

Transformation

"Change

*is the law of life
and those who
look only to the*

past or
present

are certain to miss the
future."

John F. Kennedy



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

10 El - Battal Medhat Abd El - Hamid St.,
off Shehab, El-Mohandseen, Giza, Egypt.
Tel: (+202) 3301 0100 - 3305 1801/2/3
Fax: (+202) 3344 0230 - 3305 8229

Insertions Section

 **Hewlett Packard**
Enterprise



 **Microsoft**

ACT News
is a Not-for-Sale Magazine

Published by:

Advanced Computer Technology

Managing Director

Hassanien Tawfiq

Marketing Deputy Director

Hazem Mansi

Marketing Communication & Production Unit Team Leader

Marwa Saber

Our Special Interviews



HPE Interview - Mr. Yehia El Amsy
Country Manager, HPE Aruba Net
works GULF, EGYPT & LEVANT



Dr. Mohamed Hosni Mansour
Interview - Career Guidance
Unit Head The American
University in Cairo (AUC)

Thanks to:

Ali Tawfik
Amira Osama
Dina Aba Yazeed
Hala Shamaa
Islam Mazher
Moustafa Sherif
Omar El Gohary
Raghda Elorbany
Sally Ebeid
Sara Gamal
Sameha El Khateeb
Shereen Moustafa

10, El-Battal Medhat Abd El-Hamid St.,
off Shehab, El-Mohandseen, Giza, Egypt.
Tel: 202 - 3308 5200

Fax: 202 - 3344 0230

 /acteg www.act.eg

For any suggestions & free subscription,
please email us at: info@act.eg
For complains: complaints@act.eg

Created, produced and printed by 



CONTENT

- | | | | |
|-----------|---|------------|---|
| 2 | Message from Management
Mr. Hassanien Tawfiq | 56 | ACT Success Story |
| 4 | Greeting Card | 58 | Warm Moments 2016 |
| 5 | ACT - Reward the partner of the
Year 2016 | 60 | Achieving competitive advantage
with business intelligence - Infor |
| 6 | HPE Interview - Mr. Yehia El Amsy
Country Manager, HPE Aruba Net
works GULF, EGYPT & LEVANT | 68 | Big Deals |
| 8 | Oracle Hospitality
POS Hardware | 70 | Transformation Quotes |
| 16 | ACT - Microsoft Event
"Touch the Sky" | 72 | UBER - Boots Platform Security... |
| 18 | HP - Learning with Sprout Pro.. | 76 | Job Vacancies |
| 24 | Message from the Heart | 78 | KPMG - Succeeding in disruptive
Times |
| 26 | ACT - HPE event "leap forward" | 83 | Social Media Trends.. |
| 27 | Maestro | 84 | Insertions Section |
| 28 | Dr. Mohamed Hosni Mansour
Interview - Career Guidance Unit
Head The American University in
Cairo (AUC) | 132 | Greeting Card |
| 30 | Microsoft - Skype for Business | 133 | كيف تغير حياتك |
| 36 | Coca Case Study | 134 | أماكن ساحرة |
| 39 | ACT Talent | 136 | ACT in Press |
| 40 | HPE - Drive More Value | 138 | رسالة من الإدارة
/ الحسنين توفيق |
| 46 | Loyalty Celebration | | |
| 48 | Cisco - Prioritizing Big Data Agility
and Scalability | | |
| 52 | ACT - Eitesal Yearly Sponsorship | | |
| 54 | Human Capital | | |

Message from ACT Management

The Power of Transformation...

Mr. Hassanein Tawfiq - ACT Managing Director



As we celebrate the 28th Anniversary of ACT, ACT family continues to reaffirm our commitment to provide the customer with state-of-the-art solutions that will help them achieve their goals. Part of this commitment is to ensure our customers remain our number one priority.

On a daily basis, our 380 dedicated and compassionate employees fulfill our mission of serving the needs of both our external and internal customers. With the integrity and loyalty of our employees, we have grown and will continue to grow in providing exemplary services that positively affect the business and success of our customers.

Looking back, we take pride of being one of few companies that succeeded in continuously evolve and transform to better meet our customer's expectations.

Whenever technology, markets or external factors change we rapidly call for an action. We are always synchronized with technology, markets, and responding to external factors effectively.

ACT has evolved from only being a Compaq & Novel reseller in 1988 to one of the largest system integration companies in Egypt.

The history of change management that we've gone through during our growth, teaches us that a simple recipe does not work. Change remains difficult yet challenging. Our experience in the market has helped us identify themes and patterns, tools and models that help our leaders smoothly introduce transformation strategy to ACT culture.

By choosing the right level of leadership, we have always succeeded to advance to new levels of organizational capability that secures transformation success. When the level of leadership aligns with ACT business strategy, our performance is comprehensive.

Business transformation is referred to supporting and innovating new business strategies through aligning people, process & technology initiatives of any company to its business strategy and vision.

It's transform or wither in today's business environment, multiple transformation triggers creating strong pressure simultaneously. When four or five significant drivers are changing at the same time, the business environment becomes highly complex. Organizations need to respond with flexible solutions they can adapt to the next development.

We are implementing now a 5-year vision roadmap of transformational strategies and initiatives that will reshape our interactions with customers, develop and train our employees, and leverage technology and other innovations to support our customers.

Business transformation is and will always be a healthy strategy for companies to evolve and being able to live longer, handing success from generation to another.

Transformation is a continuous thus never complete process, Executives shouldn't be satisfied only based on a present revenue stream, but must keep transforming for the future.



"It's transform or wither in today's business environment, multiple transformation triggers creating strong pressure simultaneously."



"We are always synchronized with technology, markets, and responding to external factors effectively."

"Business transformation is and will always be a healthy strategy for companies to evolve and being able to live longer"

"to improve is to change; to be perfect is to change often."

Winston Churchill



ACT Reward the Partner of the Year **2016**



“Try not to become a man of success. Rather become a man of value.”

Albert Einstein

HPE Aruba has been able to offer a unified solution to help customers successfully manage their networking needs throughout the transition to a mobile-first infrastructure.

The Egyptian IT market is one of the fast growing market in the ME, with the new announced projects in Egypt we expecting more business.

1- Does the acquisition of Aruba/HPN met your expectations?

The major backing HPE has brought to us is their relationships with the CIO. Before, when Aruba was working with large enterprises, dialogues would start with IT officials before moving up the ladder. Aruba representatives would talk with the CIOs only when the deal was almost done. As an HPE company, Aruba now frequently begins talks with the CIO, then works its way down.

The wireless network is at the forefront of what HPE is doing, although the wired side continues to play an important role.

Together, Aruba and HPE have the mid-market and large enterprise segments well covered. Both companies have strong channel partners, which helps smaller companies that typically do not have large IT staff but have similar needs as larger companies.

SMBs offer a \$500 million opportunity globally, and we are moving in that direction this year.

Aruba's value proposition aligns with HPE's vision for the unified wired and wireless campus. Aruba has brought best-of-breed wireless

LAN infrastructure and policy management to the access layer, complementing HPE's strong footprint in wired LAN. Aruba has also brought enterprise mobility software, security and orchestration solutions that can be integrated across the campus infrastructure.

HPE Aruba has been able to offer a unified solution to help customers successfully manage their networking needs throughout the transition to a mobile-first infrastructure.

2- What are the new products and services from Aruba/HPN?

The new Aruba 330 series APs provide the fastest gigabit speeds for mobile devices and applications in high density environments.

With an integrated HPE Smart Rate port to scale up to 2.5 Gbps Ethernet, the 330 Series allows enterprises to leveragetheir multi-gigabit Ethernet wired network infrastructures to eliminate bottlenecks.

HPE Smart Rate technology incorporated into the Aruba 3810 and 5400 R switches allows IT departments to futureproof their network infrastructure as higher capacity wireless technologies emerge.



Mr. Yehia El Amsy
Country Manager, HPE Aruba Networks
GULF, EGYPT & LEVANT

Enhancements in Aruba AirWave means that IT now has a crystal ball into potential network issues, so that they can predict and fix connectivity problems before the user is affected.

The latest enhancements to Aruba ClearPass enables custom profiles to be created in order to identify and secure IoT devices in real-time. Through real-time interaction with third party security solutions, ClearPass offers

automated threat protection and recovery for devices that represent risk, with minimal hands-on IT interaction.

We have also launched the Aruba 2540 Switch Series - a Layer 2 switch series with enterprise-class features that's simple to deploy and manage with Aruba AirWave, Aruba ClearPass Policy Manager and cloud-based Aruba Central. It provides built-in 10GbE uplinks, robust QoS, static and RIP routing, IPv6, and PoE+ models.

3- What is your opinion in the Egyptian market nowadays specially the dollar inflation?

And what are your expectations in the future?

The Egyptian IT market is one of the fast growing market in the ME, with the new announced projects in Egypt we expecting more business.

4- How do you see ACT in the Egyptian market?

FY'16 was a successful year for Aruba in Egypt with ACT with the company witnessing significant growth and it intends building on this business momentum in FY'2017.

The company had several high profile customer wins in the healthcare, hospitality, government and education sectors.

5- What is the big challenge for HPN/Aruba in 2017?

And what do you expect from ACT?

How to integrate the wired and wireless infrastructure and maintain performance with the scale of devices and apps connecting to the network; how to predict network problems before they occur; and how to secure the network.

The integration of the HPE and Aruba access portfolios is a key ingredient in our mobile-first approach to helping businesses get ready for the digital workplace and we expect ACT to take market portfolio in the country.

6- What are the trends in Egyptian ICT market?

According to IDC latest projections, the Egyptian ICT market will achieve a growth rate estimated at 8.95 billion dollars in 2016, with an upward revision of about 10.32 billion dollars in 2019. The ICT industry is expected to play

a central role in driving growth for Egypt's economy in the coming years and with the ICT 2020 vision and strategy in place, the public and private sectors will undoubtedly be embracing the latest technology innovations that the leading IT vendors have to offer.

As trends like mobility and Bring-Your-Own-Device sweep the country, Aruba and its partners are well placed to cater to the increasing demand for the 'all-wireless workplace' that supports BYOD securely and reliably, enabling communication and delivering business apps wherever people work. The launch of the new partner program will enable our partners to engage closely with customers in Egypt in order to capitalize on the tremendous business potential in the country.

SMBs offer a \$500 million opportunity globally, and we are moving in that direction this year.


Hewlett Packard Enterprise

ORACLE[®]
HOSPITALITY

OPERA Cloud

Technology
That Powers
Your Hotel
Operations and
Distribution

ORACLE[®]

Oracle Hospitality:

Seven signs that it's
time to upgrade your
POS hardware



ORACLE

Trying to save money by sticking with obsolete hardware can actually cost more in the long run.

Seven signs that it's time to upgrade your POS hardware

In challenging times, replacing point-of-sale units is hardly appealing. For many hospitality operators, it can seem like an unnecessary expenditure – especially if current units appear to be perfectly functional.

But be warned: Trying to save money by sticking with obsolete hardware can actually cost more in the long run – in more ways than one. Aging units lead to escalating risks, each potentially more expensive than the last. Worst of all, antiquated systems – unable to adapt to emerging trends – rob your business of tomorrow's opportunities.

If your POS can't deliver the following benefits, it's time to consider investing in hardware. Ask yourself, "Can your POS..."



ORACLE

#1.

Deliver 24/7 reliability



Risk of unit failure escalates with age. It's simply an undeniable fact. That's why food and beverage operators need to carefully consider all the ramifications of a terminal breaking down. Imagine if one of your devices fails – especially at the peak of traffic or during a key event? Consider the lost sales compounded by frustrating delays that leave guests grumbling.

#2.

Reduce energy use



If cost control is a top priority, using aging hardware isn't helping your cause. Older devices can produce exorbitant power bills for a host of reasons, including inefficient processors that generate excessive heat. By comparison, modern POS units "sip" electrical power, operating in an environmentally and economically sound fashion. As an aside, so-called "energy-saving" sleep settings on obsolete units serve little purpose. Why? Many F&B operators don't even bother to use them because units placed in sleep mode take too long to "come back to life."

ORACLE

#3. Maximize restaurant space and sales



With sleek, WiFi-enabled designs, modern POS hardware can be placed virtually anywhere. They can be mounted to walls and freed from restrictive cables. Such benefits aren't just aesthetic; they boost efficiency. For example, units can be placed closer to customers, reducing staff's lengthy walks to and from their tables. Though it may seem like a minor adjustment, but such a move yields quicker service, happier customers and faster table turnover.

#4. Offer new guest services



Modern POS units can do much more than take customer orders; they can serve as a portal to deliver customized content for guest engagement – for example providing nutrition or allergens information, or taxi availability. Most importantly, such information can be configured to best meet the needs of any particular location and be controlled to ensure appropriate use by staff and guests.

ORACLE

#5. Improve security of business information



Hardware and operating systems are intrinsically linked – the older the hardware, the older the OS running on it. When that OS goes end of support and your hardware can't operate the next-generation OS, you're faced with a major predicament, as unsupported operating systems become increasingly vulnerable to security concerns. Considering that security experts now say cyber-attacks are virtually inevitable, it's more important than ever to upgrade your outdated technology.

#6. Improve business valuation



Like any business, F&B enterprises are becoming increasingly dependent on technology. As a result, a restaurant's IT strategy and hardware selection play prominent roles in business valuation and receive intense scrutiny from potential buyers. When conducting their due diligence, investors seek every safeguard to protect their money. Confirming that operating systems are secure and POS units are functioning properly are now valuation prerequisites, especially in larger acquisitions.

ORACLE

#7.

Rejuvenate your brand



Looks may not be everything, but the aesthetic appeal of modern POS units shouldn't be discounted. With sleek, dynamic screens, they represent a vivid contrast compared with models that are even a few years old. To customers and staff alike, an investment in hardware sends a clear message that the enterprise is investing in their future.

To customers and staff alike, an investment in hardware sends a clear message that the enterprise is relevant and ready for business.

ORACLE

Our portfolio of
hardware
and software
solutions
optimizes
performance
– while reducing
IT cost and
complexity.

Better Together

Oracle Hospitality delivers cloud technology systems to food and beverage and hotel enterprises, enhancing management and operations to elevate the guest experience. Our portfolio of hardware and software solutions optimizes performance – while reducing IT cost and complexity – for an array of hospitality entities, including restaurants, hotels, bars, coffee shops, stadiums and casinos.

With its purpose-built hardware – engineered to work seamlessly with Oracle software for better performance, reliability and energy use – Oracle has pioneered hospitality IT innovations for more than 35 years and become the industry's preferred solutions provider. Our technology, including point of sale, property management, loyalty, reporting, mobility, inventory management, labor management and loss prevention, is used in more than 200,000 locations across 180 countries and facilitates 34 million transactions per day.



ORACLE

Touch the Sky

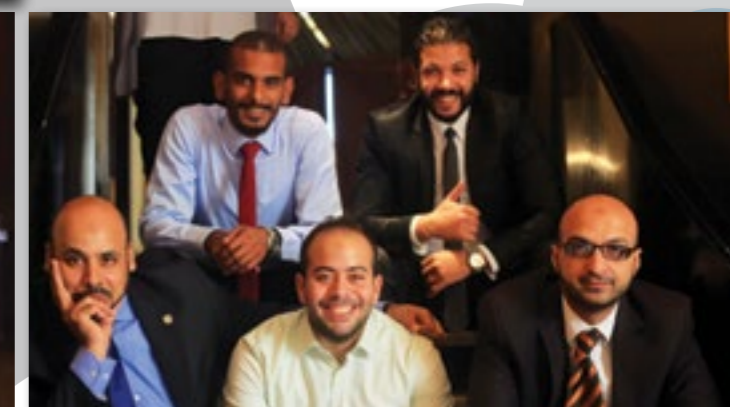
Microsoft Event Summary

ACT/Microsoft event was held in October 2016 in Sofitel El Gezira Hotel targeting Enterprises from the general business sector to discuss various new products from Microsoft which is served by ACT in the Egyptian market to be always the best company which serves the IT sector.

Microsoft demonstrated the new products and services introduced to the market through ACT , Windows AZURE, Cyber security, SFB online, SharePoint online and exchange online, also the office pro plus 365.



“We’ve Paved your path to the cloud”...



**“Learning with Sprout Pro
Reimagine what you can make”**



Cameras

- Webcam and downward facing cameras
- Use as a document camera, capture objects
- Capture portfolios and works in progress; great for project-based learning, demonstrations

3D scanner

- Capture 3D objects
- Grab objects to modify, copy, 3D print, use in creative projects
- Scientific research, measurement, connecting the physical world to digital tools

What is Sprout Pro?





Projector

- Creates second screen on the Touch Mat
- Project onto materials, touch and manipulate captured objects, touchable second screen
- Connect computer work to physical materials for tactile learning opportunities



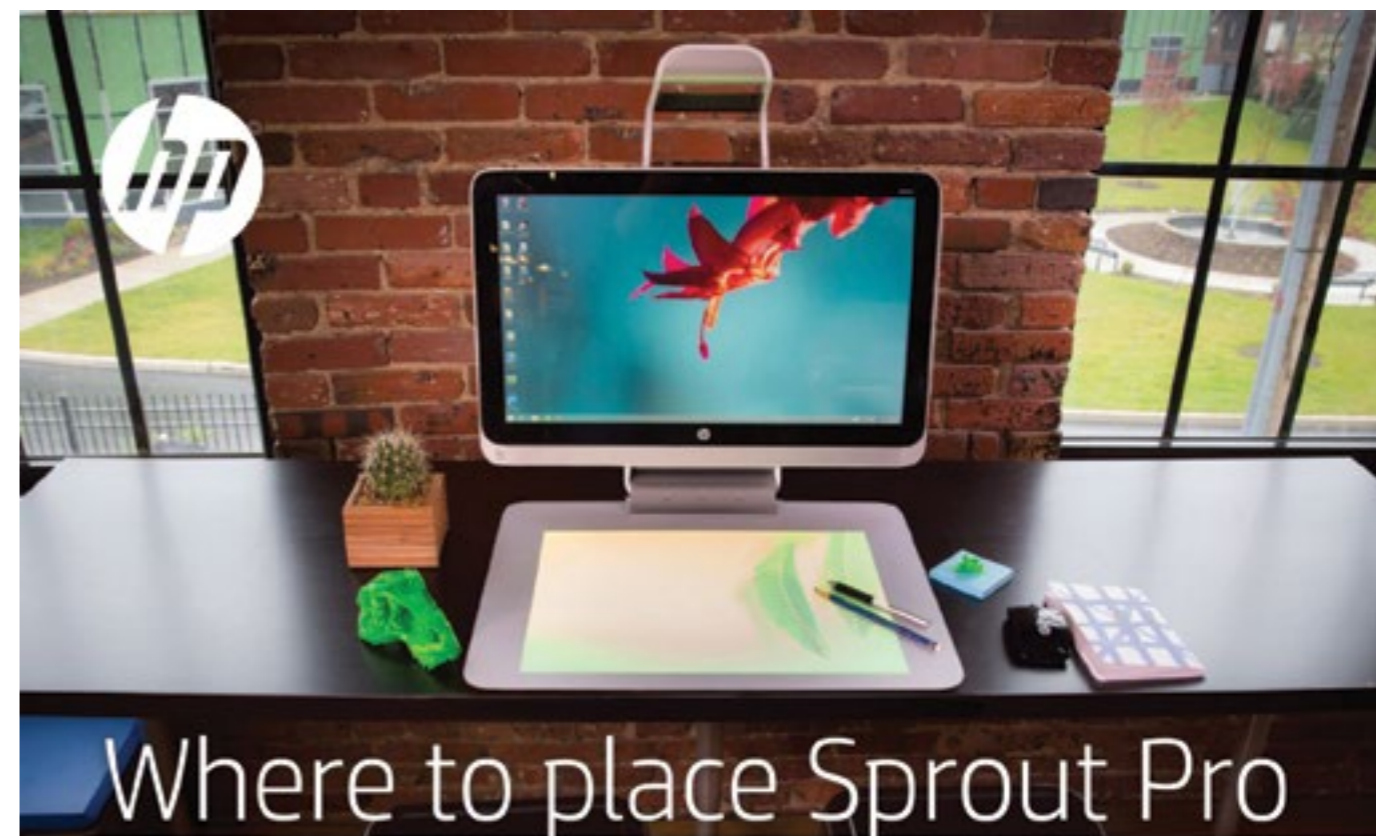
Powerful Windows computer

- Runs all your favorite Windows applications
- Use as a normal computer; bring in content captured with Sprout Pro
- Real-world computer skills; connect creative Sprout content to apps like Adobe® Creative Suite, PowerPoint, etc.



Touch Mat

- 20-point Touch Mat and projection screen
- Collaboration, intuitive interaction, creative drawing and sketching
- Group work, accessible for younger ages, art



Where to place Sprout Pro



Teacher station

- Live presentations from display, mat, and cameras
- Document capture
- Recording tutorials
- Remote collaboration
- Standalone computer



Classroom station

- Project documentation
- Live media creation and capture
- Multi-student projects and content creation
- Media capture and creation station
- Standalone computer

Sprout Pro by HP



Sprout Pro by HP



Student computer

- Primary computer used by students
- Individual or shared computer
- Media-rich capture and manipulation
- Standalone computer



STEM class or makerspace

- 3D scanning and printing
- Remote collaboration with HP MyRoom to share and get feedback on projects with mentors and experts
- SizeUp for instant measurement of any object you place on the mat
- Standalone computer



Arts class or workshop

- Scanning craft materials for collage
- Tracing onto craft materials like cloth, wood
- Modeling in clay, scanning to 3D model
- Standalone computer



Library

- Capture student work
- Capture library resources for study reference
- Collaborative research
- Explore 3D resources from the Smithsonian
- Create media to document knowledge
- Standalone computer



Sprout Pro activities

2D Capture

3D Capture

Mashups and layouts

Stop Motion

Tracing and stenciling

Collaboration

Lesson delivery

Video Capture

Message from the HEART



Assem Wahby

Management Consultant

For 10 years, Teamwork, management professional vision, learning and HR development makes me proud of being a part of ACT.



Dina Aba Yazeed

HR Manager

Our values were the real engine of our success. Now let us "Live our values" like ACT founders did. Let us go beyond their statements and integrate it once more in our daily operations.



Atef Koleib

Senior Opertaion Consultant

I can't think of any other employer that does to its employees what ACT management do whether personally and professionally; which is very encouraging. ACT management, employees and even customers are all very nice. I am extremely proud to say that I work here.



Said El Bana

Accountant

I feel so proud to be part of ACT as we are one of the best and fast growing IT companies in Egypt.



Tarek Amer

Infrastructure Services
Department Deputy Manager

Building a long relationship of trust with the customer in the services is the basic building block for any company.



Adel Samy

Services Director

Behind ACT success story, there is a FAMILY.



Doaa Emam

Hardware Pre-Sales Specialist

In ACT, I had the chance I was seeking to challenge and develop myself.



Yousry Attia

Hospitality Sales Manager

Over ten years as ACT member, I learned, no matter how smart, talented, driven, or passionate you are, your success depends on your ability to build and inspire a team. ACT successful top management is one who can spur their team members to work well together toward a common vision and goals.



Mohamed El Badry

Messenger

For the past 5 years in ACT I have felt that I am in my second home and I am willing to spend more years working for it and be part of ACT's continuous success.



Salah Kinawy

Administration

Through my past 5 years, I have loved and still love ACT's family and friendly environment that makes me feel that it's my second home.



Hanaa Ibrahim

Quality Assurance Executive

Quality is one of the most Important values because it increases our customers' confidence and satisfaction to achieve business growth.



Hesham Hassan

Hospitality Services & Projects Director

individual ambition serves the interest of all company, Working on self-development without waiting for immediate results and inevitably bring to humans than WISHES.



Ramy Galal

Microsoft Senior Sales Specialist

Our Vision is a mission to be number one in our business.



Mahmoud Abdel Badiea

Network presales Senior Manager

Our vision will enable us to be the biggest company in Egypt and the middle east area.



Hussein El Refaey

Oracle PMS Applications Installer

I learned a lot from my time spent in ACT and I consider this to be a school for both beginners and professionals.



“Leap Forward”



ACT/HP event was held in October 2016 in Nile Ritz Carleton Hotel targeting Enterprises from the Financial and banking sector to discuss various new technologies from HP which is served by ACT in the Egyptian market and to build a professional business environment between the customers and vendors to be always the best company which serves the IT sector.

HP Speakers were very keen to illustrate in details the new services and products they are introducing through ACT as network, storage and servers.



Human resources is not a thing we do, It's the thing that runs our business.

MAESTRO HRMS (Human Resource Management System) is well recognized human resource solution and it has many break throughs in different Industries as petroleum, Insurance, Real Estate, government, FMCG, etc. not only the Hospitality industry. ACT has signed contracts with different local and multinational corporates in and outside Egypt in different fields as MAESTRO HRMS had met the expectations of the MENA region.

From Our New Clients



Established in 2014, Tatweer Misr is an Egyptian shareholding real estate company, that capitalizes on a wealth of industrial and real estate experience brought to the table by its shareholders. Major shareholders such as Arafat, Daoud and Ahram Groups provide the business and technical expertise needed to fulfill the vision of mixed use residential developments based on elegant and luxurious modern architecture and landscaping.



GRAS SAVOYE has three main activities: insurance brokerage, reinsurance and risk management. GRAS SAVOYE has a powerful regional and international network, with around 30 offices in France, 5 offices or subsidiaries overseas and 50 offices abroad. GRAS SAVOYE also works with its partner Willis in their international network over 130 countries.



It's a multinational leader corporate which owes four thousand and one hundred hotels around the world. Also, they have 20 well-known brands from the luxury to the economy hotel. ACT has signed a global agreement with ACCOR to implement MAESTRO HRMS.

The ACT process architecture has been designed to quickly focus, align, and engage the full organization and then seriously follow through for execution.



Dr. Mohamed Hosni Mansour

Career Guidance Unit Head
The American University in Cairo (AUC)

What is Transformation?

A wide range of actions and opportunities that are required to drive growth and breakthrough results. These range from a new leader “taking charge”, to launching a new phase in the organization, to breaking down silos to operate as “one company”, to boldly launching a major strategic initiative. Simply, transformation means opening up new possibilities for growth and quickly moving from BIG ideas to BIG results.

Corporate transformation founded by

Robert H. Miles, author of “Leading Corporate Transformation and Big Ideas to Big Results: Leading Corporate Transformation in a Disruptive World”.

Corporate Transformation Resources has been deeply involved in some of the business world’s most path breaking transformation during the past 20 years.

This led to a new approach called “Accelerated Corporate Transformation” or ACT that greatly compresses and accelerates the process for launching a new direction or rapidly creates a clear line of sight between new company-wide initiatives and the job level objectives of all managers and employees.

ACT: A Better Way

The ACT process architecture has been designed to quickly focus, align, and engage the full organization and then seriously follow through for execution.

It was also designed to be run by the business leaders with light consulting and implementation support the first time through.

This process allows managers at all levels to effectively lead organizational

transformation and strategy execution on their own, and it becomes part of a more rigorous management process by the end of the first year of implementation.

In Brief:

ACT is a proven, enterprise – level process architecture. It enables an executive leader to rapidly orchestrate the launch of the next major phase of his or her organization in a simple, high-engagement manner to achieve breakthrough results.

The steps must be taken to achieve successful transformation.

The expert executives said, managing an organizational transformation, is like trying to change the wheels on a bike while you are riding it.

There are four ways to achieve successful transformation:

- 1. Make the transformation meaningful. Leaders has to tap into employees’ energy by making the transformation personal and openly engage them. Connecting with people takes time and effort.
- 2. Be the change you want to see the mindsets and behavior you want to see.

The steps must be taken to achieve successful transformation.

The expert executives said, managing an organizational transformation, is like trying to change the wheels on a bike while you are riding it.

When you are asking others to transform how they get work done, it is incredibly powerful for you to transform how you get work done as well.

3. Build a strong and committed top team. It is likely that not everyone on your team wants – or is able to change.

Ask yourself about each one:

Does this individual know what they must do to make the transformation succeed? Is it clear what will happen if they don’t get on board? Have I given them the chance to build the skills they need? Have I been modeling the target mindsets and behavior? If the answers are YES, swift action is warranted.

Relentlessly pursue impact. Kicking off a transformation is one thing, but sticking with it is what really counts

How do you analyze the impact of change?

An overview on the importance of change:

While there is little debate that the successful implementation of change can create an extreme competitive advantage, it is not well understood that the lack of doing so can send a company into death spiral.

Companies that pursue and embrace change are healthy, growing, and dynamic organizations, while companies that fear change are stagnant entities on their way to a slow and painful death.

In order to deal with the change, better to know steps of having a change with a positive impact.

1. Identifying the need for change:

The need for change exists in every organization. Other than irrational change solely for the sake of change, every organization must change to survive. If the organization doesn’t innovate and change in accordance with market driven needs and demands, it will fail.

2. Leading change:

We cannot effectively lead change without understanding the landscape of change.

There are four typical responses to change:

- The victim: those who view change as personal attach on their persona, their role, their job or their area of responsibility.

- The Neutral Bystander: this group is neither for nor against change. They will not directly or vocally oppose change, nor will they proactively get behind change.

- The Critic: the critic opposes any and all change. Keep in mind that not all critics are overt in their resistance,

- The Advocate: the advocate not only embraces change, they will evangelize the change initiative.

3. Managing change:

Managing change requires key players have control over four critical factors.

- Vision alignment
- Responsibility
- Accountability
- Authority

Leading Corporate Transformation in a Disruptive World.

