes, versus spending valuable resources just keeping the lights on.

First let me say how delighted I am as an Egyptian American to be working and living in the Middle East for the first time in my life. It is also wonderful to have such a successful partner as ACT, which I understand is one of the few tech companies in Egypt with over a billion pound turnover. As I re-introduce Infor to this region and to your customers, let me start by saying that these are exciting times for the company, for the industry, for this region and for me. Infor has spent billions of dollars and the last 5 years preparing for the ERP cloud replacement cycle, which is only just beginning. Our strategy is to be the first Industry Cloud ERP provider and that strategy is paying dividends for our customers and our company. While our competitors are still trying to figure out simple things like Finance and HR in the cloud, Infor has already mastered running complex mission critical operations in the cloud such as manufacturing, healthcare, and most relevant for ACT customers: Hotels. Infor CloudSuite Hospitality is the most mature and comprehensive above property Hotel IT Infrastructure in the market, a distinction we are very proud to proclaim.

How do you see ACT as one of your largest partners in the region especially during the last three rapidly changed years?

Changing macro-economic and political environment around the world. The hospitality industry needs to be resilient in the face of these challenges. Guaranteeing a firm's brand promise, while reducing cost and keeping up the property means that efficiency and productivity are

more important than ever. Relying on next generation technology can help with these imperatives. Having a strategic partner like ACT can cost effectively help you recruit great employees, enable and incent them to drive effective operations.

What are the most promoting sectors you see growth potential for Infor now?

Healthcare, Hospitality, Manufacturing and Retail are our focus verticals for the Middle East. These are all industries in which Infor is gaining marketshare elsewhere in the world and we are poised to do the same in this region. Our plan will more than triple the size of our staff in the Middle East and we are confident our brand will quickly become the leader in The ERP Cloud replacement cycle.

How do you evaluate the business results of FY16 for Infor, what was the most success points and the most challenging points?

During the last fiscal year, the company has made the shift from primarily selling and implementing Perpetual On Premise solutions, to a Cloud First strategy. We have re-architected our go-forward platforms as true multi-tenant Software as a Service (SaaS) systems and that gives Infor and its customers an advantage. Many of the traditional ERP players are hosting single tenant systems in the cloud and calling that "SaaS." Hosting has been around for a long time and it doesn't give customers the advantages of true SaaS offerings.



Mr. Tarik Taman
General Manager & Managing Director, South Asia, Middle East & Africa at Infor.

The challenge for Infor has been to get our offerings right. That involves both proper multi-tenant architecture, as well as extensibility capability in our mission critical systems so customers may configure unique business processes not currently in the solution. We are confident we have the right ingredients now to help our customers achieve the promise of technology, which is to offer more value at less cost.

What is your vision FY16?

We believe the current fiscal year will be our breakout year, where many long term customers will take advantage of our

Upgrade X initiatives to move the cloud instead of to move to the cloud, and many new customers will choose Infor for our proven Industry CloudSuites. This fiscal year we are seeking customers in the region willing to lead the industry by embracing Infor CloudSuites. We expect this first wave of customers to prove in this marketplace that it's safe, saves money, and that turning over the care and feeding of their systems to Infor means they can concentrate on continuously optimizing their business processes, versus spending valuable resources just keeping the lights on.

What is new in Infor Xi Platform?

The Xi platform is a set of architectural principals that define what True SaaS is, versus Hosting. It's also the reinvention of corporate User Experiences to better resemble what consumers use in their daily lives. Fifteen years into the 21st century, there is no excuse for business systems to be ugly or difficult to use. Systems should talk to you as a user, and make recommendations while predicting things that could go wrong in the business. Infor's enterprise business collaboration platform, Ming.le, has defined what the Internet of Things (IoT) is for business processes. Now every stakeholder from the CEO to the front line employees can be informed on their smart phones when something favorable or unfavorable is happening and they need to take action. One CEO of a large Saudi company told me last week that he saw 22 price changes on his core product offering take place via Ming.le on his smart phone, and immediately dove in to investigate what the problem was.

Before he implemented Infor's business collaboration platform, he may never have known there was a critical problem occurring until it was too late for him to resolve.

What is Infor strategy in handling the future of new technology trends such as Big Data and internet of everything?

Infor believes IoT, smart data, and beautiful user experiences are a must for all companies in the coming years. Infor started on this journey several years ago when we created the largest design agency in New York City, called Hook & Loop. All user experiences are now designed by these experts and we now strive to have pleasurable business software experiences so users can work the way they live. A couple of years ago we made the decision that Artificial Intelligence in business processes is also a must, so we created a new science team on the campus of MIT (Massachusetts Institute of Technology) in Cambridge, Massachusetts. We have branded this team Dynamic Science Labs (DSL) and similar to what Hook and Loop has done for the UI, DSL is doing for Artificial Intelligence and Big Data. Our customers are already seeing how science can drive efficiency, productivity and value across their organizations. Optimization techniques are reinventing everything from Human Resources, to the buying and moving of inventory based on future demand. Finally, the digital revolution is upon us. Customers will need to transform the way they do business in short order in order to remain competitive. Whether you manufacture air conditioners or care for

patients, your processes and systems will need to speak to all the stakeholders in meaningful ways. The air conditioner should tell the technician before it breaks down to save money and ensure utility. Your doctor or nurse should be able to monitor you in real time, and let you know to take action before you suffer an acute issue.

What are the opportunities you see the next period, considering the current political and economic situation?

Many countries in the Middle East are transforming from Petro-based economies to commercial and consumer based ones. That will take plenty of investment and lots of innovation. Systems alone can't change companies, but when firms partner with Infor, we can help them start down that path. I urge my customers every day to start experimenting with the trends we have discussed today.

Thank you for allowing me to participate in this interview. I hope it has been helpful.





ACT partners with Vodafone Egypt to take education to the next level...

Advanced Computer Technology (ACT) has signed a strategic B2B agreement with Vodafone Egypt that will target the Educational Sector. Both companies already share a very rich business relationship that has been growing since 1997. **Vodafone Egypt** is one of ACT's strategic accounts, and ACT is always determined to provide Vodafone with superior infrastructure solutions through the best information technology vendors worldwide. Earlier this year, Vodafone Egypt launched its enterprise services platform, Ready Business, enabling all corporate clients to experience a bouquet of relevant products and services.

THE FIRST PHASE OF THE PLAN

The first phase of the plan was to offer clients existing Vodafone Egypt products and services that have been developed by Vodafone Egypt. The current portfolio offers Machine-to-Machine solutions, Fleet Management service, Cloud E-mailing and Hosting environment, IP Cameras, Disaster Recovery and Mobile Advertising. The platform proved successful and was able to attract key clients across different sectors, such as Commercial International Bank (CIB), The Coffee Bean & Tea Leaf and Kempinski Hotels.

THE SECOND PHASE OF THE PLAN

The second phase of the plan was to enhance the product and services portfolio through specialized offerings that tailor to specific sectors. That required Vodafone Egypt's Enterprise Marketing team to set a clear roadmap and prioritize which sectors they were to approach first. As a result, the team decided to start with the educational sector given its strategic importance. Their clear aim is to enable educational entities to enhance their students' learning experience and to offer them better educational quality. Moreover, the offering aims to connect students, teachers, the school admin, and even parents all the time and from anywhere through a Learning Management System. Given that such system is not provided in Vodafone Egypt's portfolio, Vodafone's Enterprise Marketing team knew that they will have to partner with specialized vendors to develop their offering.



BLACKBOARD AIMS TO:

REIMAGINE EDUCATION

from pre-school through lifelong learning & across the student experience
**NOT BUILD NEW LEARNING PRODUCTS;
BUT BUILD A NEW WAY FOR LEARNING TO HAPPEN**



Through continuous business development activities performed by ACT in Vodafone Egypt, the opportunity for establishing a B2B partnership between both companies was realized, especially in the educational sector. That is because ACT realizes the importance of education and enjoys an established partnership since 2008 with one of the major educational technology companies worldwide, Blackboard. Founded in 1997, Blackboard aims to "reimagine education, from pre-school through lifelong learning and across the student experience." With a philosophy to "not build new learning products; but build a new way for learning to happen."

BLACKBOARD'S GOAL IS "TO MAKE LEARNING MORE DESIRABLE, ACCESSIBLE, AND MEANINGFUL FOR LEARNERS."

Therefore, as a key partner to Blackboard in the region, ACT's Education Unit engaged with Vodafone Egypt's Enterprise Marketing team and presented to them Blackboard's offerings and prepared an in-depth proposal document explaining in detail Blackboard's offerings along with all the issues related to the initiative including references, installation services, pricing methods, project timelines, service level agreements etc. Vodafone Egypt's procurement and technical team went over the document and compared it to other vendors whom Vodafone's Enterprise Marketing team had met, and finally decided to proceed with ACT.

Once the agreement was done, both companies signed a contract and the offer is expected to officially launch very soon. The offering will be hosted on Vodafone Egypt's cloud environment and will offer educational entities discounted connectivity (ADSL/SDSL) plans, in addition to discounts on business text messaging and fleet management services, and last but not least a Learning Management System, provided by Blackboard through ACT.



WELCOME TO THE

Internet of Everything

Every day, the Internet of Everything grows exponentially. Millions of devices and people are connecting, developing ideas and solutions that are the first of their kind. But these firsts are only truly interesting for the last time they create. The last traffic jam. The last product recall. The last blackout. These are what motivate us, because we know big things are never achieved by thinking small. And those big things start here and now.

cisco.com/ieo



Introduction to the Internet of Everything At-a-Glance



The Internet of Everything (IoE) brings together people, process, data, and things to make networked connections more relevant and valuable than ever before—turning information into actions that create new capabilities, richer experiences, and unprecedented economic opportunity for businesses, individuals, and countries.

Course Description

The Cisco Networking Academy® Introduction to the Internet of Everything course provides an overview of the concepts and challenges of the transformational IoE economy. The course discusses the Internet and its evolution to the interconnection of people, processes, data, and things that forms the Internet of Everything.

The course introduces the concept of a network foundation connecting billions of things and trillions of gigabytes of data to enhance our decision making and. Course modules describe how IoE drives the convergence between an organization's operational technology (OT) and information technology (IT) systems, and the business processes for evaluating a problem and implementing an IoE solution.

Machine-to-machine (M2M), machine-to-people (M2P), and people-to-people (P2P) connections in an IoE solution are also covered.

The course offers the following features:

- Recorded videos, presentations, and testimonials from customers and IoE experts
- Activities that reinforce learning
- Links to articles and websites to help you explore networking and IoE on your own
- Quizzes to check your understanding of the information presented

Internet of Everything Careers

By introducing unprecedented opportunities for organizations, individuals, communities and countries to realize dramatically greater value from networked connections, IoE is creating demand for a broad spectrum of IT jobs. The associated skills needed span multiple disciplines including computer science, computer engineering, and software engineering, and the following domains:

- Collaboration
- Data center and virtualization
- Enterprise networks



The Internet of Everything is also creating demand for a new kind of ICT specialist; individuals with the skillsets to create new products and process the data they collect. A

workforce is needed that specializes in both information science and software or computer engineering.

As operational technologies and information technologies converge into IoE, people must collaborate and learn from each other to understand the machines, networks, and methodologies when developing new processes.

Learning Objectives

The benefits of IoE are derived from the compound impact of connecting people, data, processes, and things, and the value this increased connectedness creates as "everything" comes online.

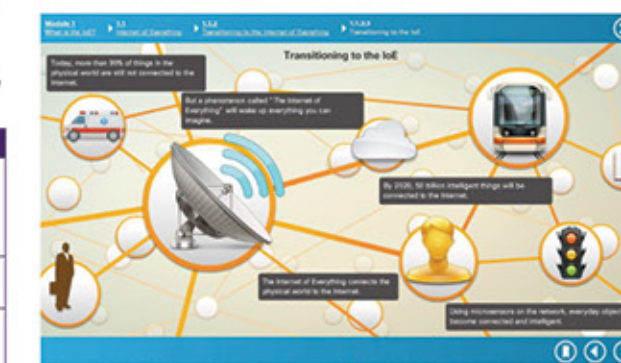
Students who complete the Introduction to the Internet of Everything course will be able to perform the following tasks:

Module	Learning Objectives
What is the IoE?	<ul style="list-style-type: none"> Describe the Internet and its evolution to the Internet of Everything Explain the four pillars of IoE and how its innovations can transform businesses
Pillars of the IoE	<ul style="list-style-type: none"> Explain the interconnection of people, process, data, and things that forms the Internet of Everything
Connecting the Unconnected	<ul style="list-style-type: none"> Configure non-IP-enabled and IP-enabled devices to communicate in the Internet of Things Explain programming and show a simulated version of the Cisco Coffee JavaScript application
Transitioning to the IoE	<ul style="list-style-type: none"> Explain the steps to evaluate and implement an IoE solution Explain security concerns that must be considered when implementing IoE solutions
Modeling an IoE Solution	<ul style="list-style-type: none"> Describe M2M, M2P, and P2P interactions and review an example of an IoE solution at a modeled winery Explain the concept of prototyping and why this is critical in the IoE market

Course Availability

The Introduction to the Internet of Everything course is delivered through the Cisco NetSpace® learning environment and is available in English. Students may self-enroll in a virtual class offered by Cisco or ask their instructors about offering the course.

Students who complete this course may also be interested in the Cisco CCNA® Routing and Switching and CCNA Security courses, which are available through the Cisco Networking Academy program.



About Cisco Networking Academy

Cisco Networking Academy delivers a comprehensive learning experience to educate the architects of the Internet of Everything. We help students develop ICT, networking, and soft skills for entry-level career opportunities, continuing education, and globally recognized career certifications.

To learn more about the NetAcad™ program, visit: www.netacad.com.

To learn more about the Internet of Everything, visit [Tomorrow Starts Here](#).

SIDPEC CO. is considered as one of the greatest integral petrochemicals industrial projects in Egypt.

SIDPEC CO. has been designed and managed using the latest UPDATED technology in order to satisfy the Egyptian environmental regulation and requirement.



Eng. Khaled Abdelfatah
Information Technology General Manager.

1) We are highly delighted to have this time with you ... Could we start by introducing SIDPEC, its products, and activities in the Egyptian Market.

SIDPEC is an Egyptian joint stock company established on 16 November 1997 Under Egyptian investment law. SIDPEC CO. is considered as one of the greatest integral petrochemicals industrial projects in Egypt. SIDPEC CO. has been designed and managed using the latest updated technology in order to satisfy the Egyptian environmental regulation and requirement. The trade name of SIDPEC polymers is named "Egyptene" polymer portfolio includes linear low density polyethylene (LLDPE) and high density polyethylene (HDPE).

2) What do you think about the extreme changes in the IT field and does it affect SIDPEC field?

SIDPEC CO. usually consider and study strategically the rapid change in IT Field to plan the required the update and upgrade actions accordingly considering the future view of the new applications and technologies. our IT services management system generally and change management system specially are designed, planned and executed to help improving all business requirements. sidpec consider IT department as an important added value center to keep updating our sis technologies to reach the maximum gain targets.

3) You have a Microsoft Enterprise Agreement with ACT, What's your opinion about ACT's role as a Microsoft Licensing solution provider?

SIDPEC CO. has been considered ACT as a great service provider according to the business contract agreement partnership relation through ACT account manager who regularly help and advice SIDPEC IT team to operate, manage and the update all proper solution packages according to the service agreement benefits.

How has ACT helped in the IT development in SIDPEC?

ACT team are usually and helpfully give good advices to SIDPEC IT team in case of any future view design, plan, managing and operating of any essential products such as Microsoft, CISCO, HP, DELLetc.

Microsoft has recently evolved in very high technology products that aim to enhance customer businesses and facilitate cooperation and mobility with any corporate, Do you count yourself from the companies that are utilizing these technologies in Egypt?

What could be an example of a Microsoft Technical project that was done by ACT Technical Engineers?

The project of implementing Office365 on SIDPEC account was the latest cooperative success story for both ACT and SIDPEC IT teams.

4) What is your degree of satisfaction from ACT for this project?

As per the Office365 project I think that SIDPEC is very satisfied with ACT team and ACT overall performance.

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

As it's a newly deployed project so I can say that after the next period of true actual evaluation of user satisfactions we can give an accurate feedback of the users experience.

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

For the time being and after implementing the Office 365 which is considered as a big project and wide move to flow the rapid changes in the IT field we are focusing in the next IT physical network improvements plan.

7) Microsoft has recently evolved in very high technology products that aim to enhance customer businesses and facilitate cooperation and mobility with any corporate, Do you count yourself from the companies that are utilizing these technologies in Egypt?

Using the office 365 features such as outlook, skype for business, OneDrive, etc. will help SIDPEC to be considered as one of the companies that are utilizing these products and technologies in Egypt.

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

Today we should put the correct vision of our strategic PLAN to comply with the newest technologies in order to satisfy our company Future view.

Message from the HEART



"if they stand by you during the bad times. they deserve to be there during the good times."



Khaled Abdelaziz
Public and Government Sector Director

"ACT has a Brand Equity that gives us a good image in front of our customers."



Sarah Mahmoud
Senior Applications Consultant

"I trust & love ACT because ACT believes in my capabilities, and always gives me new challenges."



Minar Hafez
Operation Admin

"Work is my passion & every day in ACT is a new challenge, So I'm always motivated for new challenges."



Ahmed Soliman
GBS Sales Manager

"It's my second family that I am happy everyday just coming to work."



Sarah Gamal
HR Recruitment Coordinator

"I love ACT's friendly environment & teamwork."



Mostafa Sokar
Accountant

"I love ACT because of people, & that has always been my motivation to come to work."



Nerveen Shabaan
Convergent Networks Presales Team Leader

"My job is my passion, & I love the environment because ACT helps us to develop our performance."



Mai Bakry
Quality Assurance Coordinator

"The greatness of our company is based on teamwork & that's what distinguishes ACT."

Haytham Habiba
Microsoft Services Team Leader

"Innovation is always my passion & ACT always supports me for doing new innovative things."



Ahmed El Bardesy
Hospitality Senior Program Manager

"I love ACT because of the he family spirit. It always feels like home. Development in ACT is easy that increases loyalty for the company."



Adel Samy
Operations Director

"I love the company because of the beautiful spirit that I always see and that's what made me work for ACT around 25 years till now."

Eman Abd El Fataah
Hospitality Sales Admin

"I love ACT that am working for it for about 20 years now."



Sameha El Khateeb
Product Specialist

"I love how ACT supports, and motivates innovative employees them to a continuous development."



Hanaa Abd El Moneem
Quality Assurance Executive

"I love ACT integrity because we always believe in doing it right & this is our competitive advantage in the market."



Basma Murad
Hardware Presales Engineer

"I love the Family, Team work, & the friendly environment which increases our loyalty towards ACT feeling that it's our home."



Essam Hikal
Technical Support Senior Specialist

"I started my career at ACT, I've learned everything related to HP enterprise at ACT I'm loyal to ACT & working with all my passion."

INTEGRITY



AT ACT

WE BELIEVE THAT INTEGRITY
IS IN THE EVERYDAY ACTIONS

ACTAWIES TAKE

AND WE TRUST THAT ACTAWIES WILL STRIVE

FOR EXCELLENCE

EVEN WHEN NO ONE ELSE IS LOOKING.

ACTAWIES DO
THE RIGHT THING.



One Company .. One Soul



QUALITY



AT ACT

WE DO OUR TASKS WITH PURE

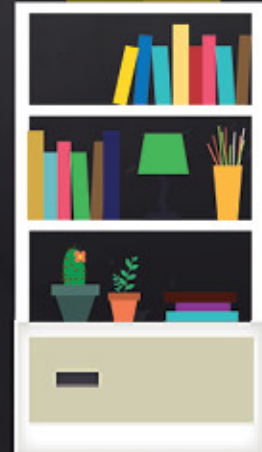
QUALITY.

WE STAND FOR QUALITY

QUALITY PEOPLE

QUALITY PRODUCTS & SERVICES

QUALITY EVERYTHING.



**Hewlett Packard
Enterprise**

Transform to a hybrid infrastructure

Hewlett Packard Enterprise Transformation Workshop



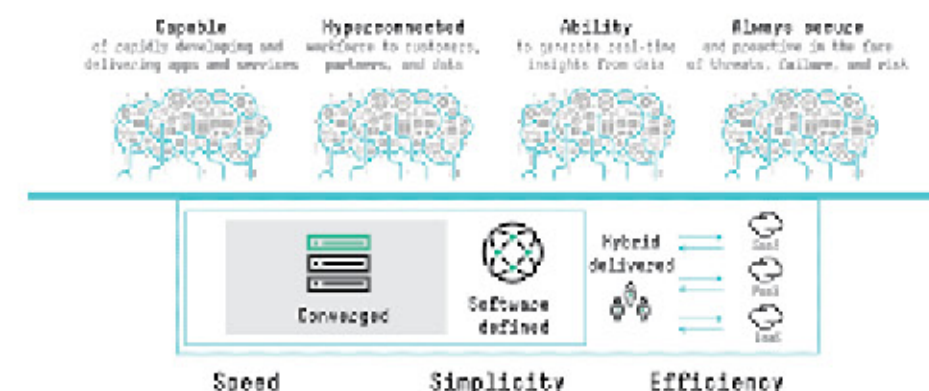
Your business is becoming digital. Are you ready?

The transformation to digital business offers Communication Service Providers (CSPs) a broad range of opportunities, such as new revenue generation, cost optimization and customer experience improvements. However, CSPs need the right mix of skills, assets and capabilities to seize them. As a result, today's infrastructures are quickly moving away from the following attributes and will eventually become a distant memory:

- **Siloed**—Siloed organizations, processes, and disparate technologies across applications, operations, and infrastructure compute teams lack the efficiencies of integrated systems, shared services, or cloud models.
- **Manual**—Fragmented, manual, device- and domain-specific management, and lack of automated, policy-based control and support of service provider infrastructure increase operational and business risks.
- **Technology centric**—Applications and workloads are no longer built for a dedicated platform technology or a static, stable environment. They require dynamic and rapid access to infrastructure services supporting hybrid models, business change, and multiple users.

Today, it's a New Style of services for a New Style of Business—and it has changed the expectations and requirements for today's service provider teams, processes, data centers, and platforms. At Hewlett Packard Enterprise, we see better options through a converged, software-defined infrastructure that provides fast, agile, simple, and efficient service delivery. Organizations need to step back and look carefully at their options, risks, and gaps; their readiness; and transformations across people, processes, and technologies.

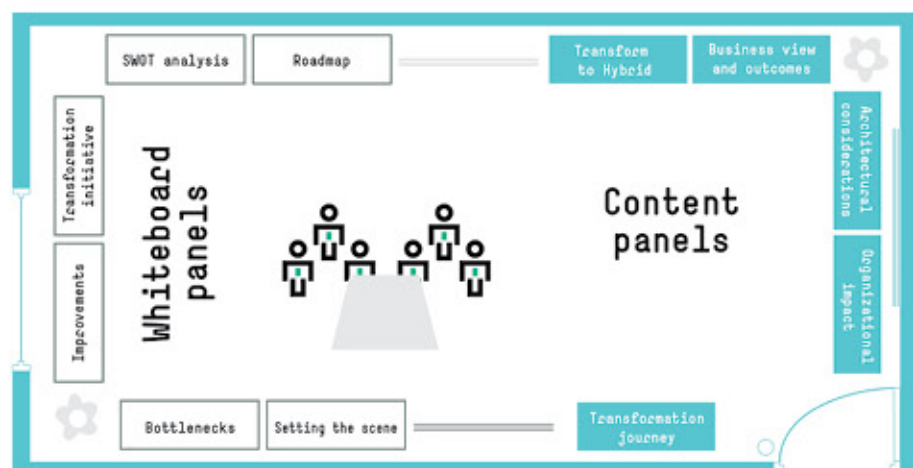
Outcomes delivered by infrastructure for a New Style of Business



It's time to go hybrid

Your organization may already see cloud services as a key component of its ability to access the right mix of services—from the right places, at the right time, at the right cost. All signs point to a hybrid delivery environment—and the right hybrid delivery strategy is based on standards, built on a common architecture with unified management and security, and enables service portability across deployment models. Ask yourself if you'd like guidance with:

- Understanding the emerging industry trends and changing business landscape, and how service providers can enable growth and profitability metrics
- The delivery strategy and execution of a hybrid infrastructure to successfully transform and align service delivery model with business
- Transitioning to a dynamic and elastic infrastructure to meet application and business demands
- Need to partner with industry leaders to leverage the capabilities required to minimize the risk to business during transformation



Getting the most out of hybrid infrastructure opportunities, however, is not a simple exercise. If you're like many others and go beyond implementing internal, private cloud solutions, then you'll need to speed up and develop your hybrid delivery strategy and planning process. All services are not created equal, and each organization has its own needs around performance, security, control, and availability. For this reason, it's vital to have an understanding of where and how a hybrid infrastructure strategy can most effectively be applied to your organization's portfolio of services.

Get the full picture of hybrid infrastructure transformation—all in a day

In the long term, most enterprises will likely see the value in sourcing services differently based on their technology capabilities and business requirements. This means they may choose to use traditional infrastructures, private clouds, and/or public clouds—essentially adopting a hybrid sourcing model. Regardless, your traditional infrastructure will need to modernize and support hybrid delivery to take advantage of the latest architectural and operational options, such as software-defined infrastructure, converged infrastructure, DevOps best practices, infrastructure automation, and flexible capacity.

That's why we offer a workshop that can help you gain clarity on hybrid infrastructure concepts, identify the initiatives that can work for your business, and create a high-level plan that defines your steps forward. During this one-day workshop, senior HPE consultants use informative visual displays in an interactive session to share their knowledge with you. By responding to specific questions and the needs of business and key stakeholders, we create an environment that helps align key initiatives and priorities. Ultimately, the workshop's goal is to facilitate faster decision-making and cross-functional team collaboration so that you can shape your own hybrid infrastructure path and enable the New Style of Business.

The HPE Hybrid Infrastructure Transformation Workshop is designed to walk you through today's most relevant topics:

- **Hybrid Services delivery transformation overview**—Provides a discussion around your business and technology needs, an overview of hybrid infrastructure and technology trends, and answers to common questions. The discussion includes new ways of thinking, a new architecture, new capabilities, and new ways to deliver services to the business.
- **Business view and outcomes**—Conveys the business point of view of some of the services and capabilities that are required—as well as some of the outcomes that can be achieved—from a hybrid service delivery model. Participants discuss the key characteristics of next-generation infrastructure; the people, process, technology requirements that are enabling business productivity goals; and service delivery organization's role in the overall success.

- **Architectural considerations**—Teams identify some of the inherent limitations in today's architectures and illustrate the future reference architecture. HPE experts and attendees share their views around an on-demand, hybrid delivery transformation, software-defined infrastructure, private cloud deployments, and infrastructure solutions supporting open standards. Also, teams understand the implications of different approaches and discover what they currently have to begin their journey.
- **Organizational impact**—Understand the top considerations and impacts of a hybrid delivery transformation and on-demand services environment to an organization. Workshop participants discuss bimodal services concepts; change management; people and process; the implications of siloed infrastructure operations; the multiple dimensions of governance, risk, and compliance (GRC); and adapting converged management and service management practices for hybrid delivery.
- **Hybrid services Transformation journey**—Transforming to hybrid services delivery model is not a one-time project, but rather a planned and systematic journey. This requires knowing where you are now (your current state) and where you would like to go (your desired state). This topic addresses these key questions: where am I on the journey, where are the gaps, and how do we close the gaps in order to achieve our goals? Workshop participants hear Hewlett Packard Enterprise's vision and the essential steps in transforming to an on-demand service delivery—and then evaluate their readiness.

What's next?

Is your goal to build a hybrid environment—with choice in delivery models and without complexity? It helps to have an ally like Hewlett Packard Enterprise, which has the experience to understand the service models, and service provider infrastructure architecture, design, and technologies that are right for your business—and how best to source, build, deliver, and manage them.

After you attend the HPE Hybrid Infrastructure Transformation Workshop, Hewlett Packard Enterprise can support your efforts to create and execute actionable next steps. Whether you decide to build a detailed roadmap; adapt a converged, software-defined infrastructure; become a service provider; or consume hybrid services flexibly, we can help.

Over the years, we've built and supported an array of data center and infrastructure solutions that can enable you to create, consume, or buy services that support your chosen strategy. Using these building blocks—foundational and enabling technologies and services—you can realize the true potential of hybrid infrastructure and become an enabler for the New Style of Business.

For more information

Take the first step toward defining your future hybrid infrastructure by working with HPE experts. Talk to your HPE representative about signing up for an HPE Hybrid Infrastructure Transformation Workshop.

**Hewlett Packard
Enterprise**

ACT SUCCESS STORY... TRAVCO INTERNATIONAL HOLDING



ABOUT TRAVCO

- Euro 1 billion Total Assets.
- 181 Hotels & Resorts.
- 40 Companies.
- 48 hotels in Middle East.
- 113 Hotels in Europe.
- Over than 12,000 Rooms.
- 4 Brands.

infor



BUSINESS NEEDS:

When the top management of Travco Group International found that Travco Groups wheel of development slowed due to the low consideration of using technology & innovation as needed.

It became obvious that Travco Groups needed a new solution to collect real-time data from Travco source applications such as Hotels PMS systems and Financial applications among Travco International Holding Group, and translates it into business insights delivered through a fully enterprise business intelligence integrated solution suite with a common user interface with a real-time, single version of the truth from a suite to take advantage of innovative technologies like mobility, big-data, and in-memory computing.

These included issues such as there is no single source of truth, too much data & too little insights.

This observation led to a search for such a system which is Online Enterprise Business Intelligence and Performance Management solution for Travco International Holding Group that facilitates the process of consolidating and analyzing financial, operational, and performance data from multiple sources, enabling faster and better informed decision making by providing a more holistic view of forecasting, revenues and costs. Establish a framework for business performance management for Travco Organizations.

SOLUTION:

After tactful analysis of the various solutions available in the market.

ACT was chosen due to its market credibility and its expertise in consulting and providing support.

Travco opted for ACT suggestion and choose the Infor solutions which are:

- Infor SunSystems.
- Infor/EPM for BI Analytics, Budgeting.
- Infor/EPM for Financial Consolidations.
- Infor Import Master for Data loading.