THE AMERICAN UNIVERSITY IN CAIRO



Desktop Client

Get all your communication and collaboration in one place


All your communication requirements are in the Skype for Business desktop client – **IM, voice, video, presence** and **location**, and compatibility with Lync 2013 and 2010 servers

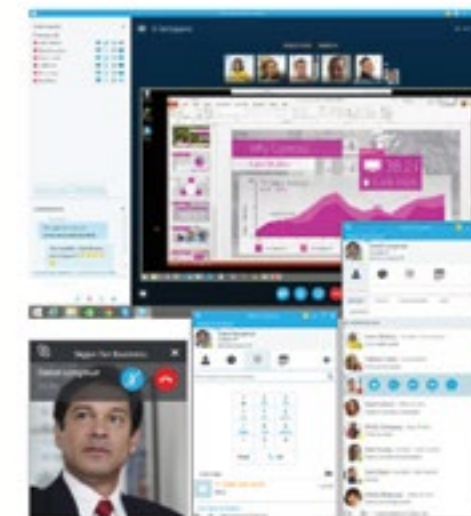
With a **Skype inspired UI**, familiarity and adoption happen much faster. Skype federation opens **B2C scenarios** that enable you to contact consumers, partners, and small businesses in a keystroke

The rich meeting experience on the desktop client with **H.264 video, content sharing**, and **collaboration** enables people to experience each other and work together better

Office integration creates easier transitions and fewer interruptions. Sharing applications, PowerPoint presentations, and OneNote notebooks increases productivity

Full voice enterprise feature set from PSTN calls through forwarding, parking, and delegating

»  **DESKTOP**



No matter **WHAT** kind of feature you need, **WHO** you are, **WHERE** you are, or **WHICH** device you use, Skype for Business **client portfolio** is aimed to help people **BE** and **DO** better together


MOBILE


DESKTOP


MAC


SKYPE ROOM SYSTEM


IP PHONE


VDI


WEB APP


SURFACE HUB

 **Skype for Business**

Mobile clients

Wherever you are, you always have it with you


It's a mobile-first world and **IM, voice, and video** should be in the palm of your hand. Lync Mobile brings it to you on **iOS, Android, and Windows** platforms

With the mobile app, everything you depend on in the rich client is available for you to use on your devices: **contacts, conversation history, calendar, and personal status**

The rich meeting experience – with **HD video, content viewing, and participants' control** – enables mobile workers to participate fully in every meeting

Anyone can join a Skype for Business meeting from the Lync Mobile app. The experience is easy and **secured**

Flexible settings for video, content, and voice to customize the consumption on different connections (Wi-Fi, data plan, cellular)

»  **MOBILE**



Web application

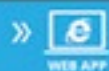
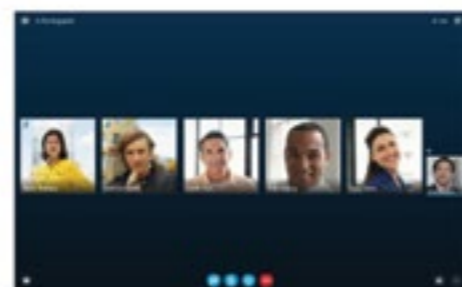
*No special build, no special device.
Just join and enjoy*

The Skype for Business Web App gives you a browser experience you can access anywhere that includes **all the meetings features** of the desktop client. Partners and customers who join your meetings get the full functionality too

Use **IM, voice, video, presence, and roster** to bring people together anywhere. Enhance collaboration and team work with **gallery view** (video or pictures), **white boarding, share content and application, polling, and annotations**

The Web App gives you the option to **Dial-in or Dial-out** (Call-me), so you can join the meeting the way you prefer

The Web App supports the main web browsers: **Internet Explorer, Firefox, Chrome, and Safari**



WEB APP

Surface Hub

Microsoft – showcasing the art of the possible

Together, Surface Hub and Skype for Business enable a new kind of meeting

With one tap, you can **join scheduled and ad hoc meetings** with **HD video** and a **rich audio** experience with **intelligent sensors, microphones, and built-in dual cameras**

Groups can **create content** and brainstorm with **OneNote** for Surface Hub, the whiteboard app that provides an infinite canvas with a fluid inking experience on which you can paste and annotate content from other apps

Surface Hub is also an amazing platform for **large-screen Windows 10 apps**, which greatly enhance experiences such as data visualization, 3D rendering, and imaging



SURFACE HUB

Mac client

The communication you need on the platform you love

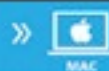
Skype for Business doesn't limit you to a single platform. Lync for Mac 2011 client has **IM, voice, video, presence, and location** (which enables **E911** calls)

Whether you use the rich contact list for **peer-to-peer** or **group conversations**, the meeting experience enables everyone to work together from anywhere

You can use the **Web Application to enhance the meeting experience** with whiteboard collaboration, gallery view, and annotations on shared content

Office integration includes Outlook, Word, and PowerPoint, to help you get more done

The voice enterprise feature set completes the communication suite: **Click to Call, Hold, VoIP and PSTN calling, Voicemail, delegation** (boss functionality), **Transfer, and Call forwarding**



MAC

Virtual Desktop Infrastructure

Communicate in scale both from your thin client and thick client

Skype for Business supports Virtual Desktop Infrastructure (VDI) which includes:

- **IM, voice, video, presence, and location**
- **Contact list, contact card, group conversation** (IM and voice)
- **Full Office integration** (Outlook, OneNote, and PowerPoint)
- **Rich meeting experience with shared applications, whiteboard collaboration, and roster control**

Some features are not supported by the VDI plug-in application, like gallery view, recording, call delegation, and response groups

The Virtual Desktop Infrastructure plug-in for Skype for Business is a great way to scale your endpoints and save costs



VDI



Skype Room System (partners devices)

When collaborating make it count

The rich experience of Skype for Business comes to life in the conference room. Skype Room System leverages the capabilities of Skype for Business to communicate and collaborate without borders and barriers.

Skype Room System (formerly Lync Room System) includes:

- Single click to join meetings with a **native calendar integration**
- **Inking** and collaboration with **whiteboards** and **shared content** both from online and an **in-room PC** resources
- A **gallery view** to put people at the heart of the business

Combining room-management, flexible ceiling microphones, video cameras and high fidelity touch, partners make Skype for Business counts in conferences rooms



Communication and collaboration is all about the human interaction

» MOBILE WORKER

With many hotels, cars, airports, restaurants, coffee shops, and conference rooms you need a single reliable service to keep you connected to your work

» WORK FROM HOME

Considered to be highly organized, ambitious, disciplined, and flexible workers. Skype for Business gives home workers the right tool to succeed

» OFFICE WORKER

Works with ideas, data, and information, highly interactive with colleagues and customers, and utilizes the different spaces in the workplace to leverage productivity

» TEAM LEADER

Brings people and ideas together to create a higher value by using the universal communication tools that Skype for Business gives it

» THE EXECUTIVE

The leader, thinker, and creator of a company's vision uses Skype for Business to communicate it both to internal and external audiences

» EVERYONE ELSE

Customers, vendors, partners, and even family who all want to stay in touch with the company and its employees

IP Phone (partners devices)

Desktop phones with a wide range of features and price points

We know that you want your phones to be reliable and able to take advantage of all the great capabilities of Skype for Business. That's why we test and qualify a range of IP Phone devices that work great with Skype for Business server and features

The features of IP Phone devices vary depending on the manufacturer, but most of these devices support the following UC capabilities: **user and PIN-based authentication**, **Contact list** and **global directory search**, **integrated presence**. This is in addition to enterprise voice features like **Call Park**, **Transfer**, **Boss/admin**, and **visual voice mail** – all with unmatched audio quality

Skype for Business gives you a wide range of options for connecting with other people.



For further information, please contact:

Tel.: 02 3305 1801/2/3

www.act.eg

Microsoft@act.eg





The Power of Transformation in Coca Cola...

A structured approach to transfer organization, its people and processes from current state to a desired future state is called change management. This process gives employees the ability to accept changes in the existing environment of the business. Change can be in technology, operations or strategies etc. Organizations need to change and adopt dynamic survival strategies to stay alive in uncertain political, social and economic environment (Hiatt and Creasy, 2003). All environmental factors present in the nature experience change on continuous basis. Human nature resists change, so managing that resistance requires well planned change management strategies. the importance of change management for organization its motives and objectives, change management processes, how company can involve all the stakeholders for successful implantation of change management and the strategies that an organization can adopt to implement the successful change.

Reasons for Adopting Change

Organizations need change for the following reasons:

- To respond to the rapidly changing environment.
- To improve the overall performance of the company.
- To rapidly respond to the customers' demands.
- To improve the effectiveness and efficiency.
- To increase the employee performance.
- To create the best practices inside the organization and setting standards for the industry.
- To improve profitability and return on overall investment.

Change management is needed for organizational survival. So the company should adopt to change management techniques in order to maintain its worth in the industry.

Change management moderates the risks that can cause failure (Jeff and Creasey, 2003)

Importance of Change Management

In a study 327 project managers had responded to the question that "if you had a chance to do it again, what would you do differently?" Most of them responded that we will implement an effective change management program planned way before starting the project. This study highlights the importance of change management in an organizational perspective).

The Change Management Process

There are three phases of change management i.e. preparing for change, managing change and reinforcing change. Preparation for change phase includes assessment of change capabilities and capacity and developing a strategy that fit to those capabilities. Second phase i.e. "managing change" phase includes processes like planning and implementation of strategies made in the first

phase. Last phase which is the reinforcement of change includes the processes like collection and analyzing of feedback data, finding out gaps and coping with determined degree of resistance from inside and outside the organization and taking corrective actions to successfully conclude the change management process (change management learning center, 1996-2011).

Change Management at Coca Cola

Employee engagement is very significant to all segments of operations at coca-cola and has translated into performance in areas where employee engagement is higher.

For coca-cola, an engaged workforce means:

A more committed workforce

Employee performance aligned with organizational objectives

Employees have a clear idea of what is expected of them and what are the deliverables

Customer experience focuses an inherent part of employees' values, who strives to provide a better experience to the customers.

Customer focus was identified as a central tenant of the multi-year engagement strategy to be implemented in 2011(Gee,2011)

When employees are aligned with company goals, they themselves adopt a proactive approach towards issues such as waste elimination. Employees awareness gives them a voice which helps to influence legislations at local levels . An integrated system of communication is very helpful in the volatile and dynamic markets of today, where conditions change very often and the company has to be responsive at all times. Therefore, for all the business segment of coca-cola wherever they are located across the world, the change towards employee engagement is justified if they have to reap the fruits gained by an effective system of integration.

Ensuring the Involvement of Required Stakeholders

Coca Cola Company can use two change management tools to make sure that all people who are required to be the part of change management process. By doing Force Field Analysis, Coca Cola Company will be able to induct people who are in need of appropriate training. Another useful tool is AKADAR model which stands for Awareness, Desire, Knowledge, Ability and Reinforcement. Through AKDAR model, firm creates awareness about the need of change, generate desire in the people to help in transitioning process, give knowledge to the people that how they can help the change process, develop an ability in the people to go through the change and provide them with continuous reinforcement to withstand the change (CMLR, 2011).

The Power of Transformation in



Ensuring that Change is Successful

Some considerations that will facilitate the change management process include:

productive and consequential dialogues and talks with employee representatives. Online and paper surveys from all the stakeholders involved in the 'change' throughout the world, and with associates to gain an insight on their perceptions. Effective communication at this stage for informing the stakeholders the reasons for change and the benefits it would bring. Overcoming the 'inertia' by taking all stakeholders in confidence. The surveys can serve as a pre requisite to gain an insight on the stakeholder perspective.

Recommendations for Coca Cola Company

In the volatile dynamics with which companies operate today, change is inevitable. Therefore, the focus should not be on avoiding change, rather bringing about a smooth transition towards the new change by communicating about the change, and ensuring all parties of the change that it is for the best of all those involved. To successfully implement organizational change of any nature, a specific regards to organizational structure, design, culture, management and leadership is required to see whether the change would make a best fit with the organizational goals and objectives. First of all the company should ascertain the core problems exist in the company for the change management. The company may develop a change management program for responding to financially uncertain environment of the world. It can also develop change management programs for better operations and logistics.



The company can introduce new procedures and technological systems to carry out operations. Programs can be introduced in forms changing company's mission and corporate culture enhancements. For all that, the most essential thing is to train upper management to provide them with specific skills necessary to effectively going through the transitioning process. Following is the brief expression of plans that the company can adopt.

Systems Thinking

The model is based on an integrative and interactive open system which consists of the variables, attributes, internal relations and environment. Several system characteristics are: wholeness and interdependence (the whole is more than the sum of all parts), correlations, perceiving causes, chain of influence, hierarchy, supra-systems and subsystems, self-regulation and control, goal-oriented interchange with the environment, inputs/outputs, the need for balance/homeostasis, change and adaptability (morphogenesis) and equifinality: there are various ways to achieve goals. Different types of networks are: line, commune, hierarchy and dictator networks. Communication in this perspective can be seen as an integrated process - not as an isolated event.

Establishing new structure

It is a well known fact that Coca Cola Corporation was an entrepreneurial venture started by one person who bought the formula from another firm and laid foundations of that beverages manufacturing firm. Current structure of the coca cola company is simple with minimal labor and management division. New system that can be adopted by the company may be the “machine bureaucracy” which Henry Mintzberg (1992) defined as an organization with clearly defined hierarchy, well defined area of operations, standard operating procedures, proper rules and regulations, well division of labor, formal relationships among the member of organization, centralized decision making, technical competence and standardization of work.

Reducing Employee Defiance

in order to successfully and effectively implement the change management program, it is important for Coca Cola Company that it should develop strategies to reduce employee defiance to change. Kotter and Schlesinger (1979) explained six strategies used by coca cola Company in employee defiance management.

- First strategy is to involve the employee in change process and make them participate as far as they can.
- Second strategy is to communicate the change management programs to the people effectively to educate them about the benefits the programs would bring. This will make them comfortable in adopting the change.
- Third strategy is negotiation and agreement. The company should create a consensus on important change issues and with the agreement of all important stakeholders; it should launch the change management program. The resistance level will be zero on change programs that are being launched with the mutual agreement of all relevant stakeholders.
- Fourth strategy is that to support the employees who are due to some disability or emotional or psychological issue or some other threat unable to adapt to the change. If the company develops proper channel for such people, they would adjust gradually to the change management program.
- In case of failure of above mentioned four strategies, company can manipulate the employees by calling union leader other than relevant ones as fifth strategy.
- Sixth strategy is to force the employees with articulate or non-articulate methods but this is not a very good approach.



Conclusion

To conclude, it may be said that communication can be a key element to successful change management. Communicate the changes to the employees; tell them why the change was inevitable and how they will benefit from the change. The management should itself adopt a positive attitude towards the change so that employees can follow their lead and welcome the change. Coca-cola as a company has a heritage of embracing change rather than resist it and it should translate into their future endeavors towards change management to ensure that the organization is best poised to market under all sorts of environmental conditions.





ACT Talent
Football Team





Drive more value

HPE Services for HPE ConvergedSystem for SAP HANA



Why Hewlett Packard Enterprise for SAP HANA?

Increase the impact of HPE ConvergedSystem for SAP HANA

Speedy deployment

- Enjoy faster time-to-value with complete systems that come pre-integrated by HPE Factory Express Deployment Services for SAP HANA.
- Accelerate configuration and integration of your system
- Receive validation of your data and network connections

Accelerated migration

- Assess your migration and environment
- Complete system and environment preparation and tests
- Get help decommissioning legacy systems and infrastructure

Business continuity

- Complete system replication for SAP HANA implementation
- Implement HPE Serviceguard
- Increase and improve capacity

Efficient operations

- Get one-stop support for your entire system
- Prevent problems
- Get personalized advice
- Optimize IT
- Stay informed and in control



As you move from legacy systems to HPE ConvergedSystem for SAP® HANA, Hewlett Packard Enterprise has redefined the consulting and support experience to match the pivotal requirements for planning, implementing, and operating these next-generation computing systems.

Empower the data-driven organization

The gap between business demands and legacy IT is widening. To keep up, you need to find new solutions that allow your IT staff to shift their focus from maintaining aging infrastructure to finding innovative ways to increase the business value of information.

HPE ConvergedSystem for SAP HANA® is a complete portfolio of pre-integrated, ready-to-use systems that gives you real-time access to critical data for better business insights while lowering costs and complexity. These powerful systems are pre-configured, pre-loaded appliances that come with the services and support you need to greatly simplify and accelerate your move to in-memory computing, and transform your enterprise into a faster, smarter competitor.

Redefining the services experience

The HPE ConvergedSystem for SAP HANA experience starts with included factory integration, rapid deployment, and support services. You can then augment your system with a broad selection of end-to-end Hewlett Packard Enterprise consulting services and support options that enable a smooth migration, maintain business continuity, and meet your specific operational needs. With direct access to our system experts and proactive practices, you can improve your investment and apply more of your IT resources to innovation.

Services for every stage of your journey

HPE ConvergedSystem is a portfolio of workload-optimized systems that are easy to buy, manage, and support. HPE ConvergedSystem for SAP HANA, which is a portfolio of scalable, performance-optimized systems that reduce complexity and risk, while providing the fastest path to value on your SAP HANA journey.

Working closely with HPE ConvergedSystem product teams and partnering with SAP, HPE Technology Services developed a number of highly focused service offerings addressing specific deployment, configuration, high-availability, migration, upgrade, and ongoing support needs of HPE ConvergedSystem for SAP HANA clients. With all these services, the Hewlett Packard Enterprise-SAP HANA consultant acts as the single point of contact during the implementation of the HPE ConvergedSystem for SAP HANA, and facilitates knowledge transfer, speedy time-to-market, and business continuity.

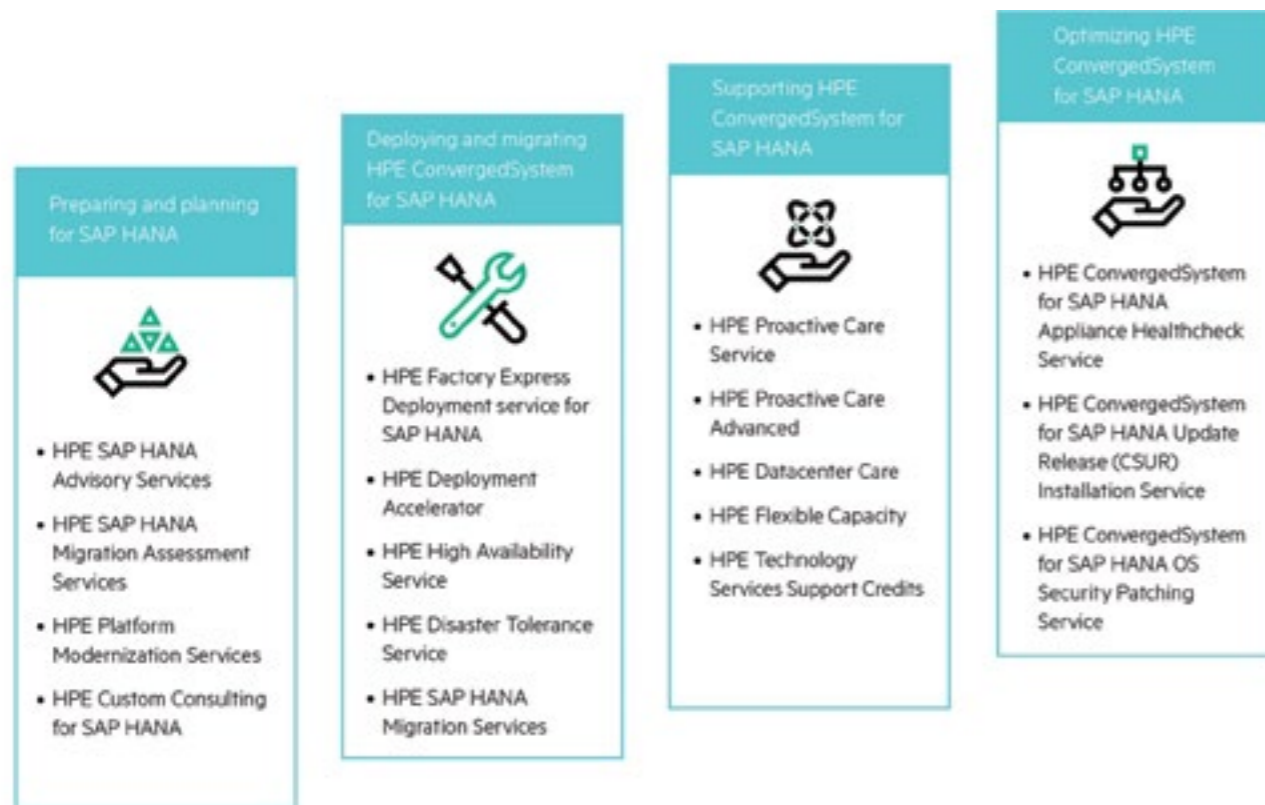


Figure 1: HPE Services for ConvergedSystem for SAP HANA

Preparing and planning for SAP HANA

HPE Advisory Service for HPE ConvergedSystem for SAP HANA: Strategic guidance, two-day workshop for sharing of real-world experiences gained while performing over 800 worldwide SAP HANA deployments and high-level plan to get started

- Explore deployment options—Appliance vs. Tailored Datacenter Integration (TDI), virtual vs. non-virtual
- Develop a partition strategy
- Best practices and your considerations for system replication, tiering, dual purpose, automated high availability, and network design
- Understand what is the most effective migration strategy
- Growth projections based on market/business-line
- Security and OS hardening planning
- Selection of storage options—On-premises vs. cloud, private vs. hybrid cloud
- Backup and recovery plan
- Upgrade strategy



77%*
less downtime

HPE SAP HANA Migration Assessment Services: Plan for your SAP HANA migration and HPE ConvergedSystem for SAP HANA deployment through step-by-step migration assessment and preparation. Hewlett Packard Enterprise experts can help you:

- Complete a business case or ROI study
- Gather technical and business requirements
- Review SAP levels and components
- Perform an OS, hypervisor, and database assessment
- Review workload profiling metrics
- Conduct a custom application review
- Complete detailed design implementation planning documentation

HPE SAP HANA Modernization Services: Your infrastructure needs to be optimized and modernized if you have additional system requirements, like to take advantage of latest SAP releases, and have multiple ERP systems as a result of mergers and acquisitions, new government regulations, increasing manageability issues, and maintenance costs. Hewlett Packard Enterprise addresses your SAP upgrade, and landscape consolidation needs with solutions that reduce risk, reduce downtime, and lower costs while maintaining the integrity of data across your complete infrastructure. We provide SAP system landscape design and planning, migration, consolidation, virtualization, and data archiving services while building disaster recovery capabilities.

To meet your exact requirements, the **HPE Custom Consulting Services for SAP** offers a flexible means of providing you with SAP consulting. One or more SAP trained consultants will be assigned to your organization to assist with mutually agreed-upon SAP-related consulting and integration activities—a predefined set of tasks.

Hewlett Packard Enterprise

* Up to 77% less downtime based on using Proactive Care. IDC White Paper, sponsored by HP, Intel, and SAP. "The Business Value of Connected Support from HP, Intel, and SAP." Hewlett Packard Enterprise, doc #254594, 3 March 2015.



Deploying and migrating HPE ConvergedSystem for SAP HANA

HPE Factory Express Deployment Service for SAP HANA: All HPE ConvergedSystem for SAP HANA models come standard with our Factory Express Deployment service that leverages Hewlett Packard Enterprise factory integration skills and capabilities with SAP HANA. It includes installation of SUSE or Red Hat® operating system and SAP software at the factory, and onsite installation of HPE ConvergedSystem. You save on time as your hardware deployment is built to your exact specifications, tested as a complete system, and then shipped as a ready-to-deploy system from the Hewlett Packard Enterprise factory. You receive a pre-configured, pre-integrated, and pre-tested system. The goal is to let our expertise work for your business, and save you time, money, and resources while freeing your staff to focus on your core business.

HPE Deployment Accelerator Service for SAP HANA: It helps you achieve faster access to real-time, enterprise-wide information that can be used more flexibly to create more value for your business. In addition, Hewlett Packard Enterprise will:

- Simplify the process of implementing and configuring your HPE ConvergedSystem for SAP HANA, giving you faster time-to-value for your investment
- Provide review and validation of the SAP HANA preparation guide
- Integrate HPE ConvergedSystem for SAP HANA into your data center
- Validate the SAP HANA environment and apply the latest SAP HANA patches
- Install and test SAP HANA Studio and SAP HANA Client
- Transfer knowledge from Hewlett Packard Enterprise experts to your IT staff

HPE SAP HANA Migration Services allows you to move to SAP HANA without having to worry about disruption to your business. We help you ease the implementation through step-by-step migration assessment, preparation, execution, and transition to operations. With the services of a "ready-to-use" HPE ConvergedSystem for SAP HANA, you can:

- Get a comprehensive review of key SAP HANA migrations steps, plans, and roadmaps
- Prepare with OS, database management system, and hypervisor upgrades, system preparation, and migration tests
- Migrate using complete deployment, production migration, SAP certification, and acceptance
- Manage via training, knowledge transfer, transition to operations, and decommissioning of legacy systems

**Hewlett Packard
Enterprise**

With **HPE High Availability Service for SAP HANA**, you can automate and simplify SAP HANA System Replication by implementing HPE Serviceguard for SAP HANA. Achieve high availability (HA), faster time to disaster recovery efficiencies in configuration administration, as well as:

- Achieve up-to-date backup, connection, SAP HANA System Replication, and system readiness
- Integrate HPE Serviceguard with SAP HANA System Replication
- Deploy the SAP HANA cluster packages
- Transfer knowledge covering the use and operation of HPE ConvergedSystem for SAP HANA in an HA environment

You can also simplify the process of implementing and configuring system replication for HPE ConvergedSystem for SAP HANA with **HPE Disaster Tolerance Service for SAP HANA**. This accelerates time-to-disaster recovery. In addition, you can:

- Gather and validate SAP HANA System Replication requirements
- Enable up-to-date backup, connection, and system readiness
- Configure and test SAP HANA System Replication in a disaster-tolerant (DT) environment
- Transfer knowledge for HPE ConvergedSystem for SAP HANA configuration, networking, and system replication
- Dual-purpose environment

Supporting HPE ConvergedSystem for SAP HANA

Ongoing support services offer an enhanced call experience with advanced technical expertise and end-to-end case ownership, which improves availability and helps optimize your SAP HANA infrastructure. Our support services are focused on helping you achieve two major goals:

1. Maximizing availability of the SAP HANA infrastructure
2. Evolving your SAP HANA infrastructure over time

HPE Proactive Care Service: When HPE Proactive Care is purchased with the HPE ConvergedSystem for SAP HANA, you gain access to the HPE Center of Excellence for SAP HANA, for a complete solution-level support experience. Proactive Care helps in problem prevention with predictive analytics, personalized analysis with recommendations and advice, paired with rapid access to technical experts to help rapidly resolve any problem. You also benefit from the specially aligned, collaborative, reactive processes between Hewlett Packard Enterprise and SAP.

HPE Proactive Care Advanced incorporates and builds on HPE Proactive Care to provide additional benefits such as an assigned Account Support Manager. The service is designed to give you a personalized, high-touch support experience that keeps your HPE ConvergedSystem for SAP HANA fully available and running at peak performance.

**Hewlett Packard
Enterprise**

28 Years Loyalty Celebration

on 27th October 2016, ACT celebrated 28 years of outstanding success. And as we are used to celebrate those who assist in ACT's success for 5, 10, 15, 20 and 25 years, let's meet our colleagues who celebrated being a part of ACT's successful journey.

"LOYALTY IS RARE ...IF YOU FIND IT KEEP IT "
"RESPECT IS EARNED.HONESTY IS APPRECIATED.TRUST IS GAINED.LOYALTY IS RETURNED"



ACT 25 years Reward went to:

Adel Mohamed Samy Abdel Salam
 Mohamed Mahmoud Awad El-Tony

ACT 20 years Reward went to:

Sherif Selim Ahmed Sayed
 Samir Ahmed Saad El-Din
 Mafdy Nagy Soeiha
 Mohamed Magdy Ahmed Mohamed
 Hesham Hassan Ahmed Ahmed
 Hany Abdel Gelel Bastawy



ACT 15 years Reward went to:

Hanaa Abdel Moniem Ibrahim
 Salah Abo Shofa Senosy
 Bassem Mohamed Abbas Mostafa
 Hatem Ali Ali El Beltagy
 Sherif Abdel Aziz Mahmoud
 Hesham Mohamed Gouda Farag



ACT 10 years Reward went to:

Mahmoud Abdel Badie
 Abdullah Abdul Latif
 Mohamed Ahmed Rabah
 Mohamed Assem Wahby
 Mona Mohy El-Din
 Tarek Mohamed Youssef Amer
 Mohamed Abdel Kerem
 Marwa Saber Mohamed Fadel

Ahmed Hassanein Ahmed Tawfik
 Yousry Attia Abdullah Aly
 Hazem Ibrahim Ahmed Mansy
 Talaat Abdel Aziz Mohamed Shehata
 Wegdan Taha Hanfy Mahmoud
 Ahmed Ibrahim Ahmed Elwan
 George Kamal Shafik

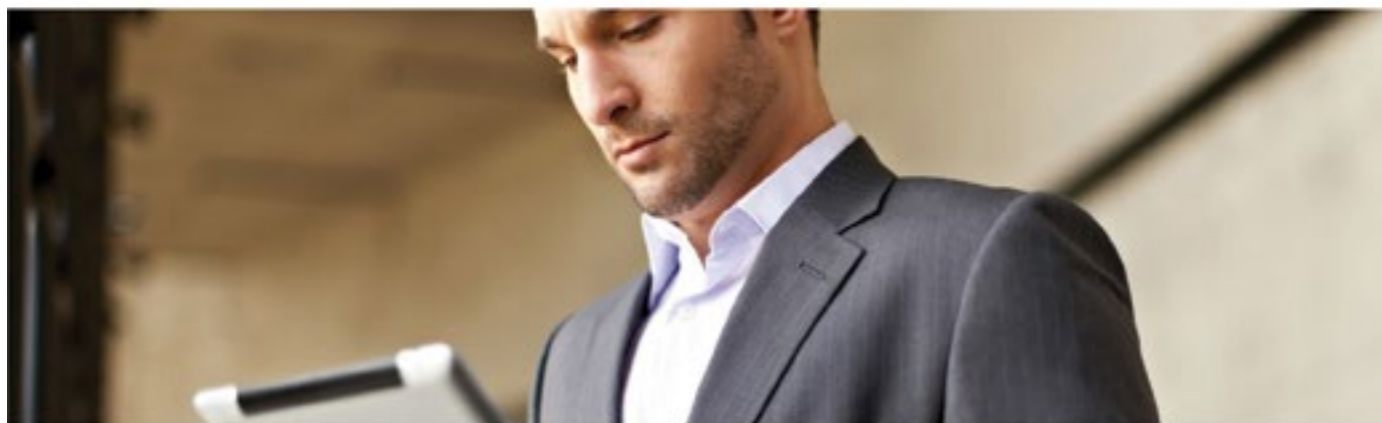


ACT five years Reward went to:

Hussien Mohamed El-Refaai
 Mohamed Badry Ahmed
 Ramy Mahmoud Galal
 Noha El-Fadaly
 Khaled Kamal El-Ezbawy
 Tarek Gamal El-Din
 Atef Mohamed Koleib
 Salah Ahmed Kenawy
 Dina Hassan Aba Yazeed
 Mohamed Fouad Saad
 Doaa Emam Hassan
 Mohamed Hassan



Prioritizing Big Data Agility and Scalability



EXECUTIVE SUMMARY

Customer Name: Tapjoy
Industry: Mobile advertising platform
Location: San Francisco, California
Mobile Users/Month: 519 million

Business Challenge

- Needed an environment to accelerate development and improve performance of big data algorithms

Solution

- Accelerates product development with private cloud

Business Results

- Savings up to five times greater than old deployments

Running Tapjoy's mobile ad platform on Cisco Metacloud™ boosts algorithm performance and real-time content delivery.

Business Challenge

With a global monthly reach consisting of more than 500 million mobile users and billions of requests, Tapjoy historically relied heavily on their IT footprint. They needed an environment that would allow them to accelerate the development and improve the performance of their big data algorithms, which help drive real time decision-making that delivers the best content to their global audience. Tapjoy engineers opted for a cloud-based model to run their big data platform instead of bare metal, prioritizing agility and the ability to scale over bare metal performance.

Initially they deployed at AWS, but as the platform grew and their AWS costs increased, Tapjoy began to look for ways to better manage their growing public-cloud spend while increasing efficiency. They needed to do this without compromising the cloud experience they were giving their developers.

Solution

Wes Jossey, DevOps Manager, and the Tapjoy team decided that a hybrid approach would best suit their needs and give them the predictable performance they were seeking, so they began looking into private cloud technologies. "I heard about OpenStack a few years ago and kept up with it on tech news as it grew," Jossey said. "OpenStack fit very well with the way we used AWS. The things we needed to be there were there, and they worked the way we expected them to work. So we started to look for someone to partner with and began the evaluation process. Our big thing was that we wanted someone we could continue working with after the deployment happened. We didn't want someone who was going to set up OpenStack and hand it off. We're comfortable in cloud, but we realized that we would need to hire four or five engineers just to operate and manage it. Those engineers are impossible to find and we didn't have the time or resources to be able to do it quickly."

"Our big thing was that we wanted someone we could continue working with after the deployment happened."

Wes Jossey
DevOps Manager
Tapjoy

Product List

Cloud and Systems Management
• Metacloud

When it came to making a decision, Jossey and Sean Lindsay, VP of Engineering, looked at many different OpenStack providers. "We met with Cisco in San Francisco and were really impressed with the team. I think we all left that room feeling like this wasn't a typical vendor meeting. We felt like we weren't the smartest people in the room and Cisco was really going to take care of us." Ultimately, Metacloud was the mix of technology and operational expertise Tapjoy was looking for.