The prime objective of the project was to streamline the online corporate reporting, financial consolidation & budgeting processes among the group. Travco group departments by automating the manual spreadsheets they were using. The implementation was successful due to ACT management support and vision, and the project team's dedication.



SEEING RESULTS:

As a result for ACT competitive advantage in implementing projects. A merged team formed from Travco and ACT with a well-defined roles, responsibilities and shared objectives.

ACT's project managers and certified consultants provided full support the selected team.

After implementing all the Infor modules on Travco group Departments:

- Facilitates the process of calculating financial and budgeting performance analysis.
- Experienced Smooth Implementation.
- Eliminated need to submit requests for reports or email reports among the Group.
- Improved significantly in overall accountability and accuracy of numbers.
- Saved significant time, effort, and overall costs Infor's BI implementation enabled Travco to automate the business processes of their internal reporting and budgeting.

Travco successfully implemented Infor's solutions and significantly enhanced its productivity by streamlining departmental operations.

ACT Yearly SUCCESS Partner



Marriott Zamalek

With the presence of over 210 attendees

Eng. Yasser El Kady

Minister of Communication and Information Technology

gave his speech that was dedicated to introduce the future long term plans of ICTE as per the initiative launched by H.E the President during Cairo ICT 2015. Eng. Yasser has announced that two Technology parks will be established in Alexandria and Assiut as first phase of civil parks in different governorates and new ISP licenses will be issued by 2016 Q4.

It has been confirmed that SMEs support will continue and will be administered more efficiently and they will find decent business locations in the new technology parks.



ACT WAS THE
SILVER SPONSOR
FOR THIS EVENT

By the end of the event, Eng. Yasser El kady promised to address the community after presenting the governmental program to the parliament and assured that There will be more news about ICTE projects to be announced.

Marriott Zamalek

Under the title of "Economic zone role and the opportunities to the ICTE industry" **Dr. Ahmed Darwish** - Chairman Suez Canal Economic Zone gave a powerful speech that introduced the structure of the economic zone and the legal framework under which the vzoperation will be run.

4 million sq. meters are dedicated to electronic industries where he is planning to labor intensive industries as well as high value businesses.



On 23rd of May, 2016 EITESAL celebrated its 12th anniversary.

For the whole fruitful 12 years, ACT was a partner of success, supporting, and witnessing the big achievements.



Eng. Yasser El kady - MCIT, attended as the guest of honor and shed the light on the last visit to Hong Kong, it yielded positive results to support the resettlement of the electronics industry that concluded three production lines for the manufacture of tablet and smartphone, technology, G4, in Egypt.

During the ceremonial a cooperation protocol has been signed between the "EITESAL" Association by: **Eng Hazem El Tahawy - EITESAL Chairman**, and the "Academy of Scientific Research in the presence of **Dr. Mahmoud al-Saqr**, Head of Academy of Scientific Research to enhance cooperation in the field of supporting the creativity of young people under the name "EBNI".

ACT'S POWERFUL EXISTENCE SHOWED THROUGH ITS
GOLDEN SPONSORSHIP
TO THIS EVENT

A Busy Year Ahead

Hotels plan record-high technology spending in a push to enable mobility, upgrade existing systems and boost security

BUDGETS & BUSINESS DRIVERS

Hotels to Increase Tech Budgets in 2016

Payment, guestroom and networking solutions drive spending

The U.S. lodging outlook for 2016 is largely a positive one. As 2015 drew to a close, PwC reported that occupancy for the year was at levels not reached since 1981. Despite peak occupancy — and sell-out conditions in many markets — 2015's modest ADR growth defied expectations. In 2016, PwC expects ADR to rebound. Increased confidence amongst hotel operators and brands will push ADR higher, leading to a RevPAR increase of 5.7%.

"Continued strong lodging demand trends in the U.S., peak occupancy levels, coupled with the absence of this year's drag on the U.S. dollar, should give hotel operators confidence to continue to drive more room rate growth in 2016," said PwC's Scott D. Berman, principal and U.S. industry leader.

A strong economic outlook is a boon to technology investments and indeed the results of *HT's 2016 Lodging Technology Study* project that IT spending will hit record highs in 2016. Technology, and in particular a strong digital engagement portfolio, has become a must-have for driving hotel revenue. The traveler's journey starts with convenient booking channels that provide ubiquitous access to reservations, it continues with an on-property experience that enables seamless connectivity, and it ends with post-stay communication that recognizes the guest in a personal way to build loyalty and encourage return visits. The guest lifecycle is powered by technology, and technology will be handsomely funded in 2016.

HOTEL TECH BUDGET BENCHMARKS

In 2016 the "magic number" for hotel technology budgets is 6% of revenue. Lodging IT budgets have been on a consistent growth curve for the past several years, up from 4.9% of revenue in 2014 and 2.6% of revenue in 2013. The 6% average for 2016 aligns with the restaurant industry: CIOs in *HT's 2015 Restaurant Technology Study* estimated an average IT budget that was 5.8% of revenue in 2015.

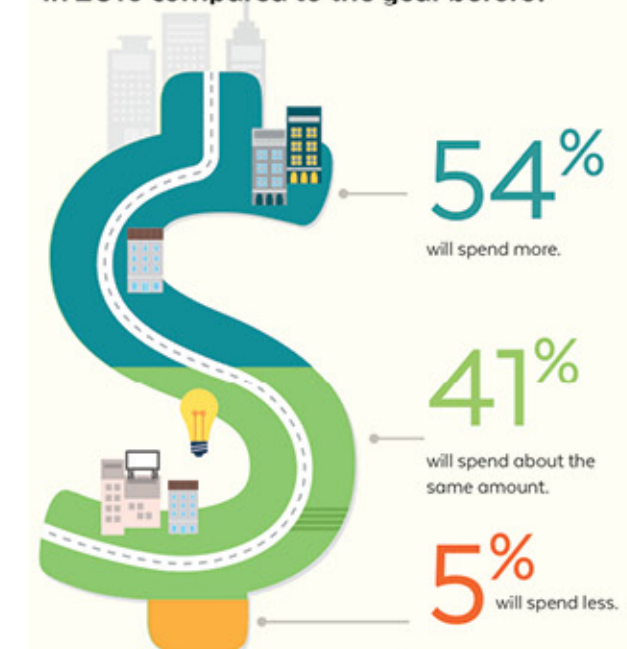
IT as a percentage of revenue can vary dramatically by company and industry, and for one company from year-to-year. Capital-hungry projects drive the budget up, while cloud solutions can reduce costs. Even within the lodging industry, there's a 2-point swing this year based on sub-segment. Among mid-scale hoteliers, where competition is fierce for tech-savvy business travelers, IT budgets are often bigger and are estimated at 7.3% of revenue in 2016. Upscale hotels will invest 6.1% of revenue on IT, followed by luxury at 5.6%, and economy at 5.3%.

To provide additional benchmarking data, we offer a breakdown that shows the percentage of survey respondents that are modest investors (with IT budgets that are two percent of revenue or less), mid-range investors (IT budgets of three to eight percent of revenue), or heavy investors (nine percent of revenue or more). The pie graph "2016 Hotel Technology Budgets as a Percent of Revenue" depicts these breakdowns. Just one year ago, 38% of hotels were modest investors; in 2016, that bucket shrank to 26%. Slightly more than half of all hotels in 2016 will fall into the mid-range of 3 to 8 percent of revenue (55%), and about one in five (or 19%) expect to be heavy investors in 2016. Overall, 54% of hotels told *HT* that they plan spend more on technology in 2016 than they did one year before. Only 5% will spend less and 41% will spend about the same.

GROW, RUN AND TRANSFORM

The magic number provided here is a benchmark. CIOs should proceed with caution before forcing alignment with an average

How much will hotels spend on technology in 2016 compared to the year before?

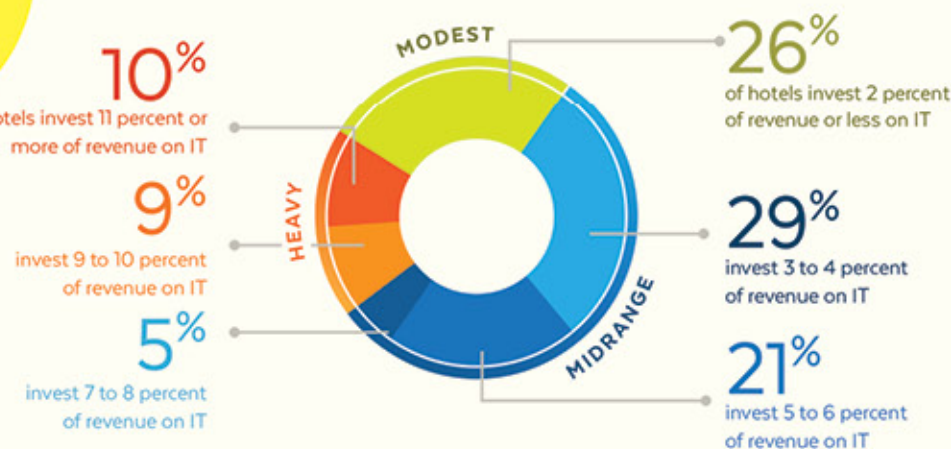


Average Hotel
Tech Budget in 2016

6%

of Revenue

2016 Hotel Technology Budgets as a Percent of Revenue

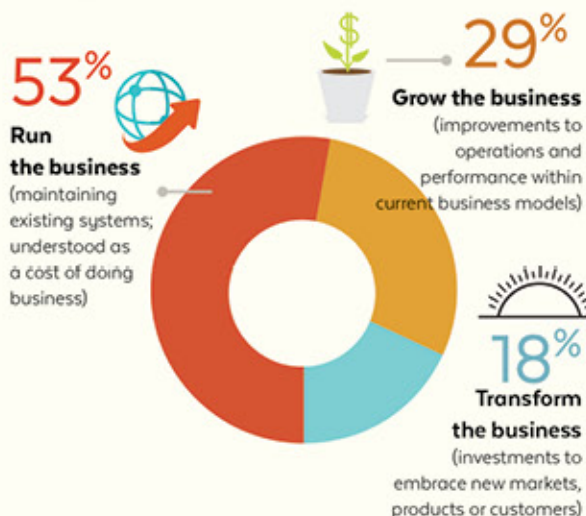


investment level. Large technology budgets might be indicative of industry-leading innovation. They could also be the result of system maintenance with too-high overhead. Conversely, tighter budgets might be the result of an effective migration to hosted systems with lower overhead, leaving more left over for innovation.

For greater context we look at Gartner's "run, grow, transform" model, which asks: what percent of technology is spent

Hotel Budget Allocations for Run, Grow & Transform

Gartner's "run, grow, transform" model asks: what percent of technology is spent to run the business; what percent is spent to grow the business; and what percent is spent to truly transform the business.



to run the business (think security, compliance, networking and transactions); what percent is spent to grow the business (think about systems that enable marketing and customer loyalty — digital engagement projects could fall here); and what percent is spent to truly transform the business (for example, Apple's entry into the music business via iTunes). The RGT model isn't perfect either, as it can be difficult to categorize some IT projects between either "grow" or "transform." An e-commerce overhaul that one hotel CIO might allocate as transformative, another could consider a tool for growth via customer loyalty. Nonetheless, CIOs are finding the RGT model as a useful way to provide further context to their budget allocations.

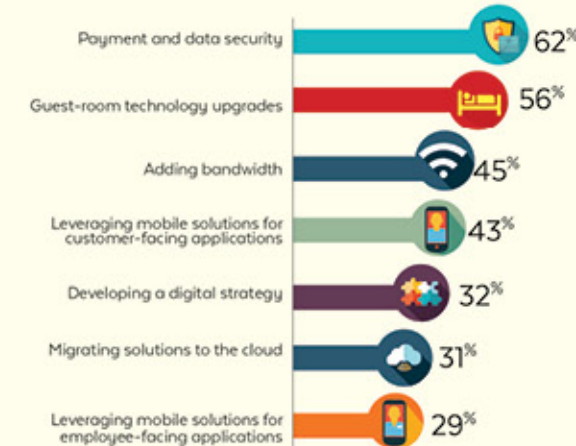
According to Gartner, companies on average spend 66% of their IT budgets to run the business (maintain IT systems) and they spend the rest on growth or transformation projects. The ideal, according to Gartner, is a 50/50 split, but achieving it isn't easy. Hotels in *HT's Lodging Technology Study* perform better than that average. Hotels say their allocations towards running the business account for 53% of the total IT budget. Another 29% is spent on technologies to grow the business, and 18% is spent on transformative projects.

Like most IT organizations, hotel CIOs today find themselves caught between two high-flying objectives — strengthen the business via innovative technologies that engage the customer, and cut costs via systems and processes that lead to greater efficiency. In some cases, one technology stone can take out both birds (e.g. mobile check-in streamlines the front desk while also giving guests control over the check-in process). In the future, particularly with regard to digital projects, Gartner advises CIOs adopt a bimodal approach to technology budgeting and management that allows for both predictable and exploratory work.

Bimodal IT is the practice of managing two separate, coherent modes of IT delivery, one focused on stability and the other

BUDGETS & BUSINESS DRIVERS

Top Objectives for Technology in 2016



on agility. Mode one is traditional and sequential, emphasizing safety and accuracy. Mode two is exploratory and nonlinear, emphasizing agility and speed. In its 2016 CIO survey (which included 2,900 CIOs across 84 countries) Gartner found that almost 40% are on the bimodal journey, with the majority of the remainder planning to follow in the next three years. "The evidence is that building a mature bimodal platform results in much better digital strategy performance," Gartner said of the findings, adding that one of the worst things a CIO can do is to delay bimodal. Those who are planning to move toward bimodal, but have not taken steps yet, came out worst in terms of digital strategy performance in Gartner's CIO survey.

HOTEL TECHNOLOGY PRIORITIES IN 2016

For a snapshot of how technology dollars will be spent, *HT's* survey participants were asked to evaluate a list of objectives and select any/all that are top priorities in 2016 (shown in the above graphic). Security is the top priority, garnering nearly two thirds of the votes this year (62%). Next on the list is guest-room technology upgrades (56%), followed by adding bandwidth (45%). About one third is focused on developing a

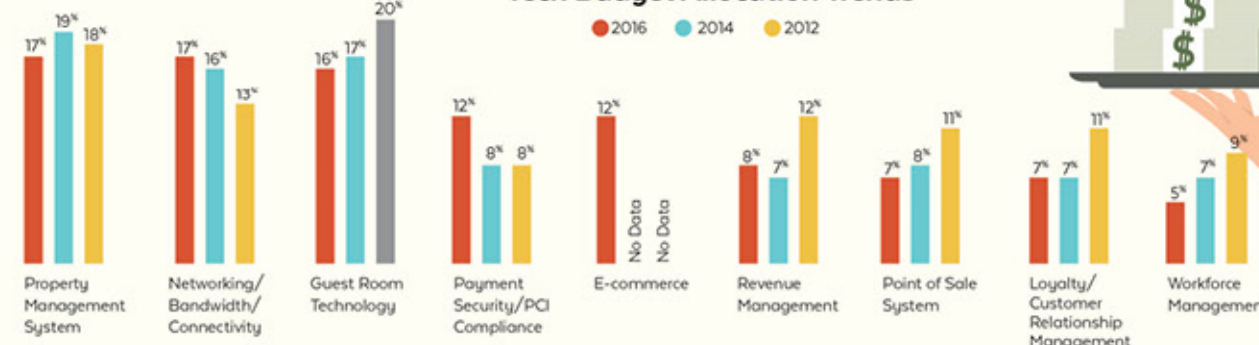
digital strategy (32%), and also on migrating solutions to the cloud (31%). As for mobile deployments, there will be greater focus on customer-facing applications (43%) when compared to employee-facing applications (29%). Hotel CIOs showed an increased digital focus in this year's study: in 2015, "developing a digital strategy" ranked lowest on the priority list at just 20%. This year, digital strategies saw the largest increase at 12 points. It's worth noting, also, that across the board all projects increased in priority in this year's study when compared to last year. This lines up with the projection that hotels will spend more on tech in 2016 — an increase in projects and priorities requires additional financial support.

To complete our picture for budget evaluation, we look at the allocation of dollars across a variety of technology areas (below). The biggest take-away here is stability. For the six years that *HT* has been conducting this survey, the same three technology categories have topped the list: property management, networking/connectivity and guest room technologies. These three categories may swap their first-through-third positioning, but the difference in allocation percentage is always marginal and thus far there's been no contender to unseat any of the top three. Fourth place is always several percentage points behind, and this year it's payment security and PCI compliance projects. Workforce management, point-of-sale technology and loyalty/CRM typically receive the smallest allocations.

Looking at historical data, we do see a few notable changes. Guest room technology, while still holding steady in the top three, has been on a downward slope since 2012. Networking, meanwhile, is garnering larger portions of the budget year-over-year. This is indicative of the trend towards enabling guest technology, rather than providing it. Point of sale technology and workforce management solutions are also receiving smaller pieces of the pie. Allocations for payment security saw a notable jump in 2016, which can be attributed to preparations in the face of the EMV liability shift.

In summary, hotel technology budgets are increasing in 2016, with security-focused projects a top priority. The guest-room and networking will both be top areas for IT upgrades; for more insight there, chapter three offers detailed upgrade/roll-out plans. Next up, we examine technology strategy, perceptions and decision making. •

Tech Budget Allocation Trends



TECHNOLOGY STRATEGY

CHAPTER 2:

Decision Making & Data Intelligence

Hotels struggle with ROI measurements, but make some progress in use of big data

For the past four years, hotel executives have told HT that keeping pace with rapidly escalating guest expectations is the number one challenge facing their technology teams, even more so than limited IT budgets. In 2016, we see the emergence of an even bigger pain point for hotel CIOs: measuring the return on investment. This year's survey provided respondents with a list of possible challenges and asked them to identify any/all that are significant factors inhibiting technology at their organization. Nearly one in two hoteliers say that measuring the return on investment (ROI) for today's technology solutions has become their number-one challenge.

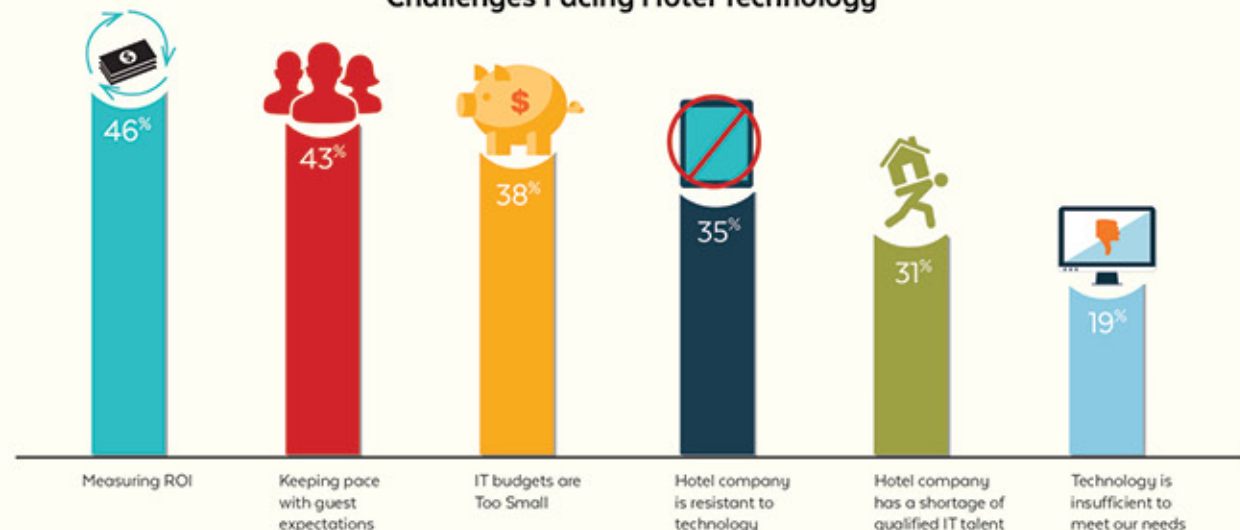
In last year's report, we measured the prevalence of ROI-related challenges for the first time and it debuted at number two on our list. That prompted our position that methods for measuring ROI are largely outdated for today's digital projects. Traditional financial models that evaluate increased sales or reduced operational expenditures are based largely around the impact of automation — technology's ability to empower people to work better, faster and smarter. Many of today's top technology projects, however, involve customer engagement, loyalty and experience: one third of the hotels

Nearly one in two hoteliers say that measuring the return on investment for today's technology solutions has become their number-one challenge.

in this survey are developing a digital strategy, and even more (43%) are focused on guest-facing mobile solutions.

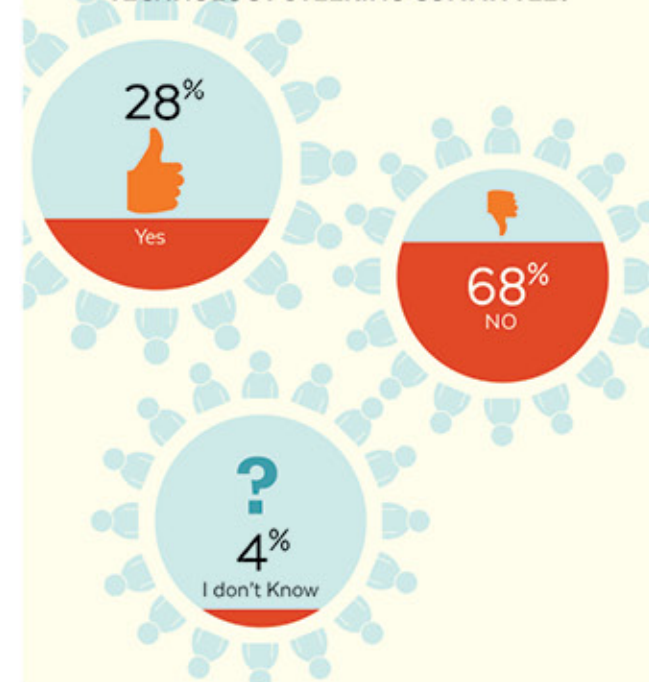
Cloud-based technology is another area of investment where ROI remains fuzzy. For example, a survey by *InformationWeek* of technology professionals using public cloud infrastructure for servers and storage were asked if they compare cloud storage costs to their use of an on-premises data center. Only 23% could accurately compare; 51% said they have a ballpark estimate. *InformationWeek* concluded that, "financially, companies struggle to identify the right way to calculate payback; how to measure the cloud's value in speed, cost, and staff focus; and how to assess where cloud use makes the most sense."

Challenges Facing Hotel Technology



TECHNOLOGY STRATEGY

DOES YOUR COMPANY USE AN INFORMATION TECHNOLOGY STEERING COMMITTEE?



Rounding out the list of challenges, qualified IT talent is a factor for about a third of the hotels in our study (31%). Slightly more say their company is resistant to technology (35%). The least selected option on our list was "technology itself is insufficient to meet our needs." This is a meaningful finding: the technology solutions available today are largely able to meet hotels' needs, but challenges in measuring ROI may well diminish the overall value of those IT investments. Technology suppliers must work with hotel IT executives to overcome this challenge.

One way to improve clarity for ROI could be the use of an information technology steering committee (ITSC). The ITSC is an administrative body that reviews, monitors and prioritizes major IT projects from a cross-functional perspective. Its two key concerns are alignment and ownership. The majority of executives in our survey said their companies don't use technology steering committees (68%).

ITSCs are small in nature and typically involve different members of the organization, from the CEO, to IT and other business-unit leaders such as digital and e-commerce, all the way through to hotel property managers. The committees are often facilitated by the CIO, but priorities are set and decided upon as a group. To be effective, ITSCs need to have teeth. They should have clear mandates with a written charter, and a genuine ability to influence decisions.

Technology Perceptions

To learn about some of the subjective factors that can influence technology culture at a hotel, survey participants were provided a series of statements and asked to identify which are true for their organization (using an agreement scale that ranged from strongly agree to strongly disagree). Provided here are some interesting findings from that data:

- One in four technology leaders feel that they do not have equal representation in decision-making as their non-IT counterparts. (About half do, and the remaining quarter is neutral).
- As in previous years, more hotels seek to be innovators in business (55%), than innovators via the application of technology (40%). The former will become increasingly difficult to achieve without the latter.
- Cross-functioning teams are budding up in many hotels: 50% of technology staff members are brought in for project management responsibility outside of traditional IT scope. This is particularly valuable in change management scenarios, and will strengthen the position of CIOs and their teams across the organization.
- Hotel CIOs do not feel they've earned bragging rights for their technology. Just 35% believe their hotel to be a leader in the use of technology compared to others in their segment.

Beliefs About Innovation

Disagree Neutral Agree

My organization seeks to be an innovator in business practices



Our organization seeks to be an innovator in the application of technology



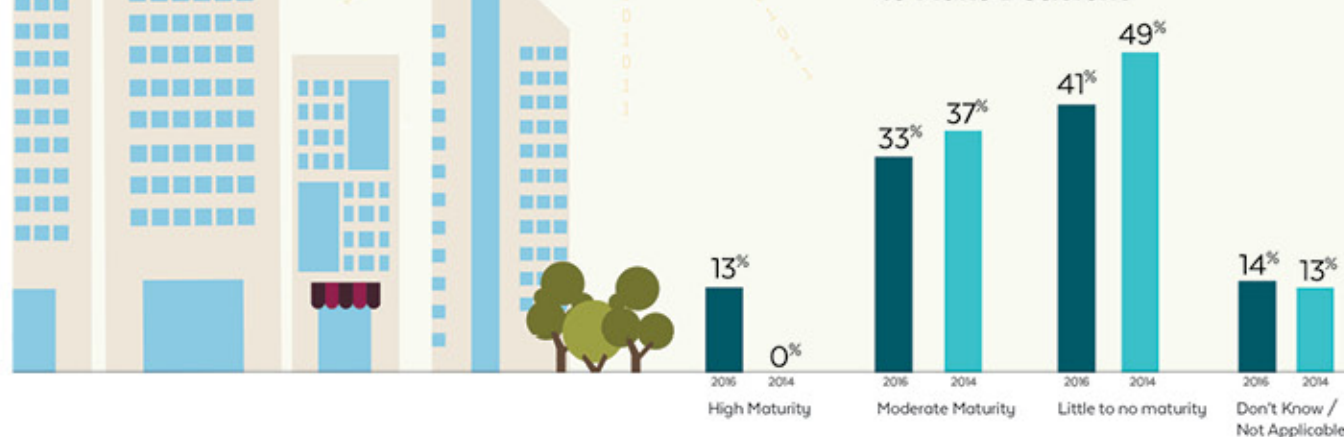
Our organization is a leader in technology compared to others in our market segment



TECHNOLOGY STRATEGY

In 2014, not a single hotel reported high maturity. Two years later 13% have hit the high maturity mark.

Hotel Maturity for Using Big Data to Make Decisions



HOTELS WORKING ON DATA ROADBLOCKS

As more devices come online and systems establish greater interoperability, data has become a meaningful component in achieving ROI. As data inputs continue to expand, there is greater demand for superior insights ranging from engagement metrics, to usage data, to consumer feedback. With access to the right data, hotels can make a variety of real-time changes to operations and marketing practices. They can, for example, monitor if a guest is in the room and reduce energy consumption; use revenue management data to optimize room pricing and fill more rooms at higher rates; or leverage data-driven marketing to increase bookings.

This survey tracks industry maturity for the use of big data, and dips into a few specific ways that big data is being used. For the purposes of our survey, we defined big data as information assets that are high in volume, velocity and variety that, when captured, stored or analyzed through advanced techniques, can provide enhanced insight and decision making.

Overall, the hotel industry remains at the early stages of application for big data — most hotels report little to no big data maturity, although there is some improvement. In 2014, not a single hotel reported high maturity. Two years later 13% have hit the high maturity mark. Meanwhile, the group reporting little to no maturity has shrunk in size to 41% this year compared to 49% in 2012, although it still represents the largest portion of the industry overall.

A follow-up question was asked of those who do use big data to find out more. Most use it for advanced reporting (26%), and for identifying trends (23%). Just a small amount has achieved predictive analytics (13%). We believe that pre-

Are you prepared to decline a guest an open room on a same-day booking if a revenue optimization system expects a more profitable client to come in later? If not, you should be.



dictive analytics will be a key differentiator in hotels by 2017. Are you prepared to decline a guest an open room on a same-day booking if a revenue optimization system expects a more profitable client to come in later? If not, you should be.

A bright spot in data intelligence exists in the industry's use of revenue management. About 60% of hotels in HT's survey use a revenue management system. This technology is on track to create substantial competitive advantage for optimizing occupancy and rates. Starwood Hotels & Resorts invested in a proprietary revenue management system that aims to optimize occupancy. Their system is integrated into CRS, group systems, and indirectly into the PMS. "We've taken our own data and married that with external data, such as competitive and area information that might skew or grow occupancy, and then used those data elements to optimize room rates," Starwood CIO Martha Pouter told HT in an October 2015 cover story. "Those [hotels] that don't leverage their data will perish," Pouter stressed. •

TECHNOLOGY INVESTMENTS

CHAPTER 3:

Tracking Technology Adoption in 2016

Hotels focus on system upgrades, payments and mobility

With record-level spending expected for hotel IT in 2016, it's prudent to understand which technologies will likely see the greatest roll-out activity. This study tracks current and planned adoption for a variety of technologies. One trend evident from this year's data is that hotels will be in upgrade mode for 2016 — many of the systems that already have high current adoption rates are also on schedule for an upgrade in the year ahead.

Survey takers were provided with several lists of technologies and asked to indicate if they currently use a technology, plan to upgrade an existing technology, or have new roll-outs on the docket. We queried executives in this fashion across several major categories: customer-facing technology; in-room technology; and property systems (including PMS, CRS, and others). Note, also, that security-related technologies were examined in a different format and will be addressed separately.