Business Results

Tapjoy continues to maintain its competitive edge by listening to their customers and using technology to accelerate product development. Their initial Cisco deployment consists of hundreds of servers running their big data processing workload. When asked about the migration process and embedded tools, Jossey says it isn't as difficult as one might think. "We have great middleware and everything is abstracted. The way we use AWS and OpenStack is the same—it's just raw compute. We do care about things like security groups, user management, and spinning instances up or down. Everything works as expected in Metacloud relative to AWS."

With the migration of Tapjoy's data platform now complete, Jossey's team continues to balance the needs of the business and costs as they migrate additional workloads to Metacloud. "If we factor in labor, power, long term contracts, and a three-year depreciation on our gear, we expect somewhere around 3x-5x savings over our old deployments. There are tradeoffs to be had which can drive those savings up, or down, but we consistently chose to not fully optimize for cost in every situation, and rather optimize for redundancy, flexibility, and predictability. I have a feeling we could have driven our multiples higher (9x isn't an unheard of figure), but the effort and timeline to accomplish that figure was outside of what we were looking to do."

Jossey is optimistic about the future of Cisco and OpenStack. "The great advantage of OpenStack, and open source in general, is the momentum gained as more people adopt the technology. I can't wait to see where Cisco and the community take us."



Fast-Track the Mobile Enterprise



- **Boost productivity** with intelligent client roaming, reduced network load and lower battery use
- **Prioritize business-critical apps** over wireless and wired networks
- **Simple and automated network configuration** to optimize client roaming and mobile app traffic prioritization
- **Enhance the business user experience** with high-quality voice and video calling from Cisco, plus the familiarity and ease of use of iOS devices running iOS 10
- **Unify mobile** with cellular and Cisco Spark™ calls treated equally

"This is a massive leap forward for business communications, effectively putting the capabilities of your desk phone right into your pocket."

—Rowan Trollope

Senior Vice President and General Manager of Cisco's Internet of Things (IoT) and Applications

Dramatically Changing the Way Work Gets Done

Businesses everywhere—and in every category—are reinventing themselves. They are becoming digital, software-driven, and mobile-centric.

Users want fast access to the information they need—anywhere, anytime. They want to empower workforce efficiency and innovation to drive productivity and increase customer retention. But true enterprise transformation requires native applications running seamlessly on best mobile devices over the world's best corporate networks.

Apple and Cisco® are responding to this need by creating the very best app and voice experience for iPhone and iPad on corporate networks. With new features in iOS 10 and the latest network software and hardware from Cisco, businesses can leverage their infrastructure to deliver a great user experience.

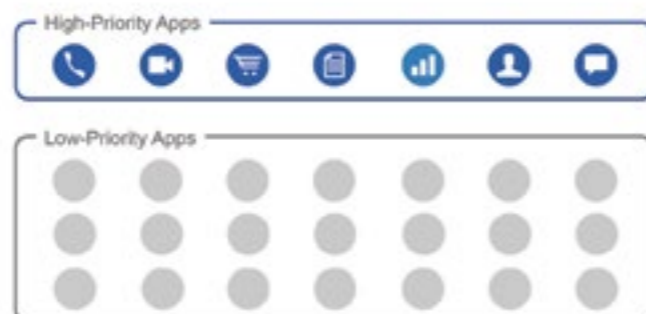
Apple and Cisco are focusing on three areas: networking, voice, and collaboration. Our first set of offerings include:

- Optimizing Wi-Fi connectivity
- Prioritizing business apps
- Integrating voice and collaboration with Cisco Spark™

Optimizing WiFi connectivity helps ensure iOS devices connect to the least congested access point



Prioritizing business-critical apps and real-time data



Optimize Wi-Fi Connectivity and Prioritize Business Apps

Business users need a reliable, pervasive Enterprise Wireless networks that supports mission-critical apps. Yet noncritical apps consume the bandwidth needed to run critical apps optimally.

At the same time, IT must deliver a reliable wireless network, while also contending with an influx of mobile devices, mobile apps, and laptops. Ultimately, IT must help to ensure business app performance—and reduce the cost and complexity of managing ever-growing networks.

In response to these challenges, Cisco enterprise wireless networks recognize iOS 10 devices, automatically enabling fast roaming and load balancing to deliver high performance. iOS 10 devices and Cisco wireless access points perform a "handshake" that allows iPhones and iPads to intelligently decide on which access point to connect to, based on criteria such as existing network traffic per app.

To improve performance of business-critical mobile apps, IT managers can simply select the apps they wish to prioritize on the network. The network accomplishes this by trusting iOS 10-embedded quality of service (QoS) tags. This ability is especially important for apps that use real-time services such as video and voice.

In short, the network does the heavy lifting, simplifying setup for IT.

Integrate Voice and Collaboration with Cisco Spark

Today's businesses communicate in many ways. Typically each form of communication involves a dedicated application that works well in isolation. Unfortunately, bridging multiple communications channels can be cumbersome and disjointed, which is particularly evident when collaborating across multiple devices.

In this context, IT must get multiple collaboration users up and running fast and make it possible for employees to make calls on the enterprise network, all while meeting corporate policies and compliance.

The solution? Cisco Spark. Much more than an app, Cisco Spark is a complete collaboration-as-a-service offering powered by the Cisco Collaboration Cloud. It features all the communications tools users need for greater productivity wherever they work. Designed from the ground up for mobile and Cloud, Cisco Spark makes enterprise messaging, calling and meetings possible through a deeply integrated set of capabilities only the Cisco Cloud Collaboration Platform can deliver.

From your iOS device simply tap a Contact, Favorite, or a Recent call and instantly initiate a voice or video call using Cisco Spark. You can also answer Cisco Spark calls directly from the lock screen and use Siri voice commands or Bluetooth-connected headsets to make and control calls. You can also take advantage of call waiting between Cisco Spark and cellular calls. In addition, Cisco Spark Hybrid services extends incoming corporate calls to your mobile, while outgoing calls leverage your existing dial plans and least cost routing.

It's a collaboration experience designed for the enterprise.



Centralize Support Across Your Environment

To help maintain performance, reliability and ROI of your Cisco enterprise infrastructure optimized for iOS devices, we offer Cisco Solution Support. This technical service centralizes support across your Cisco and iOS environment. Whether there is an issue with a Cisco or an iOS device, just call us. Our solution experts are the primary point of contact and own your case from first call to resolution.



EITESAL Smart Cities Event

EITESAL IOT day was the kickoff event to launch the IOT's strategy on the 26th of October 2016 in Marriott hotel. Companies should now consider the huge IOT trend as an integration between software, Electronics, telecom as an opportunity to grow and pick up with the new wave. EITESAL came up with a plan to qualify the members to be IOT ready on the executive level, middle management and developers.

ACT responded to the event idea and quickly reflected on it, On the 13th of November 2016, With ACT's Platinum sponsorship, EITESAL launched "IOT Business opportunities - Smart Cities" event, aims at discovering business opportunities for the proposed new capital of Egypt that would be considered as the first smart city in Egypt.



Mr. Assem Wahby ACT Business Consultant had called for another meeting to discuss different opportunities for local IT companies in regards of the new capital in Egypt.

Speaker from NTRA, New Urban Communities, and shaker consultancy Groupe were there speaking gave a speech about different opportunities, challenges and their vision towards the new capital in Egypt.

Human Capital

Before and After

The Changing Role of Human Resources

Personnel administration, which emerged as a clearly defined field by the 1920s and was largely concerned by the technical aspects of hiring, evaluating, training, and compensating employees and was very much of “staff” function in most organizations. The field did not normally focus on the relationship of disparate employment practices on overall organizational performance or on the systematic relationships among such practices. The field also lacked a unifying paradigm.

HRM has developed in response to the substantial increase in competitive pressures American business organizations began by the late 1970s because of such factors as globalization, deregulation, and rapid technological change. These pressures gave rise to an enhanced concern on the firms to engage in strategic planning process to align the various components of the organization in such a way as to promote organizational effectiveness.

The Historical Background Of Human Resource Management

Human resource management has changed in name various times throughout history. The name change was mainly due to the change in social and economic activities throughout history.

Industrial Welfare

Industrial welfare was the first form of human resource management (HRM). In 1833 the factories act stated that there should be male factory inspectors. In 1878 legislation was passed to regulate the hours of work for children and women by having a 60 hour per week. During this time trade unions started to be formed. In 1868 the 1st trade union conference was held. This was the start of collective bargaining. The welfare worker’s association was formed later changed to Chartered Institute of Personnel and Development.

Recruitment and Selection

It all started when Mary Wood was asked to start engaging girls during the 1st world war due to government initiatives to encourage the best use of people. In 1916 it became compulsory to have a welfare worker in explosive factories and was encouraged in munitions factories. A lot of work was done in this field by the army forces. The armed forces focused on how to test abilities and IQ along with other research in human factors at work. In 1921 the national institute of psychologists established and published results of studies on selection tests, interviewing techniques and training methods.

Acquisition of other Personnel Activities

During the 2nd world war the focus was on recruitment and selection and later on training; improving morale and motivation; discipline; health and safety; joint consultation and wage policies. This meant that a personnel department had to be established with trained staff.

Industrial Relations

Consultation between management and the workforce spread during the war. This meant that personnel departments became responsible for its organization and administration. Health and safety and the need for specialists became the focus. After 1970’s industrial relations was very important. The heated climate during this period reinforced the importance of a specialist role in industrial relations negotiation. The personnel manager had the authority to negotiate deals about pay and other collective issues.

Legislation

In the 1970’s employment legislation increased and the personnel function took the role of the specialist advisor ensuring that managers do not violate the law and that cases did not end up in industrial tribunals.

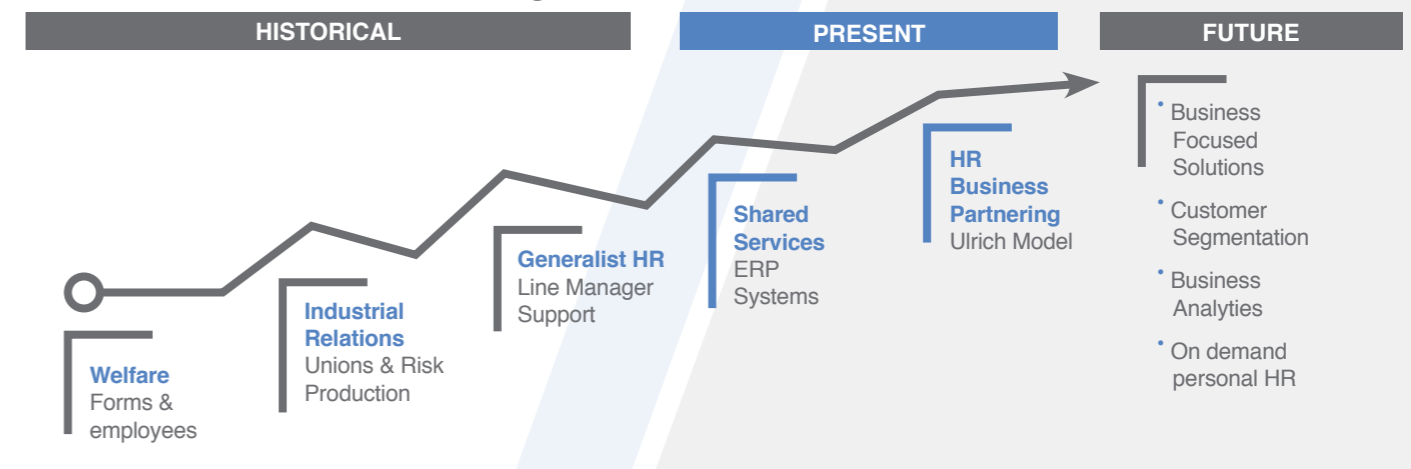


Flexibility and Diversity

After 1990, a major trend emerged where employers were seeking increasing flexible arrangements in the hours worked by employees due to an increase in number of part-time and temporary contracts and the invention of distance working. The workforce and patterns of work are becoming diverse in which traditional recruitment practices are useless. In the year 2000, growth in the use of internet meant a move to a 24/7 society. This created new jobs in e-commerce while jobs were lost in traditional areas like shops. This meant an increased potential for employees to work from home. Organizations need to think strategically about the issues these developments raise. HRM managers role will change as changes occur.



Evolution of Human Resources Management



Lately the HRMS (Human Resource Management System) is considered a trademark of any modern company, where it is a combination of systems and processes that connect human resource management and information technology through HR software that may help to revolutionize a workplace. where IT helps HRM are: Systems for e-recruitment; On-line short-listing of applicants; Developing training strategies on-line; Psychometric training; Payroll systems; Employment data; Recruitment administration; References; Pre-employment checks. IT helps HR managers offload routine tasks which will give them more time in solving complex tasks. IT also ensures that a greater amount of information is available to make decisions.

That’s when ACT decided to penetrate the Egyptian market with an In-house developed HR system and named “Maestro” which mainly targeted to ensure the harmony between all the HR functions that involves tracking employee histories, skills, abilities, salaries, and accomplishments. As ACT believed that the automation of repetitive and time consuming tasks associated with human resources management frees up some of ACT most valuable employees and allows our focus to be shifted to culture, retention, and other highly impactful areas.

ACT has supported replacing certain processes with various levels of HRMS systems can distribute information management responsibilities so that the bulk of information gathering is not delegated strictly to specific personnel, But allowing employees to update personal information and perform other tasks, information is kept more accurate and HR professionals are not bogged down. As well mobile accessibility has further worked to transform the landscape of HR, putting information and task management at the fingertips of employees and managers.

HRMS has helped ACT to effectively break down bureaucracy and “flattened” our organization.





Success Stories

And the success journey continues, for more than 28 years ACT is committed to provide its customers with high quality Services that ensures their complete satisfaction. Same is true for the Microsoft business unit which from the date of its establishment seek to provide high quality services with their highly skilled set of engineers.

ACT MBU Recently successfully completed projects for both Western Desert Operating Petroleum Company (WEPCO) and Talaat Moustafa Group Holding Company (TMGH) while both companies are from different industrial fields, ACT MBU was able to achieve project requirements in time with high quality and high customer satisfaction.



Western Desert Operating Petroleum Company (WEPCO)

Western Desert Operating Petroleum Company (WEPCO) is a Chemicals company located in Alexandria, ACT signed Microsoft Enterprise Agreement with WEPCO and started right away to plan and design Microsoft Services and Infrastructure solutions to Provide WEPCO with better email services and more effective ways for system management and monitoring to reduce the administration headaches. ACT MBU started working with WEPCO from building the basic infrastructure till providing the business critical services, ACT MBU team first provided Active directory services, and File Server, and Windows Update Services which are the basic infrastructure for any company, all the services are based on Microsoft latest Windows server "Windows Server 2012 R2". After that ACT MBU team worked to deliver messaging infrastructure based on the best on the market Highly dependable messaging server "Exchange Server 2013", the Exchange Environment design take in consideration the high availability; so the design contained four Exchange 2013 servers two of them acting as Client Access Server (CAS), Windows Network Load Balance feature was used to ensure CAS high availability. The other two servers are acting as Mailbox servers and a Database Availability Group (DAG) is created to ensure mailboxes high availability. ACT also helped WEPCO to purchase SSL Certificate used to ensure email connectivity protection and authenticity. In addition, ACT MBU team deployed two of the system center family servers which help on managing the data center, the two servers are System Center Configuration Manager (SCCM) and the System Center Operations manager (SCOM). SCCM is a system management software which is capable to provide complete inventory of the computers and servers hardware and software, it's also able to deploy OS images and windows updates, ACT deployed System Center Configuration Manager 2012 SP2 with the latest Cumulative Updates to ensure the ability to manage windows 10 machines and the best stability. SCOM is used to Monitor the servers' environment to detect and alert about any problems with servers and services, it's also provide the tracking of performance history. ACT Deployed System Center Operations Manager 2012 R2 with the latest updates, also ACT done many customization and fine tuning to ensure that WEPCO only monitor and receive alerts about what concerns it. WEPCO Used both SCCM and SCOM to get the best from their infrastructure and keep tracking of servers and services status.



Talaat Moustafa Group Holding Company

Talaat Moustafa Group Holding Company is the leading community real estate developer in Egypt, with a land bank of 50 million square meters. The group has a strong track record of over 37 years in the housing and real-estate development industry, having developed 8.5 million sqm of land so far. TMG was seeking to update their current infrastructure to keep current with the technology and benefit from the latest features, TMG also was suffering from SPAM emails, further more they wanted to upgrade their Microsoft office with reduced costs.



ACT MBU team helped TMG to upgrade their Exchange infrastructure from Exchange 2007 to Exchange 2013 to ensure that TMG benefits from the latest and greatest features of Exchange 2013, Exchange Migration needed the upgrade of Exchange 2007 server first to the latest Service pack, after that Exchange 2013 CAS was introduced to environment and configurations have been done to forward emails to this CAS server which can redirect it to the 2007 servers. After that, Exchange 2013 mailbox server was introduced and mailboxes migrated from 2007 servers to the 2013 servers. Finally, the Exchange 2007 server decommissioned. In addition, TMG was suffering from a huge amount of SPAM emails, ACT MBU suggested going to Exchange Online protection services provided by Microsoft which is rated number 1 email security gateway on Gartner quadrant. By using Exchange Online Protection, Emails first directed to Microsoft Cloud Services for scanning then it forwarded to the on-premises servers. Using Exchange online protection helped TMGH to get the rid of SPAM Emails. Finally, TMG selected to use Office Pro Plus which gives you the ability to use Office on up to 5 devices with monthly subscription instead of having to purchase it and benefits from being up to date whenever a new version is released. ACT MBU Team suggested the deploying of Office Pro Plus using SCCM as an automated method to reduce the headache of the installation on TMG IT team. ACT MBU Team upgraded SCCM from SCCM 2007 R2 to 2012 R2 and also provided TMG with the Office Pro Plus Package to be deployed.



Family



Warm
moments
2016



Family
is not an
important
thing. It's
everything.

Michael J. Fox





Achieving Competitive Advantage with Business Intelligence

5 INNOVATIVE TIPS FOR HOSPITALITY COMPANIES

SPONSORED BY



Achieving Competitive Advantage with Business Intelligence

Business intelligence tools have evolved from useful to critical to help hospitality organizations thrive in a highly competitive marketplace. Armed with the right information, today's decision-makers can better understand risk, performance, and the impact of decisions at property, region and group levels. According to Hospitality Technology's "2016 Lodging Technology Study," 62% of surveyed hoteliers use business intelligence (BI) tools and another 16% will add them within 18 months. Similarly, HT's "2016 Restaurant Technology Study" found 22% will add analytics tools in 2016 while 80% call analytics the most important emerging software capability.

This enthusiasm is for good reason. Nucleus Research says analytics pays back \$13.01 for every dollar spent, according to a September, 2014 research note. Global analyst firm EY concurs that BI is becoming an essential part of the IT suite for hospitality companies. "Leading hotel companies are...leveraging advances in data analytics and artificial intelligence (AI) technologies to increase online reservations, improve the return on advertising spend (ROAS), better understand guest preferences and build stronger customer relationships," according to EY's 2015 *Global Hospitality Insights* report. Restaurants are lagging in analytics, notes Gaurav Pant, SVP research and principal analyst, EKN Research, but "this will and has to change," he says. "Industries that are on the front lines of customer interactions have to realize that customer insights are their single biggest weapon in the relevancy war."

Hospitality organizations vary

widely in their analytics maturity, and many are investing in solutions to improve their abilities. The right path forward, however, is not always clear. "No matter their level of analytics maturity, many companies overlook additional opportunities to get value from these critical tools," says Bernard Ellis, vice president of industry strategy, Infor Hospitality. "Often they leave gaps in coverage that prevent them from gaining complete end-to-end visibility and data-empowered decision-making across the enterprise."

Five Ways to Get More from BI

These five best practices will enable hotels and restaurants to optimize their BI investments and maximize the value of BI across every aspect of their operations.

1 Pump up the insight with rolling forecast data to BI/analytics platforms. A key function of BI is to enable analysis of past performance, but this function's value is greatly reduced by one simple fact: By the time users see the data and assess their progress, it's usually too late to do anything to change the outcome, besides simply trying to make up for shortfalls in the following period.

Capturing organizational forecasts in the BI tool is a way to add a forward-looking component to this analysis and drive decisions that can impact the business right now. But if the forecasting process is manual and requires several rounds of consensus-building and approvals, it becomes too cumbersome to conduct the process and load the results more than once a

month. The tedium is sure to get stale after a week, and those charged with the task may not fully grasp the need for expediency. Forecast data must be fresh and accurate to offer real value.

For most hospitality organizations, the revenue management system is dynamically reforecasting the business at least once daily, enhanced by prompt, thoughtful overrides from the key operator, to create a rolling forecast that the whole enterprise can leverage to ensure constant alignment with business objectives. Integrating that data flow into a BI tool requires that the analytics solution suite features strong integration tools that can assimilate this dynamic information, yet maintain forecast snapshots that establish a single version of the truth on a regular cadence. That enables users across the organization to gain access to important data that shapes their daily decisions.

As it deploys Infor Dynamic Enterprise Performance Management (d/EPM) across its 73 five-star hotels in 31 countries, Kempinski Hotels, Europe's oldest luxury hotel group, is using Infor ION, Infor's light middleware technology, to integrate with Kempinski financial systems, Infor EzRMS as well as other third party systems. As a result, revenue management forecasts, as well as data from other sources such as finance, operations, reservations, demand and reputation systems, are sent automatically to Infor d/EPM, eliminating the data consolidation process previously run manually once a month. Kempinski's visibility is enhanced with forward-looking data that enhances decision-making across the organization.

“Industries that are on the front lines of customer interactions have to realize that customer insights are their single biggest weapon in the relevancy war.”

GAURAV PANT
SVP RESEARCH AND
PRINCIPAL ANALYST
EKN RESEARCH

2 Don't accept any "dark corners" of data. The technology stack supporting a hotel or restaurant operation is complex and ever-changing. Because of this, often systems such as spa management or remote ticketing get left out of analytics dashboards, particularly if they were added since the tool was initially configured. Sometimes integration hurdles stall progress, such as when internal and third party data structure differences must be resolved, and IT doesn't have time to address it.

Another common issue is that for systems that are currently integrated into the BI suite, the frequency of data updates may not be aligned with user needs. Perhaps an early morning refresh of a group reservations forecast isn't early morning enough for those charged with creating orders for fresh caught seafood or supervisors who need to make staffing adjustments if customer segmentation is not align-

80%
**OF RESTAURANTS SAID
ANALYTICS IS THE MOST IMPORTANT
SOFTWARE OF 2016.**

63%
**OF HOTELS USE
BUSINESS INTELLIGENCE TOOLS.**

**ANALYTICS PAYS BACK
\$13.01
FOR EVERY DOLLAR SPENT.**

**DESPITE THIS, MORE THAN
50%
OF BI CONTENT IS SITTING IN SILOED,
HOMEGROWN, DESKTOP-BASED,
SHADOW IT BI APPLICATIONS.**

ing with the forecast.

All of this prevents operators from getting a complete picture of the business. Info-Tech Research Group says "hospitality data sources are still very scattered," recommending "an application portfolio assessment by operators is needed in order to integrate those sources and information to make enterprise-level decisions to effectively and efficiently run operations using BI," according to *Vendor Landscape: Business Intelligence for Gaming, Hospitality and Leisure 2015*.

Without that end-to-end visibility, managers and executives are making decisions in a vacuum. A flexible BI tool with strong integration capabilities enables operators to get a complete and accurate view of the business at the right cadence to support decision making.

3 Focus heavy analytics on distribution/OTA and third-party reservations. Online travel agencies booked 52% of all room reservations in 2015, according to Statista, and online restaurant reservation systems are also massive: Datanyze says OpenTable alone serves 32,000 restaurants and 16 million diners per month. These services drive substantial volume for hotels and restaurants.

As they evolve, the revenue models maintained by third party distribution systems such as travel or restaurant reservation sites tend to grow increasingly complex and, by all indications, they will continue to be in a constant state of change. As a result, it can be difficult for hospitality organizations to know the true cost

of these services. That not only puts the hospitality organization at a disadvantage when negotiating future terms with the distribution/reservation company, but is usually a sure sign that the hotel's mix of business is coming at too high a cost.

Restaurants are being inundated by a wave of challengers to OpenTable who are introducing a similarly confusing hodge-podge of alternative models, including both discounts and surge pricing similar to Uber. This dynamically changing revenue stream must be captured and analyzed not only to ensure compliance, but also because restaurants have even less margin than hotels to sacrifice to their distribution channels. Unlike Uber passengers who accept surge pricing, diners who feel they overpaid for a meal will often make the restaurant's reputation pay an equally heavy price in social media. A BI solution can help a busy restaurateur rapidly identify these correlations, and then quickly evaluate which new distribution models are working and which ones need to be sent back.

The solution to these challenges lies in choosing a BI/analytics tool that comes preconfigured with the more common distribution models already supported, so it can immediately capture the correct data and apply the appropriate analytics. The tool must also offer the flexibility to be easily reconfigured as revenue models inevitably change. Info-Tech considers OTA integration to be an advanced feature of hospitality BI, according to its *Vendor Landscape* report. Integrated OTA data allows hospitality op-

Restaurants are being inundated by a wave of challengers to OpenTable who are introducing a similarly confusing hodge-podge of alternative models, including both discounts and surge pricing similar to Uber.

erators to better understand and impact this important element of their profitability and drive more accurate forecasts and decisions.

4 Leverage BI data to pursue Enterprise Optimization. Senior executives benefit greatly from the overview and KPI analytics that dashboards can deliver. But the more granular insights derived from BI tools are also critical to help managers across the organization recognize unusual patterns and take corrective action. The basic definition of Enterprise Optimization is to apply revenue management concepts to other facets of hotel or restaurant operations – not only optimizing ancillary revenue streams such as spa or golf, but also addressing any input, output, or business practice which can be made to yield a better result by applying analytics, such as workforce planning or food purchasing.

Enterprise Optimization can apply this rigor where business practices may not have much influence

Achieving
Competitive
Advantage with
Business Intelligence



Employees make decisions in isolation without the benefit of knowing how the actions of other departments might impact their results, simply because they do not have access to a single version of the truth.

BERNARD ELLIS
VP OF INDUSTRY STRATEGY
INFOR HOSPITALITY

over top-line revenue, but can still have a major impact on profitability, such as how individual departments schedule staff and order supplies. These costs can easily cut into profit margins if not properly aligned with business levels. "Employees make decisions in isolation without the benefit of knowing how the actions of other departments might impact their results, simply because they do not have access to a single version of the truth," says Ellis.

For example, a parking manager wary of angry feedback about delays who overstaffs despite the payroll costs, or a bar manager who understaffs on a busy night to drive up his share of tips, are both acting without visibility into the overall business impact of their decisions. If the incoming business group has just been replaced by a four-to-a-room youth sports

team, then banquet, housekeeping and bar staffing as well as food and beverage ordering will need to change – but these will be addressed only if their managers know about it.

According to Forrester Research's *Grow Your Business and Compete by Creating a Winning Business Intelligence Strategy*, 2016, the average organization still only leverages less than half of its data for decision-making, and more than 50% of BI content is sitting in siloed, homegrown, desktop-based, shadow IT BI applications. As a result, they only manage to use 40% of structured, 31% of unstructured, and 27% of semi-structured data for insights and decision-making.

This issue is common in hospitality organizations.

Enterprise Optimization entails setting up processes and configuring tools such as user-friendly mobile BI apps and in-context BI to automatically deliver the appropriate insights to those best able to leverage them just as they are making key decisions. This promises to unlock powerful new benefits for hospitality organizations. Democratizing data enables users to make decisions that work not just for the department or process at hand, but that align with overall enterprise goals.

Mobile BI tools take this benefit one step further, by providing those insights right at the point of decision. When on-property department managers can access data such as a 360-degree customer history while in interacting with a guest, for example, they can quickly make on-the-spot choices in the context of the guest's value to the corporate mission. Staff becomes both

more productive and more proactive. One area where hospitality organizations are benefitting significantly from increased use of BI and analytics is in assessing talent, a significant cost center where turnover tends to be high – and costly. This entails determining the “behavioral DNA” of a star performer in a given role, and then measuring the degree to which new applicants fit those characteristics. When 215-unit Fazoli’s Restaurant, America’s largest Italian quick-service restaurant chain, implemented Infor Talent Science, they reduced turnover by 31% and hired staff with long-term potential and more like those already delivering the best customer service experiences.

5 Recognize that data is not always something to be guarded, except when it is. The hospitality industry is highly fragmented; a single hotel or restaurant operation often has a complex array of relationships with owners, brands, management organizations and other interested parties. In some cases it makes sense to share IT environments across these borders so everyone is working with the same data set as they work to meet mutual goals. After years of fierce independence, a groundswell of owners and management companies are embracing such shared IT environments as a way to reduce cost and complexity. InterContinental Hotels Group, for example, unveiled its IHG marketplace as a one-stop shop for its owners and operators to buy technology and other services.

The cloud facilitates these shared

“Leading hotel companies are...leveraging advances in data analytics and artificial intelligence technologies to increase online reservations and improve the return on advertising spend...”

EY'S 2015 GLOBAL HOSPITALITY INSIGHTS

environments by providing the enterprise with both local and remote access to BI. It also puts powerful functionality within reach of even the smallest organizations. These advantages are why the cloud analytics market is expected to grow at a CAGR of 25.1% through 2020, according to MarketsandMarkets' *Cloud Analytics Market Worth \$23.1 Billion by 2020*. Boosting customer demand and improving data access, analysis and utilization are the top primary business drivers for cloud use, according to the *Economist Intelligence Business Unit Survey*, February and March, 2015. It's important that the BI provider offer a strong, hospitality-specific, configurable and highly secure software-as-a-service cloud infrastructure to support this.

But it's also the case that each of these players looks at the business from its own unique perspective, which can even vary by property, market and season. BI needs may be in conflict across these relationships. Even if adequate security and de-

finer viewership can be attained with a common BI tool, one of these players may still have very different needs from the others, and may be best served by maintaining their own BI/analytics point solution that receives regular data feeds.

Working with knowledgeable, experienced BI/analytics experts can help hospitality organizations make the right call to satisfy their own needs as well as those of their partners.

Keep Closing Gaps to Increase BI Value

Data analytics/BI tools are must-haves for organizations seeking to flourish in a highly competitive marketplace. Getting the right tools in place is a huge step forward, but even seasoned analytics users can overlook opportunities for additional inputs and applications within their organizations. Filling these gaps provides the opportunity to enrich hotel and restaurant employees' understanding of the business as well their sense of how much they can do to impact the bottom line. A BI/analytics suite that incorporates industry knowledge but remains highly flexible and configurable enables organizations to easily

identify and add these inputs and outputs to their analytics capabilities.

“Simply collecting large amounts of information does not ensure success,” says Ellis. “It isn't just about how beautifully you represent the data, though that's obviously important, but more importantly how you utilize it to change processes, customer interactions and decision-making for the better.”

That means ensuring all data is integrated into the BI tool, including peripheral systems and rolling forecasts, and applying the resulting analytics to new areas such as third party reservations services. It also means making sure the BI tool is tuned to the particular needs of each player in a hospitality network, whether that means sharing a tool or maintaining separate tools, and democratizing analytics within and across each organization.

In the age of analytics, the ability to do more with data is paramount. In hospitality, where data analysis has long been confined to limited areas and selected staff, those that embrace BI and analytics' full potential stand to gain significant competitive advantage through optimized operations and standout guest experiences.

Achieving
Competitive
Advantage with
Business Intelligence



Big Deals 2016



Big Deals 2016



Transformation, Change & Challenge



“
The purpose of
meditation is personal
transformation.
”
Henepola Gunaratana

Transformation in the
world happens when
people are healed and
start investing in other
people.