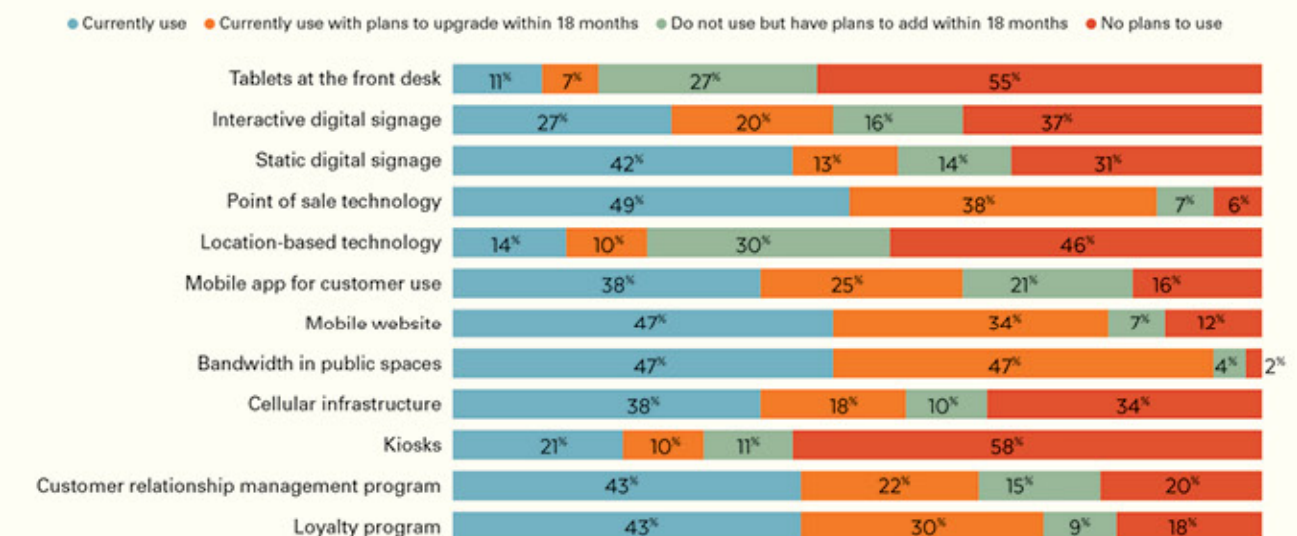
To provide context to adoption rates, we evaluate them using the Technology Adoption Scale created by EKN Research, a division of Edgell Communications and sister organization to Hospitality Technology. The EKN Technology Adoption Scale

breaks down as follows: early adoption (less than 15% of the market has the technology installed); gaining momentum (15% to 50% install base), becoming standard (51% to 75% install base), mature (75% to 85% install base) and saturated (with an installation base that's above 85%).

CUSTOMER ENGAGEMENT & GUESTROOM TECHNOLOGIES

The first area of investigation is customer engagement technologies. A list of 12 technologies was curated for evaluation based on prior years' research findings (technologies that were "gaining momentum" for example) plus general industry trends. They all share in common an impact on customer engagement. The list provided here also includes a variety of traditional systems where hotels interface with customers, such as loyalty programs, point of sale systems, and customer relationship management programs. These established technologies enjoy high rates for current use. They also provide a benchmark against which we can measure newer tactics such as location-based marketing and tablets for check-in.

Customer Facing Tech Rollouts



TECHNOLOGY INVESTMENTS

On average, POS, loyalty and CRM have high current installation rates that range from 65% to 87%. Interestingly, mobile websites have also hit that level of market saturation, and are currently used by 81% of hotels. Bandwidth in public spaces (lobbies, etc.) has the highest installation of all the technologies measured in this section at 94%. All these same technologies — loyalty, bandwidth in public spaces, mobile websites and point of sale systems — will also get upgrades in 2016. From these findings, we believe that hotels are evaluating these technologies for better functionality, likely to add mobile access for guests, and data integration for better insight.

Elsewhere, several technologies rank high on the list of new rollouts: 27% of hotels plan to add tablets at the front desk — this is in addition to the 18% of hotels that already have the technology. Location-based technology is also a big mover on our list: just 24% of hotels currently have the technology, but another 30% have new rollouts planned. At the low end of the activity spectrum, kiosks remain a lesser-used technology. Only 31% of hotels have them currently, and 11% plan to add them.

The same adoption scale was applied to a list of 13 guest room technologies. Here again the technologies with the highest current installation rates — bandwidth, wireless Internet access, flat screen TVs, and HD content — are also due for an upgrade in the year ahead. In terms of new rollouts, mobile key technology (also called keyless entry, characterized by guest room access via a guest's mobile device) will see the most activity. Room control devices and energy management systems come in second and third on the list of new technology projects. This data also suggests that hotels are moving away from providing iPads as an in-room amenity. Rather than provide the technology, the pattern is to enable it. Curve televisions are also in their infancy, and it remains to be seen if hotels will embrace this technology.

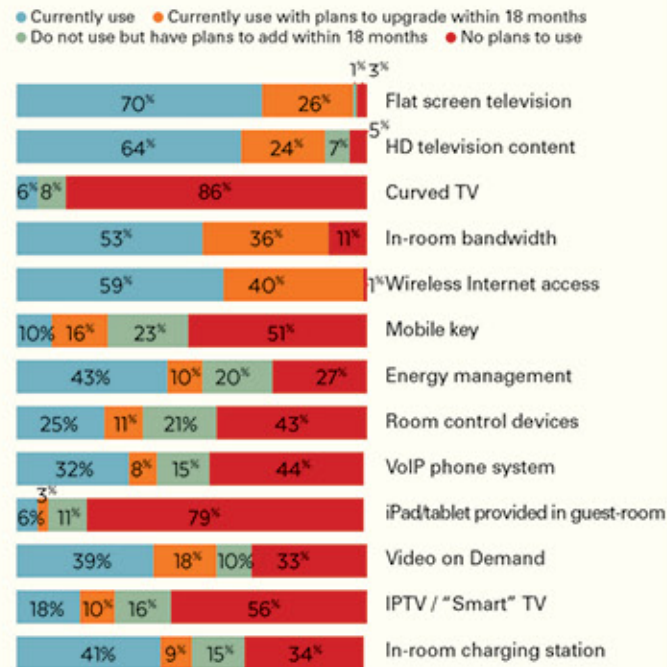
For in-room Internet access, the industry is moving away from a flat fee, and even entirely free-to-guest, in favor of a tiered model. In 2016, 44% of hotels will use some form of tiered access. The most popular approach here is to offer free access for lower bandwidth and charge for higher levels — 40% of the hotels in our survey take this approach, an increase over the 24% that did so one year ago. About half of hotels (52%) will offer flat connectivity (no tiers) at no additional charge in 2016, but we see a decline from just one year ago when nearly 60% used this model.

PROPERTY, PAYMENT & CLOUD

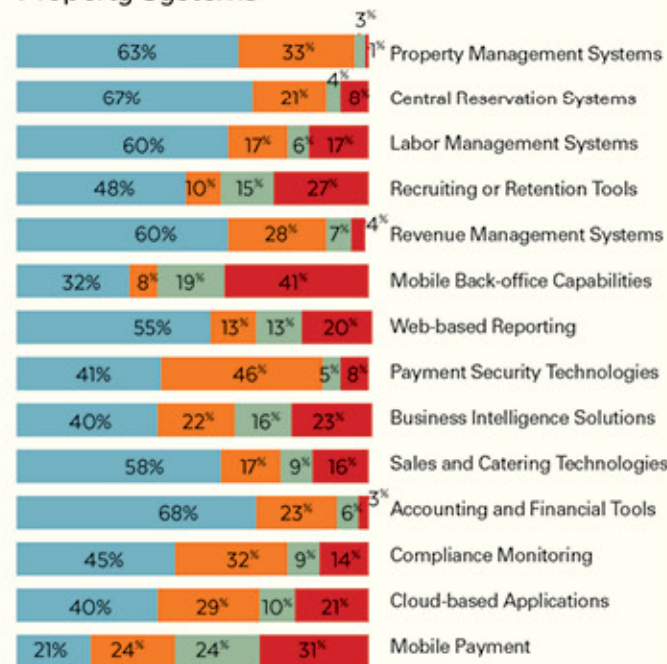
Several major property systems are on tap for upgrades in 2016. Almost half of all hotels plan to upgrade their payment technology (46%), and a third has enhancements planned for compliance monitoring solutions. Property management systems will also see upgrades in 2016, with 33% of hotels planning an update to their existing system. In terms of new

Tech Rollouts

In the Guest Room



Property Systems

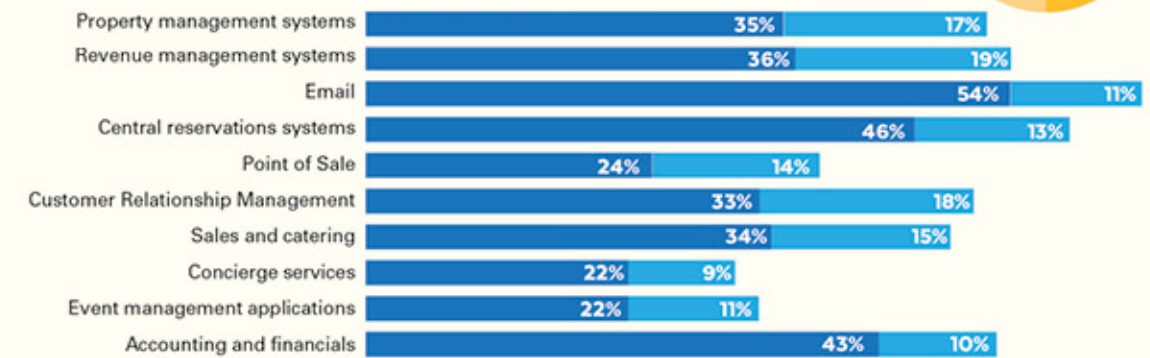


TECHNOLOGY INVESTMENTS



What's Running in the Cloud?

Legend:
■ Currently Running in Cloud
■ Planning a Cloud Migration



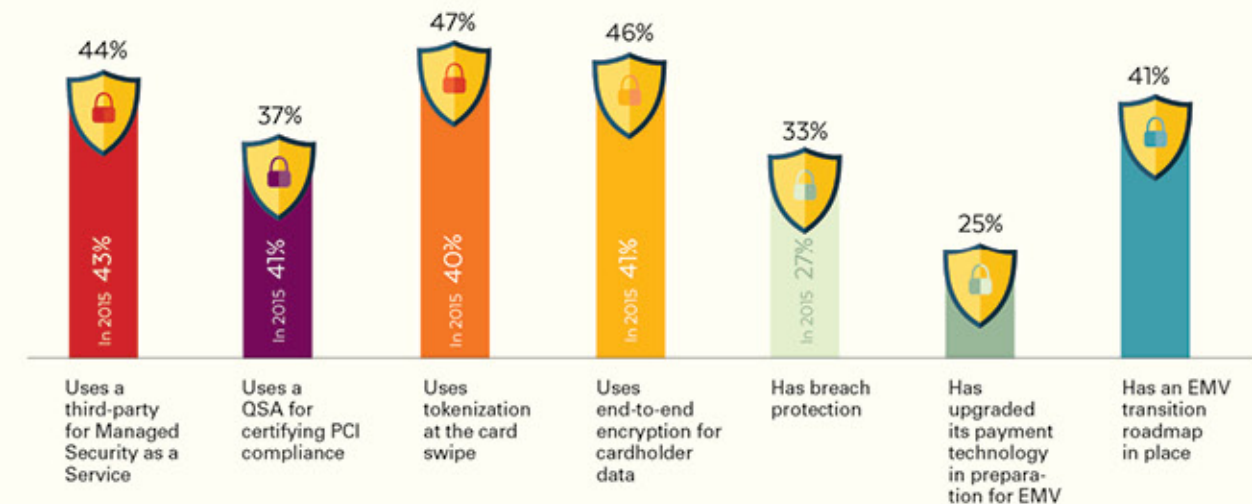
technology projects, mobile payment will see the most activity, with 24% planning a new rollout.

Nearly 70% of hotels tell us they are embracing some form of cloud-based solutions. Of those who have a cloud-based system, email is the most widely adopted (54%), followed by central reservations systems (46%), and accounting and financial (43%) systems. New migrations will most likely occur for revenue management, customer relationship management and property management systems.

Hotels identified payment and data security as their top objective for technology investments in 2016. Nearly two-third of the executives in this study said it would drive spending. From the data already explored, we know that nearly half of all

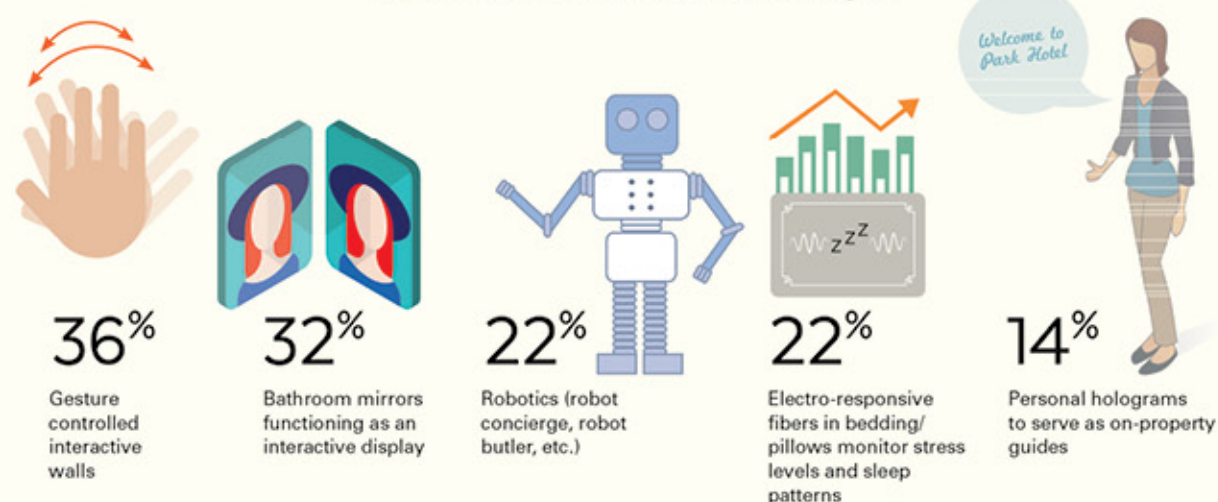
hotels will upgrade payment technology in 2016. To find out more about the practices in place within the industry, respondents were provided a list of nine possible statements about the use of technology and asked to identify which are in place at their hotel. Here's what we discovered: hotels have made notable upgrades to their payment infrastructure. In all the categories we measured except for one, usage is on the rise. Only the use of a QSA for PCI compliance certification saw a drop from the year prior. More hotels are using tokenization technology compared to one year ago (47% up from 40%); more hotels are investing in breach protection (33% up from 27%); and more hotels have deployed end-to-end encryption (46% up from 41% one year ago). At the time this data was collect-

Hotel Payment Security Practices in Use in 2016



TECHNOLOGY INVESTMENTS

Top Choices for Futuristic Technologies



ed, the industry was facing down the EMV deadline and 25% had already made necessary upgrades. Another 41% have a transition plan in place.

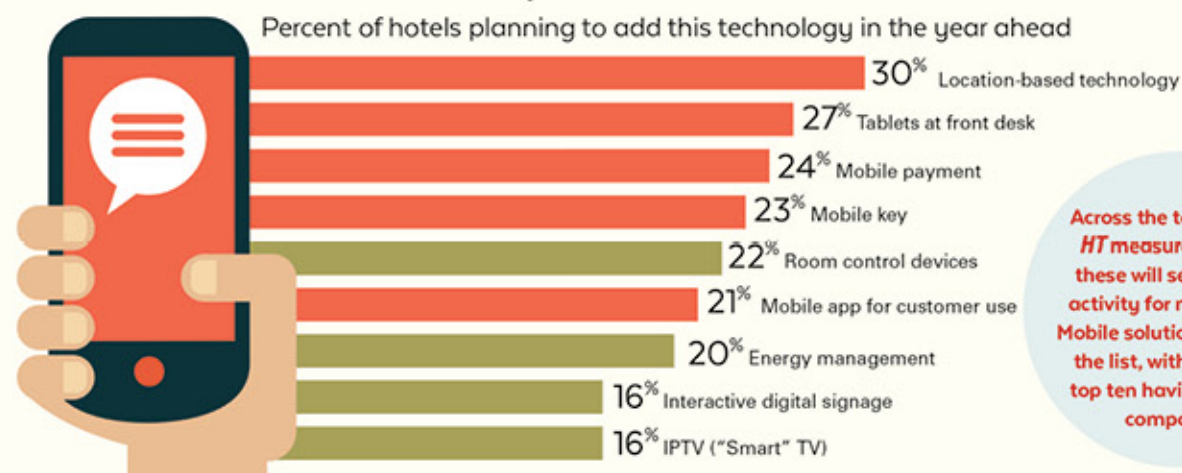
Finally, looking ahead, hotels were asked to set aside current pressure and planned rollouts and think about "what if" scenarios for technology. They were provided a list of possible technologies, and asked if they see a likely application for its use within hotels. What if a robotic concierge were to greet guests upon arrival (22% see this as likely). What if holograms could be used as a personal guide to each hotel guest (14% think they'll see this one play out). Their top choices for future technology are not so far off and rely on interactive displays. More than a third says they see hotels making use of fully interactive walls, where the wall surface

is a gesture controlled monitor. Nearly as many expect there will be innovation in bathrooms, where the entire mirror functions as an interactive display.

When asked about Internet of Things, most said there's a potential for its use in the hospitality industry, but any real traction is at least one year away. Ten percent say it's already here, and 15% say, "don't believe the hype."

What's not hype is the level of technology spending taking place within hotels across all segments of the industry. Mobile will be a dominant factor in new 2016 rollouts. We examined the customer engagement, in-room and property technology projects that hotels will deploy in the year ahead, and six of the top ten have some mobile component. While security may be keeping hotel CIOs up at night, mobility will be leading them into a new day. •

Top 10 New Tech Rollouts



Across the technologies HT measured in 2016, these will see the most activity for new rollouts. Mobile solutions dominate the list, with half of the top ten having a mobile component.

Blackboard®

THINK OUTSIDE THE CLASSROOM.

Blackboard, the world's largest eLearning provider, creates solutions that improve every aspect of education. Whether it's in the classroom, online, via mobile device or a virtual classroom, Blackboard is helping millions of people – regardless of borders, language or culture – accomplish a teaching and learning experience they never before dreamed possible.

Blackboard.com

CUSTOMERS



One Company .. One Soul

AT ACT

OUR CUSTOMERS ARE OUR MOST
VALUABLE PARTNER
WHAT IS IN IT FOR
THE CUSTOMER,
IS SURELY IN IT FOR ACT



ACT VALUES



FAMILY



PEOPLE



TEAMWORK



INNOVATION

INTEGRITY



QUALITY



CUSTOMERS



One Company .. One Soul

Success Stories



ACT is the pioneer Microsoft partner in introducing the communication and collaboration services to the petroleum companies.

Driven by its position as the largest services integration company in Egypt and as a Microsoft golden partner, ACT strive to provide its customers with the latest technologies with the highest quality. Nowadays, most companies seek to simplify the communications between their employees; specially the petroleum companies where the employees are distributed across the country on different locations, providing infrastructure to these different locations is hard to achieve and a costly target.

ACT - MICROSOFT BUSINESS UNIT seek to fulfill its customers' needs through its highly experienced Systems Engineers, ACT - MICROSOFT BUSINESS UNIT experts bring to clients a uniquely powerful combination of quality and technological expertise.

They have worked in nearly every industry, on nearly every type of project, and are equally proficient in leading-edge professional services technology. They have implemented IT Services solutions for customers with a wide variety of environments.

Latest ACT - MICROSOFT BUSINESS UNIT Successful Projects include Deploying Office 365 for Sidi Kerir Petrochemicals Co. (Sidpec) and skype for Business for Petroleum Marine Services Co (PMS).



Sidi Kerir Petrochemicals Co.



SIDPEC is an Egyptian joint stock company established on 16 November 1997 Under Egyptian investment law. SIDPEC is considered the first integral step towards the petrochemicals future in Egypt. The trade name of SIDPEC polymers is named "Egyptene" polymer portfolio includes linear low density polyethylene (LLDPE) and high density polyethylene (HDPE). SIDPEC utilize the latest available technology and design in order to satisfy the Egyptian environmental regulation and requirement.

SIDPEC was seeking to keep up with the latest technologies while minimizing administration headaches, ensuring services availability, and the ability to increase the number of users instantly when needed without the need to invest on new hardware. Keeping in mind a secure solution.

ACT - MICROSOFT BUSINESS UNIT team carefully evaluated the client's needs and assembled a customized team of talented professionals, including installation and integration specialists, project management and implementation consultants.

After reviewing the customer needs ACT - MICROSOFT BUSINESS UNIT offered a solution based on office 365 which met all the customer needs. ACT - MICROSOFT BUSINESS UNIT Team Provided a hybrid Solution for both Exchange and Skype for Business which give the users and administrators the same experience they already know while benefiting from low prices, pay-as-you-go capability, higher availability, higher mailboxes size. As prerequisite for the hybrid model ACT - MICROSOFT BUSINESS UNIT performed migration from Lync 2010 to Skype for Business 2015 and published it for external usage.

In addition, ACT - MICROSOFT BUSINESS UNIT used System Center Configurations Manager to deploy Office 365 pro plus to SIDPEC PCs which allowed SIDPEC from benefiting from monthly pay-as-you-go model instead of purchasing the Office suite. Also, Office 365 Pro plus keep you up to date with the latest updates and versions as they released.

Petroleum Marine Services Co.

PMS is a major Construction & Marine Services Contractor in Egypt and Middle East. PMS founded in 2001 to be the premier Egyptian offshore service company as a continuation to its previous experience which started in the early 80's as the Marine department in Petrojet Company, were founded under provision of investment law # 8 for year 1997. PMS is one of the Egyptian General Petroleum Corporation (EGPC) companies.

PMS was suffering from a huge number of SPAM messages and malware that came through email. PMS was in seek to utilize an efficient email gateway solution that is simple to manage and not expensive. Also, PMS was in need to a collaboration solution to connect between its employees on the different sites, PMS was targeting a solution that has a wide interoperability and high efficiency. Finally, PMS was using Office 2007 and 2010 versions which become outdated and may not work with future versions of exchange. Hence, become the need to upgrade them.

ACT - MICROSOFT BUSINESS UNIT experts after reviewing PMS needs and the available technologies on the market, they offered the usage of Exchange on-line protection which is awarded the number one email security gateway solution based on Gartner.

For collaboration, ACT - MICROSOFT BUSINESS UNIT Team implemented Skype for business and published it for external usage. PMS highly utilize Skype for business in online meetings and communication between employees.

Finally, ACT - MICROSOFT BUSINESS UNIT Team Deployed Office Pro plus on the PMS employees' machines using System Center Configuration manager, so that they can reduce the purchasing costs while benefit the latest updates and the ability to use it on up to 5 different machines for the same user.



Optimize Utility Operations with Enhanced Enterprise Asset Management



You've been tasked to contain costs, improve customer service, and achieve environmental benefits. But these strategic goals are increasingly difficult to realize given the challenges and realities facing most utilities, including:

An ageing infrastructure



A workforce in transition



Expanding regulations (like EU 20/20/20)



Adoption of reliability standards (like ISO 50001)



Outdated business systems and models

infor

The situation becomes more daunting when your asset management practices involve:



Inefficient processes that require manual efforts to monitor and maintain

Siloed systems and processes that impair visibility into performance, costs, and environmental impacts



Insufficient preparation for high-risk events and asset wear-and-tear



Decreased customer satisfaction due to backlogs of maintenance requests



Conditions like these point to a less mature maintenance model.

Stage 1
Operate

Stage 2
Consolidate

Stage 3
Integrate

Stage 4
Optimize

Stage 5
Innovate

PERCENTAGE OF RESOURCES WASTED

30%+

20-30%

10-20%

5-10%

<5%

REACTIVE

CONSCIOUS

PREVENTIVE

PREDICTIVE

PRODUCTIVE

What if you could move from reactive operations to a predictive, more productive enterprise asset management (EAM) approach?



Smart EAM is the answer

Leverage improved processes and technology when you employ smart EAM to gain enhanced insight into your operations. As a result, you'll be able to optimize utility performance—and make the all-important connection between asset performance and costs.

Here's how:

Increase productivity and responsiveness through modern, automated, and flexible operations



- Analyze facility and equipment performance at a granular level
 - Metered usage measurement
 - Usage value transmission to subcomponents
- Uncover consumption trends and identify where adjustments are needed to avoid excess operating costs
- Drive better decision-making related to equipment replace or repair options

Achieve greater predictability and savings through powerful data analytics



- Offer employees a role-based, user-friendly experience that provides faster and easier access to data relevant to their specific functions
- Send automatic alerts via condition-based monitoring to indicate when equipment is degrading or exceeding set benchmarks, and to enable management by exception
- Support a data management structure that allows individual plants to manage their own data independently, yet still roll up into a centralized system for an enterprise-wide single source of operating conditions
- Enable “anywhere, any device” mobile access to boost the efficiency of field service and other remote workers

Promote greater oversight and compliance with a systematic, holistic approach



- Readily communicate with maintenance management, business intelligence, and other key enterprise systems
- Provide a complete record of all enterprise asset data for improved management, reporting, and capital budget planning

Meet your multiple strategic goals



Learn how you can use smart EAM to balance financial, customer service, and environmental outcomes for your utility. [Contact us today.](#)

infor

INSIGHT FROM INFORMATION

How data integration is creating smarter state, local, and K-12 organizations

The clock is always ticking.

Unrelenting fiscal pressure and a more demanding public are creating an unprecedented need for improved organizational performance in the public sector.

Data manipulation takes too much time.

Tracking down information is time-consuming.

You have little time for analysis.

Your systems don't connect.

More often than not, budgeting tools are a hodge-podge of disparate systems, making it difficult to administer programs, track spending, and measure effectiveness.

Niche software

Spreadsheets

Multiple databases

Custom user interface

PUBLIC SECTOR BUDGETING SOLUTION

The result?

Too much data and not enough insight.

Analyst time spent:

70%
Data manipulation

30%
Decision-support analysis¹

But what if you could . . .

Bring all your data onto a single, integrated data platform?

Access real-time business intelligence?

Optimize the allocation of scarce resources?

Elegantly blend planning, budgeting, analytics, and execution?



With Infor Dynamic Enterprise Performance Management™ (d/EPM)

for Public Sector, you'll have modern tools to help you overcome your budgetary challenges.

State government



Better manage information access and security

Navigate the increasing complexity of your multi-level budgets

Track and measure effectiveness over long periods of time

Municipal government



Navigate labor costs, compliance risks, and other challenges

Prioritize and track different initiatives

Leverage real-time intelligence to manage capital improvement plans

K-12 districts



More accurately forecast expenditures

Budget centrally at the district level or allocate funds to individual schools

A single source of truth

Built from the ground up for the unique needs of the public sector, Infor d/EPM gives you and your team a single source of truth so you can work more efficiently and effectively.

The Infor advantage



Serving over 3,000 public sector organizations, including 8 of the top 10 US cities, 3 of the top 5 transit authorities, and 10 of the 20 largest states, Infor offers the most complete, integrated, end-to-end solution for the public sector.



Learn more about using integration to bring better insight to government organizations in our [ebook, Smarter, simpler government](#)

infor

E-LEARNING MARKET REPORT INFOGRAPHIC

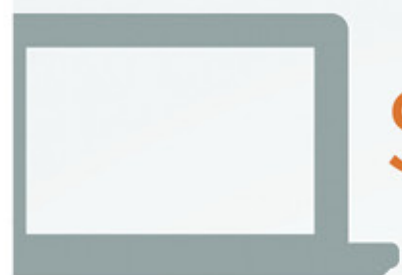
E-LEARNING

PACKAGED CONTENT PLATFORMS AUTHORING TOOLS

SELF-PACED
E-LEARNING
WORLDWIDE
MARKET

+7.6%
YEARLY
GROWTH

\$35.6B 2011
\$51.1B 2016



\$2.55B LEARNING
MANAGEMENT
SYSTEMS (LMS)
WORLDWIDE
MARKET

CLOUD SaaS
(SOFTWARE-AS-A-SERVICE)
IS HELPING TO
INCREASE THE SIZE
OF THE E-LEARNING MARKET

WHY?



SPEED OF
IMPLEMENTATION

SAVINGS
ON CAPITAL
EXPENDITURES



SAVINGS IN TERMS
OF OPERATIONAL
EXPENSES



WHERE
IS THE
FASTEST
GROWTH?

- Asia 1st
- Eastern Europe 2nd
- Africa 3rd
- Latin America 4th



NORTH AMERICA E-LEARNING MARKET

WHAT'S THE
BIGGEST 2014 TREND
FORECAST FOR
MATURE MARKETS?

COST-DRIVEN
SYSTEM
(LIKE AN LMS)

REVENUE
GENERATING
SYSTEM
LMS +
E-COMMERCE
PLUGIN

WHO DRIVES THE MARKET?

ESTIMATED
INFLOW OF
VENTURE
CAPITAL
OVER THE
PAST 5 YRS

\$6B



ACT In The Cancham

The CanCham held a Panel discussion with The Minister of Communications and Information Technology H.E. Eng. Yasser El Kady tackling The Future of Telecommunication in Egypt and upcoming mega projects.



The event took place at Grand Nile Hotel on Tuesday 19th January 2016, for about 300 attendees.

The attendees are major business figures including, but not limited to, CanCham members, major business men in the field of Telecommunication, Software Development, E Commerce, Tele Education, Internet, Industrial services, government officials and high authorities.

ACT's remarkable presence in such big collab is a result of the believing in the role we should be playing forming the roadmap for the industry in Egypt, and the urge to be up to date with all the happenings on both, the local and the regional sides.



► We Join The World Together



aruba
a Hewlett Packard
Enterprise company

DEFINITIVE GUIDE: Securing the Mobile Enterprise



Customer Service is not a Department, It's Everyone's Job....



Why Customer Care Unit?

Customer care unit is what differentiates a company from its competitors . It's important to an organization because it is often the gate a customer contacts with a company. And for a Customer-oriented company like ACT, we give the due care to our customer unit, ensuring complains are being handled and issues are being resolved.

Customer Care Contacts:
actsatisfactionsurvey@act.eg
complaints@act.eg
Telephone: 20(2) 33010132
Email: reham.ali@act.eg

Customer Complaints

Customer Care Unit are responsible to divert the complaint to proper person or department to investigate it. Investigation results should be sent back to Customer Care Unit or by mail to follow up with the client.

If mistake is from ACT, then a corrective action including an apology or compensation should be offered. Also, a corrective action procedure should be followed, if needed

In 2015 we have received 10
complaints and all cases had
been closed.