Michael W. Smith

“
You have to maintain
a culture of
transformation and stay
true to your values.
”

Jeff Weiner



“
My goal is always
transformation. I love to
watch people transform
their lives, which includes
their inner world and their
outer world.
”
Debbie Ford

“
You can't have a
physical transformation
until you have a spiritual
transformation.
”

Cory Booker

“
Any change, even a
change for the better, is
always accompanied by
drawbacks and
discomforts.
”

Arnold Bennett

“
Change means that
what was before wasn't
perfect. People want
things to be better.
”

Esther Dyson



“
Those who cannot
change their minds
cannot change anything.
”

George Bernard Shaw

“
Change is the law of life.
And those who look only
to the past or present are
certain to miss the future.
”

John F. Kennedy

“
Life's challenges are not
supposed to paralyze
you, they're supposed to
help you discover who
you are.
”

Bernice Johnson Reagon

“
Nothing is more powerful
than allowing yourself
to be truly affected by
things.
”

Zoey Deschanel

“
All the adversity I've had
in my life, all my troubles
and obstacles, have
strengthened me.
”

Walt Disney

“
When we are no longer able
to change a situation, we
are challenged to change
ourselves.
”

Viktor Frankl



Microsoft Cognitive Services

Uber boosts platform security with the Face API, part of Microsoft Cognitive Services

"Thousands of partners sign in to our platform every hour. The response time from the Face API is incredible, enabling us to verify our drivers without slowing them down."

—Dima Kovalev, Product Manager, Uber

Millions of people worldwide have embraced Uber as a new means of reliable transportation and flexible income. To safeguard against fraud and enhance both driver and rider peace of mind, Uber uses the Face API, part of Microsoft Cognitive Services, to help ensure the driver using the app matches the account on file. The extra verification step is fast, works on all smartphones and in dim light, and scales to more than 1 million driver-partners. By using the Face API, Uber saved months of development work, time it could devote to tailoring the user experience.

UBER

Uber

www.uber.com

6,700 employees

United States

High tech and electronics

Company profile

Through its mobile platform, Uber matches available drivers with people who need rides. Uber operates in 66 countries and 508 cities, and it has facilitated more than 1 billion consumer rides.

"What impressed us most about this technology was its ability to compare photos in varying pose, focus, and lighting conditions, which is critical for uncontrolled conditions like drivers taking selfies at night in their cars. It can make accurate matches in a wide range of conditions."

—Shimul Sachdeva,
Senior Software Engineer,
Uber

Microsoft Cognitive Services

Uber was founded in 2009 by Travis Kalanick and Garrett Camp, who one night had trouble hailing a cab. They came up with a simple idea—push a button, get a ride.

Seven years later, San Francisco-based Uber operates in more than 66 countries and 508 cities worldwide, and employs 6,700 people.

For those who are unfamiliar with its business, Uber is a technology platform that instantly connects drivers with people looking for rides. After sending the trip request to the nearest driver-partner, Uber automatically calculates the fare, bills the rider's credit card, and transfers the payment to the driver-partner.

More than 1.5 million people around the world are Uber driver-partners—moms, dads, and students with a car and a desire to earn some extra money—and more than 2 billion Uber trips have been completed. By matching riders with drivers, the company provides flexible work opportunities, strengthens local economies, and improves access to transportation.

Low-friction travel, high-level comfort

Uber prioritizes the peace of mind of its driver-partners and riders alike. "The pace of change in transportation is unprecedented right now around the world," says Joe Sullivan, Chief Security Officer at Uber. "We're constantly developing and testing new solutions to prevent and reduce potential fraud and other risks."

Adds Kate Parker, Head of Trust and Safety Initiatives at Uber, "Our philosophy is 'no strangers.' So we designed our platform to introduce drivers and riders right away, to promote comfort on both sides."

Uber sends photos of drivers to riders as soon as their ride is on the way, and the platform offers a mutual driver-rider rating system. Uber trips are tracked by GPS, leaving a digital "paper trail," and the company thoroughly screens all driver-partners before they're able to gain access to the app.

However, sometimes the Uber driver who shows up doesn't look like the person in the photo that the rider receives. Usually, the mismatch is innocent—the driver is wearing sunglasses or maybe has grown a beard since the original Uber photo was taken.

But it's important to Uber that the driver behind the wheel matches the driver account on file, both to protect riders and to help ensure the driver's account hasn't been compromised. "We want to make sure that the person we have screened and approved is the person behind the wheel," Parker says.

The company turned to technology to come up with a smart way to accomplish its objective without negatively affecting partners or riders. "Excellent security is frequently almost invisible," says Sullivan. "We wanted to avoid burdensome, high-friction measures in favor of behind-the-scenes verification that would let partners and riders immediately go on with their day, without feeling like they've been waiting in the airport security line."



"[Using Face API] saved us months of development work in building face detection capability into our platform. We were able to implement our vision at warp speed, thanks to our partnership with Microsoft Cognitive Services. That left us more time to spend optimizing the user experience."

—Dima Kovalev,
Product Manager,
Uber

Selfies for security

Uber decided to add photo-matching technology to an array of screening methods it uses. "This is becoming a standard sign-in method in many industries, such as financial services," says Dima Kovalev, Product Manager at Uber. "Your face is your new password."

The idea was to have drivers take a selfie—not at every sign-in but periodically—so that Uber could compare the driver's selfie with the photo on file. However, this visual verification had to be fast, easy, scalable to more than 1 million partners, and work well on a range of smartphones. "This extra verification step had to be seamless for partners—we didn't want anything that would delay them from getting on the road," Kovalev says.

Uber briefly considered developing the technology internally, but the company knew that would take a lot of time. It decided instead to buy the technology.

"We tested several vendors in the space, and chose to use Microsoft Cognitive Services," says Shimul Sachdeva, Senior Software Engineer at Uber who worked on the project. The Face API is one of the Microsoft Cognitive Services REST APIs, a collection of services created by Microsoft Research to give developers the ability to tap into high-quality vision, speech, language, and knowledge technologies with just a few lines of code.

"What impressed us most about this technology was its ability to compare photos in varying pose, focus, and lighting conditions, which is critical for uncontrolled conditions like drivers taking selfies at night in their cars," Sachdeva says. "It can make accurate matches in a wide range of conditions."

Uber also likes the performance, accuracy, and scalability of the Face API, which can compare the photos and return a match within milliseconds, even from a photo that might not be of the highest quality.

"Thousands of partners sign in to our platform every hour," Kovalev says. "The response time from the Face API is incredible, enabling us to verify our drivers without slowing them down."

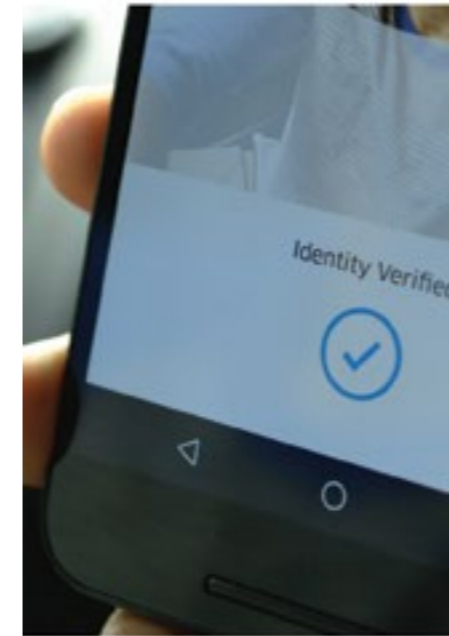
If the match is unsuccessful, the Uber platform is smart enough to notice, for example, that the problem may be a reflection from glasses, and it will ask the driver to remove them and try again.

Uber tested the visual verification sign-in process—which it calls Real-Time ID Check—with thousands of drivers across the United States and plans to roll out Real-Time ID Check to most of its 1 million global drivers by the end of 2016.

"Real-Time ID Check is a win-win for both sides of the travel experience," says Sullivan. "We're doing a quick identity check of the driver in real time with low friction—adding another layer of protection to drivers to prevent their accounts from being compromised—and adding another layer of accountability for riders that the right person is behind the wheel."

Three weeks to awesome

Uber found it quick and easy to integrate the Face API into its platform. The Uber platform's front-end code is written in Java and the back-end code in Go. Python is used for asynchronous processing and JavaScript for internal debugging.



"Integrating this API into our platform took about three weeks even though it was still a preview product at the time," Kovalev says. "Because the API has matured since then, it would probably take even less time today. It saved us months of development work in building face detection capability into our platform. We were able to implement our vision at warp speed, thanks to our partnership with Microsoft Cognitive Services. That left us more time to spend optimizing the user experience."

Additionally, with Microsoft Cognitive Services, Uber can accommodate the variable photo sizes, resolutions, and aspect ratios of smartphones, irrespective of the operating system. This enabled Uber to roll out quickly and start verifying drivers, no matter which devices they use. "It's amazing that we went from idea to execution across the country so rapidly," says Sullivan. "We're excited that we can use Cognitive Services APIs to innovate quickly and make positive impacts on people's lives."

Microsoft assisted the Uber team throughout development. "Microsoft worked closely with us with the integration to ensure that our latency and throughput needs were met," Sachdeva says. "The API originally supported 1,000 users. We asked Microsoft to scale out to 1 million users, and in a matter of weeks, Microsoft delivered on the request."

As Uber heads into its next billion rider-driver connection, the company will increase its reliance on innovative technologies like Face API to make sure that the Uber experience continues to be great for everyone.

For more information

For more information about Microsoft products and services, call the Microsoft Sales Information Center at (800) 426-9400. In Canada, call the Microsoft Canada Information Centre at (877) 568-2495. Customers in the United States who are deaf or hard-of-hearing can reach Microsoft text telephone (TTY/TDD) services at (800) 892-5234. Outside the 50 United States and Canada, please contact your local Microsoft subsidiary.

Cognitive Services

Microsoft Cognitive Services REST APIs enable developers to tap into high-quality vision, speech, language, and knowledge technologies, developed with decades of Microsoft research to build intelligent apps. They simplify a variety of AI-based tasks, giving you a quick way to add top-of-the-line intelligence technologies to your apps with just a few lines of code. Simply drop the API call into your app's code and you're set.

These APIs integrate into whatever language you prefer, on your platform of choice. Your iOS, Android, and Windows apps will have a consistent user experience. The APIs are constantly improving, learning, and getting smarter, so experiences are always up to date. Documentation, sample code, and community support are available for all Cognitive Services APIs.

Software and services

Microsoft Cognitive Services
Face API



Job Vacancies

ACT

Interested qualified candidates are most welcomed to send their CVs, with a recent photo to **(hr@act.eg)**. Please mention the job title in the E-mail subject.

•Hospitality Services & Projects Division (Projects Logistics Coordinator)

Job Description

- Monitor and track project items arrivals and delivery.
- Maintain proper information & database related to projects materials.
- Liaise between store personnel, project manager and customer for items shipping to the customer site.
- Maintain projects logistic documentation and publication.

Job Specifications

- At least 1-year experience in logistics.
- B.Sc. degree in accounting, finance or business administration.

•Hospitality Services & Projects Division (Hospitality Projects Manager)

Job Description

- Creates and executes project work plans and revises as appropriate to meet changing needs and requirements.
- Reviews deliverables prepared by team before passing them to client.
- Analyzes project profitability, revenue, margins, bills and utilization.

Job Specifications

- B.SC degree in Engineering or equivalent
- Project Management (PMP), Planning, Negotiation, Tracking Budget Expenses & Performance Management Training.
- 5-8 years of experience.

•EBD/Operations & Projects Unit (Senior Projects Manager)

Job Description

- Actively participate in the project team.
- Highlight feasibility of the solution, availability of resources and time constraints to the project team.
- During Project establishing phase, ensure that initial project team is setup and future staffing is committed.
- During Project Execution phase, Tracking the project against the plan.

Job Specifications

- B.SC degree in Engineering or equivalent
- Project Management (PMP), Planning, Negotiation, Tracking Budget Expenses & Performance Management Training.
- 5-8 years of experience.

•Marketing Division/Microsoft Unit (MS Services Team Leader)

Job Description

- Ensure a fair and equitable distribution of workload to assure best time management for his team and set challenging performance plans to allow each one to reach his full potential.
- Meets with subordinate seniors to discuss progress of work, resolve problems, and ensure that standards for quality and quantity of work are met.
- Design Microsoft Infrastructure Rules and Implementation & Prepare Technical Proposals.

Job Specifications

- B.SC in Engineering / Computer Science / Information Technology is preferred.
- Having one or more of the following qualifications / certifications would be an advantage: MCP, MCSA, MCSE, MCTS, MCITP, and MVCP.
- 5 years experience in a related field.

•Quality Assurance Unit (Quality Control)

Job Description

- Assessing client requirements and ensuring that these are met.
- Investigating and setting standards for quality.
- Accurately document the results of the inspections and testing.
- Evaluate problems and make initial recommendations for possible corrective action to supervise.

Job Specifications

- B.Sc. in Engineering or Information Systems or Equivalent.
- 3-5 Years of working experience in a similar or related Field.

•EBD/Network Presales (Senior Network Presales)

Job Description

- Providing advanced presales support for networking opportunities.
- Providing advanced presales support for internal teams for networking solutions.
- Providing advice regarding architectural questions, product prerequisites, product features, etc..

Job Specifications

- B.SC. technical area(Bachelor's Degree in Computer Science)
- Sales, Marketing & Technical updating courses.
- 4-6 years Experience in same or related field.

•Technical Services/Infrastructure (Senior Technical Support Engineer)

Job Description

- Be ready all times to provide technical support to diagnose and repair machines/system-using standard technique in a minimum time.
- Be ready al times to inspect all new hardware and maintain the right quantities of spare parts required to cover SIA.
- Self-training for new products announced in ACT, in case formal training is not available.

Job Specifications

- B.Sc. Computer Engineering or equivalent.
- Up to 7 years' maximum experience.
- High level of technicality.

•Projects/Oracle POS Systems (Oracle POS Engineer)

Job Description

- Carry out the assigned support tasks, activities and periodic preventive maintenances fulfilling the assignment or agreed plan.
- Carry out the assigned system installation activities under supervision of the system installer (installation, configuration, training etc..
- Assistance to team members, backup to the other team member's issues and calls.
- Promptly update support management systems (like FC Client, CRM .etc) and work processes related documentation.

Job Specifications

- B.SC degree of engineering (Communication, Electronics or Computer Science.
- 1-3 years of hospitality experience.

•Hospitality Services & Projects/Oracle PMS Applications

(Oracle PMS Application Installer)

Job Description

- Complete full implementation from Pre-installation activities, installation initiation meeting, software installation, training, interfaces and life support cycle with minimal help from his team Leader.
- Assure customer full understanding after setting up systems, installation, configuration and running up in the right mode.
- Assure the delivery of the standard project documents signed and approved from client with full details of the implementation

Job Specifications

- Bachelor/License degree from a reputable university/ Institute or equivalent (Tourism, Alsun or Arts are preferable).
- 1-3 years of experience.

•Technical Services/Services Sales (Services Sales Engineer)

Job Description

- Collect and compile data on sales activities.
- Process customer order and follow up on pending order.
- Steady reading according to marketing information.
- Maintaining sales cycle steps in order.
- Build/Enhance relation with the customer.

Job Specifications

- B.Sc. in Computer Science and any related.
- 2 to 4 years in a similar or related field.

•Marketing Division/Microsoft Unit (Sales Account Manager)

Job Description

- Ensure a fair and equitable distribution of workload and set challenging performance plans.
- Meets with subordinate seniors to discuss progress of work, resolve problems, and ensure that standards for quality and quantity of work are met.
- Administer Microsoft System Center Configuration Manager (SCCM), Windows Server.

Job Specifications

- B.SC. in Engineering / Computer Science / Information Technology is preferred.
- Having one or more of the following qualifications / certifications would be an advantage: MCP, MCSA, MCSE, MCTS, MCITP, and MVCP.
- Experience: 4-6 years of experience in same or related field.





Succeeding in disruptive times

Three critical factors for business transformation success

KPMG Global Transformation Study 2016

47%

Less than half of executives say they can realize sustainable value from business transformation.

KPMG

Major organizations across the globe are attuned to the urgent need to transform their business and operating models, in light of evolving customer behaviors, disruptive technologies, regulatory policies, and globalization. Yet many senior executives feel their organizations are not capable of driving the transformational changes necessary to create higher-performing organizations.

Senior executives are alert to the rapidly unfolding risks and opportunities, but many lack key capabilities to respond effectively. These are among the top conclusions of KPMG's 2016 research on business transformation, based on survey responses and interviews with more than 1,600 senior executives across industries in 16 countries.

In fact, KPMG's Global Transformation Study found that 96 percent of organizations are in some phase of transformation, and nearly half have completed at least one transformation initiative in the past 24 months. While this flurry of activity suggests that most organizations are on the right path—by rethinking the fundamentals of their business models and introducing major changes to the way they operate—the KPMG study also reveals widespread doubts among many senior executives that their intensive efforts will bear the necessary results and ultimate value.

"Business leaders not only acknowledge the urgency, but they also appreciate that transformation cannot be a single 'one and done' effort to resolve a specific or narrow business challenge. Top executives realize that their organizations must create mechanisms to continually evolve and respond to their external environment," says Stephen G. Hasty, Jr., KPMG's Global Transformation Leader. "Unfortunately, business leaders are up against serious barriers to reaching these goals, as well as massive disruptions in technology, and customer preferences and demand."

Study findings show that less than half of executives (47 percent) believe they can extract and maintain the planned value from a future transformation initiative. In addition, only half of executives (51 percent) believe they can create short-term transformation wins.

What enables transformations to succeed?

What characteristics illustrate the difference between transformations that realize optimum value, and those that come up short? KPMG's research shows that transformation success requires fundamentally changing how the organization operates.

"We've been on a transformative journey over a number of years," says Simon Jose, SVP and Head of Global Franchises and Platforms at GlaxoSmithKline. "There are two big things in the external environment driving this. The first is around customer transparency and trust. The second dynamic is that the world is changing digitally. It is becoming more global, new channels are opening, and people are communicating in different ways. The model where everything is done through representatives or face-to-face clearly has to change, because our customers expect to access high-quality information when, where, and how they like it, and not necessarily in a face-to-face interaction."

"The dynamics of the market and the speed at which existing practices are becoming obsolete—and innovative alternatives are entering—have caused an unprecedented need and opportunity for business and operating model innovation, in order to maintain and grow profitably," says Robert T. Vanderwerf, KPMG's Global Transformation Strategy Leader.

"To succeed in today's environment, organizations need to improve their ability to capture and analyze an immense amount of data to develop timely customer, competitive, and operational insights. They need to embed innovation within their core business to continually develop new ways of creating and delivering value to customers in the most cost effective way. And finally, they must use the latest technologies as business innovation enablers and create an agile culture, organization, and asset base to thrive in an environment of change."

KPMG's global research points to three critical factors for business transformation success:

1. Focus on the customer
2. Embed continual innovation into the business
3. Learn to thrive on change

KPMG

What causes transformations to fail?

One in three CEOs (34 percent) say their organizations have failed to achieve the value they anticipated from previous transformation initiatives. Here is why:

Failure to understand the complexity of the operating model: The most commonly identified barrier to success (37 percent of executives) is underestimating the significance of operating model changes necessary to affect transformation across the organization.

Inability to innovate: Nearly a third (31 percent) of executives say their organizations are incapable of implementing formal innovation processes, management, and budgets.

Missing the cultural connection: Twenty-eight percent of executives say their existing organizational culture is a barrier to execution.

Failure to take a "business value first" approach to technology: Thirty percent of executives say their organizations' legacy technology/systems are a barrier to success. Transformations that begin with a specific technology (rather than with strategic objectives) are twice as likely to fail.

Inability to execute: Only 17 percent of executives say their organizations are highly capable of executing on an implementation plan to build and operationalize a new target operating model.



Focus on the customer

"It is unquestionable that the customer has become more powerful and informed," says Julio J. Hernandez, KPMG's Global Customer Advisory Leader. "Organizations are attempting to bring the customer's perspective and value to the table, however, few are properly understanding the customers' evolving expectations and aligning it to the value drivers of the organization."

KPMG's research found that 41 percent of organizations identify changing customer demographics, behaviors, and expectations as the most influential source of insights and trends for their business transformation strategy. While this number reflects a large segment of organizations that are now paying closer attention to their customers, research also revealed that only 16 percent of executives predict that customer behavior changes driven by the generation shift (e.g. Millennials) might disrupt their current business model within the next three years.

Only 16% of executives predict that customer behavior changes driven by the generation shift (e.g. Millennials) might disrupt their current business model within the next three years.

"Customers are always changing and so are their needs," says Vivek Gambhir, Managing Director, Godrej Consumer Products. "We believe that we have to create a model that is adaptive enough. This involves building muscle internally so that we can react and respond faster to these changing customers and their needs."

"This research finding about the near-term impact of changing customer behaviors is cause for concern," says Margaret Cowie, KPMG's Asia Pacific Transformation Leader. "To remain relevant to their customers as market change accelerates, organizations need to understand the value customers attach to particular products, services, and delivery models. From there, the key is to understand and quantify the competitive value that transforming the customer experience will bring to the organization, and then align the necessary changes to the business and operating models around that value."

Essentially, the task is to continually evaluate and adjust your customer experience, based on the needs of today and tempered with a clear understanding that tomorrow's customers will have different expectations than today's. That means continuously listening and analyzing what customers want and value, evaluating the leading comparative practices, and then deciding how the organization can evolve its customer value propositions to meet these needs both profitably and competitively.

Consequently, segmenting customers strategically is critical. For that, the correct data and a strong analytics capability are vital. Forty-four percent of executives point to data & analytics as both the top driver and enabler of new business and/or operating models in their organizations.

Christen A. Rast, KPMG's Global Data & Analytics Leader, says, "by employing sophisticated data & analytics, companies can mine customer data more easily to gain insights into their behaviors, and use those insights to make informed business decisions. Leveraging this kind of technology fueled capability can help organizations derive real, meaningful value from transformation initiatives, especially as the next-generation of 'always on' customers provide real-time insights of their preferences through connected devices."

"Furthermore," he continues, "as described in 'Going Beyond the Data: Turning Data from Insights Into Value,' data about the customer is often fragmented across almost every function in the organization—from finance and risk through to sales and customer service—and this data needs to be brought together to achieve a richer understanding of the customer. But organizations can't just see this as a data or technology issue—driving real value from customer data requires multiple stakeholders to come together to agree on what they want to achieve together and, therefore, what questions to ask the data."

"We've got a huge amount of information about our customers, and it's easy to act on that data if what we're trying to do is uncover insights that inform longer-term initiatives, like product development," says Jon Wardman, Vice President, CRM at Hilton Worldwide. "But it's harder to activate that data when it needs to be in real time. And that's where we're focused on investing resources."

The challenge is for organizations to gain value from these "outside-in" perspectives. Almost half (48 percent) of executives state that they are incapable of capturing signals of change in the marketplace to develop unique insights and hypotheses on customers' preferences and demands.

This organizational intelligence must be rooted in a strong data & analytics capability, founded on four anchors of trust: quality, accuracy, integrity, and accepted use. Christen Rast explains, "with so much now riding on the output of data & analytics, a new, heightened focus on trust is emerging. And as algorithms begin to make more decisions about, or on behalf of, people, trust will quickly become a defining factor of data & analytics."

¹ "Going Beyond the Data: Turning Data from Insights Into Value," KPMG 2015.



How can organizations take a "business value first" approach to technology?

David J. Evans, KPMG's Global Technology Advisory Leader, says "to achieve the optimum value from transformation, business leaders cannot afford to implement new technology for the sake of technology. Successful transformations follow a 'business value first' approach, where you use technologies such as digital, mobile, and cloud to drive innovation and enable business value through transformation. Technology enablers must deliver on your customers' expectations, even as they evolve."

For example, KPMG's report, "The Clockspeed Dilemma," describes how "the automotive ecosystem is undergoing significant transformation from the introduction of autonomous vehicles and from changes in connectivity and mobility-on-demand. The innovations in these technologies are driven by changes in customer behavior, which are bringing in competitors from fast-paced industries: tech giants, high-tech start-ups, and companies in telecom and consumer electronics."²

Meanwhile, according to KPMG's report, "Real Solutions for Real-time Payment Systems," "more and more, banks and financial institutions are embracing real-time payment (RTP) systems, because customers are demanding it. We operate in a world where its payment capabilities are increasingly being shaped by an audience that requires immediacy of their information and whose digital expectations are ever-growing: expectations defined by a payment's speed, accuracy, and simplicity, and which are fundamentally changing the way consumers and commercials alike do business with and among each other."³

² "The Clockspeed Dilemma: What Does It Mean for Automotive Innovation?" KPMG, 2015.
³ "Real Solutions for Real-time Payment Systems," KPMG, 2016.

Embed continual innovation into the business

Business leaders must embed continuous innovation into the culture and structure of their organizations in order to build enduring competitive advantages. To do so, they must have insights into what customers today and in the future truly value, and must follow a "business value first" approach to technology. Such an effort calls for enabling the organization to work smarter and faster so it can create return on investment even as it continues to innovate.

Executives must look at all corners of the marketplace to predict disruptive changes to stay ahead of their competitors. Successful companies will proactively disrupt themselves before a competitor or regulatory change forces disruption upon them, so they can remain competitive and continue to satisfy current and future customer needs. That means transforming the business and operating models with the technology tools, the time commitment, and the appropriate resources and decision-making authority so that innovations can be created and implemented. Innovation has to become a core capability and a top organizational priority.

Organizations must also design data & analytics strategies that take a full lifecycle view of analytics: from data through to insights and ultimately to generating value. Data & analytics strategies must be integrated into the business and operating models to enable innovation,

monitor performance, and respond quickly to insights gleaned from customers, operations, and the marketplace. This intelligent feedback loop must be as near to real time as possible, and grounded in trusted approaches and controls, so that organizations can stay ahead of constantly evolving marketplace dynamics.

"Senior executives must accept that innovation cannot be an afterthought, or satisfied by 'tacking on' occasional, periodic, innovative fixes to organizational challenges," explains Ioannis Tsevalakidis, KPMG's Germany Transformation Leader. "However, many business leaders realize that they have not formalized ways to embed innovative thinking or processes into day-to-day operations."

Indeed, KPMG research found that nearly a third (31 percent) of executives admit that their organization is incapable of implementing formal innovation processes, management, and budgets.

"The impact now, compared to years ago, is the pace of innovation we're demanding of ourselves in order to keep serving customers," says Dan Leberman, Vice President, GM North America Small Business at PayPal. "We've invested more over the last three to five years than previous periods. As such, there are many examples of recent products and services we've built to make it easier for people to move and manage money."

"Innovation is just as much about strategy and insight as it is about speed and execution," says Steven Hill, KPMG's Global Head of Innovation & Investments. "It is critical to consider why you are innovating, and how your efforts will address customer needs in the most effective way as the market evolves. Customers are seeking differentiated experiences and value, which often require changes to value propositions, business model components, and underlying operating model enablers."

Keeping a finger on the pulse of technologies spearheaded or matured in other sectors can also spark and enable innovation. In addition to evaluating and exploiting existing systems, innovative organizations are more likely to address the impacts of current technologies such as cloud, digital, and mobile and emerging technologies such as cognitive/artificial intelligence.

"Organizations that commit resources to foster a culture of innovation are best positioned to take advantage of the convergence of current and emerging technologies," says Gary Matuszak, KPMG's Global Technology, Media, and Telecommunications Sector Leader. "Organizations are dedicating specific budgets to innovation centers and research labs to pilot and deploy new disruptive technologies. Successful innovation strategies will ultimately depend on collaboration between technology and business leaders to translate new systems and processes into value drivers for the business."



37% of executives surveyed say that the greatest execution barrier they face in transformation is underestimating the significance of changes to their organization's operating model



Learn to thrive on change

Senior executives need to build agility into their organizations, so that as the business environments they operate in shift, their organizations are better able to transform and adapt to the innovations generated.

"One of the primary drivers of transformation is sector convergence," explains KPMG's Global Head of Clients & Markets, Isabelle Allen. "This is creating both opportunities and threats in the shape of new markets, channels, technologies, propositions, and behaviors. The lifespan of strategies is shrinking as a consequence, so organizations need to respond by increasing agility, innovation, and efficiency. The need to align financial, business, and operating models is becoming more critical. This alignment requires tone at the top leadership and an enabling culture."

Pierre Louette, CEO Delegate at Orange SA says: "people say there are around 120 competitors in Europe. Each of the 28 countries in the European Union today have unique regulators and evolving competitive sets. We have huge pressure on prices, which makes it very obvious for us that we need to adapt the cost structure and create an agile operating model to respond to new market conditions."

Disruption creates opportunities for those with the vision, will, and skill to move quickly. Karl-Heinz Strebich, Chairman and CEO at Software AG says, "the speed of adapting to change is of the essence. The faster the enterprise moves, the easier it is to turn a business challenge into a new business opportunity."

Learning to thrive on change means more than merely quick reaction times to market demands. In order to drive value in this dynamic environment, organizations need to take a fresh perspective on transformation, organizational structure, and asset ownership. "Several of the drivers and conditions that made organizations successful are changing and are unlikely to be sufficient to sustain future growth," says Nicholas Griffin, KPMG's Global Strategy Leader.

"Disruptive business models tend to use technologies, knowledge, and channel strategies from more than one sector and then combine them to create new offers and attract new customers. A combination of the complexity, need for speed, and wide range of options means that organizations are starting to realize that they do not have the resources, capabilities, agility, and risk appetite to act alone. In this environment, the ability to collaborate with other organizations to access markets and channels, create compelling offers, and create more engaging relationships with customers will become a far more prevalent strategy."

To thrive on innovation and collaboration will require the enablement and transformation of operating models including the refocusing and revitalization of cultures. Organizations need to be realistic about the changes necessary to realize desired outcomes. More than a third (37 percent) of executives say that the greatest execution barrier they face in transformation is underestimating the significance of changes to their organization's operating model.

"Overcoming this execution barrier means taking a strategic approach to decision-making around how operating model components are sourced for maximum effectiveness and flexibility," says Jon Stinton, KPMG's U.K. Transformation Leader. "You need to consider which capabilities make sense to organically build, acquire, or implement through your partner ecosystem—through a competitive value lens. Organizations today have a vast array of options when it comes to making build, buy, partner decisions. Marketplace advances such as cloud, cognitive/artificial intelligence, and 3D printing technologies provide the potential to gain new levels of customer value, cost effectiveness, and flexibility to allow for future pivots—all at the same time."

Executives need to build a culture in which people expect and embrace change, and ensure that people at all levels of the organization have the right skillsets for tomorrow. Anticipating that customer demands and technologies will constantly change, executives need to put in place programs that train and retrain talent on an ongoing basis, and recruit the right talent as required skillsets evolve.

"Executives are continually challenged by their ability to change behaviors down and across the organization," notes Mark Spears, KPMG's Global People and Change Leader. "You need to build new behaviors into your strategy and operating model, starting with the CEO's vision and communicating through to the talent, operating procedures, and measures and incentives that drive and demonstrate success. Embedding a new culture that embraces innovation requires the active, ongoing support of all leaders, managers, employees, contractors, and partners of the business." And yet less than half (49 percent) of the executives KPMG surveyed consider their organizations capable of communicating regularly throughout the transformation journey.

Looking beyond human talent, executives must determine which business and operating model components can benefit from digital labor. They must build digital labor into the talent strategy of their organizations, and determine where new technologies can augment human labor or, in some places, replace it. Executives must consider what skillsets people will need to maximize the benefit from the capabilities of these new technological enablers.

"The speed of adapting to change is of the essence. The faster the enterprise moves, the easier it is to turn a business challenge into a new business opportunity."