In 2016 we have
received 2 complaints
and all closed.

Customer Satisfaction Surveys

An annual expectations survey is sent to all customers at the beginning of the year. An annual satisfaction survey is conducted by the end of the year measuring customers' satisfaction versus their expectations Customer Care Unit is responsible for designing both expectation and satisfaction surveys according to other departments needs.

Through Customer Care Unit, 15-20 of customers are contacted monthly by email or telephone and their feedback is recorded in Customer Satisfaction Report for further analysis. In case a complaint exists, the customer is directed to send email to complaints@act.eg. The complaints are handled. All Customer feedback is registered in Overall Satisfaction Survey for analysis by the end of the year.

Special Thanks & Appreciation

As we successfully completed a global project of replacing all Win2003 servers along with Micros POS upgrade project within our region, I'd like to express full appreciation & recognition to all ACT team whom their excellent service made this project successful.

I speak on Behalf of our Vice President Operations & our Vice President Field Services Technology EMEA when recognizing your personal patronage shown when you approved ordering & stocking 11 Servers without any official PO's just to support this project. Such decision beyond doubt proven the real partnership between your company & Hilton Egypt, and we would not do it without such action. In addition, the professional handling of the project team along with the full commitment of the Technical & installation team led to very smooth project and none of the properties operations were effected.

*Ehab M. Zaki
Regional Director Field Technology Services
Hilton Worldwide - Egypt, Levant and North Africa



Appreciating ACT Magazine design, contents & ACT website

2008



2009



2010



2011



2012



2013



2014



2015



Special Thanks and Appreciation for ACT Magazine latest Issue



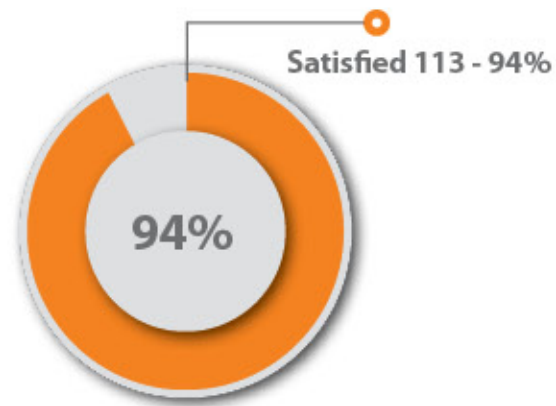
A Testimonial for ACT



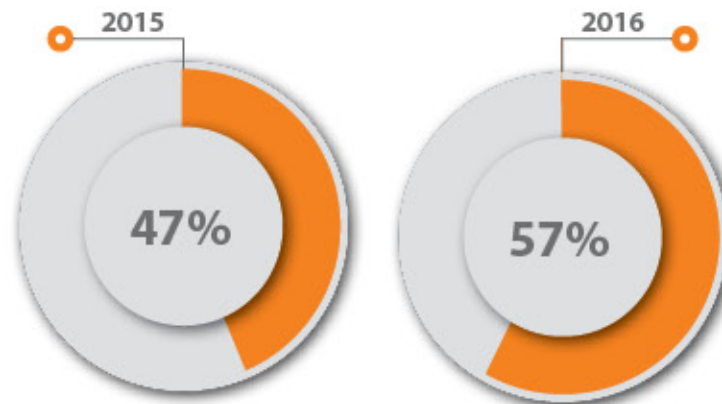
I would like to say:
ACT is always Distinguished IT Solution provider Co.
I have great pleasure to read ACT Magazine.
As Khalda Pet. Co IT Manager, and now Merlon Pet. Co. Information Systems manager,
I would like to thank you all for your Excellent IT provided services. Congratulation ACT and Happy Anniversary. I wish you all success.

Tele Satisfaction Survey 120

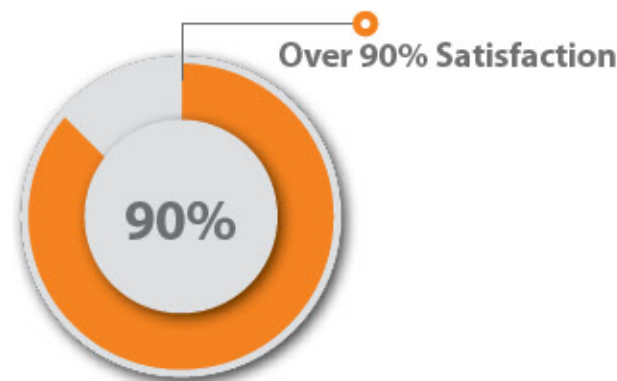
113 customers gave us score 5 out of 5



Thanks Letter



ACT MAESTRO Product



What our customers are saying



ACT sales account managers are very good at handling all requests, and always directing to the right channels.



Food and Agriculture Organization of the United Nations

ACT is the best Company ever we dealt with.



ACT website is very informative and include all needed details.



All ACT team is excellent and I appreciate ACT's great efforts.



ACT is a very professional company, its service desk is excellent within working hours.



ACT team is the most supportive team compared to the other partners all over the world.



I want to share with all ACT that we appreciate the Account Manager's great efforts and his commitment.



ACT service is very good, am satisfied working with ACT



ACT's sales team and account managers have excellent selling skills and know how to market for ACT products very well.



ACT is a respected company and deals with customers in a professional way, highly responsive and going the extra mile to satisfy the customer"



ACT is a respected and highly responsive company



ACT sales account managers are diligent in work.



The account manager is a good representative for ACT. The Project Manager is excellent and has high knowledge. Looking forward to work with ACT again.



Although ACT didn't win that tender, but ACT account manager performed an excellent, well-organized presentation, they have great follow up skills.



ACT sales account managers team has a prompt response to customers sales.



ACT's sales account managers are very good and committed at follow ups.



ACT is providing an A class service, 100% flawless.



ACT's sales account managers are very supportive.



ACT's sales account managers are excellent.



All ACT team performance is more than excellent



ACT teams are very supportive and active, great at follow ups, highly responsive and specific to the point.



ACT teams are very cooperative, proactive and excellent.



ACT, keep up the high level of service



1

Financial Application Installer

Job Description:

- Conducts the technical customer Training sessions as per standard and make sure that client apply working cycle through implemented application.
- Conducts the whole Process of Implementing Financial Applications (Installation, Configuration, Training.... Etc.)

Job Specifications:

Education: Fresh graduate with bachelor degree in accounting are preferred and Good English Level.

Training: Computer Knowledge, Oracle SQL knowledge is a value added.

Experience: not more than two years of experience.

2

Oracle Database Administrator

Job Description:

- Install planned operating system such as Novell Netware, Microsoft, and all dependent Software.
- Responds to client inquiries concerning operation systems and diagnoses system hardware, software, and operation problems.
- Solve technical problems during installation due to lack of preparation and improper planning.
- Diagnose and repair machines/system Software using standard technique.

Job Specifications:

Education: B.Sc. of Engineering or Computer Science.

Training: Oracle Database Administration course is a must, Excellent English Language

Experience: Minimum 1-2 Years of working experience in a similar or related Field.

3

Projects Coordinator

Job Description:

- Coordinate activities, resources, equipment and information.
- Liaise with stakeholders to identify and define project requirements, scope and objectives
- Make certain that projects needs are met and delivered as the project evolves
- Help prepare project initiation, timeframes, schedule, budget and internal documentation / archiving.
- Monitor and track project's progress.

Job Specifications:

Education: Degree in the fields of computer science, accounting, finance or business management.

Training: Advanced Excel or Database, Project Management, Planning, Negotiation, Tracking Budget Expenses, Performance Management Training.

Experience: 2 to 5 years in similar post.



4

IT Sales Representative

Job Description:

- Conducts the technical customer Training sessions as per standard and make sure that client apply working cycle
- Manage IT products, pricing and margins according to agreed aims.
- Maintain and develop existing and new customers through appropriate propositions and ethical sales methods, and relevant internal communication, to optimize quality of service, business growth, customer and satisfaction.

Job Specifications:

Education: Bachelor degree of engineering (Communication, Electronics...), Computer Science or equivalent.

Experience: 1- 2 years of experience in a similar or related field (IT Sales).

5

Supply & Subcontractor Manager

Job Description:

- Generate & Maintenance subcontractors database and a Short list of preferred subcontractors for various types of tasks required by ACT.
- Generate & maintain a list of tasks/services can be required by ACT to be provided to the subcontractors.
- Overseeing continues relation with contracted subcontractors and ensuring that ACT's interests and rights are maintained including the financial agreements.
- Register & track all Sub-contractor's financial transactions.

Job Specifications:

Education: BSc. Of Engineering

Experience: 10 + Years, experience in channel or sub-contractor management

Hard Work
Beats Talent
When **Talent**
Doesn't Work Hard

Tim Notke



For more information please visit us on

www.act.eg

Interested qualified candidates are most welcomed to send their CVs, with a recent photo to (hr@act.eg), Kindest Regards & Sincere best wishes from ACT Human Resources Team.





Maestro

Maestro automates all HR activities into a single converged system to support companies to make the leap from administrative work to strategic work.

We're now in need of a more proactive, strategic role for the HR departments.

General Features:

- A multi property system in single database.

- Comes in 2 languages: Arabic and English.

- Comes in 2 different calendars: Gregorian and Hijri.

- Designed to operate in Egypt and Arab nations.

Maestro Offers 11 Modules:



Maestro has been installed in a number of remarkable places, Mirage - Aqua park and spa, Dusit Thani, Accor Hotels, Tatweer Masr - real estate, CNE that's handling around 450 employees. Sofitel Gezira, that replaced their system to Maestro, Radisson Blue, movenpick Aswan, and Gafman restaurant.

For Q3 it is planned to install MAESTRO in 4 hotels in KSA, hotel Omman and hotel in Kuwait.



Dusit Thani

Mohamed Taha
IT Manager

There is no comparison, MAESTRO is the best software compared to the pervious one.

Appreciation words



Abo ElFotouh Abdel Hady
Assistant Personal HR

MAESTRO is spectacular with excellent technical support. There is a big difference between MAESTRO and the previous software. There are some new features that weren't being included previously. Moreover, MAESTRO helps customer by allowing access from everywhere. MAESTRO is more secure with more capacity and more reports. While one of the great features are documents archiving, medical system and training system

Appreciation words

ACT - Microsoft Journey



A Brief Profile

In 1997, ACT and Microsoft announced their partnership, where over the years, they kept developing it and providing the Egyptian market with state-of-the-art solutions and products. ACT serves and offers technology and consultancy for more than 800 customers in Government, Real Estate, Oil & Gas, Aviation, Health Care, Hotels & Restaurants, Finance & Banking, Telecommunication Companies, Transportation and Educational Institutions, Corporate, Multinational Companies fields.

June 2006 is a memorable milestone in the relationship between ACT and Microsoft, when ACT upgraded its partner status and became a Microsoft Gold Certified Partner – the highest level in Microsoft partner system. As a Gold Certified Partner, ACT has access to tools and resources from Microsoft that will help ACT in building and maintaining expertise in providing the latest technology. These tools will also aid us in delivering and supporting Microsoft software and solutions that ACT develops and provide for its valuable clients.

Microsoft Partnership

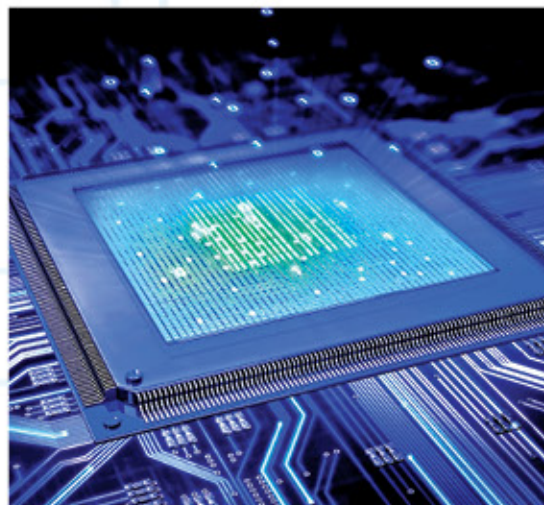
ACT is one of the top LSP (Licensing Solution Partner) with excellent references for Microsoft Enterprise Agreement (EA) and Select Plus Agreements, and an Office 365 Deployment Partner with Excellent track record of references, and Authorized Educational Partner. To gain such certification, ACT needed to meet specific certification credentials. ACT has demonstrated expertise with Microsoft technologies and a proven ability to meet customers' needs.

In 2009, The "Microsoft Business Unit" was established in order to focus on providing the Egyptian market with a competitive advantage in the marketplace to deliver powerful integration capabilities that meet customers' specific requirements. The Microsoft Business Unit is considered as one of the most powerful infrastructure design, implementation and Support services provider in the Middle East. ACT provides a high quality Services for a wide range of Microsoft solutions and products including: Cloud, Virtualization, Messaging, communications and infrastructure solutions.

Professional Services

Microsoft Business Unit provides Professional Services that can help clients to make the most of their decisions, accelerating client organization's adoption of Systems Deployment processes through an intelligent and well-designed implementation strategy. Our experts bring to clients a uniquely powerful combination of quality and technological expertise. They have worked in nearly every industry, on nearly every type of project and are equally proficient in leading-edge professional services technology. They also have implemented IT Services solutions for customers with a wide variety of environments.

Also, Microsoft Business Unit provides all type of Microsoft Licenses starting with Original Equipment Manufacturer (OEM), passing by Get Genuine Kit (GGK) ending with Volume Licenses (VL) which contains Government License, Academic License and Corporate License. The Corporate License contains a group of Agreements such as: Open License Agreement, Open Value Agreement, Enterprise Agreement and MPSA Agreement, in order to satisfy all kind of customer needs.



Competencies

Currently, ACT is a golden certified for the following competencies:



Recognizes partners who are selling and deploying Microsoft Office cloud and hybrid solutions to enterprise customers.



Recognizes partners who are transforming data centers into more flexible, scalable, and cost effective solutions. Partners can deepen customer relationships by becoming a provider of Private Cloud, Management, and Virtualization Deployment Planning Services.



Recognizes partners who sell, deploy, and manage solutions based on the Windows platform.



Recognizes partners who have a hosting business model.



Recognizes partners that help companies access and protect corporate information across the data center and the cloud.



Recognizes partners who develop and deploy Intelligent Systems solutions including the rapidly growing market for Internet of Things to match customer needs.



Midmarket businesses want partners who recognize their infrastructure processes, needs, and costs. Demonstrate your expertise to this untapped market.



Acquiring and managing software licenses can be complex and daunting. Be the trusted expert, with Microsoft Volume Licensing solutions and services.

ACT is also Silver certified for the following competencies:



Recognizes partners and developers who integrate unique applications and solutions into various products across the Microsoft ecosystem.



Designed for partners to capitalize on the growing demand for infrastructure and software as a service (SaaS) solutions built on Microsoft Azure.



Recognizes partners who are looking for powerful and versatile database platforms to run their business. Partners can deepen customer relationships by becoming a provider of Microsoft SQL Server Deployment Planning Services.



Recognizes partners who gain a competitive advantage, shorten sales cycles, and grow their business by showcasing skills as a qualified Microsoft Exchange solution provider.



Recognizes partners who are selling and deploying Microsoft Office 365 cloud and hybrid solutions to mid-sized and small business customers.



Worth mentioning, ACT has been rewarded as best partners' EPG, Government Sector partner, and Communication Sector. For more than 20 years ACT has achieved many accomplishments in the ICT sector and contributed to developing of this sector through many huge projects, such as implementing E-Bus Ticketing System, connecting all police offices (207 Stations) in 27 governorates all over Egypt, implementing the infrastructure of Cairo Airport Terminal 3.

Big Deals 2016

MSAD
\$ 2,368,000



**Alexandria
Bibliotheca**
\$ 628,879



Petrojet
\$ 534,121



**British
Petroleum**
\$ 355,904



MOD
\$ 246,450



MIDOR
\$ 239,000



**Ministry of
Higher Education**
\$ 720,000



Microsoft

**Ministry of
Education**
\$ 3,250,000



Microsoft

**Qatar National Hotels
(Renaissance Hotel)**
\$ 677,000



Hewlett Packard
Enterprise

Sidpec
\$ 300,000



Egypt Post
\$ 350,000



Tatweer Mizr
\$ 200,000

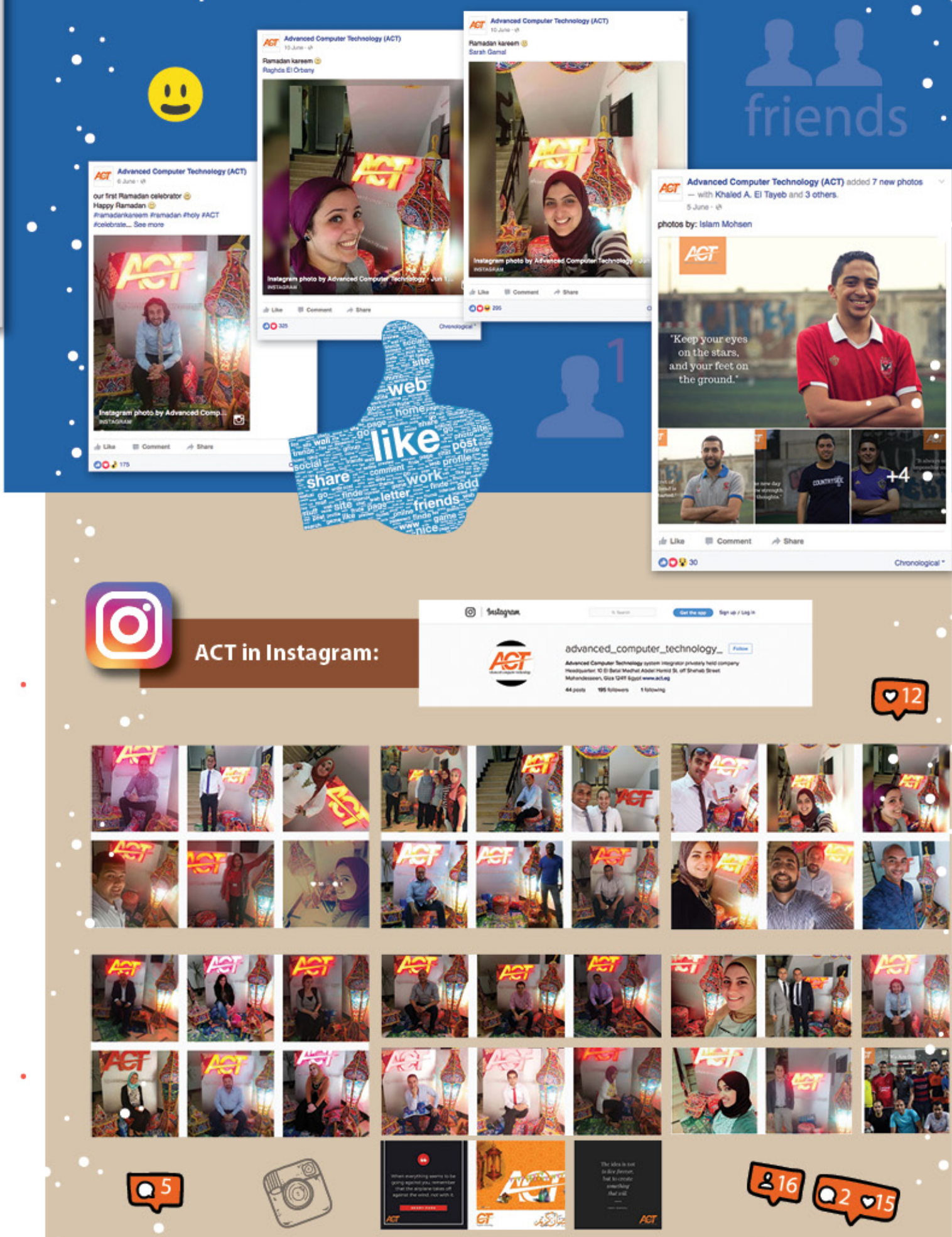
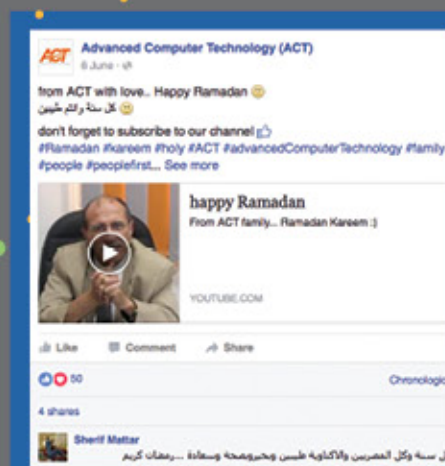




Page likes:
28,446

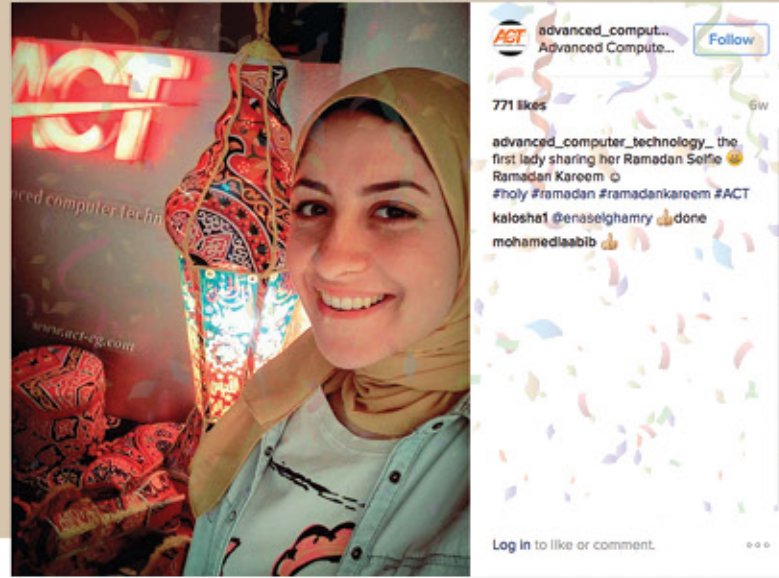


Most engaging posts:

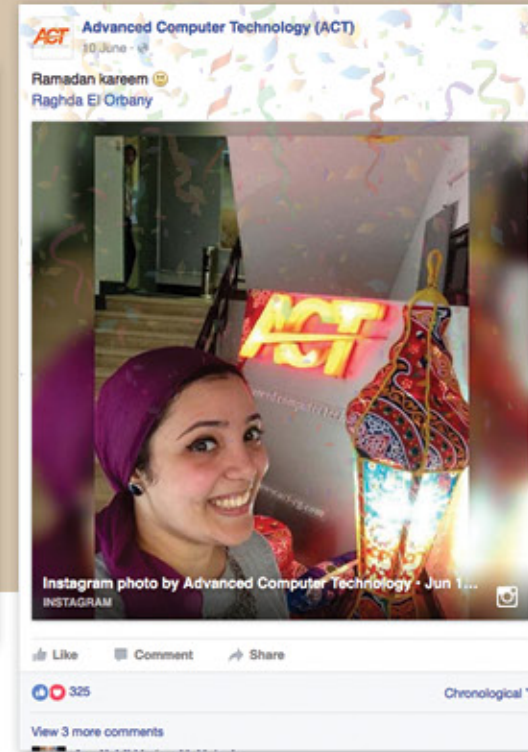


Ramadan Contest (Instagram, Facebook)

Instagram 684 likes

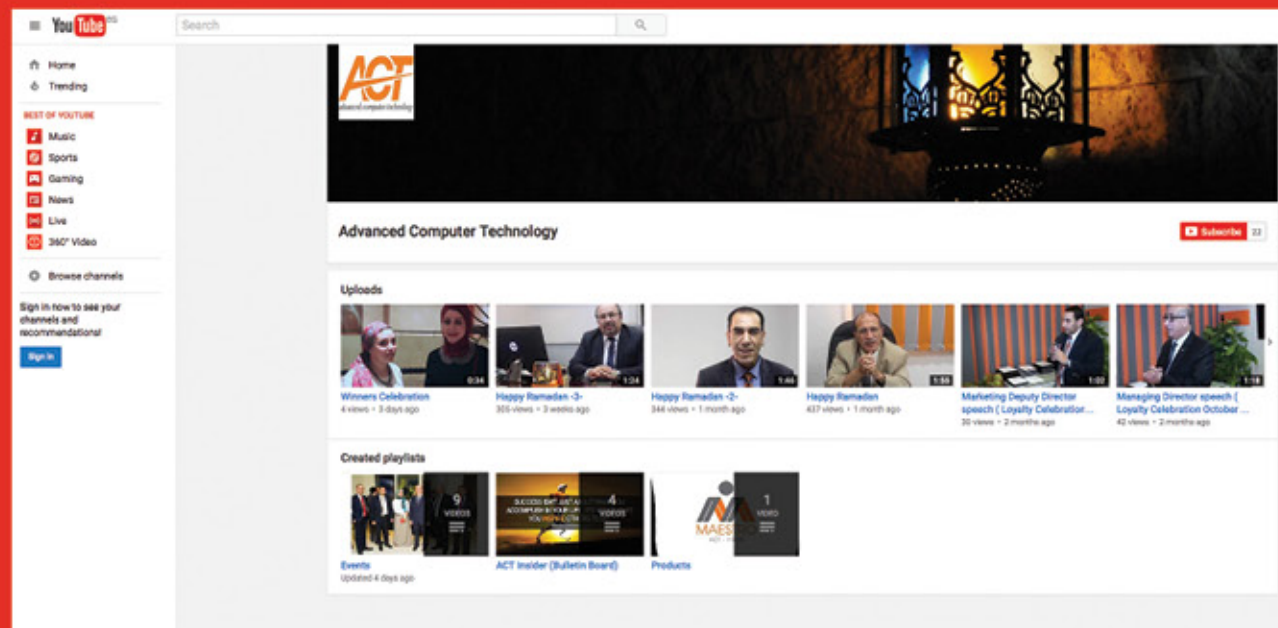


Facebook 323 likes



YouTube

ACT in Youtube:



شروق شمس الاكتاويہ

علي فكرة في العقل وبدأو
الارض الخصبة ومصر وطنهم
فكروا وعولمة لبلادي
وجدفوقوارب الاماني والازدهار
ثمانية وثمانون واشرفت شمس الاكتاوي
فكرة وبتكبر احلام المصري
تتلأ باللولو والمرجاني
فيها المهابة والقيادة والهم
علي ابوابها تاهت وتبحرت
في حبها اسكن فهي مسكني
عقود اخري لا تنتهي
تبحر بسفينة سياحتنا
وتنسج خيوط شبكاتنا
بأمواج الاقتصاد العاتية
ومهما اختلافنا حبنا نهدي
بأفضل النظم وحلولها
وانت تعلقو بالقيم والسلوكيات
فهم مصر الفرح والانشراح
هم البصر وهم السلاح
وإداء الخدمة حتي في الصباح
فعند اجتماعها ببعضها لا تنكسر الرماح
ولو طلب النجوم مباح
فروع المبادرة فيها بالكتساح
فأنت الصدق والارتياح
مستعمرون فهي نبض الكفاح

اجتمع رجالا واتحدوا
الفكرة داخل وجدانهم
تركوا دنياهم وأمتطوا
بالله والامل بدأوا الأبحار
وجاء عام الفرح والاغاني
يحبو الاكتاوي ويحضن
ثلاث حروفا من ذهب
أنت مليئة بالنضال والنعم
هبت رياح الحزن وانثرت
وسقتنا كأس الفرح لنفتدي
من عقدين ونصف وننتظر
من العقد الاول قد بدأت
تنشر افكار برامجهما
ودرفت شرايح العقد الثاني الداعمة
فالقائد حكيم في ابحاره
وربطنا مصر من شرقها لغربها
الاخلاق تنمو كالنبات
والاشخاص هم الربيع والنجاح
والعائلة في الوحدة مصباح
والجودة رحلة النتائج والاصلاح
والعمل بروح الفريق الواحد مفتاح
والعمل في العقل متاح
والابتكار في أنت مداح
والنزاهة امانة فينا كن مرتاح
أنت مدرسة الانفتاح

ACT Talent
by: Mohamed Dirar

Oracle Hospitality OPERA Web Self-Service Cloud Service



When your customers use the internet to plan travel, their expectations of the online services that hotels and other travel operators offer are constantly evolving. With Oracle Hospitality OPERA Web Self-Service Cloud Service, you can provide secure and streamlined online services that enable customers to make bookings (without your having to pay fees on those bookings), change reservations, select room amenities, confirm loyalty points, and define preferences. By integrating Oracle Hospitality OPERA Web Self-Service Cloud Service with enterprise management systems, you ensure the accuracy and efficiency of your online services.

KEY FEATURES

- Acceptance of online bookings without fees
- Real-time availability through integration to Oracle Hospitality OPERA Property Cloud Service products and Oracle Hospitality OPERA Room Reservation System
- Real-time adjustments through the administration module
- Ability to handle loyalty membership information when connected to Oracle Hospitality OPERA Customer Loyalty Tracking Service
- Customer relationship management

KEY BENEFITS

- Boost guest loyalty and profit by giving control over their own itineraries
- Increase guest retention
- Enhance brand recognition
- Grow revenue and enhance customer service

Experience the Power of Integration

The power of Oracle Hospitality OPERA Web Self-Service Cloud Service lies in its seamless integration with other applications in the Oracle Hospitality OPERA suite, including Oracle Hospitality OPERA Property Cloud Service products, Oracle Hospitality OPERA Room Reservation System, and Oracle Hospitality OPERA Customer Loyalty Tracking Cloud Service. This integration enables you to offer real-time room availability to guests wanting to make a booking on your website, and ensures that loyalty information and other information is up to date. The guest experience begins on your website; delivering accurate information helps to reassure customers, strengthen their trust in your brand, and maximize bookings.

Manage Bookings Efficiently

Creating a front end interface for online booking with Oracle Hospitality OPERA Web Self-Service Cloud Service enables you to accept online reservations without additional fees per booking. Incorporate your custom-built front end into your existing website to provide access to real-time inventory while eliminating mistakes and minimizing manual intervention—all of which keep operating costs low.

Know Your Customers

To deliver a truly exceptional guest experience and maximize customer loyalty, you need to be able to recognize customer preferences and respond to them wherever possible. One of the easiest ways of getting to know your customers is by gathering their preference information online. Oracle Hospitality OPERA Web Self-Service Cloud Service enables you to learn more about your customers with every reservation. That information can then be used to influence the services you provide to them, for example, the room they are assigned.

RELATED PRODUCTS

The Oracle Hospitality OPERA suite includes

- Oracle Hospitality OPERA Property Cloud Service
- Oracle Hospitality OPERA Mobile Cloud Service
- Oracle Hospitality OPERA Room Reservation System
- Oracle Hospitality OPERA Customer Loyalty Tracking Cloud Service
- Oracle Hospitality OPERA Advanced Reporting and Analytics Cloud Service
- Oracle Hospitality OPERA Sales and Catering Cloud Service
- Oracle Hospitality Web Proposal Cloud Service
- Oracle Hospitality OPERA Web Self-Service Cloud Service
- Oracle Hospitality Web Booking Engine Cloud Service
- Oracle Hospitality OPERA Gaming Cloud Service
- Oracle Hospitality OPERA Vacation Ownership System Cloud Service

Multilingual Support

Further personalize the guest experience by providing guests with the ability to make online reservations in their own languages. Oracle Hospitality OPERA Property Cloud Service products enable you to translate the rate and room descriptions to reach a broader customer base. Provide your guests with the tools they need to maximize their travel experience and travel the globe—all from a single website.

Manage Your Online Brand

Make sure that your online booking experience fits with your website and brand. With Oracle Hospitality OPERA Web Self-Service Cloud Service, your web designer can create the look and feel of the process to ensure that guests feel comfortable and confident as they complete their bookings or make changes.

Make Security a Priority

Oracle Hospitality OPERA Web Self-Service Cloud Service offers a number of security options to ensure that your hotel's critical business information and your guests' privacy remain protected.



“The Power of QUALITY”



Quality is Never an Accident

- 1 Pre-sales is an intelligent and creative minds who understand clearly product features to apply customer needs and reach scope of work.
- 2 Transforming client requirements and expectations into technical design with high quality and low cost.
- 3 Assuring that all solution modules are integrated and complied.
- 4 Reviewing PO issued by client to make sure that it covers all design and scope of work.
- 5 Support sales team to meet customer satisfaction.
- 6 Support service team in case of any modifications raised while project execution.
- 7 Pre-sales team is responsible for ensuring the quality of the proposed solutions.



Quality Policy

ACT Company is committed to provide high quality products, services and integrated solutions that are safe, effective and applicable with statutory and regulatory requirements related to IT business; at reasonable prices in order to satisfy the customer's requirements and expectations.

New ISO 9001:2015 Revision

New ISO 9001:2015 Revision

WHAT HAS CHANGED?

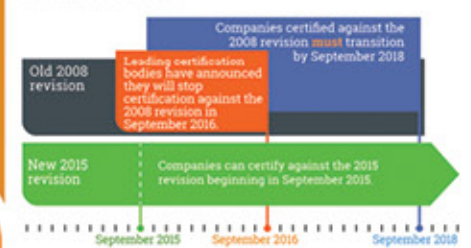
As the world's most widely recognized quality management standard, ISO 9001 defines ways to achieve, as well as benchmark, consistent performance of product and service provision. The standard is published by ISO (the International Organization for Standardization), an international body that creates and distributes standards that are accepted worldwide. After 7 years, the 2008 revision has been replaced with ISO 9001:2015.



Alignment



Transition Period



Comparison

Old 2008 revision	New 2015 revision
8 principles	7 principles
8 clauses	10 clauses
6 mandatory procedures	mandatory documents (not necessarily procedures) 6
26 mandatory records	mandatory records 26

Requirements

New requirements in ISO 9001:2015 revision	Requirements from ISO 9001:2008 revision that are gone
<ul style="list-style-type: none"> Context of the organization (Clause 4) Actions to address risks and opportunities (Clause 6.1) 	<ul style="list-style-type: none"> Quality Manual Management representative Preventive action

Similarities and differences



What does the 2015 revision bring to the QMS?

- ✓ Better integration with other business activities
- ✓ Enhancement of the process approach and PDCA cycle
- ✓ Decentralization of the system and spread of responsibilities for the QMS throughout the organization
- ✓ Greater involvement of the top management in the QMS
- ✓ Introduction of risk-based thinking in the QMS
- ✓ Higher emphasis on performance monitoring

9001 Academy

Courtesy of: 9001 Academy
www.advisera.com/9001academy

Ready to help service providers push the limits.

Join together with HPE to create differentiation, increase agility, and extend your reach.

Hewlett Packard Enterprise offers service providers the total package: technology tailored to meet your needs, services that accelerate time to market, and joint marketing that extends your reach. Learn more at

Accelerating next

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Okaz Organization for Press and Publication sets up disaster recovery centre

HPE helps leading media company deal with disasters and protect its data

Objective

Create a disaster control centre

Approach

Comprehensive solution from HPE which enables Okaz Organization for Press and Publication to continue its business from the disaster control centre

IT Matters

- Use the flagship 3PAR system which is considered to be the fastest solution available on the market
- If the head office experiences a problem the system will automatically transfer business data to the recovery building using a fail-over process
- Provide 12 new Gen9 servers with comprehensive computing abilities and fast processing units

Business Matters

- Staff will be able to continue their work without noticeable interruption
- Data will be maintained in the event of any damage to the original copies
- An optimum service will be offered for reading the newspapers published



Challenge

Threat of disasters

Okaz Organization for Press and Publication is a leading media company in Saudi Arabia and the Gulf. It publishes a group of newspapers including Okaz, one of the most widely read newspapers in Saudi Arabia; the Saudi Gazette, an English-language newspaper, and the daily sports-focused newspaper, Al-Nadi. The company also has an online section, Okaz Digital Electronic Publishing, which includes the Ain Al-Youm online newspaper and store, as well as a channel on YouTube and Okaz Production Office.

To ensure a resilient IT and business environment, Okaz Organization for Press and Publication decided to set up a separate centre to deal with natural or technological disasters which could impact its head office. Khaled Al Harbi, IT manager for Okaz Organization for Press and Publication says: "Our goal is to use state-of-the-art technology to provide the best service to our readers. We also strive to stay ahead of our competitors by being pioneers of modern technology."

"We decided to set up a dedicated centre to counteract any disasters that might affect our head office and that would enable us to continue running the business without a long interruption."

"Thanks to this project we will be able to quickly continue working in the event of the head office experiencing any kind of disaster. Staff will be able to reach the recovery centre in under an hour, which will allow various departments, including editing, distribution and advertising, to continue working without noticeable disruption."

– Khaled Al Harbi, IT manager, Okaz Organization for Press and Publication

Solution

Best technology available

Explaining the reasons for their choice, Al Harbi says: "HPE has offered solutions to Okaz Organization for Press and Publication for ten years and we have an excellent relationship with them. We are impressed by their unique after-sales services and their support team was very helpful during the negotiations and after signing the agreement. HPE offered a lot of choices and solutions which helped us to select what we needed and HPE Technology Services stood out from the competition because of the speed of their bid submission, the speed of implementation and the high quality of the products, programs and support."

If the head office should experience any problems, the system will automatically failover the business data to the disaster recovery building without alerting the end-users. Twelve new HPE BL460 Gen9 servers will provide high-speed computing performance and 24 virtual machines will be created.

"We also wanted the centre to hold a backup of the organisation's data which will soon include a full digital archive of all the issues going back around fifty years, representing the heritage of Okaz Organization for Press and Publication."

The company decided to site the disaster control building in King Abdullah Economic City because of the city's importance as the leading economic area in Saudi Arabia as well as its proximity to the company's headquarters in Jeddah. Al Harbi explains: "Staff will be able to reach the disaster control centre in King Abdullah Economic City to continue the business in no more than an hour."

"The disaster control centre houses a miniature version of the head office. A number of employees work there permanently, including an office manager, an advertising manager and a distribution manager. There will also be an IT team on-site in both offices. We wanted to use the best possible technology to ensure the success of this project so we chose Hewlett Packard Enterprise to implement it."

Customer at a glance

Hardware

- HPE BL460 Gen9 servers
- HPE 3PAR 8200 StoreServ System
- HPE MSA P2000 G3 Modular Smart Array storage system

Software

- HPE OneView
- VMware v6.0
- Microsoft® Windows® server 2008 – 2008 – 2012
- Microsoft Exchange server

HPE services

- HPE Proactive Care Support

These machines incorporate automatic replication systems and capabilities to deal with data storage errors and virtual machines. This is in addition to the HPE OneView platform for monitoring and reporting.

Okaz Organization for Press and Publication also selected the Proactive Care Support service through which HPE provides enhanced services to ensure the high availability of a healthy, reliable infrastructure.

One of the fastest storage solutions currently available on the market, the HPE 3PAR StoreServ Storage system, has also been approved. The head office has been updated to use HPE 3PAR as well as the HPE MSA P2000 G3 Modular Smart Array storage system. These will enable the data to be copied without any intervention from the servers because the machines communicate directly with each other to carry out tasks. HPE 3PAR also offers numerous features including the cancellation of redundant data.

The project has taken six months from the date of submitting the purchase order to the final testing stage.

Benefit

Business continuity within one hour

This project helps Okaz Organization for Press and Publication provide a better service to its readers by enabling business continuity should the company's head office experience a catastrophe. In addition, the project ensures the safety of the publishing house's rich data archive.

Al Harbi comments: "This project helps us provide a better service to our readers, both those who buy the printed newspapers and those who use our online service via Okaz Digital.

"Thanks to this project staff will be able to reach the recovery centre in no more than one hour. This will enable various departments including editing, distribution and advertising, to continue working without noticeable disruption as the newspaper can be edited and its pdf files can be prepared for printing anywhere."

The new centre will also include a complete backup copy of the archives going back around 50 years to protect the data should anything happen to the main copy.

Hewlett Packard Enterprise

Hewlett Packard Enterprise

Objective

Improve enterprise collaboration and develop Office 365 migration expertise

Approach

Leverage Microsoft cloud resources to deliver rich collaboration experiences

IT Matters

- Streamlined IT operations by migrating to cloud-based applications
- Accelerated introduction of new features and functions
- Avoided patching and upgrading legacy Microsoft Office software

Business Matters

- Enabled increased productivity and greater mobility
- Reduced cost-per-mailbox by 17 percent, with steps in place to reduce by up to 28%

HPE implements global migration to Office 365 Enterprise

Transforms the digital workplace to enable increased workplace productivity



Hewlett Packard Enterprise (HPE) has migrated its global premises-based Microsoft email and collaboration workload deployment to Microsoft Office 365 Enterprise, enabling increased workforce productivity and significantly reducing the costs of collaboration. This migration has also helped HPE build Office 365 migration services expertise to help enterprise customers more quickly and efficiently migrate from premises-based Microsoft email and collaboration workload deployments to Office 365.

Shortly before Hewlett Packard separated into two companies—HPE and HP Inc.—the company began to evaluate migrating Microsoft premises-based email and collaboration workload deployments to Office 365. "Our only quibble at the time

was that the services needed to mature and enterprises needed a little more time to learn more about the advantages of cloud-based collaboration," explains Mike Ireland, HPE IT enterprise architect. "So we forecast that interest would start to accelerate and recommended that we adopt Office 365 after a large internal pilot."

The separation of HP into two companies required restructuring its IT infrastructure, so the organization isolated HP Inc. and migrated it to Office 365. Now, HPE is completing its migration to Office 365. "We're one of the largest Office deployments in the world, and our migration to Office 365 is not only enabling increased workplace productivity and reduced costs, it is also allowing us to build core competencies in

"We saw the productivity and cost reduction advantages of migrating to Office 365 Enterprise and evaluated the tradeoffs between continuing to run Microsoft email and collaboration workloads on-premises versus migrating to the cloud. After conducting a careful financial analysis, we realized that we could reduce our IT costs substantially by migrating worldwide to Office 365, and we recognized that our migration would provide us with valuable experience in guiding enterprise customers through similar migrations."

— Albert Werner, HPE Senior Director of Collaboration Services

Office migration services that are letting us help enterprise customers transform to Office 365 using lessons we've learned along the way," says Ireland.

Migrating to Office 365

The decision of whether or not to migrate to Office 365 came down primarily to cost and architectural factors. "We had to decide whether to continue to upgrade our on-premises solution or move to the cloud," explains Albert Werner, HPE senior director of collaboration services. "Our analysis clearly showed that it would be much more cost efficient for us to migrate to Office 365. We analyzed the cost-per-mailbox for both scenarios and it very quickly became evident that moving to Office 365 would result in a substantial reduction in our collaboration costs."

The next question was architectural, and Werner and his team evaluated whether to move everything to the cloud or adopt a hybrid strategy, with Microsoft email and collaboration workloads deployed both on-premises and in the cloud. "We made the strategic decision to adopt a hybrid implementation, with most Microsoft infrastructure deployed in the cloud but business-critical functions like domain

name management, mobility access, and authentication managed on-premises," says Werner.

HPE migrated email mailboxes to Office 365, and also migrated most Microsoft collaboration infrastructure. "Migration is complex and entails a great deal of logistics," says Mike Ireland, HPE IT enterprise architect and lead for HPE's Office 365 migration. "Not all Microsoft Office server deployments are right for cloud migration, so we carefully analyzed which ones would stay on-premises while migrating the majority to the cloud. This is quite a logistical challenge, but we developed tools and processes that helped us get migration down to an efficient and reproducible sequence."

User files are being migrated to Microsoft OneDrive storage, which has required educating users on the advantages of cloud-based storage to encourage adoption. "We developed materials explaining the value of OneDrive and the many functionality advantages it provides over our legacy file management processes," Ireland explains. "All of our employees are now able to use OneDrive, and we encourage all users to adopt it to simplify access to files and enhance workplace productivity."

 **Hewlett Packard
Enterprise**

"We moved most backend infrastructure such as mailbox storage resources, Microsoft collaboration infrastructure, Microsoft Exchange email infrastructure, and Microsoft OneDrive storage to the cloud so we could improve productivity by accelerating user access to productivity enhancements being developed by Microsoft," adds Werner. "This allows us to better control the user experience and enable increased collaboration across the workforce. For example, when users boot up Microsoft Outlook on a PC, tablet, or phone they are authenticated internally and then their sessions are routed to the cloud. We're able to deliver a consistent workplace experience across multiple platforms, and this hybrid approach reaffirmed our architectural choice by allowing us to control critical services while delivering an improved experience to our users."

Enabling improved workplace productivity

The migration is nearly complete, and HPE is already reducing costs, improving collaboration, and enabling improved workplace productivity. "Office 365 provides collaboration software that allows us to efficiently create, secure, store, share, and search through a single virtual repository to improve collaboration and productivity," says Werner. "It helps bring teams together and provides users with robust toolsets for building and managing collaboration across the enterprise."

HPE further improves workplace productivity by enabling enhanced mobility. "Office 365 allows us to share applications and data across multiple platforms so we can enable anywhere, anytime, and any device computing," states Werner. "Users can seamlessly access collaboration resources from PCs, Android devices, Microsoft Windows phones, and Apple iPads and iPhones to enable new levels of collaboration and convenience."

Workplace productivity will be further optimized as Microsoft enables bring your own device (BYOD) programs based on defined policies and procedures. "We're planning to implement BYOD enterprise-wide," says Werner. "Office 365 streamlines mobile device policy control and will enable us to provide users with maximum flexibility in selecting their mobile devices."

Overcoming the challenges of enterprise migrations

"This enterprise migration experience with Office 365 enables HPE Services to bring optimized policies, procedures, and migration tools to help clients streamline their enterprise migrations to Office 365 and capture anticipated benefits," Werner says. A primary metric HPE uses to measure the cost of operating Microsoft email collaboration and workload expenses is the cost-per-mailbox, and Werner estimates that HPE has already reduced this by 17 percent. "We have over 300,000 mailboxes in total, so the cost savings are substantial. We are now targeting further cost reductions that should allow us to decrease our Office 365 cost-per-mailbox to 20 percent of what it would cost to manage on-premises deployments."

HPE is more rapidly introducing collaboration features and functions. "Having our collaboration capabilities in the cloud allows us to eliminate the costs and delays of testing new features that Microsoft has already tested," he explains. "Having Microsoft Office, Outlook, and Exchange as online services available across all platforms changes and streamlines our software distribution methods and allows us to eliminate the time to introduce new features by avoiding six-to-eight month integration cycles. We can securely launch new capabilities like Skype Broadcasting without the extensive and disciplined testing that was required when we had many flavors of Office deployed throughout the enterprise."

 **Hewlett Packard
Enterprise**

Customer at a glance

Services

- HPE Advisory Services
- HPE Transformation Services
- HPE Services for Office 365
- HPE Services for Skype for Business
- HPE Mobility Services
- HPE Services for Networking

According to Ireland, "When we look at what it has taken for us to migrate to Office 365 we see patterns, and I encourage CIOs at companies considering Office 365 migrations to address the following four issues to ensure a smooth migration."

Directory integration— "It's critical to address directory integration upfront because it is a key strategic area of investment," says Ireland. "Organizations should define integration requirements clearly and enable smooth and secure access for on-premises and mobile workers. I also encourage the adoption of single sign-on (SSO) to streamline worker productivity."

Network readiness— "When you move workloads to the cloud, there's a dramatic shift in client traffic on the organization's wide area network (WAN)," he says. "Office 365 traffic will traverse different network devices and firewalls, so it's important to take a deep look at your network topology and forecast changing client traffic flows so you can project future usage and evolve your network infrastructure as needed to accommodate increased demand."

Client readiness— Ireland points out the importance of reviewing the PC and mobile client devices that will be accessing Office 365 to avoid migration problems. "Organizations typically have client devices throughout the enterprise running a myriad of Microsoft Office versions, so making sure that client platforms are equipped to run Office 365 should be taken care of before migration begins," he says.

Support— "Using Office 365 requires a different internal support structure based on policies and procedures developed for cloud-based applications," Ireland states. "When migrating applications to the cloud you need to make sure your first-level support folks know how to troubleshoot cloud-based workloads, and you need

to have an escalation procedure in place so you can work with cloud providers to resolve any difficult issues that might arise."

Helping customers migrate to Office 365

Migrating to Office 365 has allowed HPE to dramatically improve collaboration within the company, and it has enabled streamlined mobility. "Many of our employees spend most of their time with customers and rarely see the inside of our offices," Ireland explains. "Office 365 provides our mobile users with secure access to their applications and data, regardless of the platform they're utilizing. If a laptop crashes, they can still remain productive using smartphones or tablets."

The migration is not only reducing the costs of collaboration; it is also reducing the demands on IT resources. "Just maintaining Microsoft email and collaboration workloads on-premises is a demanding and time-consuming process," Ireland states. "We're able to rely on constantly updated software releases from Microsoft to address security improvements and new features, and avoid the delays inherent in integrating new software releases and constantly distributing software patches."

"All the acquired knowledge and experience gained from our adoption and ongoing operation of Microsoft email and collaboration workloads is now leveraged by HPE Services in their work with our customers," concludes Werner. "HPE is now better equipped to help customers efficiently adopt Office 365 and transform their collaborations infrastructure to reduce costs and enable improved worker productivity."


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Accelerating next


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Server Hardware 560 >

1 2 365

Accelerating
automated intelligence

365
OK

368
has profile

Status

Servers with profiles

One platform. One interface.
One synchronized view.

That's the Power of One. One infrastructure and management platform—HPE BladeSystem with HPE OneView.

- Accelerate virtual workloads for 66X faster IT service delivery¹
- Reduce downtime by an astounding 91%²
- Gain ultimate control over workflows and processes

Logical Interconnects 40 >

0 0 40

40
OK

Status

HPE ProLiant Gen9 Server Blades powered by Intel® Xeon® processors.
Intel Inside®. Powerful Solution Outside.



Objective

To fulfil Malaysia's growing demand for skilled software testers and eliminate dependency on overseas resources

Approach

Create a national education program capable of delivering marketable foundation skills in software testing

IT Matters

- Addressed a skills shortage by offering the country's first software testing training program
- Established a first class educational resource in partnership with Technology Education Leader (TEL) and the Ministry of Higher Education
- Created a pool of 800 software testing professionals to add to the country's IT skill base

Business Matters

- Introduced an educational program that won government backing and funding
- Helped cut the high TCO incurred by Malaysian companies hiring international expertise
- Delivered a software testing professional's career pathway for Malaysian nationals

National testing program builds Malaysia's software skills

National software testing skills base created with HPE Software University program



For a number of years Malaysia had to outsource critical software testing projects overseas. The HPE Software University program partnering with Universiti Teknologi Mara (UiTM) has reversed that trend and is creating a successful career path for Malaysian software testing professionals.

Challenge

Tackling the software quality challenge

Sophisticated software is the fuel that turbo charges everyday global transactions. The exponential growth in applications relies on that turbo charger.

The phenomenon is both exciting and challenging. Exciting, because of the previously unimagined opportunities the applications have made possible. Challenging, because of the pressure it places on the ability of the software developers to realize such opportunities.

A qualified software tester, capable of evaluating a program or system to determine if it meets its specification, is a valued asset in any company. He or she has to possess the skills to dissect the product and detect whether or not it successfully achieves its criteria in quality assurance, reliability, verification and validation.

"Through the first class HPE Software Testing Program, we're giving our students the best possible opportunity to make a career in this important profession. It has the potential to turn our students into tomorrow's entrepreneurs not only here in Malaysia but internationally."

— Dr Isahak Kassim, assistant dean, Universiti Teknologi Mara (UiTM)

Like many rapidly developing nations, Malaysia faced a dilemma. There was an absolute need for assessing the reliability, scope, breadth and performance of software but there was no national pool of software testing expertise. The country had to rely on software testers based in India and Singapore.

This outsourcing not only meant an inflated Total Cost of Ownership (TCO) on projects but that Malaysian nationals were missing out on a growth industry. The worldwide market for computer software and systems testing was said to be worth US \$56 billion in 2013.

The challenge of harnessing the necessary elements to create co-ordinated national software testing was daunting. The project required government support and a technology partner capable of drawing together the necessary organizational, logistical and delivery resources.

Solution

Practical and specialized mission

In response, Malaysia's Ministry for Higher Education brought together three stakeholders; Malaysia's largest university, Universiti Teknologi Mara (UiTM), Kuala Lumpur-based Technology Education Leader (TEL) and Hewlett Packard Enterprise. The three organizations arranged for the provision of practical and specialized skills in software testing for final year students from the Faculty of Computer and Mathematical Sciences.

Associate professor Dr Isahak Kassim, assistant dean of the UiTM faculty, handled the course organization within UiTM. "Timing of the course was important. We scheduled it to take place before the final semester. Because the program also had the goal of enhancing the employment prospects of students, we wanted the training to take place prior to job placements."



The licensed technology solution was taken directly from the global HPE Software University curriculum, funded by the Ministry of Education and managed by TEL. The pioneer group of 100 students entered the course, facilitated by TEL, with course materials and software testing structure provided by HPE.

Flexibility and learning curves

Dr Kassim says flexibility was required from all stakeholders in setting up the project: "Inevitably, we all faced steep learning curves. We had different processes and approaches. Although the training concept had been proven internationally through the HPE Software University program, we needed it to be adapted for local participants. Credit is due to HPE and TEL for making that a seamless operation."

"HPE staff members were very helpful in delivering the four software testing tools that would help UiTM students achieve the HPE Accredited Technical Professional (ATP) certification. This is a recognized measure of excellence, prized not only by companies in Malaysia and Asia but around the world."

The four software testing tools that comprised the course were:

HPE Quality Center

This is a single web-based application for managing all aspects of software testing initiatives. It provides a consistent, repeatable process for gathering requirements, planning and scheduling tests, analyzing results and managing defects and issues. It supports and enables high levels of communication and collaboration between members of an IT team.

HPE Unified Functional Testing (UFT)

This supports functional and regression test automation that addresses every major software application environment. Test cases are built by capturing flows directly from the application screens. A keyword-driven interface simplifies test creation and provides an integrated scripting and debugging interface.

HPE LoadRunner

From a single point of control, a user measures end-to-end performance of an application. It allows the user to diagnose problems and tune a system for better performance. Scalability of an application is measured by performance testing and stress testing of systems.

HPE Performance Center

A resource management tool that enables a user to monitor the demand for resources in a performance testing project; to schedule performance tests through a web-based interface and to provide visibility of results across the team.

Customer at a glance

Hardware

- HPE SU Software Testing Program

Software

- HPE Quality Center
- HPE Unified Functional Testing (UFT)
- HPE LoadRunner
- HPE Performance Center

"Hewlett Packard Enterprise was very helpful in delivering the four software testing tools that would help Universiti Teknologi Mara students achieve the HPE Accredited Technical Professional (ATP) certification. This is a recognized measure of excellence and this is prized not only by companies in Malaysia and Asia but around the world."

– Dr Isahak Kassim, assistant dean, Universiti Teknologi Mara (UiTM)

Benefits

Enriched skills to compete globally

Dr Kassim says the project reinforces UiTM's vision to upgrade the skills of all graduates: "The HPE Software Testing Program is helping produce graduates with enriched skills. It helps them compete on a global platform with good work ethics."

"The students receive assistance with job placements. TEL does a thorough job in monitoring and tracking their employment progress to ensure the sustainability of the program. Arming the undergraduate IT students with practical and specialized skills in software testing will certainly lift their employment opportunities."

With TEL championing the cause and the Ministry of Higher Education committed to meeting the growing demand for software testing professionals in Malaysia, the HPE Software Testing Program now also embraces four other universities in Malaysia - the University of Malaya, International Islamic University Malaysia, Universiti Malaysia Pahang and Universiti Putra Malaysia.

Since its inception, over 800 IT undergraduates have been trained with 87 percent obtaining jobs related to software testing. Building on this positive achievement, the plan is to train more students and because of its proven effectiveness the partnership also plans to extend the course to other public universities in Malaysia.

Our solution partners



Hewlett Packard Enterprise



HPE powers the Ministry of Petroleum's data center network

End-to-end data center solutions with complete network integration



Executive summary

When the Ministry of Petroleum, Saudi Arabia separated as a different entity from Saudi Aramco Oil Company, it was looking to build and manage a complete data center. One of its key priorities was to ensure that a single vendor would fabricate the entire data center from servers, storage, networks, as well as manage the data center. HPE fitted the role like a glove, with its capabilities in designing end-to-end data center architecture and a comprehensive network management platform, Intelligent Management Center (IMC). The result of this partnership was a network that was simplified, automated, agile, and cost effective. HPE solutions converged data center, campus, and branch networks across physical and virtual networks and wired and wireless platforms.

Single-vendor management

The Ministry of Petroleum was looking for a technology partner that would see it through one of its most challenging periods. HPE built a standardized network that was managed from a single-pane-of-glass network management platform—IMC. With IMC, the Ministry of Petroleum saw the tremendous value in how it could transform data center management—with its ability to integrate seamlessly and offer end-to-end management of network access control, network orchestration, service, and application monitoring. This resulted in the Ministry of Petroleum's decision to award the contract to HPE. "Our network is managed with just two consoles—OneView to manage servers and storage and IMC for everything else including switches, wireless, BYOD, and routers", says Hammami.

"We chose HPE and got more than what we asked for. We wanted to standardize our infrastructure and go with a single vendor to build our data center and reduce management complexity".

— Wahid S. Hammami, CIO,
Ministry of Petroleum and
Mineral Resources

Customer at a glance

HPE hardware

- HPE FlexFabric 12500 Series Switches
- HPE FlexFabric 5900 Series Switches
- HPE FlexNetwork 4000 Series Multi-Services Routers
- HPE FlexNetwork 5800 Series Switches
- Blade 7000

Software

- 3PAR 7400 full suite
- HPE Intelligent Management Center (IMC)

HPE services

- HPE Technology Consulting Services

Deploying end-to-end solutions

The Ministry of Petroleum issued an extensive RFP with its requirement of a data center and campus network that could support its needs. Over a period of six months, HPE showcased trials through multiple technical workshops, presentations, and simulated scenarios. This addressed challenges that the Ministry of Petroleum could face from systems, storage, networks, and servers. HPE invested in understanding what the Ministry of Petroleum's requirements were and provided support from HPE Technology Consulting Services to help consult, design, and implement the data center with the right solutions. The positive outcome of the testing helped the Ministry of Petroleum see how HPE could deliver consistent policy enforcement for security and reliability with an open standards-based solution that was agile and simplified.

"HPE Technology Consulting Services provided fantastic design and implementation services and their project management team delivered on time. The whole experience was great."

The HPE solution worked as a business enabler by unifying communications and providing a quality experience so users could access tools and applications to stay productive from anyplace. Another factor that worked in favor of HPE was HPE Limited Lifetime Warranty, which enables businesses to lower their operating costs. The comprehensive nature of HPE solutions gave the Ministry of Petroleum the confidence to award the contract to HPE over competition.

"We chose HPE because they were the only ones who offered us everything we needed. We did not have a lot of technical manpower and wanted a centralized solution. We preferred one large global vendor for our infrastructure", says Hammami.

HPE benefits

One of the priorities of the Ministry of Petroleum was to create a multitenant environment and manage costs as efficiently as possible. With HPE Multitenant Device Context (MDC) software, a single physical switch was partitioned to create four virtual logical switches. This resulted in lower hardware costs and better utilization of resources.

IMC provided the Ministry of Petroleum with a central vantage point of the entire network, proving how simplified it was to manage all the devices, while helping the Ministry of Petroleum stick to a lean technical team.

The impact of HPE Intelligent Resilient Framework (IRF) technology simplified network configuration and operation. It enabled many physical switches to act as a single logical switch and deliver high performance and redundancy in one solution.

HPE provided the Ministry of Petroleum with a data center that is armed to take on dynamic growth and an open-standard network that is simple, scalable, and automated for virtualized computing.

"We were comfortable investing in the HPE solution because of the peace of mind that comes with it being future proof. We are planning to deploy SDN for our new disaster recovery site next year. We will deploy Microsoft® Lync® and will be using the HPE SDN Network Optimizer application to ensure the best experience for our users. We will also implement the HPE SDN Network Protector application to enhance the security of our network", says Hammami.