— Karl-Heinz Streibich, Chairman and CEO, Software AG

"Cognitive software mimics human activities such as perceiving, inferring, gathering evidence, hypothesizing, and reasoning. And when combined with advanced automation, these systems can be trained to execute judgment-intensive tasks," according to KPMG's 2016 report, "Embracing the Cognitive Era." Executives need to consider which decision-making capabilities can be completed by algorithms throughout the transformation initiative. Regardless of the talent strategy they follow, executives need to think about how that strategy will flex and adapt to future disruptors.

Transformation success requires a similarly agile approach to technology decisions, which must deliver greater value to customers and allow the organization to thrive on change. Technology decisions should be made through a "business value first" lens. Thirty percent of executives say their organization's legacy technology/systems are a barrier to success. Leaders need to consider the business value of legacy technologies, which they may not have to "rip and replace."

Rather than incur costs from replacing legacy technologies, many transformation initiatives achieve more rapid returns by maintaining those legacy systems and integrating new technologies and platform providers for value creation. Recent advancements in technologies such as digital, cloud, robotics, cognitive/artificial intelligence, and other platform providers allow organizations to pivot faster, and provide more capability and flexibility to the business.

"Technologies like cognitive software are designed for change," says Todd Lohr, KPMG's Global Transformation Enablement Leader. "Machine learning allows you to change systems, platforms, and processes on a continual loop as your value propositions to customers change, leading to more agile operating models. Successful organizations will gain and maintain competitive positions because they are able to take advantage of new technology enablers, innovate faster, and create greater value for their customers and organization."

"Embracing the cognitive era: Using automation to break transformation barriers and make every employee an innovator." KPMG, 2016.

"Executives need to extend capabilities to develop effective transformation strategies and manage the increasing complexity of build, buy, partner decisions in today's environment."

Build. How will your organization and assets evolve to maintain relevance among the constantly changing market environment? How will you ensure your talent continuously has the right skills?

Buy. What capabilities are critical to acquire—and when—to create and sustain competitive position over time? How will your strategic acquisitions interconnect with existing capabilities?

Partner. What capabilities should be contracted into your market ecosystem? Can you sufficiently customize and/or integrate the assets your organization does not own, to create competitive advantages while maintaining flexibility?

— Dr. Christoph Zinke, KPMG's China Transformation Leader

Conclusion

KPMG's research points to three critical factors that make the difference between transformations that realize optimum value, and those that come up short—capabilities that enable customer focus, continual innovation, and agility.

"Our study clearly reveals an appetite for bold change among senior business leaders, but it also uncovers a level of uncertainty that they are taking all the necessary steps to achieve the most value," observes KPMG's Stephen Hasty. "Organizations need to better focus on the customer, and build businesses that are committed to innovation and can act with agility. These are critical factors for organizations to achieve a higher level of transformation that will create value, and sustain it in the future."



INFOGRAPHICS PROVIDED BY JG

Insertions Section



Hewlett Packard
Enterprise

Converge and conquer
HPE ConvergedSystem portfolio

Adapt to new business demands with agility

Innovation is disrupting every business in every industry. Technology is lowering barriers to entry, while consumerization is driving change from the outside in. In the new idea economy, success will be determined by your ability to transform IT to meet the new expectations of consumers and business customers and to grow your business in new ways. HPE ConvergedSystem, powered by Intel®, can help.

The time for a change is now

Shift IT budget from operations to innovation

New opportunities continue to present themselves daily, and you can no longer afford to wait to take advantage of them. IT must be able to operate with the agility of a cloud provider to your lines of business and the extended ecosystem. To enable this transformation, your budget needs to shift from operations to innovation, giving you the agility to pursue new business growth beyond your traditional boundaries.

It's clear that conventional approaches to IT are not agile enough to deliver on the new outcomes your business needs to thrive. Hewlett Packard Enterprise can help you build your next-generation data center on a converged system architecture that will improve IT agility and drive speed, efficiency, and simplicity, all while reducing risk.

Transforming to the New Style of IT

Your business transformation starts with simplifying and automating as much of your server, storage, and networking infrastructure as possible, creating a **software-defined environment** that frees up resources for new, innovative projects. From there, you can seamlessly transition to a **hybrid cloud delivery** model, which provides cloud economics and agility for a new type of on-premise or cloud-driven IT, enabling you to become a builder and broker of services. Finally, you move away from IT silos to a new level of **convergence**, with blocks of scalable infrastructure that you view as pools of resources; these are optimized for application and workload requirements and can be quickly adjusted to meet your needs. This new approach to the data center delivers your infrastructure-as-a-service (IaaS) vision with workload-optimized systems designed to give you the agility you need to succeed.

A consumer-inspired user experience	A software-defined architecture	An open, extensible platform
Enjoy a user experience driven by the way people expect to work in today's world. HPE OneView enables easy collaboration among IT administrators to increase productivity. The platform is built for scale, so you can achieve the same level of productivity no matter how big your environment grows.	Move away from manual tasks and costly errors and into a world of rapid, repeatable operations. You can deploy resources at the push of a button—repeatedly, reliably, throughout the lifecycle.	Leverage an open development platform backed by an active community of developers and published RESTful APIs. RESTful technology makes it simple to customize and integrate your management platform with other tools, both inside and outside your data center.

Figure 1. HPE OneView: Software-defined management for HPE ConvergedSystem

What is hyper-convergence?

Hyper-convergence is a new IT infrastructure model that leverages the power of software-defined technology to tightly integrate end-to-end compute, network, storage, and management resources. The result is quick deployment, faster response to business demands, simplified administration, and reduced operating costs. HPE Hyper Converged 250 leverages hyper-convergence to bring you new options that are ideal for midsize businesses, remote offices, and branch office locations that want a building block approach to infrastructure.

Simplified deployment of popular applications in virtualized environments

To help you achieve your IaaS vision, HPE Reference Architectures (RAs) are fully tested and validated blueprints to help you simplify and accelerate deployment of your top workloads. HPE RAs are tuned to enhance the performance of a specific application, helping you reduce provisioning time, cost, and errors when deploying new applications. HPE RAs are:

- **Fully tested, validated**—Performance assurance for specific workloads and applications, including Citrix® XenDesktop®, Microsoft Exchange/ SharePoint mixed workloads, database consolidation with SQL Server, and more.
- **Built with HPE IP**—Leveraging HPE's proven infrastructure expertise and partner best practices.
- **Workload-specific**—Offering targeted configuration and deployment guidance.

Across both physical and virtual environments and in conjunction with third-party solutions like VMware® vCenter, HPE OneView eliminates complexity to transform the way you manage your infrastructure. HPE OneView converged management radically simplifies everyday tasks, mitigates project risk, reduces operational expenditures (OPEX), and improves agility and efficiency so your IT organization to deliver business value faster, at a lower cost, and with greater consistency and reliability.

Run with confidence: included HPE support

Every HPE ConvergedSystem utilizes HPE Proactive Care to help prevent problems through continuous scanning, dashboard reporting, and personalized consultation. This service helps resolve issues faster with one-stop support from HPE Centers of Excellence and automatic problem reporting, call logging, and parts dispatch.

Purpose-built systems accelerate innovation

The HPE ConvergedSystem approach enables a high-velocity business model that delivers faster time-to-value, reduces costs and risks, and positions you to move toward cloud-based models that increase your competitive advantage. Offerings include:

HPE ConvergedSystem 700 purpose-built for Cloud	Deploy HPE ConvergedSystems 700 purpose built for Cloud, HPE factory integrated in weeks instead of months. Set up IT services in minute, not hours. Integrated with HPE Helion CloudSystem 9.0, workload-optimized system eliminates infrastructure silos for improved efficiency, simplicity and speed.
HPE CloudSystem built on HPE ConvergedSystem 700	Designed for more flexibility, HPE Helion CloudSystem built on HPE ConvergedSystem 700x platform enables you to deploy cloud on your terms. You can integrate this platform within your existing environment or select the hardware components to fit your specific business needs.
HPE Converged Architecture 700	HPE Converged Architecture 700 offerings are modular, repeatable and scalable building blocks designed for workloads. It is infrastructure delivered as one integrated stack by HPE Certified Channel Partners, and with verified reference architectures thoroughly tested by HPE engineering, to save you time and resources.
HPE Hyper Converged 250	A scalable and highly available hyper-converged appliance designed from the ground up to simplify infrastructure to support virtual desktops and a wide range of applications. It enables deployment of virtualized resources in less than 15 minutes. ¹
HPE ConvergedSystem 700 for Citrix XenDesktop	A fully tested and validated reference architecture for supporting thousands of virtual desktop and application users on an integrated system.
HPE ConvergedSystem 700 for VMware Horizon	A fully tested and validated reference architecture for supporting thousands of virtual desktop and application users on an integrated system.
HPE ConvergedSystem 500 and 900 for SAP HANA	These scalable, performance-optimized systems reduce complexity and risk while providing the fastest path to value for SAP HANA. Features include built-in high availability and broad scalability to grow as your data grows.
HPE ConvergedSystem 300 for Microsoft® Analytics Platform	Designed to deliver high performance, HPE ConvergedSystem 300 for Microsoft APS is a purpose-built appliance that integrates in-memory performance, SQL Server PDW and HDI Insight seamlessly into one system. Backed by end-to-end integrations and deployment services, it provides customers with design flexibility for large amounts of data, up to 6 PB.

Benefits for your organization

HPE ConvergedSystem innovations allow you to be:

- **Fast:** Reduce time to insight and action through automated deployment and provisioning
- **Efficient:** Refocus your investments on innovation—not operations—by lowering the total cost of ownership (TCO) of your general-purpose infrastructure
- **Simple:** Easily stand up and manage new services

Automation and software-defined templates enhance simplicity: HPE OneView

You can't compete at today's speed and scale with yesterday's management approaches. HPE ConvergedSystem is much more than a combination of compute, storage, and networking components. It's powered by HPE OneView, a fresh take on infrastructure management that brings together your administrators, equipment, and processes to meet the three requirements for a new era of IT management.

MERIDIAN MOBILE APP PLATFORM Build a better mobile app for your venue

CASE STUDY

ARUBA WLAN AND MERIDIAN-POWERED APP GUIDE VISITORS AT ORLANDO INTERNATIONAL AIRPORT

To improve traveler experiences, airport operations and tenant services, the Orlando International Airport (MCO) deploys an Aruba WLAN with ClearPass and AirWave, plus Aruba's Mobile Engagement solution, with Beacons and a Meridian-powered mobile app, for precise indoor navigation and real-time flight updates.



Ensuring 35 million annual travelers, 18,000 employees, nearly 40 airlines and over 100 food, beverage and retail tenants have high-quality wireless access for a mixture of business, operational and personal needs is one of John Newsome's top priorities.

"Although air travelers expect very robust airport Wi-Fi experiences, satisfying that demand is only one driver for us," says Newsome, Director of Information Technology at the Greater Orlando Aviation Authority (GOAA), the governing body for the Orlando International Airport (MCO).

"Our primary wireless networking imperative is to provide operational support," he explains. "This includes airport, airline and other tenant operations, as our infrastructure is important to all."

Like all world-class aviation facilities, MCO is at the forefront of each new wave of Wi-Fi devices and standards, such as 802.11ac.

"Due to the many challenges and demands, the requisite reliability, security, scalability and performance of our enterprise WLAN is essential," Newsome says. "Plus, we need

BENEFITS

- Scalable and pervasive WLAN, with 802.11ac APs and ClientMatch, enables seamless Wi-Fi experiences as users move through enabled areas the 13,000-acre facility.
- Enables a new mobile app, built using the Aruba Meridian AppMaker platform, to give travelers location-aware indoor navigation for finding gates, amenities and other points of interest.
- Beacons leverage Bluetooth Low-Energy (BLE) to power proximity-aware mobile engagement services.
- Enterprise WLAN optimization tool AirWave provides centralized network management.
- ClearPass Access Management System, with ClearPass Guest, provides secure wireless mobility for visitors and facility operations.



"Our Aruba WLAN, along with our Aruba Mobile Engagement solution, is important to airport operations and improved traveler experiences."

John Newsome,
Director of Information Technology, Greater Orlando Aviation Authority

“Adoption of our new Meridian-powered MCO Mobile App has been strong”

leading-edge capabilities to develop and offer innovative mobile apps that benefit travelers, airlines, vendors and the airport.”

ARUBA 802.11AC WLAN AND MOBILE ENGAGEMENT SOLUTION BOOST MOBILITY

To meet current needs and prepare for even greater future mobile dependency, the GOAA decided to upgrade its wireless infrastructure. This included moving to Gigabit Wi-Fi infrastructure and introducing an advanced new MCO Mobile App with real-time traveler assistance.

“Because we’re the number one family destination in the U.S. and the second largest convention center in the U.S., we have a broad mix of visitors,” Newsome says. “Our new app helps improve all types of travel experiences.”

The airport, which generates \$26 billion in direct and indirect revenue for the regional economy, continues to extend and develop its wireless infrastructure to meet the needs of its #GenMobile constituency. #GenMobile are the new breed of technology users defined by their strong preference for mobility.

ClientMatch Intelligence Enables Seamless Hand-offs

For WLAN infrastructure, the GOAA elected to deploy 802.11ac-enabled Aruba APs, with the built-in intelligence ClientMatch. This technology continuously gathers session performance metrics from mobile devices to steer each device to the closest and best possible AP, enabling seamless transitions throughout the enabled buildings.

“With people moving throughout our very large venue, the hand-offs from one access point to another need to be very smooth and non-disruptive,” says Newsome, of the airport’s 13,000-acre facility, including a terminal complex of 150,000 square feet.

BEACONS AND MERIDIAN DELIVER REAL-TIME INDOOR NAVIGATION

Using Aruba’s Meridian Mobile App Platform, Orlando International developed its location-aware MCO Mobile App. To power the app’s location awareness, the airport has

deployed at total of about 900 Aruba Beacons, which utilize Bluetooth Low-Energy (BLE) technology for indoor positioning, and plans to increase that number.

Meridian App Gives Turn-by-Turn Directions

Introduced in December to aid holiday travel, the airport’s new mobile app provides location-aware navigation to assist travelers with finding their gate and services close to them.

“Our new app helps people find everything from an ATM machine to water fountains,” Newsome says. “After a user permits location visibility, the app identifies an individual’s location and then displays a route on the app’s map interface. Not only that, but an on-screen blue dot traces the path, providing turn-by-turn directions to help a person get there.”

The app also supplies flight status, for all airlines, just like on the traditional airport signboards, as well as displaying amenities like dining, shopping and lodging.

As expected, Newsome reports app adoption has been strong. “About 2,600 passengers downloaded the app within the first few weeks of deployment,” he says.

AIRPORT COMBINES AIRWAVE AND CLEARPASS FOR PERFORMANCE AND SECURITY

Other critical Aruba technologies deployed at Orlando International include vendor-agnostic wireless management tools. These included AirWave network management, for optimizing performance, and ClearPass Policy Management, for the robust security features of a wired network in a wireless environment.

AirWave Improves WLAN Optimization While Reducing Operational Costs

With AirWave, Newsome’s team gains a map-like presentation of every AP on the airport’s WLAN, which presents granular, real-time and historical information for ensuring overall network health while minimizing operational costs.

ARUBA-ENABLED MOBILITY IS VITAL TO MODERN OPERATIONS

While Orlando International’s new Meridian-powered app assists visitors, Newsome explains how GOAA’s Aruba based WLAN is integral to modern airport and tenant operations. “For instance, GOAA Operations personnel use Wi-Fi connected notebooks for airfield inspections and condition reports,” he says.”



“Further,” Newsome adds, “development is in progress to enable our maintenance personnel to use Wi-Fi connected tablets to review work orders, report work order status and access instruction manuals.”

Airport Tenants Also Rely on Aruba Wi-Fi

Newsome also points out that the airport supplies secure, high-availability Aruba wireless networking to its tenants. “One example is airlines using Wi-Fi for baggage reconciliation outside on the ramp areas,” he says. “Another is gate agents using a tablet to assist people standing in line with the check-in process.”

According to Newsome, each of these illustrations shows how the airport and its tenants depend on secure, reliable Wi-Fi access. “Our WLAN helps improve processes, save time and make travel experiences better,” he says.

ARUBA INFRASTRUCTURE TAKES TRANSPORTATION PLANS INTO THE FUTURE

Aruba Wi-Fi also supports future GOAA plans, such as extending the WLAN to cover a train station and major parking facility the agency is building.

Once the new facilities are completed and operational, Orlando International’s mobile app will become even more vital, he adds. “It will help answer people’s questions, link them with information services and provide them with a positive travel experience,” Newsome says.

Beacons will also play a key role. “I think we’re just scratching the surface for how we can use them,” Newsome acknowledges. “For example, a beacon with a vibration or temperature sensor could be integrated into a piece of electromechanical equipment and provide an alert in case of abnormal operations or trends.”

Robust Wi-Fi Now Critical to Aviation Ground Services

For others considering a Wi-Fi modernization, Newsome offers a few tips. “Design and build a very robust extension of your wired infrastructure,” he suggests. “Provide for growth, security and reliability. Over such a wireless network, you can operate whatever kind of services your organization needs.”

ABOUT ARUBA NETWORKS, INC.

Aruba Networks, an HP company, is a leading provider of next-generation network access solutions for the mobile enterprise. The company designs and delivers Mobility-Defined Networks that empower IT departments and #GenMobile, a new generation of tech-savvy users who rely on their mobile devices for every aspect of work and personal communication.

To create a mobility experience that #GenMobile and IT can rely upon, Aruba Mobility-Defined Networks automate infrastructure-wide performance optimization and trigger security actions that used to require manual IT intervention. The results are dramatically improved productivity and lower operational costs.

aruba
NETWORKS
an HP company

www.arubanetworks.com



Objective

Modernize the network and simplify operations to increase business continuity and deliver higher levels of quality and services to customers

Approach

Take advantage of HPE networking technologies to increase network throughput and availability to deliver an "always on" infrastructure

IT Matters

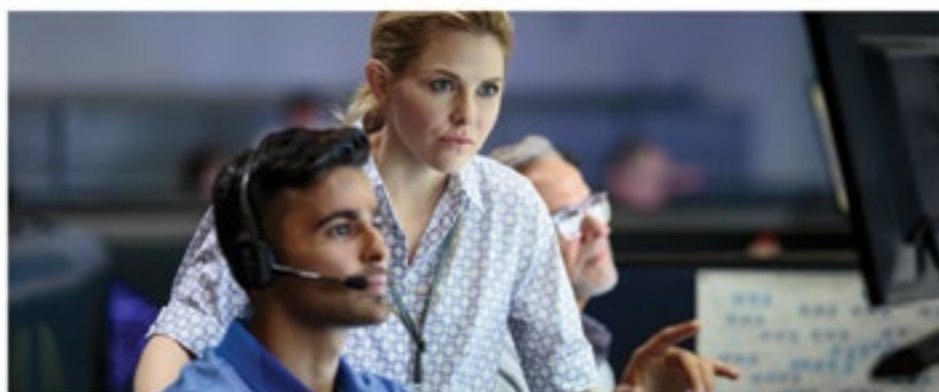
- Reduced business "loss" associated with unplanned downtime by 85%
- Replaced expensive network redundancy architecture with a simple network design
- Eliminated downtime due to data base corruption and subsequent restore procedures
- Ensured non-disruptive deployment with HPE and a preferred partner

Business Matters

- Eliminates downtime for planned maintenance, increasing productivity
- Ensures the release of products and firmware according to schedule
- Provides reliable performance and availability for quality assurance testing
- Delivers an "always on" network for creating competitive differentiation

New data center network helps Axis Communications ensure security for millions

New HPE network ensures 24/7 availability to enable video surveillance innovation



Axis Communications is the market leader in network video. Axis network video products are installed in public places and areas such as retail chains, airports, trains, motorways, universities, prisons, casinos and banks. By deploying a scalable HPE Data Center Networking solution, Axis Communications ensured "always on" availability for delivering groundbreaking products that help ensure the safety of millions of people around the world.

Ensuring 24/7 availability for worldwide operations

"Axis Communications invented the world's first network camera back in 1996," says Dan Lundström, Director of Infrastructure and IT Operations at Axis Communications. "We're the leaders in video surveillance innovation, ensuring the security of millions of people in retail chains, airports, trains, motorways, universities, prisons, casinos, and banks."

Industry

Electronics (Security Equipment)

"The HPE Networking team in Grenoble set up a replica of the network we needed, successfully demonstrating the use cases we'd put together. The HPE reference customer showed us everything we wanted to see. They did hosting and often didn't even know what kind of traffic patterns the hosted services used, but it all worked perfectly together. That was really the deciding factor for us."

— Dan Lundström, Director of Infrastructure and IT Operations, Axis Communications

"Our network is critical to our business," adds Lundström. "We require 24/7 support for over 70 sales offices, production plants, and distribution centers around the world. Our 'always on' initiative entails creating a backend that is completely redundant—from storage to networks to virtualization—to ensure the availability of our services."

Demonstrating the ability to meet the technical requirements

"Layer 3 redundancy protocols were impacting our entire network," continues Lundström. "We had problems failing over between our two data centers. We lost packages, services went down, and we had a lot of congestion issues. Basically, we had outgrown our old network. We wanted to create a modern network with no bandwidth restraints and the ability to do maintenance without taking down any part of the network. We also wanted to get rid of all Layer 3 so we could aggregate and move loads any way the business required."

"We created a detailed technical design and sent it out to three different vendors, including HPE," says Lundström. "We did workshops with each and visited reference

customers, quickly eliminating the other two vendors. The HPE Networking team in Grenoble set up a replica of the network we needed, successfully demonstrating the use cases we'd put together. The HPE reference customer showed us everything we wanted to see. They did hosting and often didn't even know what kind of traffic patterns the hosted services used, but it all worked perfectly together. That was really the deciding factor for us."

Increasing availability with innovative technology and proactive support

"We worked closely with HPE and a preferred HPE partner to deploy the data center core and Top of Rack switches," says Lundström. "We eliminated layer three protocols like Spanning Tree, implemented ISSU (In Service Software Update) and IRF (Intelligent Resilient Framework) as core technologies providing 'always on' functionality. Now all of our core switches, top of rack switches, and servers are redundantly connected, and we can do online upgrades without any downtime. We successfully carried out a fail over test between our two data centers during working hours, and nobody even noticed."



Objective

Overhaul the backup and disaster recovery system for the Oracle database platform supporting services

Approach

Compared and evaluated multiple backup appliance products

IT Matters

- Enables the gradual elimination of NAS products that were being used to store existing Oracle RMAN backup data
- Performs server-side deduplication which reduces network congestion
- Results in simpler operations and improved data protection reliability

Business Matters

- Achieves a 33% reduction in backup times and a 60% reduction in recovery times, compared with other storage vendors' products
- Standardizes data protection operation procedures to enable secure data protection and recovery
- Reduced implementation and maintenance costs by 25%, compared with other storage vendors' products
- Implemented for the same cost as one year of expanding the previous Oracle Data Guard and NAS product environment

Yahoo! JAPAN overhauls data protection for core services system

HPE StoreOnce deduplication reduces cost of large-scale data protection



Yahoo! JAPAN has overhauled its backup and disaster recovery system for the database platform supporting Yahoo! Auctions, Yahoo! Shopping, Yahoo! Wallet, and other Yahoo! JAPAN core services. It used the HPE StoreOnce System, with its cutting-edge deduplication technology, to gain control over an ever-increasing amount of backup data and greatly improve backup data replication efficiency between multiple data centers.

Challenge

Increasing data and growing costs

April 2016 marked 20 years since Yahoo! JAPAN first began offering its Japanese language information retrieval services. Now, with 699 billion page views per month, the nation's leading internet portal offers over 100 different services. Yahoo! Auctions, Yahoo! Shopping and Yahoo! Wallet are among this diversity of services that not only provide enrichment and comfort to our daily lives but also play an increasingly significant role within our social infrastructure.

"With HPE StoreOnce System, we were able to build a backup and disaster recovery system for the equivalent of what we would have spent to expand our Oracle Data Guard environment once in a six-month period."

— Hiroaki Kuwajima, leader, Development Team 3, Yahoo! JAPAN Corporation



Hiroaki Kuwajima, leader
Team 3, DBMS Technologies
Data Platforms HQ
Data & Science Solutions General HQ
Yahoo Japan Corporation



Makoto Sato
Development Team 3, DBMS Technologies
Data Platforms HQ
Data & Science Solutions General HQ
Yahoo Japan Corporation

Hiroaki Kuwajima, leader of Data Platforms HQ Development Team 3, DBMS Technologies at the Data & Science Solutions General HQ says: "As we came to our 20th anniversary at Yahoo! JAPAN, we outlined our vision for the future. Called Update Japan, the review represents our determination to find solutions for the issues facing IT right now while also being forward looking by aiming to help create a better Japan of tomorrow."

The Data & Science Solutions General HQ analyzes big data from a multitude of services with the goals of increasing the value of its services and improving customer experiences. At the same time, the HQ also oversees the planning, implementation, and operation of the database environment that serves as an execution framework for analysis and providing services. The data management systems handled by the HQ span all the way from commercial and OSS relational databases to object storage systems and Hadoop.

"We use Oracle 11g/12c commercial relational database software for our electronic payment, customer management and other mission-critical systems. In July 2016, we overhauled the backup and disaster recovery system for this database platform and that involved a reevaluation of our previous system, which relied on Oracle Recovery Manager (RMAN) for backups and Oracle Data Guard for remote replication," says Kuwajima.

Yahoo! JAPAN is known as one of Japan's leading large-scale Oracle users. The company is also home to a wealth of technologies and experience. So what prompted it to re-evaluate its backup and disaster recovery system?

"Increasing amounts of data were leading to longer backup times, while the burden of remote replication operations was growing and the rising total cost of data protection had also become an issue. We began looking at backup appliances with deduplication functionality to help solve these issues," recalls Kuwajima.

Yahoo! JAPAN implemented HPE StoreOnce System, along with its cutting-edge deduplication technology, as its new database platform backup and disaster recovery system.

Solution

Introducing effective deduplication

HPE StoreOnce System has been rapidly gaining popularity as a data protection solution perfect for integrated backup and disaster recovery in a multi-server environment. It features HPE StoreOnce Catalyst deduplication technology, which compares blocks of data using a tiny 4K chunk size in order to achieve higher deduplication ratios. The system's greatest advantage is its federated deduplication technology, which integrates the servers being backed up with HPE StoreOnce System in order to efficiently achieve distributed deduplication processing.



Kazuhiko Inoue
Development Team 3, DBMS
Technologies
Data Platforms HQ
Data & Science Solutions General HQ
Yahoo Japan Corporation



Shuhei Yamamoto
Development Team 3, DBMS
Technologies
Data Platforms HQ
Data & Science Solutions General HQ
Yahoo Japan Corporation



Noriyasu Atsuta
Infrastructure Technologies
Team 4, Storage
Site Operations HQ
Systems General HQ
Yahoo Japan Corporation

Makoto Sato, who belongs to the same team as Kuwajima, comments: "The most pressing issue when it comes to backups in a database environment is the increasing amount of time required to perform those backups. As the amount of data increased so did network congestion, resulting in a single instance requiring several hours to complete. The disk space necessary for backups was also rapidly increasing. We decided that using deduplication to reduce the amount of data would improve our situation greatly."

The databases being backed up consist of around 230 instances, totaling approximately 50TB of data. The existing backup system used RMAN to manage the writing of backups to network attached storage via a backup server. The HPE StoreOnce Catalyst and the HPE StoreOnce Plug-in for Oracle RMAN made it possible to write backups directly to the HPE StoreOnce System from the Oracle database server.

"Data sent has already been deduplicated on the server side, which means we could expect quicker backups without congesting the network. The fact that we wouldn't need to add any more backup servers or network attached storage was huge," notes Sato.

Yahoo! JAPAN replicates its data between multiple data centers separated by a distance of approximately 100km, and Sato explained that there were issues with using Oracle Data Guard for data replication.

"We had been using real-time transfer of the Oracle database archive log to achieve data protection, but as the amount of data grew this was taking longer and longer, resulting in high loads that were causing instability. Another problem was that only technicians who were familiar with Oracle Data Guard were able to resolve issues whenever replication didn't complete successfully."

Kuwajima reveals their aim: "Using Oracle Data Guard had become particularly burdensome for us. If we could replace it with the HPE StoreOnce System replication functionality, not only would we be able to reduce transfer time using deduplication, but operations would also no longer rely on any one individual."

About 3 times of improvement in backups demonstrated vs. competing products

Yahoo! JAPAN compared and evaluated multiple backup appliance products in the search for a solution. HPE StoreOnce System was the clear winner of this evaluation, with actual deduplication ratios and performance measurements placing it well ahead of the competition.

Team member Kazuhiro Inoue outlines the test results. "We measured the execution times and deduplication ratios for an initial RMAN level 0 backup (full backup), as well as a second and third additional backup. We also measured the time required for an RMAN complete recovery. The results put HPE StoreOnce System ahead of competing products with backup time reductions of 1/3 to 1/2 and less than half the time required for the recovery."

All of the products that it compared and evaluated supported server-side deduplication but it became clear that the effective performance varied greatly between products. Two key measurements should be evaluated when comparing backup appliances. The first is deduplication ratios, which can reduce the absolute amount of data transferred over the network and then reduces the amount of data storage capacity needed. The second is transfer speeds. Testing revealed transfer speeds of up to 120 Mb/s with HPE StoreOnce System, which was approximately twice as fast as competing products.

Team member Shuhei Yamamoto adds: "Our goal was to reduce the time required to complete backups. We didn't find a huge difference in deduplication ratios, so we were surprised to see differences in required times of up to 3 times. We think that this was due to differences in deduplication processing times."

Noriyasu Atsuta, a member of the Site Operations HQ Infrastructure Technologies Team 4, Storage at the Systems General HQ, adds his thoughts on evaluating storage products from a technological perspective: "With over 80,000 servers in operation at Yahoo! JAPAN, the standardization of infrastructure equipment and operations is critical. For example, it's often impossible to judge from specs alone whether a piece of equipment will fit in a standard rack."



Gain the edge with an all-flash solution that's affordable, accelerated, and enterprise-class

All-Flash HPE 3PAR StoreServ Storage gives you 10X greater speed¹ with built-in data protection and continuous application availability. All for less than \$1.50 USD per GB usable². And with a minimum of 4.5X more capacity scalability, we've got you covered on your Tier 1 requirements as well. With storage solutions from Hewlett Packard Enterprise, you really can take your business further, faster, for less.

But don't just take our word for it. Read what 1,000 of your peers had to say about flash migration.

Download the survey results.



HPE 3PAR StoreServ Storage
powered by Intel® Xeon® processors.
Intel Inside®. Powerful Productivity Outside.



¹ Based on comparison of the relative performance and footprint of the All-Flash HPE 3PAR StoreServ 7450 Storage array against an HPE 3PAR StoreServ Storage array of the same size and capacity configured with only HDDs.
² As of June 2016, 3.84TB 15K SAS HDDs, when used in conjunction with 3PAR compaction technologies, bring the cost of All-Flash HPE 3PAR StoreServ Storage to less than \$1.50 USD per gigabyte of usable storage capacity based on a 4:1 compaction ratio.
Intel, the Intel logo, Xeon, and Xeon Inside are trademarks or registered trademarks of Intel Corporation in the U.S. and/or other countries.

Accelerating next


Hewlett Packard
Enterprise

ACT
advanced computer technology

The world's first truly Composable Infrastructure. HPE Synergy.

Put the speed and flexibility of cloud in your own secure data center with "infrastructure as code." HPE Synergy delivers fluid resource pools, software-defined intelligence, and a unified API. Now you can automate compute, storage, and fabric for applications in just minutes. And create new value across your business—instantly and continuously. Interact with on-demand videos, infographics, articles, and more with Forrester.

Accelerating infrastructure



Brought to you by HPE & Intel®. Intel Inside®. Powerful Productivity Outside.

© Copyright 2016 Hewlett-Packard Enterprise Development LP. Intel and the Intel logo are trademarks of Intel Corporation in the U.S. and/or other countries.