DS Virgin Racing on track to win with HPE

Delivers business-critical services trackside at global races and at headquarters

Objective

Deploy and maintain advanced analytics to optimize Formula E electric race car performance

Approach

Leverage HPE services to drive IT efficiency and support track site implementation, testing, and operations in major cities worldwide

IT Matters

- Capture race car performance data trackside for real-time analytics
- Support IT environments for the pit crew at race sites and at racing headquarters
- Provide a dedicated engineer to support trackside setup, operations, and breakdown

Business Matters

- Leverage real-time analytics to improve electric race car performance
- Manage portable trackside IT infrastructure
- Ensure continuous reliability for business-critical mobile IT infrastructure



DS Virgin Racing is competing in the world's first Formula E electric car championship, and capturing and analyzing real-time race information is key to optimal performance. In an Internet of Things (IoT) implementation, the DS Virgin Racing cars are outfitted with sensors that track performance, wear, and what needs to be tuned. This British racing team needed powerful analytics infrastructure deployed trackside for real-time analytics and at headquarters for post-win playback and analytics. By turning to HPE, DS Virgin Racing is able to successfully compete in the Formula E championship while continuously improving electric vehicle (EV) technology, and these improvements will ultimately trickle down for usage in future electric road cars.

Harnessing the pioneering spirit of Sir Richard Branson and the Virgin Group as well as the automotive expertise of DS Automobiles, the DS Virgin Racing Formula E Team exists to power innovation so it can positively impact people's lives. DS Virgin Racing is aggressively competing in the Fédération Internationale de Automobile (FIA) Formula E electric-powered car races. Formula E is the world's first global electronic vehicle racing championship, and it enables the fast-tracking of the development of electric vehicle technology. It serves as a showcase for electric vehicles to a mass global audience, and it aligns with the Hewlett Packard Enterprise (HPE) values of partnership, innovation, and a winning spirit.

"Winning races is our goal, and everything we do is guided by efficiency. HPE has knowledge and experience with the demanding conditions of building and maintaining infrastructure to compete in major sporting events. HPE serves as an important part of our team and provides skills and expertise that support both our trackside and headquarters deployments."

— Sylvain Filippi, CTO of DS Virgin Racing

All Formula E events begin with two practice sessions in the morning, an opening 45-minute session followed by a further 30-minute session. Drivers have two cars each at their disposal with 200 kW of power available. The cars are outfitted with sensors that capture IoT data to reveal how the car and engine perform for qualifying and 170 kW of electricity for the race.

FIA places strict race pit headcount restrictions that allow only 15 people for each team, and this number includes drivers, mechanics, support staff, and an HPE engineer. DS Virgin Racing needed IoT big data analytics at its UK headquarters to analyze and improve race car performance, as well as trackside support for collecting the data, transmitting it to headquarters, and providing feedback to the driver and racing team. It also needed to augment its resources with technical expertise to support DS Virgin Racing's analytic infrastructure in the racing pit at each major race as well as at its headquarters in the UK.

DS Virgin Racing relies on HPE Foundation Care service and HPE Proactive Care service to augment internal staff, as well as global support and a dedicated HPE engineer in the pit of each race. "HPE has the knowledge and previous sports event IT expertise we needed," says Sylvain Filippi, CTO of DS

Virgin Racing. "We did not have the internal resources necessary, and HPE provides the technical knowledge and expertise at each race location and at our headquarters to manage the systems that power our analytics."

Developing, deploying, and supporting analytics infrastructure

HPE, the Official IT Partner of DS Virgin Racing, designed a complete solution of hardware, software, and services. HPE IDOL, advanced enterprise search and data analytics allow DS Virgin Racing to understand the IoT sensor data in real time for information analytics, archiving, discovery, content management, data protection, and marketing optimization. HPE Vertica Advanced Analytics software allows DS Virgin Racing to take advantage of advanced SQL database analytics. DS Virgin Racing also relies on the HPE Moonshot energy-efficient, integrated server system, Aruba Wireless Networking solutions, and HPE 3Par StoreServ 7400 storage infrastructure. Implementing, managing, and operating this analytic infrastructure at races in major global cities and at headquarters is a daunting challenge, and DS Virgin Racing turned to HPE to support this business-critical infrastructure.

Ensuring the reliability of business-critical systems

Managing a complex IT environment in multiple locations was critical to the goals of the operation. Standard support programs would be insufficient because DS Virgin Racing needed business-critical, multi-location support. Since the race travels to major worldwide cities, DS Virgin Racing needed a business-critical support experience in each race location—including the ability to swiftly access spare parts as well as the ability to support the setup, operations, and breakdowns for each race.

With HPE Foundation Care, DS Virgin Racing has access to HPE experts via phone, web, or both. DS Virgin Racing receives problem diagnosis and support, replacement parts and materials, and access to firmware and software updates. HPE Foundation Care provides DS Virgin Racing with one place to call for support for both the headquarters facilities and the constantly changing racing locations, with four-hour spare parts response times at each race site and at headquarters.

HPE Proactive Care provides a personalized and proactive hands-on approach for maintaining an agile, healthy, and reliable infrastructure. It allows DS Virgin Racing to connect its HPE hardware platforms to HPE to benefit from proactive analysis and faster troubleshooting, and if DS Virgin Racing calls in for a support issue a technical solution specialist takes ownership of the issue and manages the call until the issue is resolved. HPE provides DS Virgin Racing with tailored proactive reporting with consultations and advice that helps DS Virgin Racing manage firmware revisions and any configuration changes while ensuring system stability and reliability.

HPE tailored its support to meet the unique needs of DS Virgin Racing by providing a dedicated engineer in the pit for each race who is an expert on servers, storage, and networking. HPE also provides global call management and one place to call to address any hardware or software issues that may arise. An HPE remote delivery manager is responsible for planning the implementation for each race weekend. The remote delivery manager interacts with HPE resources in each city prior to the team's arrival, and reviews lessons learned from previous races to ensure a best practices approach to continuous improvement. HPE also provides global support so DS Virgin Racing can call if needed for local parts and additional local support resources.

According to Filippi, "Our support relationship with HPE gives us onsite support at our headquarters and race locations, allowing us to trust HPE to keep our business-critical infrastructure operational so our team can concentrate on winning races."

Implementing global support for race-day operations

The infrastructure at DS Virgin Racing headquarters is constantly being optimized to support high-speed analytics. HPE Proactive Care help DS Virgin Racing prevent problems and stays up-to-date. Products connected to HPE leverage 24x7 monitoring, pre-failure alerts, rapid diagnosis, and automatic call logging with parts dispatch for hardware support. HPE proactively scans the connected devices, provides a healthcheck on them, and delivers tailored recommendations to optimize performance.

Customer at a glance

Services

- HPE Foundation Care
- HPE Proactive Care

Hardware

- HPE Moonshot System
- HPE 3PAR StoreServ 7400
- Aruba Wireless Networking Switches

Software

- HPE Vertica Advanced Analytics
- HPE iDOL

Financial Services

- HPE Technology Refresh
- HPE Asset Recovery

Since each race is in a different global city, trackside support is essential. "We need powerful and reliable hardware and software, but we also need strong professional services support so we can benefit from advanced analytics," states Filippi. "That's why we selected HPE as our partner of choice to meet our unique support requirements." Each race takes place on a Saturday, and the DS Virgin Racing team—including the dedicated HPE engineer—arrives by the previous Thursday. "The race qualifications, testing, and the actual race all occur in a single day, so we can't afford any delays due to IT issues," Filippi explains.

The dedicated HPE engineer installs and tests all of the trackside hardware, and connects it to HPE for a healthcheck. He also connects to the FIA network and runs the HPE analytics software. The servers, applications, and network are fully operational by Friday, which can be a challenge in locations with limited wireless access capabilities. On race day, telemetry information is captured from DS Virgin Racing's cars, and online feeds provide headquarters personnel with information to review race performance.

"Our HPE onsite support engineer is under immense pressure to make sure everything works, and to address any problems within seconds," says Filippi. "Everyone on our race team is extremely busy on race day, and efficiency is crucial. We briefly considered using one of our own engineers at each race, but quickly concluded that we needed a focused engineer with the expertise to resolve any issue quickly. If we lose a half hour during a race due to an IT issue, we'll finish in the middle or the back of the pack."

The onsite engineer carries some spare parts, and also coordinates with the local HPE office to access any additional pre-race support needed and arrange for swift delivery of any required HPE components. "Our HPE onsite engineer knows our systems and has previous relevant experience," says Filippi. "I didn't have the resources to have my team perform the upgrades, configure the equipment, and maintain it at each race."

DS Virgin Racing will be participating in 11 races by the end of the season, and in up to 14 next year. "We learn a great deal from each race, and we've already built the foundation for our analytics," Filippi says. "Our long-term relationship with HPE allows us to scale our analytics to continuously learn more about optimizing race cars and the abilities needed to enable the next generation of electric cars. We'll be soon ingesting and analyzing video from onboard cameras and race feeds."

The extracted data will be stored in HPE Vertica for search and analysis. "We'll be able to manage petabytes of data at massive scale using blazingly fast analytics," Filippi states. "This will give us the ability to manage large volumes of data in seconds, not weeks."

He adds, "HPE helps us improve our race efficiency and run sophisticated simulation programs so we can analyze and improve our results. Everything we do is guided by efficiency, whether that's managing our analytics infrastructure, winning the race, or designing next year's cars. HPE technical services manages our analytics infrastructure so we can focus on winning races and continuously improving our cars."


**Hewlett Packard
Enterprise**

Yas Mall Enhances Retail Experience for Shoppers with Mall-Wide Public Wi-Fi Based on Aruba Wireless Technologies



Customer satisfaction is at the heart of Yas Mall's strategy and Yas Mall Management knew that with the increasing usage of smartphones by shoppers, fast and easy access to Wi-Fi would be a significant contributor to a positive retail experience.

"Yas Mall is proud to welcome thousands of visitors every day and so consequentially it's crucial that our bandwidth capacity can tender to all of the guests without disruptions. Through our advanced wireless services, Yas Mall delivers to its customers the ability to maintain seamless communications and share their experiences with their friends and family," said Feras, the IT Manager of Yas Mall.

High-Density, Ease-of-Use & Reliability are Top Criteria

Thousands of shoppers visiting Yas Mall rely on mobile apps to communicate, share their experiences on social media, and browse the internet. The Mall also has an official app that offers information on stores, entertainment, events and other important details at the mall.

To ensure that the wireless solution met the requirements of its customers, while also serving as a platform for future innovation, Feras and his team decided to leverage 802.11ac technology. It was Aruba's leadership in this domain that made it a clear choice for the project.

Ease of access and reliability were also major criteria for selection and Aruba's solutions checked these boxes as well. "Aruba is a market leader in providing wireless solutions and we were keen to partner



with them in improving our customers' journey," said Feras.

Wi-Fi Connectivity, Simplified Management and More

Aruba provided a fully integrated solution; including the APs, controllers, guest management, and reporting and monitoring tools. This simplified every stage of the project as no third party was involved.

FERAS AL ATARI, IT MANAGER AT YAS MALL

To support the high-density of simultaneous connections, Aruba's ultra-fast 220-series 802.11ac APs were selected. For the mall, a standout feature of these APs was the inbuilt ClientMatch technology that automatically shifts client devices to the best AP, giving users a consistently high quality of coverage as they roam through the expanse of the property.

With an area of over 2.5 million square feet, the incredibly large size of the mall meant it would be impractical for the IT team to manually set up, configure and maintain the Access Points (APs). And thanks to the mall's impressively high daily visitor footfall, such manual intervention would no doubt cause inconvenience to shoppers.

To overcome this, the team decided to utilize Aruba's 7200 series Mobility Controller which not only eliminates manual configuration of individual APs, but also automates software updates of all APs on the network.

Guided by Aruba, Feras also chose to implement Aruba's AirWave Network Management platform as it would give administrators detailed metrics and complete insight into the Wi-Fi network, thus allowing them to proactively plan for capacity, visualize client performance and troubleshoot application issues.

Seamless deployment of an 'all in one' solution

Aruba's best-in-class wireless solutions were expertly installed by MDS Systems Integration, a UAE-based SI partner of Aruba, and the company took care to ensure that the entire system was configured for optimal performance.



The deployment was streamlined by the fact that Aruba was capable of meeting the end-to-end wireless requirements of Yas Mall. "Aruba provided a fully integrated solution including the APs, controllers, guest management, and reporting and monitoring tools. This simplified every stage of the project as no third party was involved," said Feras.

Visitors Connect and Share with Ease

The main priority- the Wi-Fi connectivity for shoppers- was successfully achieved with the deployment. "The solution has enabled us to continue enhancing our visitor services. They can easily stay connected and share their positive experiences at Yas Mall," said Feras.



The new system provides an impressive capacity of 1.3 Gbps which more than meets shoppers' requirements and expectations. Because of ClientMatch, they also have the ability to roam through the massive property without facing any drop in coverage or performance.

The speed and ease of use has made the free Wi-Fi service extremely popular. "We believe that Aruba's solution has enabled more people to use our public Wi-Fi. It has also allowed Yas Mall to deliver new features and capabilities to our customers and retailers," noted Feras.

Aruba's solution has 'IT' all sorted out

Although visitors have benefitted from the solution, it is the mall's IT team that is most aware and appreciative of its features and functionality. According to Feras, the centralized nature makes the solution extremely user friendly.

As with any retail establishment, security is critical and this too is addressed by the solution. "The controller's intuitive Graphical User Interface (GUI) enables administrators to make rapid changes to the network and its security settings, which affords a high degree of customization," he stated.

Feras believes that Aruba's value extends well beyond the superior capabilities of its technology. "Working with Aruba has been smooth and productive as the company consistently meets our needs. The technology is upgraded as and when required and we receive truly world-class support," he said.

Mitigating issues with powerful monitoring and control

The Aruba controllers have also eliminated the need to manually configure and manage the APs, while AirWave plays a critical role in maintaining overall WLAN health.

AirWave's granular visibility into each AP, including real-time and historical connection information has meant the team can preempt and resolve connectivity issues before visitors are affected. "These features take the load off our administrators and free up our IT team to focus on more pressing issues," said Feras.

Looking Forward to Innovation Ahead

As mobile engagement continues to evolve and play an increasingly significant role in the retail industry, Yas Mall is keen to stay ahead of the curve. Central to this strategy will be Aruba's WLAN solution which Feras calls a "platform for innovation".

"We are already working with Aruba on the next phase which is a unique project that will be implemented for the first time in Abu Dhabi. It involves the integration of social media platforms with our wireless technology," said Feras.

REQUIREMENTS

- Reliable high speed coverage across the entire mall
- Support for high density of simultaneous connections
- Ease of access and reliability
- Elimination of the need for manual management of APs

SOLUTION

- [802.11ac Indoor APs](#)
- [7200 Series Mobility Controllers](#)
- [AirWave](#) for network management

BENEFITS

- Visitors enjoy easy-to-access 1.3 Gbps connectivity.
- Aruba solution extends seamless coverage across 2.5 million square feet for uninterrupted connectivity.
- Simplified centralized monitoring and management via a single pane of glass with an intuitive GUI.
- Enables future deployment of new mobile engagement solutions.

Win back your workspace.

Reduce clutter and digitize your documents.

HP ScanJets reinvent your workspace by transforming your stacks of paper into editable, searchable digital files. Expedite your office with the latest in HP scan technology. Visit



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38 pages per minute
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Easiest: 20.3cm control panel
Smallest: 17% size reduction



Some of HP
Supported
Printers

43 Pages Per Minute
NFC & Wifi Direct
2,300 pages input
Encrypted HDD as an option
Smallest: 27% size reduction



HP LaserJet Enterprise M506 series

Motus Motorcycles

Reinventing a new breed of motorcycle with HP Z Workstations



Industry
Manufacturing

Objective
Design new performance-oriented, distinctly American motorcycle

Approach
Motus Motorcycles standardized on SOLIDWORKS running on HP Z Workstations

IT matters
• HP Z Turbo Drive doubles the performance of SATA SSDs to accelerate boot up and input/output functions

Business matters
• HP Z Workstations enable stable, reliable 3D modeling and review to enhance productivity
• Eight-core Intel® Xeon® processors, combined with up to 64 GB RAM and NVIDIA® Quadro® professional graphics, enable real-time interaction with large, complex 3D models

• HP DesignJet enables large-format printed schematics with highly professional results



“We certainly couldn’t do what we do today without having excellent technology, and our HP Z Workstations are the foundation of it all.”

— Brian Case, Vice President and Design Director, Motus Motorcycles

When two motorcycle enthusiasts decided to launch a brand new American motorcycle company, they set out to create something entirely distinctive. High performance design technology provided a foundation to create the new breed of American motorcycle from the ground up to compete with large, established companies. They standardized on HP Z Workstations for design and design-to-manufacturing systems, leading to a successful product launch.

In search of a new American motorcycle

Motorcycle buddies Lee Conn and Brian Case sat down one day after a long ride and imagined about what their ultimate motorcycle would be like. They wanted a bike with the spirited performance of some European makes — BMW, Triumph and Ducati — but imbued with a distinctly American muscle culture.

“That’s why we chose HP Workstations. I’ve come to appreciate the reliability. It’s the key to working productively, day in and day out.”

— Brian Case, Vice President and Design Director, Motus Motorcycles

“In my mind, there were analogs in the car world — something like a Z06 Corvette,” recalls Case. “So what we envisioned was a kind of two-wheeled Corvette.”

The bike they envisioned didn’t exist. So they set out to build it.

A year later, in 2008, the duo launched Motus Motorcycles in Birmingham, Alabama. Conn, who became president of the company, brought a background in aircraft manufacturing. Case, who is vice president and design director, brought product development experience, including design of the Confederate Wraith motorcycle.

Case began designing Motus’ first bike the old-fashioned way — with a sketchpad. He knew he wanted to create a new American bike, a departure from the classic American cruiser with design cues from the first half of the 20th century.

He started, interestingly enough, by concentrating on a new engine design. Being a self-described “car guy”, he wondered what it would be like to develop an engine based on an American muscle car. So he started sketching V-shaped designs based on small-block, hot rod engines. He zeroed in on a V4 design that would have a distinctive, lopey cam sound and distinctive exhaust note. Today that MV4 “Baby Block” engine is the heart of every bike that rolls out of Motus’ factory.

Next, he worked on the design of the bike itself. He wanted a conceptual design that would stand up over many years, with classic, subtle lines. What emerged was the Motus MST, a uniquely American sport-touring motorcycle.

Built with professional workstations

Making the transition from design sketches to the world of CAD, Motus initially got by with consumer grade PCs. But as Case moved deeper into the design process, it became clear to him that the company needed more powerful technology in order to accelerate product development.

“When we first started out, it would take forever to do any complex assembly on our consumer computers,” Case recalls. So he committed to a big technology upgrade: HP Z Workstations running SOLIDWORKS software.

“I’m a big fan of HP products. We have a handful of high-end HP Z Workstations, and we’re doing really well with those systems. They’ve made a huge difference in our productivity.”

Case uses an HP Z230 Workstation for engineering and industrial design. Design engineer Tom Vaeretti works on an HP Z420 Workstation equipped with the HP Z Turbo drive. The company’s first product, the Motus MST, has 1200 individual components, each one modeled in 3D using SOLIDWORKS. Using the HP Z Workstation, Case says he or Vaeretti can easily maneuver in the massive file.

“I’m a big fan of HP products. We have a handful of high-end HP Z Workstations. They’ve made a huge difference in our productivity.”

— Brian Case, Vice President and Design Director, Motus Motorcycles

“That’s why we chose HP Workstations. I’ve come to appreciate the reliability. It’s the key to working productively, day in and day out,” Case says. The Z420 Workstation features an 8-core Intel® Xeon® processor and up to 64 GB RAM. “You can never have too much RAM or processing power when you’re doing 3D design.”



Adds Vaeretti, "When I open the whole motorcycle model in SOLIDWORKS, I can rotate it, see it with no artifacts, and work with it in real time. With other computers, if you're rotating the model, you might click on something and find that the video card hasn't updated, so you're actually not clicking where you think you are in the model. So you have to go back and start over. I don't have that problem with HP Workstations."

The HP Z420 Workstation's Z Turbo Drive is a PCI-connected solid state drive that dramatically reduces boot times and input/output times. "My HP Z Workstation boots up and retrieves data superfast," Vaeretti continues. "From the Z Turbo Drive, it takes about 2-3 minutes to load the whole 2.6 GB SolidWorks file. It's at least twice as fast as my old hard drive."

Workstation speed matters

Speed is important, of course. It means being able to design more quickly. And for a startup company like Motus, that means getting their first product to market faster.

In fact, Case says, the design technology that includes HP Z Workstations has enabled Motus to develop at such a rapid speed, and in new ways, that just weren't possible even a few short years ago.

For example, he now leverages 3D printing as a prototyping process to speed up CAD design. "That's something that just wasn't available for small companies like ours in the past. But in the last few years, the technology has trickled down. And that means we can

prove out a design more quickly and move the development process along."

One example is the intake design of the MV4 engine. After an initial prototype of the engine, it became clear the throttle body needed to be changed. "We had an existing model in CAD that we needed to reconfigure and quickly make into a prototype, and then test the engine," Case recalls.

CAD changes are made in a few days. Next, the team produces the part on the 3D printer. In this example, within a week it had a 3D printed model in Bluestone, a very dense high-temperature material that could be integrated with metal parts for testing.

"In a couple of weeks, we had gone from a design idea to a working, running mechanical assembly on the engine," Case says. "The same project in the past would have taken at least four times longer. You would have to build it in material capable of withstanding 400-500 degree temperatures — probably aluminum. It would take several weeks for a competent machine shop to fabricate."

Tech enhances design

Case explains that having the horsepower of an HP Z Workstation has an important design impact. "When we started with consumer grade PCs, the limitations can impact your decisions. If you're in the planning stage of developing something complex, you might say, based on the technology we have, it's going to take this long to do it, so let's try something simpler.

Customer at a glance

Hardware

- HP Z230 Workstations
- HP Z420 Workstations
- HP DesignJet T520 printer
- 3D printer
- Coordinate Measuring Machine (CMM)
- HP Z24i IPS Display
- HP Z Turbo Drive
- HP ZBook 15 Mobile Workstation

Software

- SOLIDWORKS
- Adobe® Creative Suite
- Alias Sketchbook
- Faro Cam2 Measure 10

"When we started with consumer grade PCs, the limitations can impact your decisions. With HP Workstations, that constraint has been removed. That lets us be very ambitious as designers and engineers. We can do more brainstorming up front, explore new ideas and create design alternatives."

— Brian Case, Vice President and Design Director, Motus Motorcycles

"With HP Workstations, that constraint has been removed. That lets us be very ambitious as designers and engineers. We can do more brainstorming up front, explore new ideas and create design alternatives."

Even in manufacturing, the company's design technology plays an important role. Once a design has been finalized, the SOLIDWORKS file for a part or assembly is sent to a fabricator. The fabricator produces a few parts and sends them back to Motus to be approved.

At that point, Case uses an HP ZBook 15 Mobile Workstation to drive a coordinate measuring machine (CMM). The CMM is used to scan the part castings and compare them to the CAD model, as part of a final quality assurance check prior to final assembly.

When the design team needs to enlarge schematics beyond the size of a computer screen, it looks to the professional quality print output of the HP DesignJet T520 printer. "I am amazed with how precise this professional-level printer is, especially when printing full-scale drawings, and having reliable technology you can count on is extremely valuable to our design team," says Case. While the team may do real

color renderings from time to time, in addition to high resolution photo and poster enlargements, they primarily use it to enlarge engineering drawings and wiring schematics. "It's extremely helpful to see the real color renderings of components on the bike," he says. "That detail supports us moving quickly to the next prototype," says Case.

From dream to reality

Today Motus offers two versions of its all-American bike: the original MST, and the premium upgrade MSTR with a 12.5% bump in power from additional brake horsepower (bhp) and torque. The company caters to experienced sport bike riders seeking to unleash the performance of the American V4 engine, enjoy the rush of the road and command comfort on longer rides.

Conn and Case have realized their dream of creating a new American motorcycle. Now the challenge is to keep the dream alive by continuing to innovate so Motus Motorcycles will attract a continuing stream of new buyers.

"It's extremely helpful to see the real color renderings of components on the bike," he says. "That detail supports us moving quickly to the next prototype."

— Brian Case, Vice President and Design Director, Motus Motorcycles

"I spend six hours a day entrenched at my HP Z Workstation working to enhance our products," Case says. "It's integral to my productivity. We certainly couldn't do what we do today without having excellent technology, and our HP Z Workstations are the foundation of it all."

Learn more at
hp.com/go/zworkstations
hp.com/go/solidworks



The healthcare-optimized tablet powered by Windows 10¹

HP ElitePad 1000 Healthcare Tablet

Improve productivity and enhance patient interaction with the portability and integrated functionality of the HP ElitePad 1000 Healthcare Tablet.



74%

of hospitals that use tablets or other mobile devices to collect information from patients are **more efficient** than those that don't.*

79%

of hospital patients surveyed feel **more connected** to healthcare providers who don't spend a lot of time on paperwork during visits.*

Streamline delivery

Mobility is rapidly transforming both in hospital and ambulatory care and enabling the delivery of high-quality care to remote locations. Healthcare organizations are looking to mobile technology as a way to deliver better patient experiences, assist with regulatory requirements, and increase patient engagement. The HP ElitePad 1000 Healthcare Tablet was designed in tandem with healthcare and hospital professionals to help care providers respond to these challenges while meeting tight budgets and personalizing the patient experience.

Ready for healthcare

Use this durable, lightweight solution throughout your clinical environment. It can be cleaned easily,² and is IP 54³ and MIL-STD 810G tested, including for a 3-foot (0.91 m) drop onto linoleum-covered concrete.⁴

Assist with regulatory requirements

Help keep patient data secure with a certified smart card reader, HP Client Security, HP BIOS Protection, Trusted Platform Module (TPM),⁵ and full disk encryption.

Gain 360-degree quality assurance

Help reduce the risk of medical errors by using the 2D barcode reader (on select configurations) to validate personnel and patients and catalogue and administer medication. Dictate accurately with built-in noise cancelling software.

Enable clinical workflow flexibility

Create the best solution for your environment with a suite of optional accessories.⁶ Use the tablet pen to enable data input on the move or a docking station to create a desktop-like environment when you're at a desk or nurse's station.

Comfort that goes where you go

Help ensure industrial occupational health with contoured edges and an ergonomic design.



Complies with EN/IEC 60601-1-2⁷

Integrate the tablet into your healthcare provider workflow without compromising care delivery at the bedside or beyond with a solution that's tested to comply with EN/IEC 60601-1-2⁷ requirements for basic safety and essential performance.

Expansive device and network connectivity

Get a range of ports on the solution, or dock in the optional HP ElitePad Docking Station⁶ for even more options; control your wireless through a single user interface.

Crisp, clear data and images

Get Full HD access to your critical information on the outdoor-viewable, 10.1-inch diagonal, 1920 x 1200, multi-touch Corning® Gorilla® Glass 3 panel.

Ready to work

Do it all with Windows 10 Pro,⁸ a quad-core Intel® processor,⁹ and 128 GB storage.⁹

Cloud-based IT management made simple

Manage data, security, and devices from the cloud with HP Touchpoint Manager.¹⁰

A tailored healthcare solution

The HP ElitePad 1000 Healthcare Solution is designed to streamline processes, personalize patient interactions, and help providers securely access real-time data when and where they need it.

HP ElitePad 1000— Meet the challenges of daily use with the HP ElitePad 1000. This durable tablet enables electronic pen-based note-taking and allows for expansion and customization via HP's extensive accessory ecosystem.

HP Touchpoint Manager¹⁰— For healthcare groups with multiple clinics or offices, HP Touchpoint Manager can play a role monitoring PCs, tablets, and smartphones across locations. With this simple cloud-based IT manageability solution, manage data, devices or users from the office or away, and get more done using one straightforward dashboard.

HP PC and printing services¹¹— Get your mobile solutions up and running with HP's image and application loading as well as installation services.

Learn more at hp.com/go/healthcare

¹ Not all features are available in all editions or versions of Windows. Systems may require upgraded and/or separately purchased hardware, drivers, software or BIOS update to take full advantage of Windows functionality. Windows 10 is automatically updated, which is always enabled. ISP fees may apply and additional requirements may apply over time for updates. See <http://www.microsoft.com>.

² See user guide for cleaning instructions.

³ The solution is covered under HP limited warranty for IP 54 dust and water ingress.

⁴ MIL-STD testing results are not a guarantee of future performance under these test conditions. MIL-STD 810G testing is not intended to demonstrate fitness for U.S. Department of Defense contract requirements or for military use. Drop damage is only covered with an optional Accidental Damage Protection HP Care Pack.

⁵ Firmware TPM is version 2.0. Hardware TPM is v1.2, which is a subset of the TPM 2.0 specification version v0.89 as implemented by Intel Platform Trust Technology (PTT).

⁶ Sold separately or as an optional feature.

⁷ The HP ElitePad Healthcare Tablet is a general purpose computing device and is not intended for use in the diagnosis, cure, treatment, or prevention of disease or other medical conditions.

⁸ Multi-Core is designed to improve performance of certain software products. Not all customers or software applications will necessarily benefit from use of this technology. Performance and clock frequency will vary depending on application workload and your hardware and software configurations. Intel's numbering is not a measurement of higher performance.

⁹ For hard drives, GB = 1 billion bytes. Actual formatted capacity is less. Up to 5 GB is reserved for system recovery software.

¹⁰ HP Touchpoint Manager supports Android™, iOS, and Windows operating systems, and PCs, notebooks, tablets, and smartphones from various manufacturers. Not available in all countries. See www.hp.com/touchpoint for availability information. HP Touchpoint Manager requires purchase of a subscription.

¹¹ Services sold separately.

*Harris Poll online survey conducted on behalf of Roche Americas Corporation, February 2015.



Microsoft

microsoft.com



Better. Faster. Safer. Now.

Buy a new PC with the new Office.

Windows 10

Office



Now is the best time for SMBs to buy a new Windows 10 device + the new Office



Nearly **1/3**
of the workforce now
uses 3 or more devices¹



PCs older than 4+ years
cost, on average, an additional
\$426/year in total maintenance
costs, plus **\$1,260** in lost
productivity²



Performance degrades with 5
applications running simultaneously.
Newer PCs can easily run 8
applications simultaneously
without performance degradation³



Windows 10 devices have
up to **3x** the battery
life of a
5-year old laptop⁴



Windows 10 devices have up to **2.5**
times better performance⁵ and **4**
times faster wake speed⁶ than a 5
year-old laptop, plus simplified multi-
tasking in the new Office.

Accomplish more in a day

Windows 10 devices optimize your new Office experience, helping you get more done from wherever the day takes you.



Get more done

Switch easily between your favorite devices. You'll get a consistent experience no matter which one you're using.

Save time by working together easily on the same document.

Sign in once and remember only one login to get right to all your Microsoft apps and services.

Use your digital personal assistant to help you plan your day (and more) while you keep working.



Work anywhere

Save travel expenses. Work like you're in one room, even when you're not. Use rich video conferencing to meet online.

Take advantage of all the bells and whistles you love in Office when you use your Windows 10 device.

Find, reach and save your files from virtually anywhere.

Work the way you want

Windows 10 devices make using the new Office easy, personal, and familiar with a wide variety of form factors and customized experiences.



Customize your experience

Choose the way you prefer to work. You can use voice, digital pen, touch, or keyboard and mouse.*

Tailor the look and feel of your device so it's just the way you want. You can also set up your digital personal assistant to be more personal.

Save money and time. Get up to speed quickly because Windows 10 and the new Office are familiar to anyone who's used an older version.



Streamline your work

Save time throughout your day with quick access to your most-used Office apps and faster access to your recent documents in Outlook.

Pick up right where you left off, as your most recently used documents list travels with you across your devices.

Safeguard your business

Windows 10 devices running the new Office deliver game-changing security features that offer a reliably-productive and safer overall computing experience.



Help protect your data

Get protection for your data, built-in on Windows 10 devices.

Control who can access your information

Encrypt your files on Windows devices

Move to a safer log-in. Use your face, iris, fingerprint* or a PIN number for a log in that's safer than a password. You can even set up log ins that require validation from a second device, such as your mobile phone.

*Device dependent



Help protect against threats

Get built-in protection against viruses and attacks. Safeguard your business against high-cost security breaches.

Lost device? Remove business information remotely and avoid the high cost of lost data.

Define security policies by user and device to lower your risks.

Keep your files available even if there's an emergency.

Choose your new Windows 10 device





MODERN COLLABORATION

SKYPE MEETING BROADCAST

- Reach up to 10K for very large meetings
- Attendees join from virtually any browser and device

PSTN CONFERENCING

- Use a dial-in number to join Skype meetings from any device
- Dial-out to bring participants into the meeting

CLOUD PBX

- Eliminate separate PBX systems and transition to the cloud
- Allows employees to make, receive, and transfer calls anywhere, in the org, at home or on the road, using phone, PC & mobile

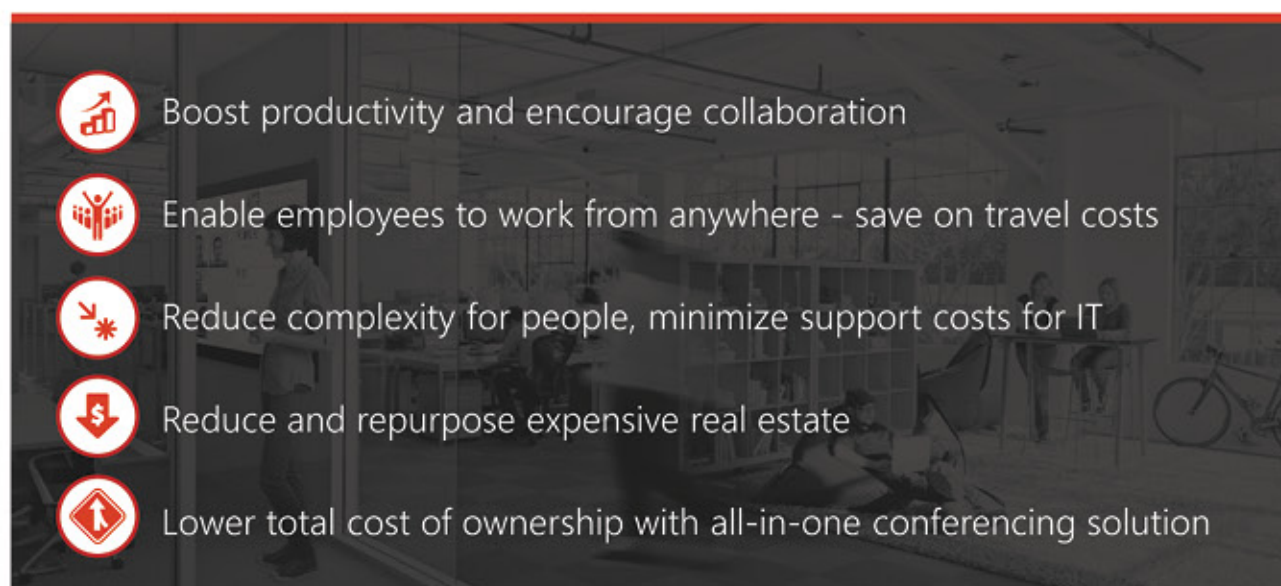
PSTN CALLING

- Subscribe to local and/or international calling plans from O365
- Use existing phone numbers or get new ones



SKYPE MEETING BROADCAST

E5 VOICE BUSINESS BENEFITS



SKYPE MEETING BROADCAST

NEW

Reach up to 10,000 people for very large meetings
Attendees can join from virtually any browser/device

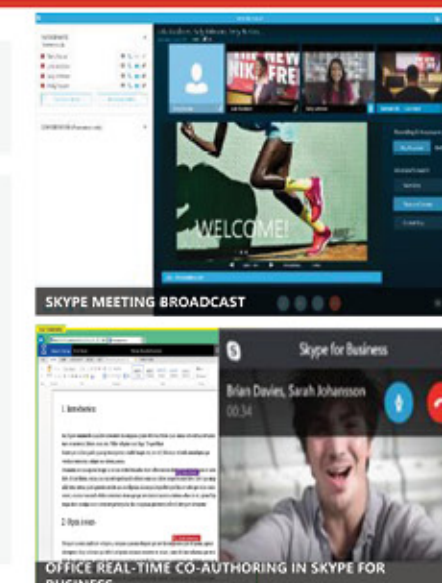
IMPROVED

Connected meeting experience

- Office Graph automatically uploads content
 - Creates a meeting summary with tags for easy retrieval
- Meet Now unifies group to one Skype for Business meeting

Video and content sharing

- Office real-time co-authoring in Skype for Business
- Autosaves documents to OneDrive for Business
- HD video-based screen sharing and playback controls
- Improves team collaboration



OFFICE REAL-TIME CO-AUTHORING IN SKYPE FOR BUSINESS

PSTN CONFERENCING

WHAT IS IT?

Provides dial-in/out capabilities for conference meetings

PSTN CONFERENCING VALUE

Simplified Management

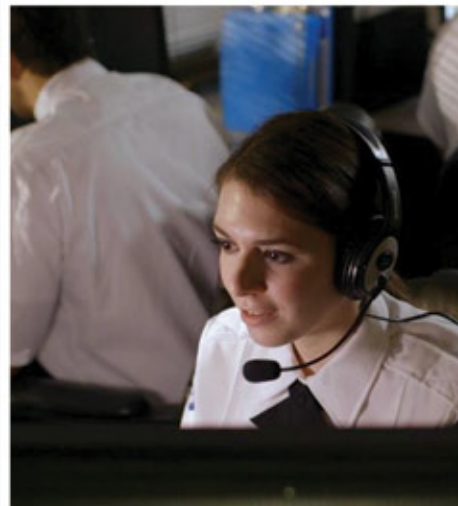
- One meeting solution
- One vendor, bill and support channel

Increased Business Productivity

- Diverse meeting join options for attendees
- Includes phone key commands (mute / unmute)

Cost Savings

- Low-cost pricing as part of E5
- Standalone add-on pricing to E-SKUs



MOVING THE COMMUNICATIONS STACK TO O365

In order to...

Use Skype for Business for All Meetings

Eliminate Separate PBX Systems

You need

Online Meetings for Collab

The Option to use Traditional Phones to Join Meetings

Large Meeting Support

Call control features

Ability to Make and Receive Traditional Phone Calls

E5 Provides

Skype for Business Online Meetings

PSTN Conferencing

Skype Meeting Broadcast

Cloud PBX

On Prem PSTN Connectivity

PSTN Calling

CLOUD PBX

WHAT IS IT?

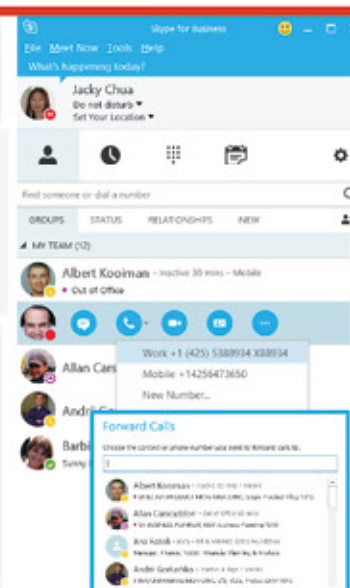
Globally manage call features with one consolidated portal in O365

CLOUD PBX VALUE

- Eliminate separate costly PBX systems & transition to the cloud to get access from anywhere
- Enable call hold, transfer, voice mail, and call forwarding

IT & BUSINESS BENEFITS

- Flexible deployment options
- Enable features within O365 admin portal
- Consolidate vendors & streamline operations
- Easy & rapid access to latest innovations



PERSONALIZED INSIGHT

POWER BI PRO

- Fast, easy access to the data you need
- One dashboard, a live 360° view of your business
- Explore your data and discover new insights



POWER BI PRO

DELVE ORG ANALYTICS

- Real-time work map of team engagement
- Surface trending topics & interaction around those topics



DELVE ORG ANALYTICS



Enterprise Mobility Suite:

Simplify security, stay productive



Protect data and empower workers

Unsecured company data can cost millions in lost research, regulatory fines, or litigation settlements, but protecting your information shouldn't make it harder for workers to get their jobs done.

Microsoft Enterprise Mobility Suite (EMS) helps reduce security risks and enables workers to be more productive with features like:

- Identity and access management
- Information protection
- Device and application management
- Cyber intrusion detection



Enterprise security needs

EMS can help...

Control access to confidential data

Implement multi-factor authentication (MFA) to help prevent unauthorized access. **Secure information** across file servers, email, and collaboration platforms with **document tracking and encryption**.

Lock down devices to make remote workers more efficient

Enforce security policies on corporate-owned or personal devices to prevent data theft, even if devices are lost or stolen.

Avoid regulatory fines

Centrally manage and secure devices so that they comply with industry and government regulations for information security. **Quickly provision and deprovision identities and access** for new, temporary, or exiting employees.

Prevent negative brand exposure and litigation costs

Identify cyber attacks before data is compromised using **behavior-based analytics** that leverage Machine Learning to inspect all network traffic.

Provide all workers with simple, secure access to 2,500+ apps

Enable single sign-on (SSO) so workers only need one password or biometric/PIN combination to access all the applications they need.

Azure Active Directory Premium • Azure Rights Management • Microsoft Intune • Advanced Threat Analytics

"We use the Enterprise Mobility Suite to empower employees to use their own devices to securely access and share their data. The upshot? We're improving project management and reducing costs."

— Patrick Wirtz, Innovation Manager, The Walsh Group

Why EMS is right for your business

EMS includes Azure Active Directory, Azure Rights Management, Microsoft Intune, and Advanced Threat Analytics to provide organizations with cost-effective, comprehensive security for users, devices, applications, and data.



Secured, flexible access to company resources

- Single sign-on to any application on your favorite device.
- Corporate policy enforcement for accessing resources from corporate or personal devices.
- Managed access to more than 2,500 pre-integrated SaaS applications, as well as your own custom cloud or on-premises hosted web applications.



Layered protection against data theft

- Trusted multi-factor authentication engine that processes billions of requests every week.
- Data encryption that follows documents everywhere.
- Behavioral analytics to pinpoint cyber attacks before information can be compromised.



Low licensing and implementation costs

- Comprehensive security coverage for nearly half the price of third-party solutions.
- Self-service password reset can reduce Help Desk calls by an average of 25%.
- Simple set-up, always up to date, and connects to your on-premises datacenter.

Act Now



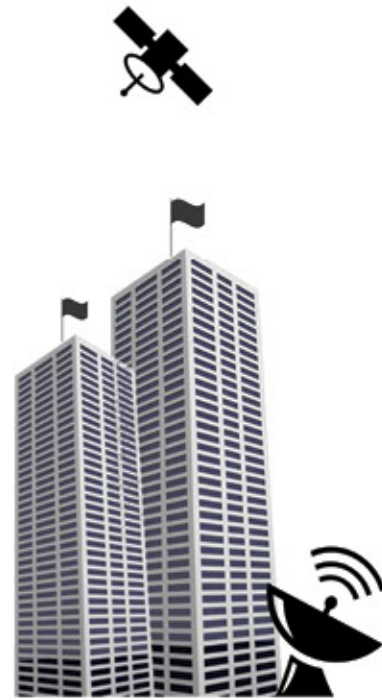
- ✓ **Discover SaaS apps in your environment** — Find potential risk areas for data leakage with our [free Cloud App Discovery tool](#).
- ✓ **Secure your data** — Check out [the free EMS trial](#).
- ✓ **Unlock deployment dollars** — See if you qualify for up to \$60,000 in services or free onboarding from Microsoft.



For more information on EMS, visit www.microsoft.com/ems.

Azure Active Directory Premium • Azure Rights Management • Microsoft Intune • Advanced Threat Analytics

TODAY, YOU ARE EXPERIENCING A
REVOLUTION
 OF **CYBER-THREATS**



FAMILIAR THREATS

ATTACKER FOCUS ON
FORTUNE 500

ATTACKER FOCUS ON
FORTUNE 500

THE REVOLUTION

ATTACKERS GO AFTER ANY TARGET:
 ALL VERTICALS
 SUPPLY CHAINS
 SUB CONTRACTORS
 LINE LEVEL INDIVIDUALS
 SMALL BUSINESSES

CREDENTIAL THEFT AT SCALE
 ADVANCED PERSISTANT THREATS

FAMILIAR THREATS

CYBER-CRIME

THE REVOLUTION

CYBER-ESPIONAGE
 CYBER-WARFARE
 CYBER-TERROR

If we look at the traditional threats we're familiar with small scale cyber criminals and thugs but now cyber crime is BIG business. Cyber crime is increasingly effective at mass scale cyber-espionage. It continues to be used for warfare, although some of that is now directed at the private sector

Wall Street Journal, JP Morgan, Lockheed, Bushehr nuclear reactor, PSA, Microsoft, Google, Apple, Facebook, Sony, Target, Heartland, eBay, Heartland ICANN, Home Depot

Organizations with enormous security budgets and elite security analysts are **struggling** to address these modern threats.

ADDRESSING THE THREATS REQUIRES A NEW APPROACH:



Security from the inside out – beyond bigger walls

Protection against modern security threats



New Challenges Require a New Platform

	Windows 7	Windows 10
Identity protection	Passwords theft is increasingly successful and today's multi-factor solutions have proven cumbersome and costly to deploy.	Offers an easy to use and deploy multi-factor solution with anti-theft and phishing. Comes with the convenience of a password, but the security of the best multi-factor solutions.
Data protection	Offers optionally configurable disk encryption, but lacks integrated DLP. Use of 3 rd party solutions with varying experiences on mobile and desktop.	Market leading disk encryption increasingly enabled OOB and is highly manageable. Data loss prevention and data separation is fully integrated into the experience.
Threat resistance	Apps are trusted until they're determined to be a threat. No realistic way to detect 300K's+ new threats per day. Frequent use of 3 rd party.	Mobile level of lockdown possible for desktop machines. Devices able to move trusted app model where untrusted apps are unable to run.
Device security	Platform security built on software alone creates opportunity for malware to hide from security solutions, embedding in the device itself.	Integrated platform and hardware security provides protection from power on to power off and reduces the opportunities to tamper with and hide from the system.

Protection against modern security threats



Securing your identities

Securing your data

Securing your devices

TARGET - EXPLOITING WEAK IDENTITIES

"The Target hackers broke into the network using a stolen user name and password that had been created for the company servicing their air conditioning systems."

BRAIN KREBS (SECURITY BLOGGER)

The Target credit card breach resulted in millions of credit cards appearing in the marketplace

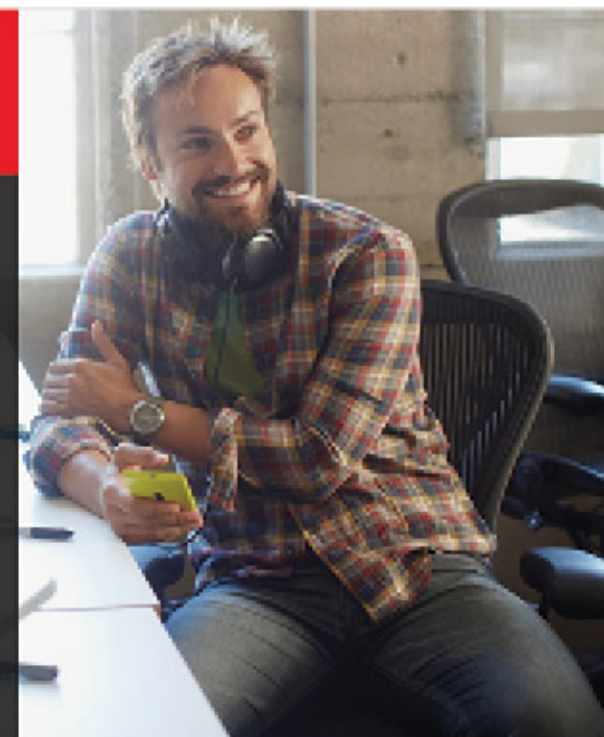
Source: "Cards Stolen in Target Breach Flood Underground Markets," KrebsOnSecurity.com, December 20, 2013

Azure AD: First class citizen for identity

Use Azure AD to sign-into devices and the Windows store, no Microsoft Account needed

Azure AD is a comprehensive identity and access management solution for the cloud

"Azure AD Join" connects to your existing Active Directory



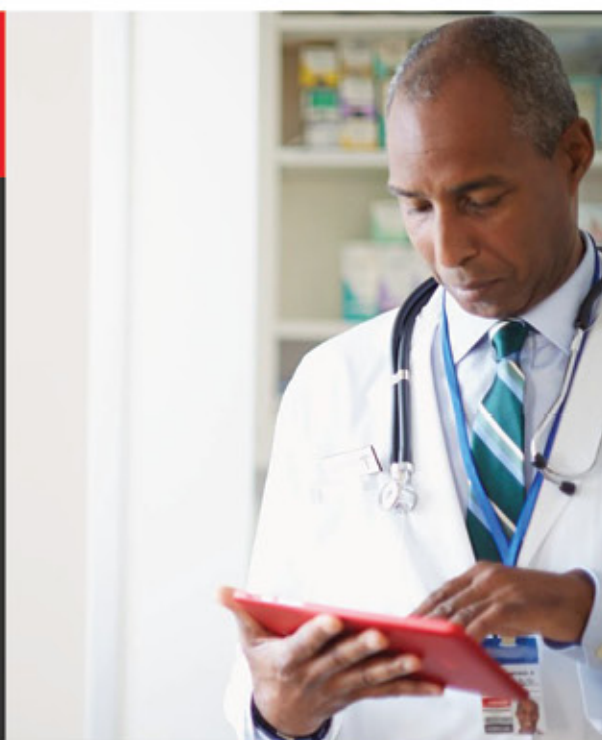
Microsoft Passport and Windows Hello

Easy to deploy two-factor password alternative

Breach, theft, and phish resistant credentials

Single sign-on experience

Convenience, with enhanced security



Protection against modern security threats



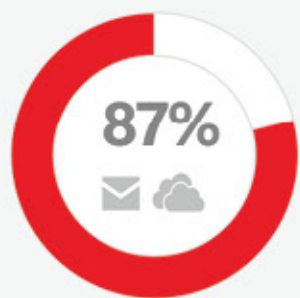
Securing your identities

Securing your data

Securing your devices



Data Leakage



¹Stroz Friedberg, "On The Pulse: Information Security In American Business," 2013
²HIPPA Secure Now, "A look at the cost of healthcare data breaches," Art Gross, March 30, 2012

Enterprise data protection

Delivers user friendly corporate/personal data separation and containment

Enables data protection wherever your data is located

Ensures only trusted apps can access your data

Protection for mobile and the desktop

Sharing of EDP content protected with IRM

BitLocker data protection

Protects data when a device is lost or stolen using full disk encryption

Provides single sign on and protection from cold boot attacks

Easy to deploy and manageable at scale

Excellent integration, performance, and reliability

Will be submitted for Common Criteria and FIPS 140-2 certification. Will be supported for HIPPA, PCI DSS, etc scenarios

Protection against modern security threats



Securing your identities

Securing your data

Securing your devices

في الصحافة IN PRESS

ACT

٣ مشروعات تكنولوجياية فى مرمى الاستثمارات السعودية

وقال حازم منسى، مدير قطاع التسويق بشركة الحاسبات المتقدمة «ACT» للحلول التكنولوجية، إن شركته ستبدأ نشاطها رسمياً بالسوق السعودية عقب إجازة عيد الفطر مباشرة، من خلال تدشين فرع، بالتعاون مع شريك محلي يعمل بنشاط توزيع منتجات تكنولوجيا المعلومات. وأكد منسى أن «ACT» تطمح لتنفيذ مشروعات توريد حلول متكاملة لقطاعي الفنادق والمطاعم بالمملكة، بقيمة مليون ريال قبل نهاية العام الحالي، كما تخطط لتوسيع نطاق أعمالها مع فنادق أبرزها أكور، وموفينبيك، وماريوت. وأضاف أن الشركة تدرس في الوقت الراهن جدوى المشروعات الحكومية المطروحة، ومنها تنمية محور قناة السويس؛ بغرض اجتذاب شركات عربية وأجنبية للاستثمار في مجالات شبكات الاتصالات والتطبيقات ومراكز البيانات بالمنطقة، مقابل تقاسم الأرباح مع إدارة الهيئة الاقتصادية للقناة، حيث ما زالت الشركة تتفاوض مع إحدى شركات التكنولوجيا السعودية في هذا الصدد.

«ACT» تميكن إدارة الموارد البشرية بـ «المصرية للقنوات الفضائية»

قال حازم منسى، مدير قطاع التسويق بشركة الحاسبات المتقدمة «ACT» للحلول التكنولوجية، إن شركته تعاقدت مع «المصرية للقنوات الفضائية» CNE خلال فبراير الماضي على توريد حلول «Maestro» لإدارة الموارد البشرية لنحو ٤٥٠ موظفًا. وأوضح منسى لـ «الرسال» أن «Maestro» عبارة عن برنامج شامل لإدارة جميع عمليات الموارد البشرية إلكترونياً، مؤكداً أن الشركة نفذت البرنامج في مشروعات سابقة بمصر والسعودية وغينيا الاستوائية، أبرزها مطاعم إى آر جى، ومراسى إعمار، وفنادق ميراج ودوسيت التجمع الخامس. وكرر أن الشركة تعكف حالياً على تطوير البرنامج لإصدار نسخة تعمل على أجهزة المحمول «Mobile Application»، موضحاً بأنه يتوافق مع جميع القوانين المصرية والعربية للتأمينات، ويلى احتياجات جميع القطاعات المختلفة. ولفت مدير قطاع التسويق بـ «ACT»، إلى أنه من المقرر طرح برنامجين جديدين بالسوق المحلية قبل نهاية العام الحالي. يُشار إلى أن «المصرية للقنوات الفضائية» هي شركة مساهمة تأسست عام ١٩٩١ من قبل اتحاد الإذاعة والتلفزيون (ERTU)، بالتعاون مع القطاع الخاص. وتعمل تحت مظلة المنطقة الحرة الإعلامية بمدينة السادس من أكتوبر.

الرسال

حسانين توفيق عضوا في مجلس إدارة الغرفة الألمانية

أعلنت الغرفة الألمانية العربية للصناعة والتجارة بالقاهرة عن فوز حسانين توفيق العضو المنتدب لشركة ACT في انتخابات مجلس إدارة الغرفة خلال الفترة من ٢٠١٦ - ٢٠١٨. وعقدت الانتخابات بحضور السفير يوليوس جورج لوي، سفير ألمانيا في القاهرة، وضيف شرف الجمعية العمومية، المهندس طارق قابيل، وزير الصناعة والتجارة. أعرب حسانين توفيق عضو مجلس إدارة الغرفة الألمانية العربية للصناعة والتجارة عن بالغ سعادته بفوزه في الانتخابات وثقة أعضاء الجمعية العمومية فيه، مؤكداً أن هناك علاقات قوية تجارية وأقتصادية تربط مصر بألمانيا وتحاول الغرفة تنمية وزيادة هذه العلاقة خلال الفترة المقبلة.

«ACT» تتعاقد مع «التعليم» لتطوير البنية المعلوماتية للمدارس بـ ٢٤ مليون جنيه

تعاقدت شركة الحاسبات المتقدمة للحلول التكنولوجية «ACT» مع وزارة التربية والتعليم لتطوير البنية المعلوماتية بالمدارس الحكومية، من خلال توفير حلول وبرامج تخدم تطوير المعلمين والطلبة بتكلفة تقدر بنحو ٢٤ مليون جنيه. وقال المهندس حازم منسى، مدير تسويق الشركة لـ «البورصة»: إن «ACT» تعزير أيضاً تنفيذ عدة مشاريع في مختلف القطاعات بالشراكة مع مايكروسوفت باستثمارات تقترب من ٢٠ مليون جنيه خلال الربع الأول من العام الجاري. وأضاف منسى، أن الشركة اتفقت منذ عدة أسابيع مع وزارة التربية والتعليم على تقديم برامج تكنولوجياية تخدم تطوير المعلمين والطلبة بالمدارس الحكومية بتكلفة تقدر بنحو ٢٤ مليون جنيه، أبرزها تمثيل في الحوسبة السحابية. تابع أن «ACT» تتعاون مع شركات المحمول خاصة فودافون واتصالات لتقديم حلول آي تي، مشيراً إلى أن الشركة لم تتعاون مع موبينيل حتى الآن. أوضح أن الشركة تستهدف تحقيق إيرادات تقدر بنحو ١٠٠ مليون جنيه بنهاية الربع الأول من العام الجاري، وتهتم بقطاعي الاتصالات والتعليم. لفت إلى أن شركته فازت بالتعاون مع شركات hp، EMC، وMicrosoft، بالمناقصة التي طرحتها وزارة الداخلية لإنشاء «داتا سنتر» لمركز معلومات إدارة الأزمات بالوزارة، بتكلفة تقدر بنحو ٢١ مليون جنيه. وقال مدير عام تسويق الشركة: إن خطة «ACT» للعام الجاري تركز بشكل كبير على تطبيقات الحوسبة السحابية، والتمكن من تقديم حلول تخدم جميع المستشفيات والفنادق، بالإضافة إلى حلول تسهر في تسير إدارة الداتا سنتر من خلال شركائهم، وأبرزها مايكروسوفت وإنش بي ودبل وسيسكو وأوركل.

البورصة

«ACT» تفوز بإنشاء «داتا سنتر» لمركز معلومات «الداخلية»

أعلنت شركة أكت ACT الشركة المتخصصة في مجال الاتصالات وتكنولوجيا المعلومات تعاقد الشركة مع شركة سيسكو العالمية لتوريد حزمة من الحلول والخدمات في بعض المشروعات الكبرى بقيمة تتجاوز ٢٠ مليون جنيه. خلال الربع الأول من عام ٢٠١٦. وقال حازم منسى رئيس قطاع التسويق بشركة أكت إن شركته شريكا ذهبيا سيسكو وهناك أكثر من ٤٥ مهندسا يعملون في أكت يحملون الشهادات الدولية المعترف بها من سيسكو. أوضح أن التعاون مع سيسكو ساهم في نمو حجم الأعمال بين الشركتين الربع الأول من العام الحالي تجاوز ثمانية أضعاف ماتمر خلال نفس الفترة من العام الماضي، حيث بلغ إجمالي المشروعات التجارية التي نفذتها أكت لصالح سيسكو بقيمة تقدر بـ ٣٦ مليون جنيه خلال العام الماضي. وعن المشروعات الحكومية التي تثر بالتعاون مع سيسكو كشف منسى النقاب عن مشروع يثر بالتعاون مع الهيئة القومية للبريد بهدف تطوير نظام الاتصال الداخلي للهيئة، حيث تثر التعاقد مع شركة أكت لتوريد حلول سيسكو الرائدة للاتصال الصوتي VOIP، للاتصال الداخلي للهيئة لخدمة ٣٩ منطقة بريدية في ٨ قطاعات وإدارات عليا ومبنى رئيسية بسعة ١٢٠٠ مشترك كمرحلة أولى قابله للزيادة إلى ٥٠٠٠ مشترك، مشيراً إلى أن هذا المشروع سينتهي من تسليمه في يونيو المقبل.

وقال: «أكت تعاقدت أيضاً مع الهيئة القومية للبريد علي إنشاء مركز بيانات لمبنى الهيئة بالقاهرة الذكية وكذلك مبنى الهيئة بالمعادي وتطوير معدات غرفة البريد باستئجار ميسيس بقيمة استثمارية بملايين الجنيهات».

البورصة

أكت تفوز ... بتطوير مصر للطيران

كتب - محمد لطفي
كشف حازم منسى مدير التسويق بشركة " أكت " عن فوز الشركة بعقد مدته ٣ سنوات لصالح شركة مصر للطيران بقيمة ٥٠ مليون جنيه لتطوير منظومة البريد الإلكتروني الخاص بالشركة ووضعها على الحوسبة السحابية. وأضاف منسى أن شركة " أكت " حققت حزم أعمال بلغ ١٥٠ مليون جنيه خلال الربع الأول من العام الحالي بمعدل نمو ٢٦ ٪، مشيراً إلى أن الشركة تقوم بتنفيذ مشروعات خاصة بتطوير فنادق الجيش بقيمة ١٠ ملايين جنيه من خلال توريد حلول للبنية التحتية و تحديث الوسائل التكنولوجية المستخدمة فيها. كما تعزير الشركة افتتاح مكتبها الجديد في السعودية خلال الربع الثاني من العام الحالي.