HP recommends Windows 10 Pro.

Chaos to control in one touch



HP Touchpoint Manager. Built for IT simplicity.

HP Touchpoint Manager gives IT management the tools to scale big. Working across multiple devices, brands and heterogeneous environments can be chaotic. Now there's a simple, cloud-based solution you can use in the office and on the go to monitor and troubleshoot issues from a single location. Learn how HP Touchpoint Manager and true business-grade mobility can transform your IT environment.



ACT
advanced computer technology

HP Spectre Pro x360 G2 Convertible PC



Innovative design, great performance, and outstanding battery life

The sleek, precision-crafted HP Spectre Pro x360 offers the benefits of flexible 360 degree hinge movement and four operating modes. Stay productive with long battery life on an x360 business convertible with 6th Gen Intel® Core™ i5/i7 processors and optional vPro™.



- Windows 10 Pro¹
- 33,8 cm (13.3") diagonal display

Break from the conventional with 360° flexibility.

- Sturdy lightweight aluminum creates a seamless look on this incredibly thin (.61 in. / 15.4 mm.) convertible PC. Starting at just 3.2lbs / 1.45kg, easily switch between four different user modes on the 33.8 cm (13.3") diagonal touch FHD or QHD⁴ touchscreen.

Power for hours

- Never slow down with long battery life that allows you to create, stay productive, and entertain without having to recharge.

Premium performance

- Take charge of your workday with Windows 10¹ Pro and powerful 6th Gen Intel® Core™ processors² with optional vPro™³ technology.

Field ready

- Never fear bumps and minor spills. The thin and light HP Spectre Pro x360 is designed to undergo MIL-STD 810G testing.⁶

Featuring

- The best features of your favorite Windows OS and new features come together in Windows 10 Pro.¹
- Lifelike Full HD with an optional QHD ultra-resolution 33.8 cm (13.3") touch diagonal display.⁴
- Get through your busy day using a notebook and simply fold the 33.8 cm (13.3") diagonal screen over to go between tablet, stand or tent mode and stay connected on the go.
- Encrypt your SED or SSD drive with Windows BitLocker and TPM 2.0.
- Manage data, security, and devices from a single cloud-based solution with HP Touchpoint Manager.⁸
- Work in more places with multiple connectivity options to help you stay connected on-the-go.
- Help improve productivity with the optional HP Executive Tablet Pen.⁵
- Simplify technical support with Helpdesk by HP Care. Rely on cost-effective expertise that's available 24x7, covering multiple brands, devices and operating systems.⁷

HP Spectre Pro x360 G2 Convertible PC Specifications Table



Available Operating System	Windows 10 Pro 64 ¹
Processor Family²	Intel® Core™ i7 processor; Intel® Core™ i5 processor
Available Processors^{2,3}	Intel® Core™ i7-6600U with Intel HD Graphics 520 (2.6 GHz, up to 3.4 GHz with Intel Turbo Boost Technology, 4 MB cache, 2 cores); Intel® Core™ i5-6300U with Intel HD Graphics 520 (2.4 GHz, up to 3 GHz with Intel Turbo Boost Technology, 3 MB cache, 2 cores); Intel® Core™ i5-6200U with Intel HD Graphics 520 (2.3 GHz, up to 2.8 GHz with Intel Turbo Boost Technology, 3 MB cache, 2 cores)
Chipset	Chipset is integrated with processor ²
Maximum Memory	Up to 8 GB LPDDR3-1600 SDRAM Standard memory note: Transfer rates up to 1600 MT/s. Memory soldered down. Internal component upgrades to memory are not available after factory configuration.
Internal Storage	128 GB up to 512 GB M.2 SATA TLC SSD ⁴ up to 180 GB M.2 SATA MLC SSD ⁴ up to 256 GB M.2 SATA MLC SE SSD ⁴
Display	33.8 cm (13.3") diagonal FHD UWVA eDP 1.2 WLED BrightView touch screen (1920 x 1080); 33.8 cm (13.3") diagonal QHD UWVA eDP 1.3 + PSR WLED BrightView touch screen (2560 x 1440) ⁴
Available Graphics	Integrated: Intel® HD Graphics 520
Audio	HD Audio by Bang & Olufsen; Dual speakers; Dual array digital microphones with beam forming, echo cancellation and noise suppression support; Supports Voice Recognition with Windows 10
Wireless Technologies	Intel® 802.11a/b/g/n/ac (2x2) and Bluetooth® 4.0 Combo; Intel® 802.11a/b/g/n (2x2) and Bluetooth® 4.0 Combo ^{14,15} (Support for Miracast, Support for Intel® Pro Wireless Display (WIDI Pro))
Expansion Slots	1 multi-format digital media reader (supports SD, SDHC, SDXC)
Ports and Connectors	3 USB 3.0; 1 mini DisplayPort 1.2; 1 HDMI; 1 headphone/microphone combo; 1 AC power
Input Device	Full-sized island-style, backlit keyboard Touchpad with multi-touch gestures enabled. Taps enabled as default
Webcam	HP TrueVision Full HD WVA Webcam (front-facing) ⁹
Available Software	Buy Office; Microsoft BitLocker; Absolute Data Protect; Foxit PhantomPDF Express for HP; CyberLink Power2Go; Power Media Player 12; Intel® WDK Software; Adobe® Shockwave Player; CyberLink YouCam; HP Touchpoint Manager; HP Wireless Hotspot; HP ePrint ^{10,11,12,13,14}
Security Management	Intel® Anti-Theft ready support; MS BitLocker; TPM 2.0
Power	45 W Smart AC adapter HP Long Life 3-cell, 56 Whr Li-ion
Dimensions	32.5 x 21.8 x 1.54 cm
Weight	Starting at 1.48 kg (Weight will vary by configuration.)
Energy Efficiency Compliance	ENERGY STAR® certified configurations available
Warranty	1-year limited warranty (optional Care Packs available, sold separately); 1-year limited warranty on HP Long Life Battery (available only with the 1-year limited platform warranty)



OfficeJet Pro
Two-sided color.
Lightning fast.
For less.



HP OfficeJet Pro 8720



HP OfficeJet Pro 8720 AIO
Satisfy modern office demands with HP Print Forward Design. Manage costs with affordable, professional-quality color.¹ Stay productive and reduce paper use with blazing-fast two-sided printing from a printer made for high-volume offices.

Printer Price



HP 953 Black Original Ink Cartridge
Ref. L0558AE
Black Toner Price



HP 953 Color Original Ink Cartridge
Ref. F6U12AE, F6U13AE, F6U14AE
Color Toner Price



HP 3 year Care Pack with Standard Exchange for OfficeJet Pro Printers
Ref. U5M82E
Care Pack Price

¹ Compared with the majority of color laser AIOs < \$500, August 2015; market share as reported by IDC as of Q2 2015. Cost-per-page (CPP) comparisons for laser supplies are based on published specifications of the manufacturers' highest-capacity cartridges and long-life consumables. CPP comparisons for high-capacity HP ink supplies are based on published specifications of the manufacturers' highest-capacity cartridges. CPP based on high-capacity ink cartridges' estimated street price and page yield. ISO yield based on continuous printing in default mode. For more information, see <http://www.hp.com/go/learnaboutsupplies>.



keep reinventing

HP Elite x3 The one device that's every device

The HP Elite x3 is HP's first built-for-business mobile device to deliver seamless phablet, laptop, and desktop business productivity in a single device.¹

Do more all at once.



© 2016 HP Development Company, L.P.

Travels light, docks large

Effortlessly switch between phone, desktop, and laptop experiences.²



Total security

Business-class security features help protect your sensitive data.



Built for business

Enjoy on-the-go access to your corporate apps through HP Workspace.³



Apps from Windows Phone Store; availability may vary. Microsoft account, WiFi access and data connection required for some features and services; carrier fees apply.

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 updates 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 microsoft.com.

¹ Based on HP's internal analysis as of January 14, 2016, of mobile devices preinstalled with Windows 10 Mobile, designed to pass MIL-STD-810G and IP67 testing, the ability to run virtualized corporate apps on a big screen using an optional dock, and a biometric solution for security.

² Optional dock required and sold separately. Peripherals sold separately.

³ HP Workspace software update for Windows 10 required and planned in a future release. Subscription required. Corporate application must be licensed on corporate network for virtualization. Screens simulated, subject to change. Apps sold separately. Availability may vary.

Microsoft and Windows are either registered trademarks or trademarks of Microsoft Corporation in the United States and/or other countries.



University of North Carolina School of the Arts

State-of-the-art Animation and Visual Effects Departments mirror top industry studios with HP Z Workstations

Industry

Higher Education
Media & Entertainment

Objective

Equip new Animation and Visual Effects studios with the same ultra-fast workstation technology filmmaking professionals rely on in the world's top studios

Approach

UNCSA turned to HP experts to help configure fully-loaded HP Z Workstations with high-end NVIDIA® graphics cards and HP DreamColor displays to create a professional caliber filmmaking environment

IT matters

- HP Z Workstations with multi-core, hyper-threaded processors, fast storage and up to 1 terabyte of RAM make quick work of complex tasks
- Equipped with industry-leading NVIDIA® graphics cards, the systems support multiple monitors and high frame rates.
- Highly expandable HP Z Workstations extend systems' adaptability to changing instructional needs

Business matters

- Students learn on the same HP Z Workstations found after graduation when they pursue careers at top studios
- Cutting-edge systems enable nearly unlimited creativity, including complex animation and complicated visual effects with high-end software
- HP expertise adds immense value to the technology investment by UNCSA



"We want students to have the same caliber of technology they will have when they work for a top Hollywood studio after graduation."

— Henry Grillo, associate dean, UNCSA School of Filmmaking

The University of North Carolina School of the Arts is ranked among the best film schools in the country with recent graduates working on leading productions for film and television release, not only on the East Coast, but also in Los Angeles and London. When the UNCSA had the opportunity to equip a new building for the Animation and Visual Effects Departments, it turned to HP Z Workstations to help establish an environment that reflected professional film production studios.

"Previous technical barriers are broken. Having HP Z Workstation technology that can produce the ideas students' imagined opens new possibilities for their projects and careers."

— Henry Grillo, associate dean, UNCSA School of Filmmaking

Anticipating an increasing demand in film and television industry educational training, the University of North Carolina School of the Arts designed and launched a unique program attracting the attention of highly-qualified faculty with active careers in their professions. Enthusiastic students in filmmaking programs are bringing enrollment in the film school to an all-time high.

As part of its growth efforts, The University of North Carolina School of the Arts had a rare opportunity to build and equip a new building aimed at preparing its students for careers in the film, production design, animation and gaming industries. Architects offered bold ideas for collaborative spaces, lighting, heating and cooling. But the architects weren't experts on the computing hardware and software students needed to efficiently and effectively turn ideas into professional-level entertainment. It was equally important to obtain technical expertise from industry and technology experts.

"We're end users, not systems designers. We were challenged by this building," recalls Henry Grillo, associate dean for the School of Filmmaking. "We knew what we wanted to do. But we weren't completely sure of how to get there."

Grillo explains UNCSA is a conservatory. The School of Filmmaking is one of several arts schools on the Winston-Salem campus, with small, professionally-oriented arts classes enhanced by a solid liberal arts base.

"The model we follow is to train them in a professional-level environment," he says, "so they make that transition into the profession very, very smoothly. We don't want them surprised when they get on a real set or sit in an animation studio."

Focusing on storytelling

The filmmaking faculty, Grillo explains, focuses on teaching students first to be great storytellers, regardless of whether they concentrate in Directing, Producing, Screenwriting, Cinematography, Picture Editing & Sound Design, Production Design & Visual Effects or Animation. The school also offers a Masters of Fine Arts in Filmmaking, with concentrations in Creative Producing, Screenwriting and Film Music Composition.

Tiger Poston, UNCSA's post officer who oversees the Animation and Visual Effects studios, says to create the desired

environment, this much was clear: "We knew we were going to have to outfit the studios with very high-end equipment that would do the work the students needed to do."

Grillo and Poston turned to UNCSA's instructors—experienced and active in the industry, and its wide network of alumni and other contacts in the visual communications world. Those they contacted pointed to high-performance workstations that drive Hollywood and London animation and visual-effects studios, specifically referencing HP Workstations.

"Because HP already has a presence in the professional world, we were eager to look at HP technology," he says. "We want students to have the same caliber of technology they will have when they work for a top Hollywood studio after graduation."

Grillo and Poston also investigated other manufacturers' solutions. They decided early in the process their new systems would be Windows-based, because that's the industry standard. But that left them plenty of choices.

"When we approached HP, not only did they give us strong, reliable workstations to test," he recalls, "but also their position was far and away the best for us. They were more interested in creating an environment that would benefit our students than they were eager to just sell us equipment. They wanted to help us determine the ideal options to meet our objectives."

The Filmmaking school's challenge was to move from mainstream desktop solutions scattered among existing computer labs to workstation hardware and software in four new labs or studios. Grillo and Poston explain that their HP Workstation specialist went to work configuring those solutions.

"HP provided us with resources we didn't have," Grillo says. "The HP engineers who designed the HP Z Workstations came talk to with us. We talked with the people who made the graphic cards. And HP presented options that made it possible to assemble this incredible facility."

UNCSA's Production Design and Animation programs consist of three sequential years. Three identically-equipped studios serve Animation students in each year of study. Animation studios now have HP Z820 Workstations, each sporting dual HP Z24 and DreamColor displays. "There are HP Z

UNIVERSITY OF NORTH CAROLINA
**SCHOOL
OF THE
ARTS**

"Previous technical barriers are broken. Having HP Z Workstation technology that can produce the ideas students' imagined opens new possibilities for their projects and careers."

— Henry Grillo, associate dean, UNCSC School of Filmmaking

Anticipating an increasing demand in film and television industry educational training, the University of North Carolina School of the Arts designed and launched a unique program attracting the attention of highly-qualified faculty with active careers in their professions. Enthusiastic students in filmmaking programs are bringing enrollment in the film school to an all-time high.

As part of its growth efforts, The University of North Carolina School of the Arts had a rare opportunity to build and equip a new building aimed at preparing its students for careers in the film, production design, animation and gaming industries. Architects offered bold ideas for collaborative spaces, lighting, heating and cooling. But the architects weren't experts on the computing hardware and software students needed to efficiently and effectively turn ideas into professional-level entertainment. It was equally important to obtain technical expertise from industry and technology experts.

"We're end users, not systems designers. We were challenged by this building," recalls Henry Grillo, associate dean for the School of Filmmaking. "We knew what we wanted to do. But we weren't completely sure of how to get there."

Grillo explains UNCSCA is a conservatory. The School of Filmmaking is one of several arts schools on the Winston-Salem campus, with small, professionally-oriented arts classes enhanced by a solid liberal arts base.

"The model we follow is to train them in a professional-level environment," he says, "so they make that transition into the profession very, very smoothly. We don't want them surprised when they get on a real set or sit in an animation studio."

Focusing on storytelling

The filmmaking faculty, Grillo explains, focuses on teaching students first to be great storytellers, regardless of whether they concentrate in Directing, Producing, Screenwriting, Cinematography, Picture Editing & Sound Design, Production Design & Visual Effects or Animation. The school also offers a Masters of Fine Arts in Filmmaking, with concentrations in Creative Producing, Screenwriting and Film Music Composition.

Tiger Poston, UNCSCA's post officer who oversees the Animation and Visual Effects studios, says to create the desired

environment, this much was clear: "We knew we were going to have to outfit the studios with very high-end equipment that would do the work the students needed to do."

Grillo and Poston turned to UNCSCA's instructors—experienced and active in the industry, and its wide network of alumni and other contacts in the visual communications world. Those they contacted pointed to high-performance workstations that drive Hollywood and London animation and visual-effects studios, specifically referencing HP Workstations.

"Because HP already has a presence in the professional world, we were eager to look at HP technology," he says. "We want students to have the same caliber of technology they will have when they work for a top Hollywood studio after graduation."

Grillo and Poston also investigated other manufacturers' solutions. They decided early in the process their new systems would be Windows-based, because that's the industry standard. But that left them plenty of choices.

"When we approached HP, not only did they give us strong, reliable workstations to test," he recalls, "but also their position was far and away the best for us. They were more interested in creating an environment that would benefit our students than they were eager to just sell us equipment. They wanted to help us determine the ideal options to meet our objectives."

The Filmmaking school's challenge was to move from mainstream desktop solutions scattered among existing computer labs to workstation hardware and software in four new labs or studios. Grillo and Poston explain that their HP Workstation specialist went to work configuring those solutions.

"HP provided us with resources we didn't have," Grillo says. "The HP engineers who designed the HP Z Workstations came talk to with us. We talked with the people who made the graphic cards. And HP presented options that made it possible to assemble this incredible facility."

UNCSCA's Production Design and Animation programs consist of three sequential years. Three identically-equipped studios serve Animation students in each year of study. Animation studios now have HP Z820 Workstations, each sporting dual HP Z24 and DreamColor displays. "There are HP Z



Flexibility of digital print allows Svetofor to take giant leap forward in POS market

Svetofor started in the advertising market in 1999 as a creative agency designing packaging, Point of Sale (POS) displays and promotional campaigns. Early clients included L'Oréal, Danone, Russian Standard vodka, Philips and Nestle. The company conducted all design work out of its own production site, outsourcing the printing process to an outside print shop with a conventional offset process.



Industry sector: Sign & Display, POS/POP
Business name: Svetofor
Headquarters: Moscow, Russia
Testimonial from: Svetlana Erokhina, CEO
HP solution: HP Scitex 11000 Industrial Press
Website: svetofor-displays.ru

Challenge

"The conventional printing market in Russia faced significant format limitations. It's hard to order quality prints larger than 70 x 100 cm. This format is impractical and too small for making display stands."

Svetlana Erokhina, CEO, Svetofor



Not your ordinary customer

The marketing of fast-moving consumer goods is a highly dynamic process. It requires flexibility and rapid responses and the ability to make changes on demand. Producing complex POS displays can risk creating a weak link in the supply chain and slowing the time to market for new products.

Svetofor is a specialist producer of POS displays, based in Moscow, Russia. In 2013, the business employed 70 staff and posted revenues of €5 million. It wanted to address the issue of responsiveness, while making the business more efficient and flexible.

Specifically, Svetofor wanted to produce display units using all types of cardboard and PVC. It wanted to do this at speed and with quality equal to or better than offset printing.

"Printing was a new process for us," says Svetlana Erokhina, CEO, Svetofor. "We'd never done digital or offset printing, instead focusing on design, engineering, and assembly of finished products."

"Companies usually start with small presses in order to first master the technology and get their business processes running smoothly. We decided against competing with medium-capacity presses and, with future expansion in mind, bought the most powerful equipment possible."

Solution

"With the HP Scitex 11000 Industrial Press we can fill any order in one week. We apply the same rate and don't charge extra regardless of the size of the run or the number of design varieties. Our clients can order different versions for different regions, languages, and retailers. This allows them to respond promptly to retailers, buyer preferences, and competitors in the market."

Svetlana Erokhina, CEO, Svetofor



Sprint champion

Svetofor looked for solutions among high-speed flatbed printers, and studied the HP Scitex range.

"We made our choice after seeing the HP Scitex 11000 Industrial Press in action," says Erokhina. "It was an informed decision, made following scores of tests on materials typically available in Russia. We were more than happy with the quality, speed and cost of printing."

"The business," continues Erokhina, "was happy to opt for the top performance technology right away, deciding to skip the standard printing capacity build-up stages."

"The HP Scitex 11000 is the first printing equipment ever installed at our production facility. We believe this is the best machine on the market. HP is a trustworthy partner with a strong strategic vision, not only helping with project financing but also focusing on long-term collaboration."

Svetofor began production using its new HP Scitex 11000 Industrial Press in autumn 2014. It prints onto all types of cardboard and PVC and runs together with a fully automatic cutting plotter and semi-automatic loading.

"To prevent post-press operations from becoming a bottleneck, we've installed a fully automatic cutting plotter and several gluing lines alongside the digital printing press. If a short lead time is required, we can do unbelievable things. We've produced over 500 complex display stands in one week. No other print shop in Russia is capable of this," adds Erokhina.

Result

"Offset printing was our benchmark for quality and performance before HP Scitex 11000 came around. It is a high bar for any digital printing press. Now we offer offset standard quality with the flexibility and low cost of digital printing."

Svetlana Erokhina, CEO, Svetofor



More flexibility, with less complexity

The digital technology enables the company to create press runs of virtually any volume with high efficiency. "The incredibly high net performance of HP Scitex 11000 enables us to efficiently fill small orders of up to 400 finished items and produce large components for press runs in their thousands," says Erokhina.

Digital printing speeds up production of POS displays while significantly simplifying the process. The business has since expanded the range of display stand sizes and designs.

The large format allows Svetofor to fulfil small and urgent orders. Both large and small press runs of any products can be completed quickly, with a high profit margin. Clients can order different artwork to be printed as part of the same press run at no extra cost. "The new press has made us more versatile," says Erokhina. "The 160 x 320 cm format suits our needs perfectly."

"Display units have become more advanced, easy to design, manufacture, and assemble, and require fewer gluing operations. This translates into lower production costs. The press can print directly onto foamed PVC, foam board, and Re-board", which allows us to eliminate the lamination phase and offer clients new types of POS displays and new levels of affordability."

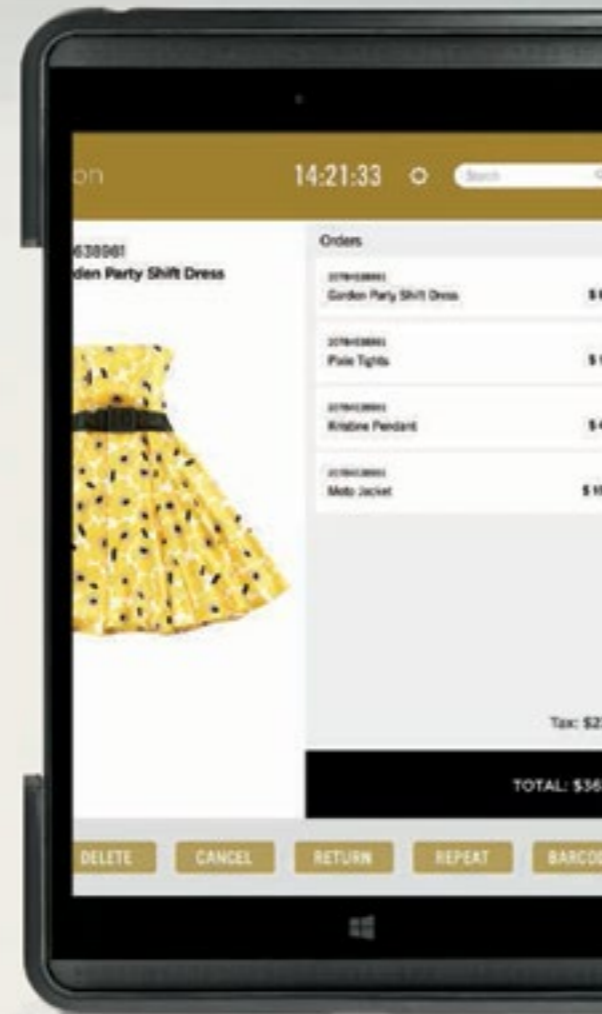
Svetofor has now switched some of its press runs to digital and the combination is helping attract new clients, including major orders from medium-sized print shops. The new equipment offers the best combination of cost, speed and quality of printing. "Shorter lead times mean happy clients and faster capital turnover, translates into a higher profit margin," concludes Erokhina.



HP recommends Windows 10 Pro.

MAKE THE SALE ON THE SPOT

Revolutionize your retail transactions with the HP Pro Tablet Mobile Retail Solution, powered by an Intel® Atom™ x5 processor. Transform commerce and create a unique customer experience right from the palm of your hand by delivering the service that customers expect.



HP Pro Tablet 608



HP Retail Case 8



Quick, reliable transactions

Meet your customer and business needs with a tablet solution that has incredible resolution, integrated security and manageability, and easy USB connectivity.



OfficeJet Pro
High quality color. Powerful productivity.
For less.



HP OfficeJet Pro 6970



HP OfficeJet Pro 6970
Printer Pack Price
(optional - delete text if



HP 903XL High Yield Cyan
Original Ink Cartridge
REF: T6M03AE
Toner Pack Price (optional -



Office 2016. Upgrade now and get all the Office essentials at a great value to run your small business

Do your best work – anywhere, anytime, and with anyone



Why should I upgrade to Office 2016?

Microsoft Office 2016 helps you to do your best work – anywhere, anytime, and with anyone. Updated versions of the classic desktop applications, Word, Excel, PowerPoint, and OneNote, are built for maximum productivity. You'll have access to your documents in the cloud whenever you need them. And collaborate easily with your team by sharing, presenting and work together on projects with built-in tools across the suite.

Modern desktop productivity – Be more productive—Office has the smartest productivity tools that provide guidance to help you stay on task in order to do great work more quickly.

- **Tell Me** is a powerful new feature in Office that will guide you to the results you are looking for
- **Smart Lookup**, powered by Bing, finds you contextual information from the web within the desktop applications you are using
- Pick the **Office theme** that's right for you—Dark Gray for a high contrast look and feel that's easy on the eyes, Colorful for a modern and fresh look, or White for a traditional Office look

Do great work, anywhere, anytime – Work from anywhere, anytime—easy access to files in the cloud using Microsoft OneDrive means you can create, edit, and view your work from virtually any location at any time of day at your own convenience

- More **intuitive navigation of cloud-storage locations** means that anywhere access, editing and sharing of files is easy, even from your desktop

- **Pick up from where you left off** because the apps know what you worked on last, whether stored locally or online, no matter what device was being used

- Files can be easily shared, wherever they are, right from Outlook with **Outlook modern attachments**

Made for teamwork – Collaborate easily—working together with other household members or with co-workers has never been this effortless

- Others can quickly be invited to review or edit documents with **simplified sharing**
- **Co-author** in Word, PowerPoint and OneNote. Real-time typing in Word lets you see others' edits as they make them

- **Improved version history** allows you to view or go back to earlier drafts, eliminating any apprehension in making edits and changes to documents

- **Threaded comments** in Word and PowerPoint enable you and your team to have useful conversations right next to relevant text and clearly who replied to whom and when

Office version comparison

	Office 2007	Office 2010	Office 2013	Office 2016
Tell Me guides you to the results you are looking for, just by typing the word (Word, Excel, PowerPoint, Outlook)				★
Smart Lookup will help you find information from the web without leaving your document (Word, Excel, PowerPoint, Outlook)				★
Themes let you choose the Office experience that's right for you (Word, Excel, PowerPoint, OneNote)				★
More intuitive navigation of cloud-storage locations means anywhere access is easy (Word, Excel, PowerPoint, OneNote, Outlook)				★
Pick up from where you left off for easy access (Word, Excel, PowerPoint)			⊕	✓
Outlook modern attachments allow you to share files easily right from Outlook				★
Simplified sharing allows you to quickly invite others to review or edit documents, manage who has access, and see who you are working with, all in one place				★
Co-authoring gets everyone on the same page, allowing simultaneous editing, better version control and incorporation of feedback (Word, PowerPoint, OneNote)			★	⊕
Improved version history allows you to browse or go back to earlier snapshots of your documents (Word, Excel, PowerPoint, OneNote)			★	⊕
Threaded comments enable people to have useful conversations right next to relevant text. (Word, PowerPoint)				★

KEY ★ New ✓ Included ⊕ Improved



Office | Upgrade now to Office 2016 and get all the Office essentials

Office Home & Business 2016¹, Office Professional 2016², and Office Standard 2016 provide business-grade productivity and collaboration tools at a great value that help you do your best work. Get better results with greater ease and with fewer steps—anywhere, anytime, and with anyone.

Which Office should I buy?

	Office Home & Business 2016	Office Professional 2016	Office Standard 2016
Full installed version of Microsoft Office applications	⊕ ⊕ ⊕ ⊕ ⊕	⊕ ⊕ ⊕ ⊕ ⊕	⊕ ⊕ ⊕ ⊕ ⊕
Designed for home offices and small businesses ³	For 1 PC or Mac	For 1 PC	For 1 PC or Mac
Easily save your documents online with Microsoft OneDrive online storage	●	●	●
Skype for Business, volume activation, Group Policy, and more			●



What do I need to do?

It's simple. Buy Office Home & Business 2016, Office Professional 2016, or Office Standard 2016 right away.

But if you're ready for the cloud... and additional applications and services, such as 1TB of Microsoft OneDrive for Business cloud storage, or are a larger business looking for volume licensing options, then you'll want to take a look at our Office 365 Business subscription options: Office 365 Business, Office 365 Business Essentials, or Office 365 Business Premium.

➔ Contact us to learn more or to buy today.

System requirements

Computer and Processor

- 1 GHz or faster x86 or 64-bit processor with SSE2 instruction set

Memory

- 2 GB RAM*
- Hard Disk
- 3.0 GB available
- Display
- 1280x800

Operating System

- Windows 7 Service Pack 1, Windows 8, Windows 8.1, Windows 10, Windows Server 2008 R2, Windows Server 2012 R2, Windows 10 Server

Graphics

- Graphics hardware acceleration requires a DirectX10

Browser

- Internet Explorer 9, 10, 11
- Mozilla Firefox 35.x +
- Google Chrome 40+
- Microsoft Edge

Additional Requirements

- Internet connection. Fees may apply.
- A touch-enabled device is required to use any multi-touch functionality. However, all features and functionality are always available by using a keyboard, mouse, or other standard or accessible input device. New touch features are optimized for use with Windows 8, Windows 8.1 or Windows 10.
- Product functionality and graphics may vary based on your system configuration. Some features may require additional or advanced hardware or server connectivity. Microsoft account.

¹ Office Home & Business 2016 and Office Professional 2016 requires activation with a Microsoft Account. up to 25 copies may be activated under 1 Microsoft Account.

² Office Professional 2016 available via Digital Download. ³ Transferable within 90 days of purchase. ⁴ 128 MB RAM recommended for accessing Outlook data files larger than 1GB.



Voice

Complete Cloud Communication

- Provide one platform for meetings and voice
- Reduce voice and conferencing costs
- Connect to meetings and each other from virtually anywhere, on any device

100 million meetings conducted each month using Skype services

COST SAVINGS

"We estimate that we will save about [US]\$100,000 a year by standardizing on Skype for Business Online. This savings results from reducing the use of third-party conferencing providers, long-distance and toll calling contracts, and PBX and phone systems."

Nir Dolgin, Director of Enterprise Infrastructure, Ixia

New Value for Enterprise Customers

SECURITY	ANALYTICS	VOICE
Advanced Enterprise Protection	Insights for Everyone	Complete Cloud Communication
Advanced Threat Protection: Zero-day threat and malware protection Advanced Security Management: Enhanced visibility and control Customer Lockbox: Complete control of data Advanced eDiscovery: Identifying the relevant data quickly	Power BI Pro: Live business analytics and visualization Delve Analytics: Individual and team effectiveness	PSTN Conferencing: Worldwide dial-in for your online meetings Cloud PBX: Business phone system in the cloud PSTN Calling: Cost effective cloud based dial tone (add-on)

Voice

PSTN Conferencing

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

Cloud PBX

- Centrally manage users for communications, email, and content from Office 365
- Eliminate separate PBX systems and transition to the cloud

PSTN Calling

- Subscribe to calling plans from Office 365
- Use existing phone numbers or get new ones



PSTN Conferencing

PSTN Conferencing provides a dial-in conference number to meeting participants, so they can easily connect by phone from anywhere they do not have Internet access.

PSTN Conferencing simplifies the meeting process by ensuring that even participants without a stable Internet connection can access a Skype for Business meeting through dial-in or dial-out conferencing.