«ACT» تتعاقد على توريد تطبيقات للموارد البشرية لفنادق «أكور»

تعاقدت شركة الحاسبات المتقدمة ACT على توريد تطبيقات حلول «Maestro» لإدارة الموارد البشرية لمجموعة فنادق «أكور» على مستوى ١٠٠ فندق في الشرق الأوسط بقيمة تتخطى المليون جنيه. أوضح المهندس حازم منسى مدير قطاع التسويق لـ «البورصة» أن هذا البرنامج مطور داخليا في شركة ACT من خلال وحدة تطوير التطبيقات بالشركة، وهي وحدة استراتيجيّة تثر انشائها منذ العام الماضي. تابع: «طبقاً للعقد المبرم بين ACT ومجموعة أكور العالمية سيستخدم تطبيق Maestro بشكل أساسي في جميع فنادق أكور»، مشيراً إلى أن Maestro برنامج شامل قادر على إدارة جميع عمليات الموارد البشرية من «مربّيات، تقييم، طبي، حضور، تدريب، عاملين، توظيف، ميزانية، إسكان وخدمات ذاتية». أضاف انه تثر توريد حلول Maestro في كل من المملكة العربية السعودية وغينيا الاستوائية، ومحليا داخل جمهورية مصر العربية في كل من: فندق دوسيت التجمع الخامس، فندق ميراج، هواليدى ان المعادي، فندق سيدى عبد الرحمن مراسى اعمار، نوفيل مرسى علم و مجموعة مطاعم اى ار جى. لفت إلى أن الخطة التسويقية لشركته في تطبيقات «Maestro» إدارة الموارد البشرية تستهدف التوسع والانتشار محليا وإقليميا طامحة للعالمية، باستخدام حلول الحوسبة السحابية وجارى تطوير البرنامج لاصدار نسخة تعمل على اجهزة المحمول «Mobile Application». قال ان وحدة تطوير البرامج تعمل الان على برنامجين جديدين سوف يثر اصدارهما بالسوق قبل نهاية العام الجارى.

«ACT» تستهدف ضخ ١٠ ملايين جنيه بالسوق المحلي

تستهدف شركة الحاسبات المتقدمة للحلول التكنولوجية «ACT» ضخ استثمارات لن تقل عن ١٠ ملايين جنيه خلال ٢٠١٦ بالسوق المحلي من خلال تنفيذ مشاريع في مختلف القطاعات أبرزها الاتصالات والتعليم. توقع المهندس حازم منسى، مدير قطاع التسويق بالشركة لـ «البورصة»، أن يشهد قطاع الاتصالات وتكنولوجيا المعلومات نمواً يتراوح ما بين ١٢٪ و ١٣٪ بنهاية العام الجاري من خلال تنفيذ المشاريع المطروحة حالياً، وأبرزها تطوير البنية التحتية بالمنطقة التكنولوجية بقناة السويس. بين «منسى»، أن الشركة تعزير ضخ استثمارات تقترب من ١٠ ملايين جنيه خلال العام الجاري لتنفيذ مشاريع بمختلف القطاعات منها التعليم والاتصالات. قال مدير تسويق شركة «ACT»، إن الاقتصاد المصرى سوف يشهد نمواً كبيراً بنهاية العام الجاري مع بدء تنفيذ المشاريع المطروحة على الساحة حالياً، مؤكداً أن هناك فرصاً لضخ استثمارات ضخمة بالسوق على الرغم من الخروج من ثوريتين، والظروف السياسية التي مرت بها البلاد مؤخراً على حد قوله. شدد على ضرورة أن يكون للدولة اتجاه نحو وضع خطط واضحة لهذه المشاريع لعرضها على المستثمرين بطرق تشجع على الاستثمار فيها.

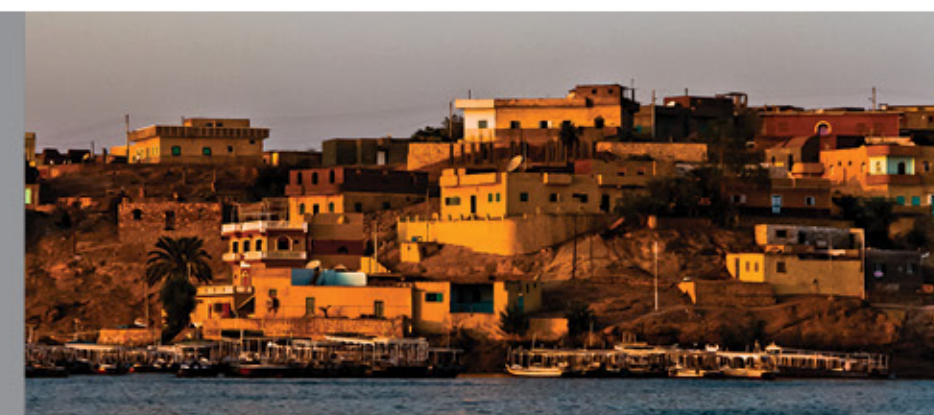
«ACT» تفوز بعقد بقيمة ٥ ملايين جنيه في فنادق موفنبيك

فازت شركة الحاسبات المتقدمة ACT بتوريد حلول الحوسبة السحابية لسلسلة فنادق موفنبيك على مستوى ٨٠ فندق حول العالم بقيمة تعدي ٥ ملايين جنيه. قال حازم منسى مدير قطاع التسويق بشركة أكت إن الشركة ستقوم بتوريد حلول Opera Cloud Version 9 بالتعاون مع شركة اوراكل للفنادق، مشيراً أن أكت تعتبر أول شركة على مستوى شركاء اوراكل التي تفوز بتنفيذ مثل هذا العقد الضخم والذي تصل مدته الى عامين تقريبا وينتهي تسليمه في مطلع عام ٢٠١٨، ويعتبر هذا المشروع تكمله لقصة نجاح شركة أكت لأكثر من ٢٥ عاما في قطاع الفنادق وامتداد لفكرة Regional services Outsourcing التي بدأت منذ عام ٢٠٠٠ شركة أكت في تنفيذها. أضاف منسى أن الشركة تنفذ هذه المشروعات في كل من: سويسرا، الاردن، الامارات، السويد، السعودية، تايلاند، ألمانيا، فرنسا، البحرين، قطر، الفلبين، سيرلانكا، تونس، ماليزيا، لبنان، المغرب، كينيا، تركيا، باكستان، غانا، الصين، فايتنام، الهند وسنغافورة. يذكر أن أكت أغلقت عملياتها بنهاية العام الماضي محققة نسبة نمو تقدر بـ ٢٥٪ وإجمالي استثمارات ٤٠٠ مليون جنيه، متوقعا أن تحقق الشركة أعمال في خلال عام ٢٠١٦ تقدر بـ ٥٠٠ مليون جنيه.

ICTBusiness

كنوز مصرية النوبة

عيون صافية.. وقلوب دافئة.. ودايما ساحره لانها نابعه بصفاء لا نهائى.. لا فيها خبث.. ولا حتى غيبة او لؤم..
وبترجم لحروف ومعانى..
بقلم ساره عدلى



وتنقسم بلاد النوبة إلى ثلاثة مناطق
منطقة الكنوز - منطقة العرب - منطقة التهجير الفديجات.

متحف النوبة

يعد من اشهر معالم النوبة حاليا ، فقد تم افتتاحه عام ١٩٩٧ لانقاذ اثار النوبة التي غرقت بعد بناء السد العالم عام ١٩٦٠ وقد صمم بشكل يتماشى مع البيئة المحيطة كالرمال والتلال والصخور حيث ستجد نفسك في كهف في عصور ما قبل التاريخ لما يحويه من صخور منحوتة ومرسومة وطبيعة خلابة وتمثيل مصرية قديمة ومسلات واعمدة فضلا عن متحف نوبي بأكمله وتعرض نحو ١٥٠٠ قطعة أثرية بشكل دائم بالمتحف مرتبة بحيث تسلسل تاريخي تمثل الثقافة المادية للنوبة منذو عصر ما قبل التاريخ



لغة النوبة

يتحدث أهل النوبة اللغة النوبية وتنقسم إلى قسمين أساسيين الكنزيه والفاديجيه وتختلف إلى خمس لهجات أو أكثر في مناطق مختلفة ما بين مصر والسودان. فالفاديجيه و الكنوز مصر وحلفا ودلقو والسكوت (الحلفاويين و المحس) في السودان . و يتحدث السكان الحاليون بجانب اللغة النوبية اللغة العربية بطلاقة مع لغات أخرى كالإنجليزية والفرنسية ولغات أخرى . ويتم الاحتفاظ بالنوبية القديمة في ما لا يقل عن ١٠٠ صفحة من الوثائق، ومعظمها ذات طابع ديني مسيحي، على ما يبدو مشتقة من اللغة المروية. وتعتبر حاليا وتتراوح هذه الوثائق في التاريخ من ٨ إلى ١٥ الميلادي النوبي قديم الأجداد إلى النوبة الحديثة.



اهل النوبة

النوبيون هم شعب يعيشون علي إمتداد مجري النيل من مقرن النيلين جنوبا و حتي بعد أسوان شمالا ومنهم كان الملوك. وذلك حسب الكثير من الدراسات التي قام بها علماء الآثار والمستكشفين الأوائل مثل اتنا ديوب في كتابه الاصول الأثرية للحضارة المصرية. والذي يؤكد فيه ان جميع الملوك الفرعون لمصر كانوا ذوي بشرة سمراء وبملاصح زنجية مثل الشعر والانف وغيرها. يرد النوبيون اصلهم الي حام ابن نوح عليه السلام ويعتبر جدهم الاوحد. يعتبر النوبيون من اكثر الشعوب دينيا إذ كان الاعتقاد لديهم بالحياة الآخرة قديما . ينقسم النوبيون الي قسمين الاول يتحدث الكنزيه وهي لهجة أبناء الشمال والثاني يتحدث الفديجا وهي لهجة أبناء الجنوب وهم من يطلق عليهم (الفرعانة السود) كان اصل مصر قديما الوحدة شمالا وجنوبا ولكنها انفصلت واتحدت عدة مرات وبرزت دويلات او ممالك اخري بعد دمار مصر كمملكة كوش وهي تمتد من أسوان وحتى مدينة سوبا التي أصبحت تعرف باسم الخرطوم وحيث قامت ممالك امتد نفوذها علي وادي النيل مرورا بمصر والأردن وفلسطين حتي جنوب تركيا شمالا راجع الفرعانة السود ويرجع تاريخ النوبة للعصر الحجري في عصر ما قبل التاريخ. ففي منطقة الخرطوم وجدت آثار حجرية. وفي منطقة الشخيناب شمال الخرطوم وجدت آثار ترجع للعصر الحجري الحديث من بينها الفخار والخرف. وكان النوبيون الأوائل يستأنسون الحيوانات.



حدود النوبيين

تبدأ المنطقة النوبية من أسوان وكانت تسمى اثيوبيا (نسبة إلى لون البشرة السمراء والعرب سموهم الكوشيون نسبة إلى كوشايم فالنبي نوح عليه السلام كان له ثلاثة أولاد هم حام وسام ويافث وأولاد حام هم كوش ومصر وسام) ولذا سميت النوبة ببلاد كوش.

النوبيين هم:

المحس - الدناقلة - السكوت - الحلفاويين - الكنوز



هاني عازر "أمحوتب القرن الواحد والعشرين"

"هاني عازر" أمحوتب الفراعنة اسم فرض نفسه بقوة على الساحة العالمية وارتبط اسمه بمشاريع النقل الكبرى والسكك الحديدية بالعالم وحصل على العديد من الجوائز والتكريمات. كرمته ألمانيا خلال احتفالية مرور ١٠ أعوام على افتتاح محطة قطارات برلين، نظرا لأنه المهندس المسئول عن المشروع الأكبر في العالم. الفرعون المصري من مواليد عام ١٩٤٩ بطنطا حصل على ٨٧.٥٪ في الثانوية العامة، وهو مجموع كبير في ذلك الوقت، تأثر كثيرا بشخصية البابا شنودة بابا الإسكندرية وبطرك الكرازة المرقسية "الراحل" حينما كان أسقفا وقتها حيث أنه هو الذي أقنعه بدخول كلية الهندسة بجامعة عين شمس، لأنها قريبة من إقامة "عازر" بحدائق القبة، وحتى لا يرهق في وسائل المواصلات.

سافر "عازر" بعد ذلك إلى ألمانيا كي يستكمل دراسته للهندسة المدنية في بوخوم حيث كان يبيع الجرائد في الساعة ٤ صباحا، كي ينفق على دراسته كما كان يعمل جرسونا أيضا. وبعد تخرجه عمل الفرعون المصري بالهندسة في ألمانيا وأصبح أحد أهم مهندسي الإنشاءات في برلين، حيث قام بتشييد نفق مترو "دورتموند" قبل ذلك عام ١٩٧٩.



ووصل به الأمر إلى أن اختير ضمن أشهر ٥٠ شخصية في ألمانيا، بعدما شيد محطة سكك حديد برلين عام ٢٠٠٦، التي حصلت آنذاك على جائزة "محطة العام"، كما شارك في عشرات المشروعات بألمانيا وارتبط اسم عازر بعشرات الاتفاقيات ومشروعات حول العالم وأصبح أشهر خبير أنفاق في العالم. كرمته المستشارية الألمانية أنجيلا ميركل يوم ٢٦ مايو ٢٠٠٦ في افتتاح محطة برلين للقطارات لمجهوده وخدمة الدولة الألمانية بوسام الجمهورية الألمانية، بعدها كرم في مصر من طرف الرئيس المصري الأسبق حسني مبارك يوم ١ أكتوبر ٢٠٠٦.

قريبة ٤٠ عاما أمضاها عازر في ألمانيا لم تغير في ملامحه أو طباعه شيئا شينا فيفتخر في أي مكان وزمان بكونه مصرياً لدرجة أن الألمان لقبوه بـ "أمحوتب" لافتخاره بكونه حفيد الفراعنة، بالإضافة إلى فخره بما بذله من مجهود حتى وصل لما فيه الآن فالعالم الكبير "بدأ آخر حوار له بجملته اجتمع فيها كل معاني الصبر والمثابرة من أجل تحقيق الهدف المنشود حيث قال "وصلت إلى ألمانيا حاملا القليل من المال الذي لا يكفي لتعلم الهندسة، فكرت مليا ماذا أفعل، هل أتبع نفسي المترفعة أم أتجه للعمل، بدأت من الصفر ويعد جرائد كي أنفق على نفسي، ووصلت إلى ما أنا فيه الآن".

"أمحوتب" لا زال يواصل صولاته وجولاته في ألمانيا لكن في الوقت ذاته أصبح يتواجد بمصر بشكل مستمر خلال العامين الماضيين منذ اختياره عضواً بمجلس علماء مصر، وكلفه الرئيس عبد الفتاح السيسي بمتابعة ما يجري على أرض مصر من مشروعات وعلى رأسها المشروع القومي للطرق، بالإضافة إلى وضع أسس اتفاق قناة السويس الجديدة وتطوير شبكة سكك حديد مصر بشكل عام.

محطة سكك حديد برلين



أن التعليم بنوعيه الكمي والكيفي، هو الطريق إلى النهوض من مستنقع الجهل والتخلف، والذي أهم عناصر نجاحه المعلم والمربي الناجح، المحب لعمله ثم المنهج الذي يسهم في فتح العقول وشحذها لا برمجتها وتدجينها. أن التعليم بنوعيه الكمي والكيفي، هو الطريق إلى النهوض من مستنقع الجهل والتخلف، والذي أهم عناصر نجاحه المعلم والمربي الناجح، المحب لعمله ثم المنهج الذي يسهم في فتح العقول وشحذها لا برمجتها وتدجينها.

عبد الله بن عبد الكريم السعدون

التعليم هو أن تظهر للآخر ما هو قادر عليه، والتعلم هو جعل هذا ممكناً.

باولو كويلو

التعليم زينة في الرخاء، وملاذ في الشدة.

أرسطو

التعليم أن تبقى حتى تفهم.

روبرت فروست

إذا فكرت فيما يطلق عليه فضائل الإنسانية، فستجد أن التعليم، والتثقيف يساعدان على نموها.

زينوفون

قالوا عن

التعليم

إنه لخطأ أن تعتقد أنك لست بحاجة لتعلم أي شيء جديد بمجرد انتهائك من التعليم الرسمي.

صوفيا لورين

التعليم سلاح يعتمد تأثيره على من يمسك به وإلى من تم توجيهه.

جوزيف ستالين

التعليم هو ببساطة روح المجتمع التي تنتقل من جيل لآخر.

جي كيه شسترتون

التعليم ليس استعدادا للحياة، إنه الحياة ذاتها.

جون ديوي

المعرفة فن ولكن التعليم فن آخر قائم بذاته.

شيفرون

التعليم جواز السفر إلى المستقبل.

مالكوم إكس

د/ مشيرة خطاب

وجوه مشرفة

مشيرة خطاب، وزيرة مصرية سابقة وسفيرة سابقة، شغلت منصب وزارة الدولة للأسرة والسكان في وزارتي أحمد نظيف و أحمد شفيق، كما شغلت منصب سفير مصر في تشيكوسلوفاكيا و جنوب افريقيا. حصلت مشيرة خطاب على بكالوريوس الاقتصاد والعلوم السياسية من جامعة القاهرة عام ١٩٦٧، وفي عام ٢٠١٦ رشحتها مصر لشغل منصب الأمين العام لمنظمة اليونسكو.

المناصب التي تولتها: عملت في وزارة الخارجية المصرية في عام ١٩٦٨ بعدما تمكنت من اجتياز المسابقة السنوية لاختيار أصلح العناصر للعمل الدبلوماسي. تولت منصب سفيرة مصر لدى تشيكوسلوفاكيا بين ١٩٩٠ و ١٩٩٥. مثلت بلادها لدى جنوب أفريقيا ما بين ١٩٩٥ و ١٩٩٩. شغلت منصب مساعد وزير الخارجية المصري لمدة عام، تولت بعده منصب الأمين العام للمجلس القومي للأمومة والطفولة ثم منصب رئيس لجنة برامج الطفل بمجلس اتحاد الإذاعة والتلفزيون.

بعد أن رشحت الحكومة المصرية رسمياً د. مشيرة خطاب لتولي منصب المدير العام لليونسكو، المنتظر أن تتم الانتخابات لشغله العام المقبل، وبعد أن شكل وزير الخارجية سامح شكري «مجلساً استشارياً» لدعم حملة مشيرة خطاب لتولي المنصب، مكوناً من عدد من الشخصيات البارزة ذات الثقل الدولي...هل يمكن لأعضاء ذلك المجلس فعلاً مواجهة الحملة القطرية لدعم مرشحها د. حمد بن عبد العزيز الكواري؟ إن قطر تدخل بقوة هذه المعركة ضد المرشحة المصرية «بنلوسها»، أي بملايين الدولارات التي أفندتها على اليونسكو، وعلى الكثير من أعضائه، وهي الآن تنتظر الثمن، في شكل تعيين مواطن قطري في منصب مدير تلك المنظمة الدولية المهمة. وابتداءً، فإن من حق أي دولة في العالم، أيها كان حجمها ووزنها، أن ترشح من تراه لتولي أي منصب دولي طالما توافرت الشروط اللازمة لذلك الترشيح، ولكن في حالتها هذه هناك أكثر من ملحوظة، أولاً وأهمها أنه كان ينبغي أن يتوافق العرب على مرشح واحد لتولي هذا المنصب الدولي الرفيع وكانت تلك وظيفة متصورة للجامعة العربية، ولكن هذا -كالمادة- لم يحدث للأسف! غير أنني لا أعتقد أن هذا المسمى القطري للحصول على المنصب مقابل الأموال التي قدمتها لليونسكو ينطوي على منطق سليم أو مشرف للعرب! إنه منطق أغنياء الحرب أو معدنى الثراء... إن من حق قطر بالتأكيد أن تتوقع تقديراً من اليونسكو لتبرعاتها العزيرة المعروفة، والمستحقة لكل الشكر والتقدير، ولكن أن يكون هذا التقدير في شكل الحصول على منصب مدير اليونسكو، فهو يشبه توقع شخص يتبرع لدعم مدرسة أن يكون ناظرًا لها؟ فضلاً عن أن المقارنة الموضوعية بين المرشحين- سوف تكون بسهولة في صالح مشيرة خطاب، بحكم خبراتها ومناصبها وإنجازاتها في ميدان عمل اليونسكو: (ختان الإناث، والزواج العرفي، وزواج القاصرات،... إلخ) فضلاً عن أنها امرأة، وتنتمي إلى العالمين العربى والإسلامى، بما ينطوى عليه ذلك من دلالات مفهومة. وأخيراً فإن المقارنة بين البلدين اللذين ينتمى إليهما المرشحان - ومع التقدير الكامل لدولة قطر الشقيقة - هي بالطبع عنصر ترجيحى غير مباشر، لمشيرة خطاب، بنت مصر التاريخ، ومصر الحضارة، ومصر الثقافة.

د/ مجدى يعقوب

وجوه مشرفة

السير مجدي حبيب يعقوب بروفيسور مصري بريطاني وجراح قلب بارز ولد في ١٦ نوفمبر ١٩٢٥ في مدينة بلبس بمحافظة الشرقية بمصر لعائلة أصولها من المنيا. درس الطب بجامعة القاهرة وتعلم في شيكاغو ثم انتقل إلى بريطانيا في عام ١٩٦٢ ليعمل بمستشفى الصدر بلندن ثم أصبح أخصائي جراحات القلب والرئتين في مستشفى هارفيلد (من ١٩٦٩ إلى ٢٠٠١) ومدير قسم الأبحاث العلمية والتعليم (منذ عام ١٩٩٢). عين أستاذاً في المعهد القومي للقلب والرئة في عام ١٩٨٦. واهتم بتطوير تقنيات جراحات نقل القلب منذ عام ١٩٦٧. في عام ١٩٨٠ قام بعملية نقل قلب للمريض دريك موريس والذي أصبح أطول مريض نقل قلب أوروبي على قيد الحياة حتى موته في يوليو ٢٠٠٥. من بين المشاهير الذين أجرى لهم عمليات كان الكوميدى البريطاني إريك موركامب. ومنحته الملكة إليزابيث الثانية لقب فارس في عام ١٩٦٦ ويطلق عليه في الاعلام البريطاني لقب ملك القلوب.

حين أصبح عمره ٦٥ سنة اعتزل إجراء العمليات الجراحية واستمر كاستشاري ومُنظر لعمليات نقل الأعضاء. في عام ٢٠٠٦ قطع الدكتور مجدي يعقوب اعتزاله العمليات ليقود عملية معقدة تتطلب إزالة قلب مزروع في مريضة بعد شفاء قلبها الطبيعي، حيث لم يزل القلب الطبيعي للطفلة المريضة خلال عملية الزرع السابقة والتي قام بها السير مجدي يعقوب.

حصل على زمالة كلية الجراحين الملكية بلندن وحصل على ألقاب ودرجات شرفية من كلاً من جامعة برونيل وجامعة كارديف وجامعة لوفبرا وجامعة ميدلسكس (جامعات بريطانية) وكذلك من جامعة لوند بالسويد وله كراس شرفية في جامعة لاهور بباكستان وجامعة سينا بإيطاليا.

تم منحه جائزة فخر بريطانيا في ١١ أكتوبر ٢٠٠٧ والمقدمة على الهواء مباشرة من قناة اي تي في البريطانية بحضور رئيس الوزراء غوردن براون والجائزة تمنح للأشخاص الذين ساهموا بأشكال مختلفة من الشجاعة والعطاء أو ممن ساهم في التنمية الاجتماعية والمهنية. أُرثت لجنة التكريم ان الدكتور يعقوب قد انجز أكثر من ٢٠ ألف عملية قلب في بريطانيا وقد ساهم بعمل جمعة خيرية لمرضى القلب الأطفال في دول العالم النامية ولا يزال يعمل في مجال البحوث الطبية وعمره الآن حوالي ٧٧ سنة لذا تم اختياره من لجنة التكريم ليكون الشخصية البارزة في الحفل وتم تسليمه الجائزة في نهاية الحفل مع حضور عشرات الأشخاص الذين ساهم الدكتور يعقوب بأنقاذ حياتهم على خشبة المسرح. حصل على وسام الاستحقاق البريطاني (Order of Merit) لسنة ٢٠١٤ من الملكة إليزابيث الثانية ملكة بريطانيا.



رسالة من الإدارة

التعليم حياة....

أ. حسنين توفيق - العضو المنتدب لشركة أكت



يعتبر التعليم الجيد ، واحداً من أهم أساسيات الحياة لأنه إذا وجد التعليم الجيد وجدت فرص العمل الجيدة في المستقبل ، فليس هناك شك في أن التعليم حق أساسي من حقوق الإنسان وضرورة للمجتمع ، كما أن التعليم لا يقتصر أبداً على السن.

لذا يجب علينا أن نتعلم دائماً من الأشياء التي تحدث لنا في الحياة العملية ، ولا ينبغي أن نغفل أهمية التعليم في حياتنا لأنه يجعلنا مواطنين أفضل لاننا بالطبع لا شيء بدون التعليم ، فالتعليم يحننا دائماً على أشياء جميلة في حد ذاتها مثل الأخلاق والقواعد والقوانين الحياتية ، كما أن التعليم يجلب لنا الثقة ولا يمكن أن نحقق أي شيء في حياتنا إلا إذا كنا نؤمن بالتعليم والذي يجعلنا أكثر قدرة في التواصل مع الآخرين.

التعليم يساعدنا على تخطي أي صعوبات نعرفها أهدافنا ، فالشخص المتعلم لديه القدرة دائماً على أن يعيش حياة سعيدة.

إن التعليم الجيد ينمي المهارات الخفية والمواهب عند الأشخاص وهذه المهارات والمواهب من الممكن أن تعطى لهؤلاء الأشخاص فرص عمل ومستقبل مضمون تماماً ، فالإنسان المتعلم لديه القدرة على القيادة بدلاً من أن يعيش تابع لأي شخص آخر، ولديه القدرة على نشر الوعي في كل مكان، ولديه أيضاً القدرة على الانضباط والتحسين والتطوير الدائم مدى الحياة.

وكما نعلم جميعاً أن التعليم هو عنصر أساسي لنجاح أي شركة، فإن شركة أكت لها دور كبير في تطوير الحياة المدنية من خلال دعم الشباب على أساس مستمر. كما أن الشركة لا تفوت أي فرصة دون أن تضع بصمتها في تحسين وتعزيز قطاع التعليم وذلك من خلال مشاركة أكت في المبادرة التعليمية لشركة فودافون مصر والتي تهدف في الأساس للتحسّن على استخدام التكنولوجيا في مراحل التعليم الابتدائية والثانوية.

نحن أيضاً نرعى المؤتمرات الخاصة بالشباب مثل "Connect Arabs Event" مسابقة للبحث العلمي كما قدمت مكافآت مالية للمتميزين.

أكت لها دور كبير في رعاية مشاريع التخرج التي قد يكون لها القدرة على النمو والتي تعود بالنفع على صناعة تكنولوجيا المعلومات في المستقبل ، فأكت لها مشاركات فعالة في المنظمات غير الحكومية والغرف التجارية سواء مجتمع تكنولوجيا المعلومات والاتصالات أو الاقتصاد ككل في مصر مثل جمعية اتصال والغرفة الأمريكية، والغرفة الكندية، والغرفة الألمانية.. الخ.

أكت تعيش قيمة التعليم ليس فقط على مستوى المجتمع ولكن أيضاً على مستوى الموظفين.

سنة ٢٠١٦ شهدت ميلاد أكاديمية أكت التي تم تصميمها خصيصاً لخلق الكوادر والكفاءات القادرة على رفع وتطوير الشركة في السوق في المستقبل القادم ، وهذا ما يحقق لنا دائماً ميزة تنافسية في السوق، كما تقدم أكت أيضاً برامج تدريب صيفية للشباب من مستويات التعليم المختلفة من أجل تسليح الجيل القادم من الشباب الذي بإمكانهم أن يصلوا إلى سوق العمل مع مستوى كاف من الكفاءة وهذا يضمن لهم بالتأكيد فرص عمل واعدة.



”إن التعليم الجيد ينمي المهارات الخفية والمواهب عند الأشخاص وهذه المهارات والمواهب من الممكن أن تعطى لهؤلاء الأشخاص فرص عمل ومستقبل مضمون تماماً ، فالإنسان المتعلم لديه القدرة على القيادة بدلاً من أن يعيش تابع لأي شخص آخر، ولديه القدرة على نشر الوعي في كل مكان، ولديه أيضاً القدرة على الانضباط والتحسين والتطوير الدائم مدى الحياة.“



”التعليم هو سلاحنا الأقوي
سلاح لتغير العالم...“

نيلسون مانديلا

Insertions Section

Hewlett Packard
Enterprise



Microsoft

أكت نيوز

هي مجلة غير مخصصة للبيع

تصدر عن:
شركة الحاسبات المتقدمة ACT

العضو المنتدب

حسانين توفيق

رئيس قطاع التسويق

حازم منسى

رئيس فريق الاتصالات التسويقية

مروة صابر

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Head of Information Systems



Infor Interview
Mr. Tarik Taman
General Manager & Managing
Director, South Asia, Middle
East & Africa at Infor.



Spic Interview
Eng. Khaled Abdelfatah
Information Technology
General Manager.

شكر خاص:

على توفيق
اميرة اسامة
هالة شمعة
اسلام مظهر
محمود منسى
عمر الجوهري
سالى عبيد
سميحة الخطيب

١٠ شارع البطل مدحت عبد الحميد،

مقرع من شارع شهاب، المهندسين، الجزيرة مصر

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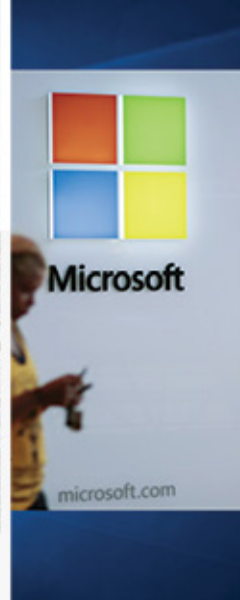
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*"A **hero** is someone who has given his or her life to something bigger than oneself."*

Joseph Campbell



Good education will make our children leads the nation for a better future. Being a hero is our children's dream and our target, good education is the way to achieve. education is not about knowing some more information, its about learning how to think intensively and critically, how to find solution, set future goals.. and achieve them.

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