"When I look at Office 365, I see some areas of innovation that resonate very well. Skype for Business with PSTN and Cloud PBX will help us connect with even more people and get even faster decision making from wherever they are."
— Leandro Balbino, North American COO
The Kraft Heinz Co

DIAL IN OR DIAL OUT TO MEETINGS

Use a local dial-in number to join Skype Meetings or dial out to bring participants into a meeting using a phone number

SIMPLIFY MANAGEMENT

Consolidate all communications under a single solution, vendor, invoice, and support channel

DECREASE COSTS

Take advantage of unlimited audio conferencing to eliminate per-minute costs that third-party audio conferencing providers charge



PSTN Calling*

PSTN Calling is an add-on to Cloud PBX that provides domestic and international calling services for businesses directly from Office 365.

Instead of contracting with a traditional telephony carrier and using an on-premises IP-PBX, you can purchase Cloud PBX and add-on PSTN Calling for a complete enterprise telephony experience for end-users.

"We estimate that we will save about [US]\$100,000 a year by standardizing on Skype for Business Online. This savings results from reducing the use of third-party conferencing providers, long-distance and toll calling contracts, and PBX and phone systems."
— Niv Dolgin, Director of Enterprise Infrastructure
Isia

CONNECT TO ANYONE

You can make and receive calls using Skype for Business through Cloud PBX combined with PSTN Calling

SIMPLIFY VOICE MANAGEMENT

Reserve phone numbers from Office 365 or transfer your existing phone numbers from another service provider or carrier

REDUCE COSTS

Assign users to subscription-based plans for domestic calling only or local and international calling

*PSTN Calling is an add-on to Office 365



Cloud PBX

Cloud PBX provides a phone system in the cloud, modern and tightly integrated with Office 365.

In the past, PBX were typically on-premises, requiring significant hardware investments. With Cloud PBX, you can increase agility and consolidate management compared to traditional phone hardware.

"On Kelly's HQ campus, we have three legacy PBX systems, which are near end-of-life. We are looking to replace them all with the Skype for Business Cloud PBX, which has the potential to eventually become Kelly's global PBX solution as our current technology requires refresh."
— Timothy Kroeger, Manager, Global Messaging and Collaboration Services
Kelly Services

MODERNIZE VOICE

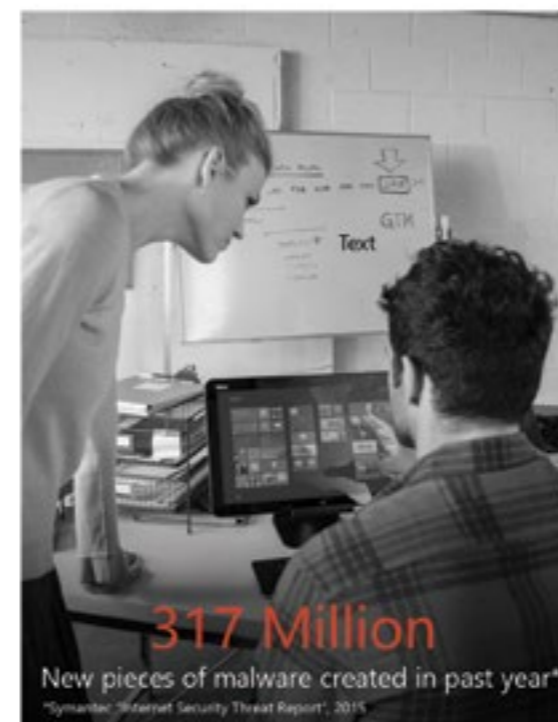
Reduce reliance on costly PBX systems and on-premises hardware with a complete voice solution in the cloud

SIMPLIFY IT ADMINISTRATION

Increase agility and consolidate management with rapid provisioning, reporting, and diagnostics of voice services in Office 365

GAIN FLEXIBILITY

Make, receive, and transfer business calls in the office, at home, or on the road from almost any device



Security

Advanced Enterprise Protection

- Protect your organization against unknown malware and viruses (Protect)
- Gain enhanced visibility and control into Office 365 usage and security incidents (Detect)
- Maintain explicit control over your data in the cloud (Respond)
- Maintain compliance while streamlining the eDiscovery process to save time and money

REDUCED RISK

"Safe Attachments in Exchange Online Advanced Threat Protection is going to reduce zero-day threats from malware and viruses. This will help prevent malicious attachments from impacting our environment."

— Brian Ivie, Chief Security Officer, SunGard

317 Million
New pieces of malware created in past year*

*Symantec, Internet Security Threat Report, 2015

Security

Advanced Threat Protection

- Protect against unknown malware and viruses
- Provide real-time, time-of-click protection against malicious URLs
- Deliver rich reporting and URL trace capabilities with Click Tracing

Advanced Security Management

- Identify high-risk and abnormal usage, security incidents, and threats
- Gain enhanced visibility and context into Office 365 usage and shadow IT
- Reduce the possibility of attacks with granular controls that monitor access

Customer Lockbox

- Explicitly control all access to data; Microsoft must be granted permission
- Grant just-in-time access to limit data access
- Maximize data security and privacy by logging access control activities

Advanced eDiscovery

- Focus on what is unique and relevant by training the system to identify emails and documents through predictive coding
- Reduce document volume with Near Duplicates and Email Threading



Advanced Threat Protection



Advanced Security Management



Customer Lockbox



Advanced eDiscovery

Analytics

Power BI Pro

- Gain fast, easy access to the data you need with a simple intuitive experience
- Access a live, 360° view of your business through a single dashboard
- Discover new insights by exploring your data with rich visualizations

Delve Analytics

- Leverage personal and team work analytics to improve individual effectiveness
- Use the Outlook add-in to understand how you and your team spend time
- Identify top collaborators and email insights, including reach



Power BI Pro



Delve Analytics



Leader

In Gartner's Magic Quadrant for Business Intelligence and Analytics Platforms for the ninth consecutive year and placed furthest in vision

*Gartner's Magic Quadrant for Business Intelligence and Analytics Platforms, February 2016

Analytics

Insights for Everyone



Transform your company's data into rich visuals and analytics for better decision making



Be more effective, make better decisions, and save hours every week with time and relationship insights for individuals and teams

BETTER DECISIONS

Focus on what matters to you, so you can make better business strategy decisions as well as personal and team productivity decisions.

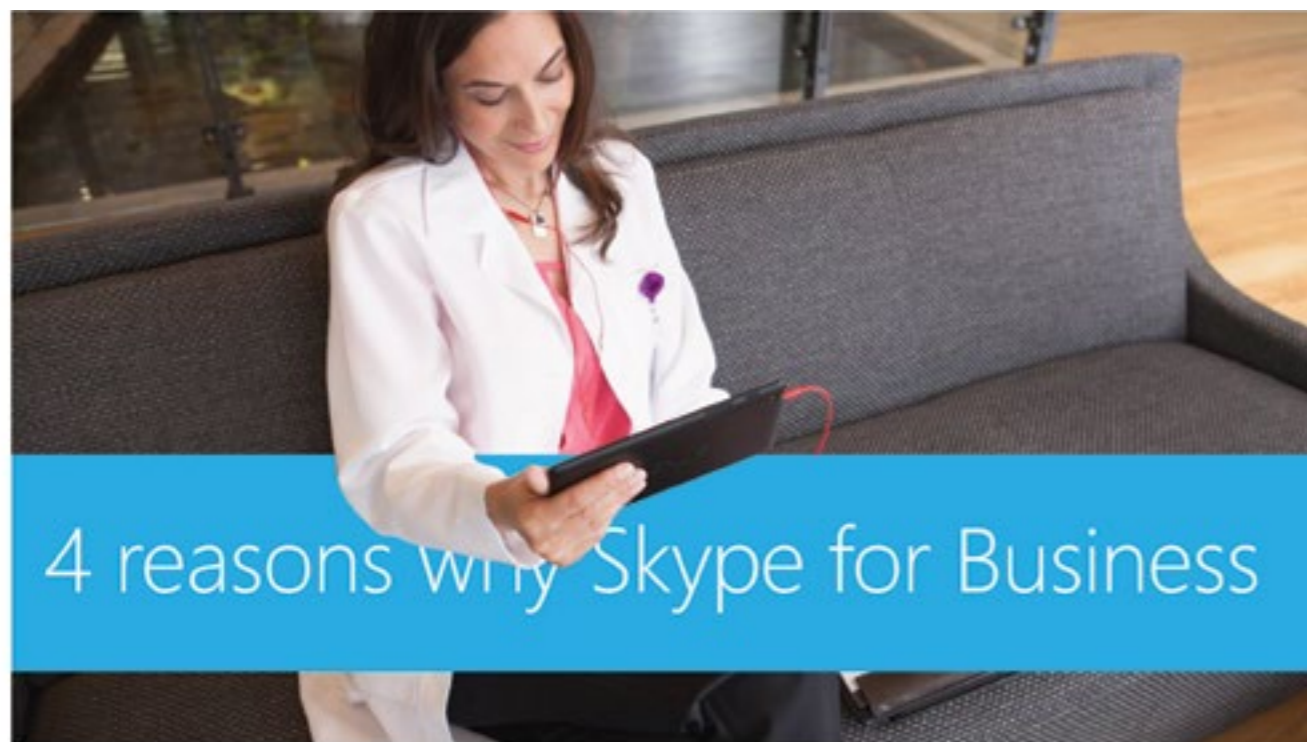
"Office 365 has made Henkel faster and more agile."
-Joachim Joekle, Senior CVO, Henkel

Office 365 Enterprise Suites

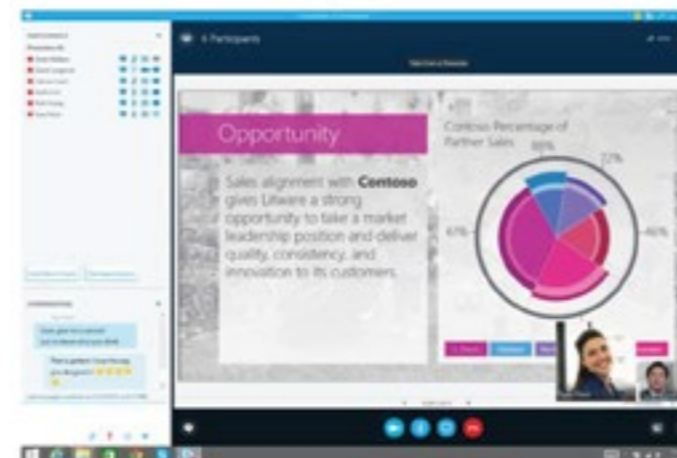
	E1	E3	E5
Business Class Email and Calendars Exchange Online	50 GB	Unlimited	Unlimited
Social, Video, Sites, Work Management Yammer, OneDrive, SharePoint Online, Planner	None	None	•
IM, Online Meetings, Meeting Broadcast Skype for Business	None	None	•
File Storage, Sharing, Information Discovery OneDrive for Business, Delve	•	•	•
Office Online	•	•	•
Office Client Apps Office 365 ProPlus	•	•	•
Archiving, Rights Management, Data Loss Prevention, Encryption	•	None	•
Advanced Security Management, Advanced eDiscovery, Secure Attachments and URLs, Access Control	•	•	•
Analytics Power BI Pro, Delve Analytics	•	•	•
Cloud PBX Skype for Business	•	•	•
PSTN Conferencing* Skype for Business	•	•	•
Enterprise Plan Add-ons			
PSTN Calling** Skype for Business			+\$24
CRM Online Professional Dynamics		+\$50	+\$50

*Toll-free and International Dial-out conferencing capabilities will incur additional per minute consumption charges when available. Customers can disable this feature to avoid additional billing.

**\$24 includes both International and Domestic calling plans. Domestic only calling plans are available for \$12. Tax is included in price in USA. Add-On price to E1 & E3 is \$32, which includes Cloud PBX.



Meeting experiences



Integrated meeting notes

Hangouts does not have a fully integrated note-taking experience such as OneNote

See content AND presenter

Hangouts does not show the presenter during content sharing – not a collaborative experience

Meetings size to 250 natively

Hangouts supports up to 15 people and then requires a view only experience via YouTube

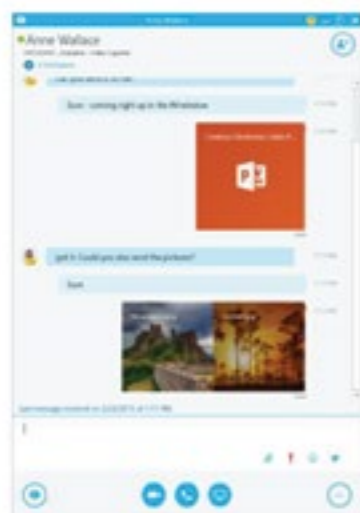
Consistency across platforms

Hangouts does offer a chat function within a meeting but various mobile platforms such as iPad and Android cannot see that chat causing a very confusing experience for attendees

Bottom line

Note taking, video/content being viewed simultaneously, and chat showing up on all platforms should be your minimum bar. Hangouts is challenged to offer these consistently.

Collaboration experiences



Easy file sharing

Hangouts meetings does not offer file sharing through IM

Upload / preview

Hangouts does not offer pre-loading of slides
Hangouts does not allow users to preview slides
Hangouts does not offer easy sharing of Office files

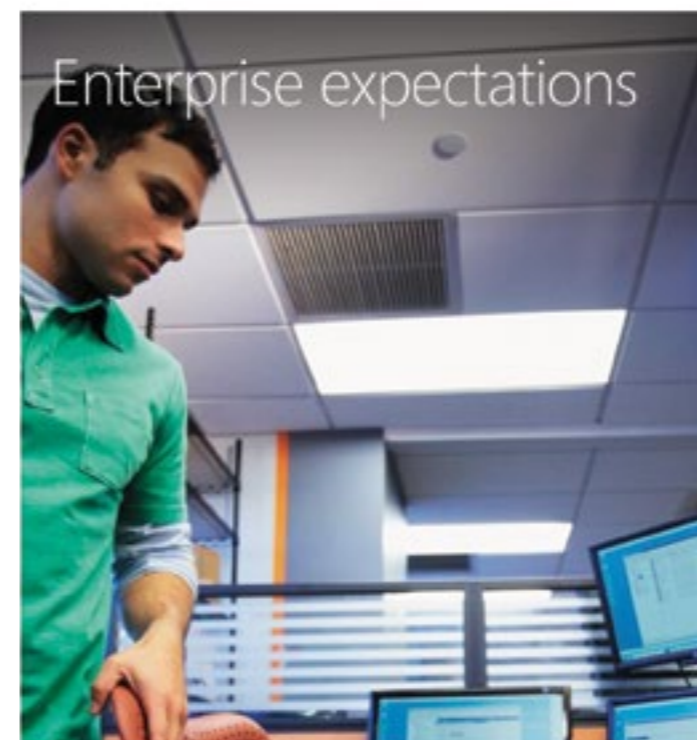
Polls, inking, white boarding

These tools do not exist natively in Hangouts

Bottom line

Hangouts offers video calling. If your business is serious about collaboration and sharing, you should consider robust tools such as Office 365 that includes Skype for Business.

Enterprise expectations



Control your data

Hangouts does not recognize secure content
Users are allowed to share anything

Office integration

Hangouts lacking full support of Office
Hangouts has poor experiences in Windows (IE)

Enterprise voice

Hangouts can make and receive a phone call

Bottom line

Businesses that need to protect their data, integrate with Office, and offer a full UC solution that includes options for voice needs enterprise ready software such as Skype For Business.

Skype Room Systems



SKYPE ROOM SYSTEMS

50 million meeting rooms
Serve these rooms with a full spectrum of meeting devices by empowering our strong partner ecosystem

Rich collaboration experiences
Enable a consistent, rich Skype collaboration experience across meeting devices

Illustrate the art of the possible
Empower Surface Hub with Skype for Business to help partners innovate and grow.

Hangouts is limited to one type of meeting room device – the Chromebox.

Bottom line

Businesses have many different meeting rooms – no single device can serve. Skype for Business offers LRS and Skype Room Systems today. Key partners will help grow a continuum of meeting devices.

4

Gartner on Google

Figure 1. Magic Quadrant for Unified Communications as a Service, Multiregional



Experience issues

Not good for large meetings
Not good for formal meetings with external partners
Supports only 15 simultaneous sessions

No Enterprise voice

Considered only a consumer service for North America
Customers must buy EV separately from a partner
No significant adoption of this configuration

IT difficulties

Lack of reporting tools
Pace of change makes for support troubles
SLA of 99.9% does not provide a QoS guarantee

Recent Press

<p>Why it never works</p> <ul style="list-style-type: none"> • Hangouts Issues • Problems with IE • Device support lacking • Alert Overload • Plug-in disappears • Video problems <p>http://www.pcworld.com/article/266113/the-top-5-reasons-why-google-hangouts-never-works.html</p>	<p>MS and Google Swap</p> <ul style="list-style-type: none"> • Google losing focus • Mobile progress lacking • Chromecast not updated • Google+ a ghost town • "Moonshot Projects" distract Google from customer focus <p>http://www.forbes.com/sites/gondanella/2015/05/19/microsoft-google-swap/</p>	<p>Helpouts Shutdown</p> <ul style="list-style-type: none"> • Lasted barely 15 months • Didn't develop the platform very much after the original launch • Hard to find services – categories too broad <p>http://www.eweek.com/story/google-pulls-plug-on-helpouts-video-service-months-after-launch/2014</p>	<p>Chrome performance</p> <ul style="list-style-type: none"> • Chrome Windows Woes • Drains laptop batteries • Sets itself to high priority • Does not allow CPU to idle • Firefox and IE does not have this problem <p>http://www.forbes.com/sites/ramonnu/2014/07/14/google-a-chrome-web-browser-is-killing-your-laptop-battery/</p>
---	---	---	---

For further information, please contact:
Tel.: 02 3305 1801/2/3
www.act.eg
Microsoft@act.eg

ACT
advanced computer technology

Windows offers the management features that businesses need.

Management Choices

- Works with existing infrastructure
- Continued support for Group Policy and WMI
- Advanced MDM support
- Consistent across PC/phone
- 1st and 3rd party solutions



Evolving Business Needs

Recent Past	→	Mobile-first, Device-first
9-to-5 Monday-Friday employees at work		24x7x365 blur of work & personal activity
PCs on a LAN, connected to domain		Laptops, tablets, phones anywhere (on any network)
Corporate supplied and managed devices		Corporate and BYOD, business & personal apps/data
One device ecosystem		Heterogeneous ecosystems (Windows, iOS, Android, Chrome)
Extended operating system/servicing lifecycle		A faster upgrade cadence; shorter device lifecycle
On-premises applications and file sharing		SaaS applications and file sharing services
Access controls contained within organizational		Access controls span organizations, apps, individuals
Deep corporate management controls and policies		Lighter cloud-based management with fewer controls
Malware as vandalism and criminal activity		Malware as espionage and weaponry
Network perimeter as a viable defense boundary		Must operate under assumed breach of network
Vertically-integrated devices for task workers		Dynamically adapting devices for task workers

Management Choices

	Available Choices
Identity	Active Directory; Azure Active Directory
Management	Group Policy; System Center Configuration Manager; 3rd party PC management; Intune; 3rd party MDM
Updates	Windows Update; Windows Server Update Services (WSUS); Intune; 3rd party MDM
Infrastructure	On-premises or in the cloud
Ownership	Corporate-owned, CYOD; BYOD

Organizations may mix and match, depending on their specific scenario

Windows 10

Management Choices

Basic	Lightweight	Full Control
Exchange ActiveSync	Active Directory and/or Azure Active Directory Mobile Device Management	Active Directory Group Policy System Center
Windows Update	Windows Update/MDM	WSUS
BYOD (personal) devices E-mail access only	Company-owned and BYOD devices Internet-facing or corporate network	Company-owned devices Corporate network



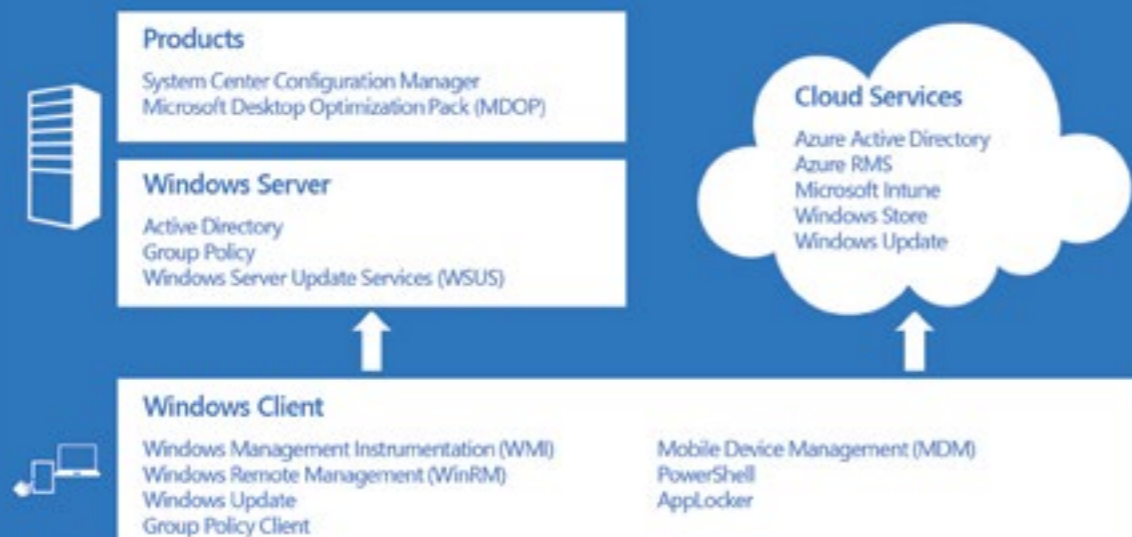
Windows 10 Works with Existing Infrastructure

Product	Supports Windows 10 Management	Supports Windows 10 Deployment
System Center 2012 R2 Configuration Manager	✓	✓
System Center 2012 Configuration Manager	✓	✓
System Center Configuration Manager 2007	✓	
Windows Server 2012 R2 Windows Server 2012 Windows Server 2008	✓	
Microsoft Deployment Toolkit 2013		✓

Updates will be required. New OS features may require newer versions for full support.



Windows Management Features



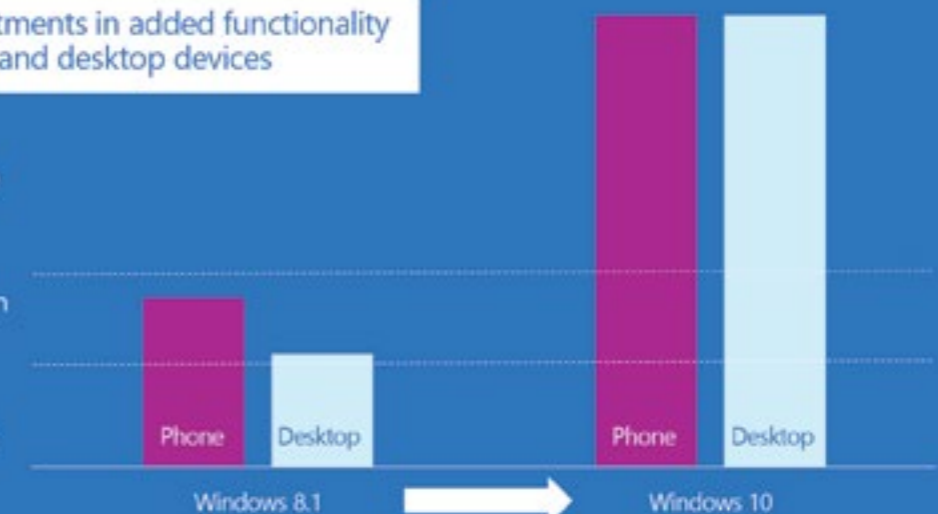
Mobile Device Management

Significant investments in added functionality for both mobile and desktop devices

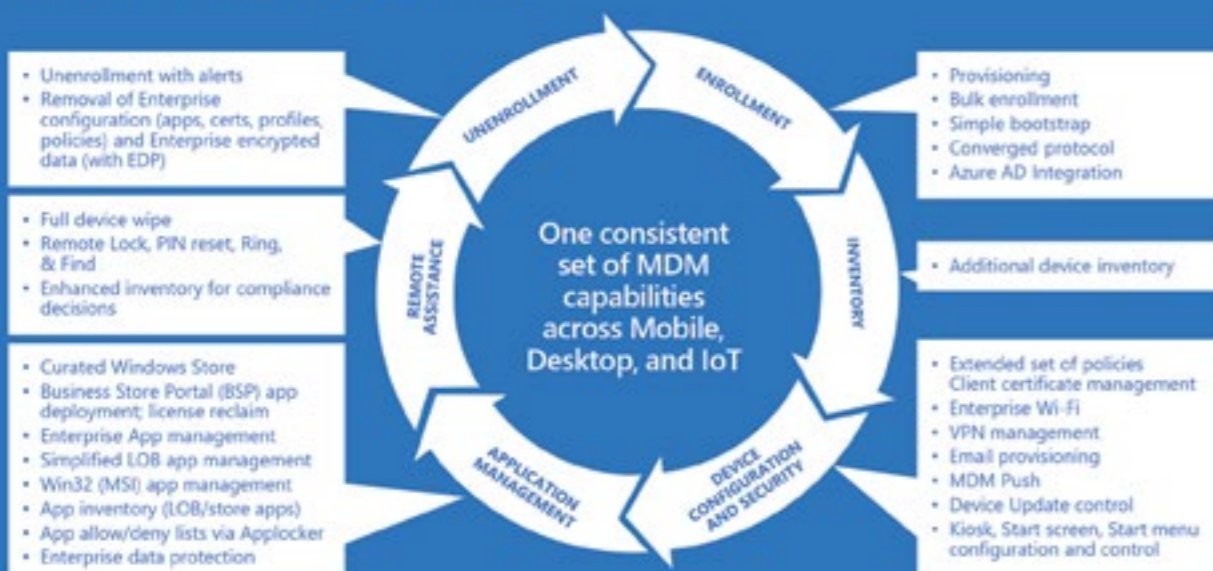
Fully managed corporate device

Device Lockdown

BYOD: simple security settings

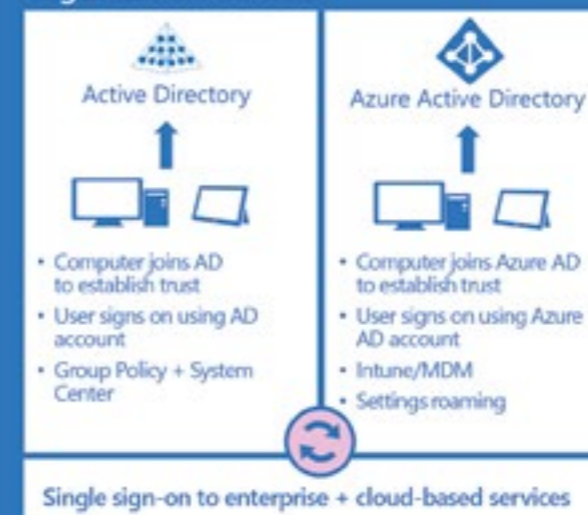


MDM in Windows 10



Windows 10 Identity Choices

Organization Owned



Personally Owned (BYOD)



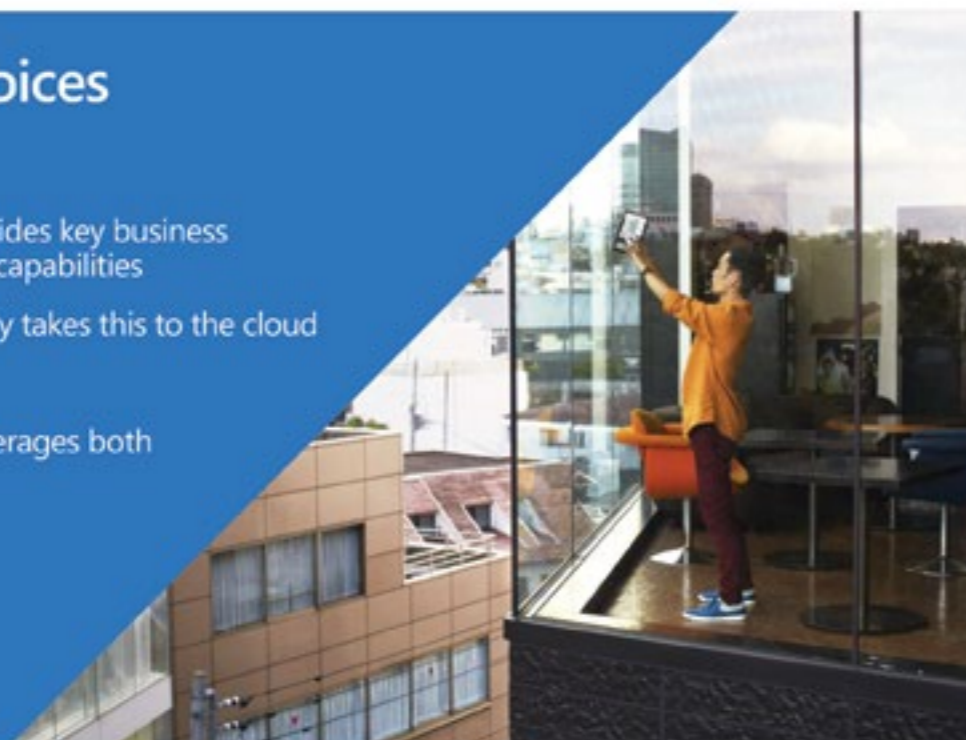
Identity Choices

Active Directory provides key business identity and security capabilities

Azure Active Directory takes this to the cloud

Both work together

Windows 10 fully leverages both



Azure Active Directory



Device Management Vision

A "single pane of glass" for managing all of your devices



Group Policy

New in Windows 10

New policies to support Windows 10 features:

- Start screen and start menu management
- "Project Spartan" settings
- Next-Generation Credential PIN settings
- Universal app management

New from Windows 7

Capabilities from Windows 8.1:

- Policy caching
- IPv6 support for printers, VPN, targeting

Capabilities from Windows 8:

- Sign-in optimization for DirectAccess clients
- Better use of larger registry policies (registry.pol)
- Remote group policy refresh (GPOupdate)
- More efficient background processing



SQL Server 2016 editions – what's new

SQL Server 2016 is the biggest leap forward in Microsoft's data platform history with real-time operational analytics, rich visualizations on mobile devices, built-in advanced analytics, new advanced security technology, and new hybrid cloud scenarios.

	Enterprise	Standard	Express	Developer		
	SQL Server Enterprise delivers comprehensive datacenter capabilities for mission-critical database, business intelligence, and advanced analytics workloads. ¹	SQL Server Standard provides core data management and business intelligence capabilities for non-critical workloads with minimal IT resources.	SQL Server Express is a free edition of SQL Server ideal for development and production for desktop, web and small server applications.	SQL Server Developer is now a free edition providing the full feature set of SQL Server Enterprise. For development and test only, and not for production environments or use with production data.		
	Mission critical performance	Security	Data warehousing	Business intelligence	Advanced Analytics	Hybrid cloud
Enterprise	<ul style="list-style-type: none">• OS max cores and memory• Enhanced in-memory OLTP performance• Operational analytics• Enhanced AlwaysOn with no domain join (AWS 2016)• QueryStore• Temporal	<ul style="list-style-type: none">• Always Encrypted• Row-level security• Dynamic data masking• Enhanced separation of duties• Enhanced SQL Server auditing• Transparent data encryption• Policy-based management	<ul style="list-style-type: none">• Enhanced in-memory ColumnStore• PolyBase in scale-out configuration (head and compute nodes)• Deployment rights for APS• Distributed query processing• Support for JSON	<ul style="list-style-type: none">• End-to-end mobile BI on all major platforms• Enhanced direct query• In-memory analytics• Advanced data mining• Advanced tabular• Web portal experience (all reports in 1 place)• Modernized reports• Pin reports to Power BI• Enhanced multi-dimensional models	<ul style="list-style-type: none">• In database Advanced Analytics• R integration with massive parallel processing for performance and scale• Works with in-memory technology• Run in database or standalone• Connectivity to R Open	<ul style="list-style-type: none">• Stretch Database• Enhanced backup to Azure• Enhanced HA and DR with Azure – ease of use, no domain join (AWS 2016)• SSIS integration with Azure Data Factory and Azure SQL Data Warehouse
Standard	<ul style="list-style-type: none">• Disk-based OLTP• 24 cores max and 128 GB max memory• 2-node single database failover (non-readable secondary)• Temporal	<ul style="list-style-type: none">• Row-level security• Dynamic data masking• Basic auditing• Separation of duties• Policy-based management	<ul style="list-style-type: none">• PolyBase (compute node only)• Support for JSON	<ul style="list-style-type: none">• Basic tabular (16GB memory per instance)• Modernized reports• Pin reports to Power BI• Enhanced multi-dimensional models	<ul style="list-style-type: none">• Single-threaded for RRE• Connectivity to R Open	<ul style="list-style-type: none">• Stretch Database• Backup to Azure
Express	<ul style="list-style-type: none">• 1 GB memory, max 10 GB memory• Basic OLTP	<ul style="list-style-type: none">• Policy-based management	<ul style="list-style-type: none">• Support for JSON	<ul style="list-style-type: none">• Basic reporting and analytics• Modernized reports		<ul style="list-style-type: none">• Stretch Database• Backup to Azure

This content was developed prior to the product or service's release and as such, we cannot guarantee that all details included herein will be exactly as what is found in the shipping product. Because Microsoft must respond to changing market conditions, it should not be interpreted to be a commitment on the part of Microsoft, and Microsoft cannot guarantee the accuracy of any information presented after the date of publication. The information represents the product or service at the time this document was shared and should be used for planning purposes only. Information subject to change at any time without prior notice.



SQL Server 2016 features by edition

		Express	Standard	Enterprise ¹
	Maximum number of cores	4 cores	24 cores	Unlimited
	Maximum memory utilized per instance	1 GB	128 GB	OS Max
	Maximum size	10 GB	524 PB	524 PB
Mission critical performance	Basic OLTP	●	●	●
	Manageability (Management Studio, Policy-Based Management)	●	●	●
	Basic high availability (2-node single database failover, non-readable secondary)		●	●
	Enterprise data management (Master Data Services, Data Quality Services)			●
	Advanced OLTP (In-memory OLTP, Operational analytics)			●
	Advanced HA (Always On - multi-node, multi-db failover, readable secondaries)			●
Security	Basic security (Row-level security, data masking, basic auditing, separation of duties)		●	●
	Advanced security (Transparent Data Encryption, Always Encrypted)			●
Data warehousing	Advanced data integration (Fuzzy grouping and look ups, change data capture)			●
	Data warehousing (In-Memory ColumnStore, Partitioning)			●
	Programmability & Developer Tools (T-SQL, CLR, Data Types, FileTable, JSON)	●	●	●
	Basic reporting & analytics	●	●	●
Business intelligence	Basic data integration (SSIS, built-in connectors)		●	●
	Basic Corporate Business Intelligence (Multi-dimensional models, Basic tabular model)		●	●
	Mobile BI (Datazen)			●
	Advanced Corporate Business Intelligence (Advanced tabular model, Direct query, in-memory analytics, advanced data mining)			●
Advanced Analytics	Basic "R" integration (Connectivity to R Open, Limited parallelism for RRE)	●	●	●
	Advanced "R" integration (Full parallelism for RRE)			●
Hybrid cloud	Stretch Database	●	●	●

¹ SQL Server 2016 Developer Edition offers the full feature set of SQL Server 2016 Enterprise Edition, but Developer Edition is for development and test only, and not for production environments or use with production data.



For further information, please contact:
Tel.: 02 3305 1801/2/3
www.act.eg
Microsoft@act.eg



Empower your employees by creating a Secure Productive Enterprise

Secure Productive Enterprise delivers the latest and most advanced innovations in enterprise security, management, collaboration and business analytics, delivered through best-in-class cloud services. Secure Productive Enterprise addresses these top customer priorities:



Trust

Protect your organization, data and people



Collaboration

Create a productive workplace to embrace diverse workstyles



Intelligence

Provide insights to drive better business decisions faster



Mobility

Enable your people to get things done anywhere

Secure Productive Enterprise bringing together Office 365, Enterprise Mobility + Security, and Windows 10 Enterprise. The combined power of these three offerings empowers users with best-in-class productivity across devices while providing IT security and control.

Secure Productive Enterprise E3

Formerly Enterprise Cloud Suite (ECS)

Office 365 E3

Enterprise Mobility + Security E3
Windows 10 Enterprise E3

Secure Productive Enterprise E5

Office 365 E5

Enterprise Mobility + Security E5
Windows 10 Enterprise E5

Streamlining contracting

A single, per-user subscription

Empower your employees with the latest and most advanced technology, through a single, per-user subscription that is cloud-first with on-premises capabilities.

Introducing modern licensing offers

More flexible licensing

For the first time, a single, per-user offer that includes never-before cloud-first, on-premises capable licensing entitlements together to help you transition from on-premises environments at your own pace.

At launch, Secure Productive Enterprise E3 and E5 will be available through the Enterprise Agreement, Enterprise Agreement Subscription, and Microsoft Products and Services Agreement for commercial and government customers. Secure Productive Enterprise E3 and E5 will also become available in the Cloud Solution Provider program for customers with cloud-only deployments.

Simplifying how you buy

An easier purchasing experience

This means no more counting devices, no more counting productivity servers, no need to add licenses when moving between on-premises and cloud – simply license each user with Secure Productive Enterprise E3 or E5, to address on-premises and cloud needs.



How it works

It's simple for existing Enterprise Platform customers to move to Secure Productive Enterprise.

The following licensing options are available:

User Subscription License (USL): For users who are not covered by an existing Enterprise Platform or would like to transition to full user based licensing at renewal



- Includes Enterprise Products and Enterprise Online Services
- For users who have no existing fully paid licences with active Software Assurance and who need online services
- No Software Assurance benefits

The USL lowers initial licensing costs.

Add-on: For users who are covered by an existing Enterprise Platform



- Includes Enterprise Products and Enterprise Online Services
- You retain existing licences
- Software Assurance benefits are earned through underlying on-premises Software Assurance

The Add-on is a subscription that supplements your existing Enterprise Platform license position.

From SA User Subscription License (USL): For customers with desktop



Software Assurance who want to fully transition to the cloud at renewal

- Includes Enterprise Products and Enterprise Online Services
- Customer retains Software Assurance benefits

Why Secure Productive Enterprise E5

Microsoft MyAnalytics: Individual and team effectiveness

Windows Defender Advanced Threat Protection:

Behavior-based, attack detection, built-in threat intelligence, Forensic investigation and mitigation, built into Windows

Azure Active Directory Premium P2: Advanced risk based identity protection with alerts, analysis, & remediation

Azure Information Protection Premium P2: Intelligent classification & encryption for files shared inside & outside your organization

Microsoft Cloud App Security: Bring enterprise-grade visibility, control, and protection to your cloud applications

Cloud PBX: Business phone system in the cloud

PSTN Conferencing: Worldwide dial-in for your online meetings

On-premises capabilities

Productivity Servers

- Unlimited server installs
- Access exclusive to Secure Productive Enterprise users
- Customer dedicated hardware server deployments only
- No rights to deploy on multi-tenant cloud

Office Professional Plus

- One copy for local install
- Rights to Secure Productive Enterprise From SA users or those with pre-existing Software Assurance coverage
- Limited rights to Secure Productive Enterprise new users: only up to the number of From SA users (1:1 ratio)

Next steps

1. Learn more: <https://www.microsoft.com/secure-productive-enterprise>.
2. Participate in an evaluation to understand your current licensing position and future needs. [Find](#) your preferred Microsoft Authorized Enterprise Software Advisor or Microsoft Licensing Solution Provider or contact your Microsoft Account Representative.
3. Work with us to customize a Secure Productive Enterprise for your organization.

Secure Productive Enterprise is the most trusted, secure, and productive way to work that brings together:

Office 365

Enterprise Mobility + Security

Windows 10 Enterprise



كلمة خبير ٢٠١٧



ACT
advanced computer technology

كيف تغير حياتك للأفضل

معظم الناس غير راضين عن حياتهم، وفي واقع الحال تجد أن كثيراً ممن يدعون الرضا والسعادة في حياتهم هم في حقيقة الأمر غير راضين عن أسلوب وشكل الحياة التي يعيشونها، وكلّ منهم يتلهف أن يغير حياته لتصبح أفضل مما هي عليه، ولكنهم يقفون عاجزين عن تحقيق ذلك، فكيف نغير حياتنا للأفضل إذن؟ وما هي الطرق والأساليب المتاحة لتحقيق ذلك؟

- ١- على الإنسان قبل كل شيء أن يحصى جميع السلبيات والعادات السيئة في حياته، ويضع بالتالي الحل الإيجابي النقيض لكل سلبية، وعليه أن يحاول - على الأقل - وقدر المستطاع من تقليل وحسر هذه السلبيات حتى الحد الأدنى.
- ٢ - الاستفادة من كل أخطاء الماضي والحرص على عدم تكرارها، وتجنب كل مسبباتها.
- ٣ - تعزيز الثقة بالنفس، والنظرة التفاؤلية للحياة وللمستقبل.
- ٤ - عدم القنوط من البدء من نقطة الصفر من جديد، وكما يقول المثل الروسي: أن تأت متأخراً أفضل بكثير من أن لا تأت أبداً.
- ٥ - عدم الخوف من طرق أبواب جديدة في الحياة، تطبيقاً للآية الكريمة: "واسعوا في مناكبها" صدق الله العظيم.
- ٦ - إقتناص أية فرصة تلوح في الأفق.
- ٧ - تثقيف الذات والعمل الدؤوب على تطويرها.
- ٨ - الإنصهار الإيجابي مع الفئة المنتجة والناجحة في المجتمع، وتحاشي الإنخراط مع العاجزين والسلبيين والفاشلين.
- ٩ - إحترام الوقت وإستغلاله بما هو مفيد، وعدم هدره بعبث وإستهتار.
- ١٠ - ضرورة إ أهداف يجب العمل على تحقيقها في الحياة، وعدم ترك الحياة تسير بدون رؤى ومعالم واضحة ومحددة.
- ١١ - الكف عن كل العادات والصفات والسلوكيات السلبية : كالتدخين ، وقلة الحركة ، والتبذير والإسراف، وجنون التسوق وشراء أشياء كعالية ولا لزوم لها ، والعزوبة بدون سبب.
- ١٢ - قهر الخجل والتحلي بالشجاعة والجرأة، وعدم التردد أو التهور في إتخاذ القرارات، ونبذ ثقافة العيب كلياً ، وعدم الإستنكاف والتعالي على أي عمل.

وكما قال الله تبارك وتعالى "إن الله لا يغير ما بقوم حتى يغيروا ما بأنفسهم" صدق الله العظيم.
فالتكن نيتك صافيةً ونقيةً وصداقةً وحاسمةً لتغير حياتك إلى الأفضل، وسوف تتغير إن فعلت ذلك.

أماكن ساحرة

مصر اللي منعرفهاش أحلى بكتير من اللي عارفينها...

هرم ميدوم (المحاولة الأولى لبناء هرم حقيقي)

هرم ميدوم يقع في مدينة ميدوم، مركز الواسطى، محافظة بني سويف، على بعد حوالى ٩٠ كيلومترا جنوب غرب القاهرة. وهو أثر غريب الشكل، استكمل بناؤه سنفرو، الأب المؤسس للأسرة الرابعة (حيث كان قد بدا بناؤه آخر ملوك الأسرة السابقة)، له شكل خاص جداً يبدو كهرم مدرج ولكنه مكسو من الخارج؛ ويعتبر أول هرم كامل وهو أقدم من أهرامات الجيزة، بحسب موسوعة «المعرفة».



جبل المدورة

وهو عبارة عن هضبة عالية علي شكل دائرة تقابلها بالطرف الآخر ثلاثة هضاب قريبة الشبه بالأهرامات وينساب الماء بينها علي شكل لسان من البحيرة ويوجد أسفل الجبل شاطئ طوله حوالي ٥٠٠ متر، يظله الجبل بظله، بحسب موقع «فيوم باركس».



رأس شيطان بنويح:

٦ ساعات تقطعها بسيارتك حتى تصل إلى رأس شيطان، التي تقع في بنويح، والتي تعتبر من أجمل الأماكن السياحية الموجودة في مصر ولا يعرفها أحد، وهو أحد أماكن الغطس في البحر الأحمر، كما يوجد به مخيمات بسيطة على الطريقة البدوية.

ويمكن خلال زيارتك لرأس شيطان أن تستمتع بالاسترخاء على البحر، وكذلك يمكنك أن تتسلق التلال الصخرية هناك، أو أن تقوم بجولة بحرية وتستمتع برؤية الشعاب المرجانية الصلبة والأخطبوط وأسماك البافر وأسماك الجروبر القمرية وشقائق النعمان بمختلف أشكالها وألوانها.



محمية أبو جالوم

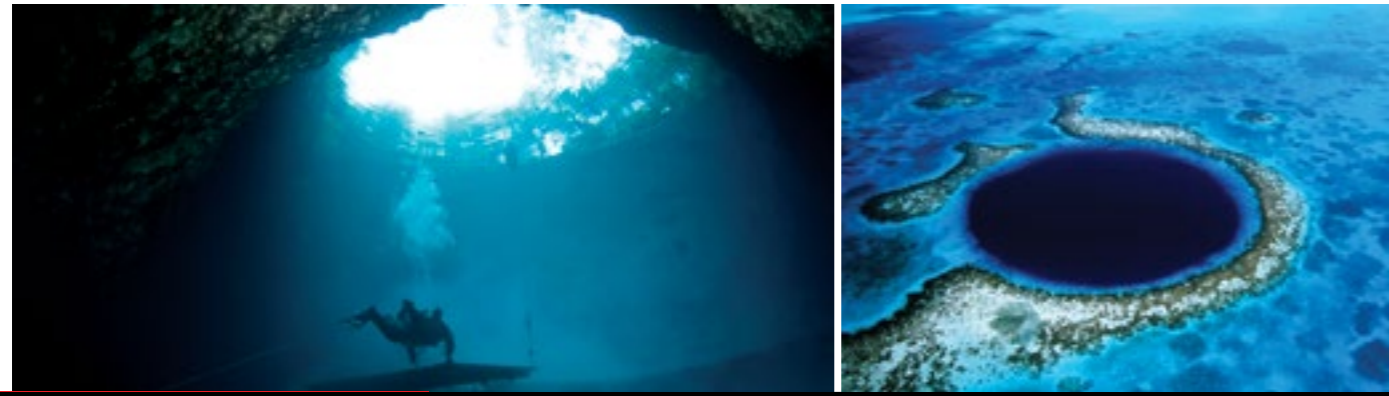
محمية طبيعية متعددة الأغراض، تقع بمحافظة جنوب سيناء، وتطل على خليج العقبة على الطريق بين شرم الشيخ وطابا بمنطقة تسمى وادي الرساسة، تتميز بطبوغرافية خاصة تقترب فيها الجبال من الشواطئ، كما تشتهر المحمية بوجود نظام كهفي تحت الماء الذي يمتد لأعماق تصل لأكثر من ١٠٠ م إلا أنه غير مستقر.

تحتوي المحمية على أنظمة بيئية متنوعة من الشعاب المرجانية، والكائنات البحرية والحشائش البحرية واللاجونات والأنظمة البيئية الصحراوية والجبلية والأودية التي تزجر بالحيوانات والطيور والنباتات البرية، وتضم منطقة المحمية حوالي ١٦٥ نوعاً من النباتات، منها ٤٤ نوعاً لا توجد إلا في هذه المنطقة، مما يجعلها ذات جذب سياحي كبير.



البلو هول بدهب:

وهو من الأماكن السياحية غير المعروفة في مدينة دهب، وسقوط شهاب «مذنب» من السماء كان السبب في تكوين حفرة زرقاء عميقة رسمتها الطبيعة في قلب البحر الأحمر، لتخلق أجمل منظر طبيعي وهو «البلو هول»، ويعتبر من أشهر أماكن الغوص في البحر الأحمر ويقصده السياح الأجانب ولكن لا يعرفه كثير من المصريين.



كهف الجارة

يوجد بصحراء مصر الغربية، ويتميز كهف الجارة بأبعاده السحرية، نشأ كنتيجة طبيعية للماء النقي ومناخ الصحراء الجاف خلال ملايين السنين، ولكنه يخالف كل كهوف المنطقة في تكويناته وشكل رسوبياته الرائعة، حيث تبدو الأشكال الرسوبية الهابطة والصاعدة أشبه بشلالات مياه متجمدة، وهي نتيجة لملايين من الأمطار المكعبة من المياه الأرضية التي تسربت خلال رمال الصحراء منذ ملايين السنين وخلقت هذا الكهف الأرضي ثم جرى ترسيبها وتكثيفها بفعل الحرارة الشديدة، وتصل ارتفاعات التكوينات الرسوبية إلى ثلاثة أو أربعة أقدام.



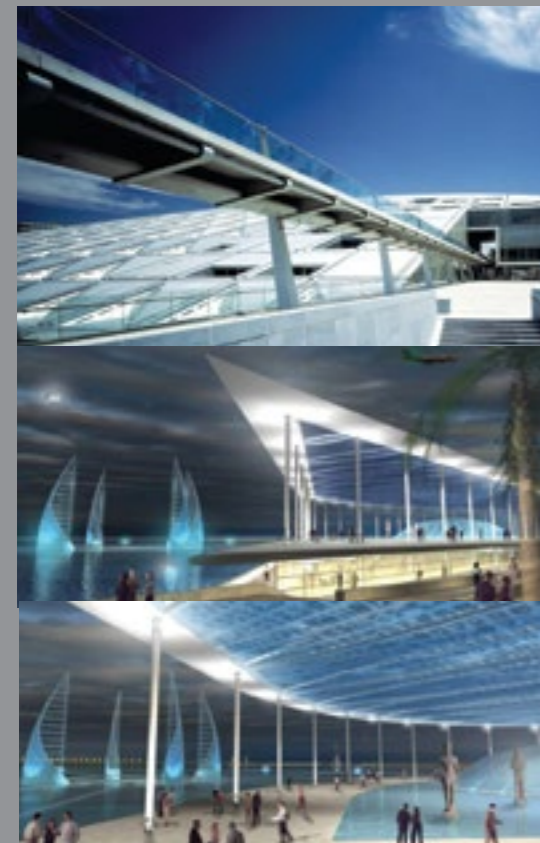
متحف للآثار الغارقة تحت الماء... الحلم الذي يطارد المصريين

تم إحياء مشروع لبناء متحف تحت الماء في الإسكندرية في مصر بعد سنوات من المماطلة يكون المتحف الأول على مستوى العالم، يجسد الحضارة المصرية القديمة في متحف واحد تحت الماء، على أن يقع مكانة بمحافظة الأسكندرية، بتكلفة تصل إلى 150 مليون دولار.

«المتحف سيغيّر شكل المنطقة العريضة، لأنه الأول من نوعه على مستوى العالم، وبالطبع سينعش حركة السياحة، وينهض بالاقتصاد المصريّ بعد حالة الركود التي عانى منها أخيراً». بهذه الكلمات روج رئيس الإدارة المركزية لآثار الوجه البحريّ لمشروع إنشاء المتحف الدكتور يوسف خليفة، أثناء حديثه إلى «المونيتور».

وأكمل: «من المقرّر أن يتكوّن المتحف من جزئين، جزء فوق سطح المياه يعرض الأجزاء التي تمّ انتشالها، والجزء السفليّ، تحت سطح المياه، و يمتدّ على مسافة 7 أمتار لباقي الأجزاء التي لم يتمّ انتشالها، وسيتمكّن الزوّار من مشاهدة الآثار إمّا عن طريق الغوص أو من خلال السير داخل أنابيب زجاجيّة، بحيث تكون رحلات غطس لمن يريد مشاهدته ويستطيع القيام بذلك، إلى جانب غوّاصات زجاجيّة تتحرّك بالسيّاح لمشاهدة الآثار داخل هذا المتحف».

وقال: «أيضاً، سوف يشمل أربع مبانٍ طويلة تحت الماء على شكل أشعة مراكب نيليّة متّصلة ببعضها البعض على مساحة 22 ألف متر مربع، ومصطّفة في شكل دائرة قطرها 40 متراً، وسيستوعب المتحف إلى 3 مليون زائر سنويّاً».



في الصحافة IN PRESS



”أكت“ تفوز بعقد استشارات وصيانة للبورصة المصرية بقيمة ٦,٥ مليون جنيه

أعلنت شركة أكت عن فوزها بعقد لمدة ثلاث سنوات لتقديم خدمات احترافية واستشارية وصيانة لمركز بيانات البورصة المصرية بقيمة ٦,٥ مليون جنيه وقال حازم منسي مدير تسويق شركة أكت في تصريحات خاصة لـ ”العالم اليوم“، إن الشركة ستقوم بتوفير كافة الخدمات على مدار الساعة للمتعاملين مع البورصة المصرية من خلال الخدمات التي تقدمها أكت، مشيراً أن اختيار أكت لتنفيذ هذا المشروع يأتي لثقة البورصة المصرية بالخدمات والحلول التي تقدمها أكت وتشمل الخدمات الجديدة المقدمة خدمة الدعم الفني التي تقدمها أكت ٢٤*٧، حيث تعد البورصة المصرية عميل استراتيجي لـ ”أكت“ كانت ”أكت“ قد نفذت في عام ٢٠١٣ عقداً للبورصة المصرية يشمل توريد كافة المحتويات الخاصة بالداتا سنتر التابع للبورصة بقيمة ٦ ملايين جنيه قامت الشركة خلاله بتوريد ٧٠ جهاز hp blades ، ٦ أجهزة hp enclosures ، ٣٦ hp servers.

العالم اليوم

الغرفة الألمانية للصناعة تعلن فوز حسانين توفيق في انتخابات مجلس الادارة

أعلنت الغرفة الألمانية العربية للصناعة والتجارة بالقاهرة عن فوز حسانين توفيق العضو المنتدب لشركة ACT في انتخابات مجلس إدارة الغرفة الألمانية العربية للصناعة والتجارة إن الغرفة تعد وسيطاً تجارياً بين مصر وألمانيا في تعزيز العلاقات الاقتصادية وزيادة الاستثمارات ما بين البلدين، وتعد الغرفة الألمانية العربية للصناعة والتجارة مركزاً للاتصالات ومصدراً للمعلومات بين مصر وألمانيا، وتشمل أهدافها الرئيسية في الترويج التجاري والتطوير الصناعي وتعزيز مجالات التعاون على مستوى قطاع الأعمال والتجارة بين ألمانيا ومصر من جهة وبين ألمانيا والعالم العربي من جهة أخرى. أوضح أن الصادرات الألمانية لمصر قد ارتفعت بمعدل ٢٥٪ لتصل إلى ٣,٣٥ مليار يورو في ٢٠١٥، كما نمت الصادرات المصرية إلى برلين بمعدل غير مسبوق بنسبة ١٣,٦٪ لتصل إلى ١,٧٣ مليار يورو في العام ذاته، ليقرّر حجم التبادل التجاري بين البلدين حوالي ٥ مليار يورو.

العالم اليوم

٥٦٥ مليون جنيه أعمالاً مستهدفة لـ ACT

كشف حازم منسي، رئيس قطاع التسويق بشركة الحاسبات المتقدمة «ACT» للحلول التكنولوجية، عن استهداف الشركة زيادة حجم أعمالها بنهاية العام الحالي إلى ٥٦٥ مليون جنيه مقارنة بـ ٤٢٠ مليون جنيه في ٢٠١٥، أي بنسبة زيادة ٣٠٪. وقال منسي في تصريحات لـ «المال» إنها نفذت تعاقدات خلال الـ ٩ أشهر الأولى من ٢٠١٦ بـ ٤٩٧ مليون جنيه في عدة قطاعات اقتصادية منها القطاع الأمني والحكومي والاتصالات والبريد بالتعاون مع شركات عالمية وهي إتش بي، ومايكروسوفت، وسيسكو، أي يمثل ٩٢٪ من الخطة الموضوعة للعام الحالي حتى الآن. وأوضح أن الشركة سجلت أعمالاً بـ ٢٢٦ مليون جنيه في الربع الثالث من العام الحالي رغم تقاعده أزمة نقص السيولة الدولارية وصعوبة تدبير العملة الأمريكية من البنوك بالسوق المحلية. وأكد أن تحمل الشركة فروق العملة الأجنبية تسبب في تراجع أرباحها دون الإفصاح عن نسبتها، منها أن الشركة تواجه كثرة منها انخفاض معدلات السياحة بمصر، وتذبذب الوضع الاقتصادي لأسواق منطقة الخليج العربي، ويشهد سعر الدولار الأمريكي بالسوق السوداء خلال الفترة الأخيرة زيادات كبيرة لدرجة أنه كان يتداول بين مستوى ١٦ و١٦,٥٠٠ جنيه وسط نقص في الكميات المعروضة عن ارتفاع الطلب، وذلك تحسباً لأي تحركات من جانب البنك المركزي بشأن تعويم الجنيه كأحد شروط حصول مصر على قرض من صندوق النقد الدولي بـ ١٢ مليار دولار. يذكر أن «أكت» تستعد لتنفيذ مشروع «Vodafone Ready Schools» داخل الجامعات الخاصة بجانب المدارس مستقبلاً، وهو عبارة عن منصة إلكترونية، وحلول تكنولوجية تخدم أولياء الأمور والطلاب والمعلم والمؤسسة عبر إتاحة محتوى تعليمي تفاعلي بالسوق المحلية.

العالم اليوم

جمعية اتصال تختار قصة نجاح لتحفيز الشركات الأعضاء

اختارت جمعية اتصال لتكنولوجيا المعلومات قصة نجاح شركة ACT للحلول التكنولوجية ضمن حملتها الربع سنوية EITESALERS Inspire The ACT Community. أعرب الدكتور حازم الطحاوي، رئيس جمعية اتصال بأداء شركة ACT والتي تعد من كبريات الشركات المصرية العاملة في قطاع تكنولوجيا المعلومات والاتصالات، مشيراً إلى أن الجمعية تهدف إلى تحفيز الشركات الأعضاء فيها وتشجيعهم لإثبات قدراتهم ونجاحاتهم على كافة المستويات، واستعراض قصص النجاح التي حققتها الشركات الأعضاء، حيث يتم اختيار قصة النجاح بناءً على معايير محددة، منها حصول الشركة على جوائز محلية / دولية ، أو مساهمة الشركة في رفع صادرات تكنولوجيا المعلومات والاتصالات، أو استخدام الشركة تكنولوجيا المعلومات والاتصالات لمعالجة القضايا المجتمعية. أكد الطحاوي في بيان صحفي اليوم: «أن اختيار ACT جاء بناءً على عدد من الآليات والمحددات ، فقصة النجاح عن استخدام تكنولوجيا المعلومات والاتصالات لتطوير قطاع الضيافة من قبل منتج تجاري محلي لشركة ACT أطلق عليه اسم «مايسترو» وهو عبارة عن نظام لإدارة الموارد البشرية حيث يعد «مايسترو» نظام برمجي واحد يدير جميع عمليات الموارد البشرية وإدارة كافة البيانات للموظفين، من التطبيق إلى التقاعد.»

العالم اليوم

شركات التكنولوجيا تنتظر مخطط مشروعات محور القناة

حازم منسي: أزمة الدولار ترجىء منافسة «ACT»

كشف حازم منسي، رئيس قطاع التسويق بشركة الحاسبات المتقدمة «ACT» للحلول التكنولوجية، عن تباطؤ وتيرة المفاوضات مع مستثمرين عرب، كانت الشركة تخطط للتحالف معهم للمنافسة على مشروعات القناة منذ فبراير الماضي، بسبب غموض مستقبل سعر صرف الدولار مقابل الجنيه، والقيود المفروضة على تحويلات الشركات الأجنبية للخارج. ولفت إلى أن هيئة قناة السويس تمتلك مخططاً متكاملًا عن طبيعة الأنشطة الاقتصادية المزمع تنفيذها بالمنطقة، ومنها الصناعات التكنولوجية، ولكن المشكلة تتمثل في غياب شبكة مرافق أساسية، وعدم استثناءها من دفع رسوم ضريبية على غرار باقي المناطق الاقتصادية الحرة الأخرى.

العالم اليوم

”اتش بي “ ”إنتر برايز“ تختار شركة ACT أحسن شريك أعمال فى ٢٠١٦

كرمت شركة هيوليت باكارد إنتربرايز HPE العالمية، شركة ACT بمنحها جائزة أحسن شريك عن أعمالها خلال عام ٢٠١٦، بعد تحقيقها معدلات نمو وحجم أعمال كبير معتمدا على استراتيجية HPE في السوق المصري، ونتيجة للأداء المتميز الذي قامت به ACT في كل القطاعات ومنها القطاع الحكومي، قطاع البريد، السياحة، الاتصالات، كما حصلت ACT على جائزة أحسن شريك من ARUBA على أدائها المتميز في تنمية حجم الأعمال بشكل سنوي ودورها الاستراتيجي في المشاريع القومية والاستراتيجية التي نفذت في مصر خلال عام ٢٠١٦ ، وأعرب حازم منسي، رئيس قطاع التسويق بشركة أكت عن سعادته بهذا التكريم والفوز بجائزة مرموقة من شركة HPE ، مؤكداً أن هذه الجائزة التي حصلت عليها ”أكت“ تعد من أهم الجوائز التي تقدمها HPE لشركائها، حيث تسعى أكت لتحقيق استراتيجية طموح تعكس إيجاباً على حجم أعمالها وتعزيز هذا النجاح مستقبلاً حيث تمثل السوق المصرية فرصة كبيرة لتعزيز هذا النمو“. جاء ذلك في حفل ضخم أقامته HPE على مستوى الشرق الأوسط لتكريم شركائها المتميزين وشارك فيه قيادات الشركة منهم : يحيى المسمى المدير الإقليمي لشركة HPE ، عمار عنابة مدير عام ARUBA لمنطقة الشرق الأوسط وتركيا، كريس مدير الشرق الأوسط وأفريقيا ودول البحر المتوسط، هالبرت مدير الشرق الأوسط ، خالد حلمي مدير HPE ARUBA في مصر ، أسامة الحاج رئيس التوزيع لمنطقة الشرق الأوسط وتركيا، أحمد نواره مدير التوزيع بالشركة لمنطقة الشرق الأوسط، أحمد فتحى ، مدير ARUBA مصر، ومن شركة أكت : حازم منسي رئيس قطاع التسويق بالشركة، سالى عبيد ، مديرة المنتجات بشركة ACT . أضاف منسي أن شركة ACT هى الشركة المصرية الوحيدة التي حصلت على هذه الجائزة كأحسن شريك لشركة HPE في حجم الأعمال وتنفيذ المشروعات القومية الاستراتيجية التي تم تنفيذها خلال العام الحالي ٢٠١٦، حيث نجحت ”أكت“ في تحقيق معدلات نمو بلغت ٢٥٪ زيادة عن العام الماضي ليصل إجمالي حجم أعمالها في عام ٢٠١٦ إلى ٥٦٠ مليون جنيه. أوضح منسي قائلًا أن حجم أعمال أكت مع شركة HPE قد زاد خلال العام الحالي بمقدار ٢٠٪ عن العام السابق له ، حيث تستهدف أكت تحقيق طفرة في حجم أعمالها خلال العام ٢٠١٧ ليصل إلى ٨٠٠ مليون جنيه، وتطوير حجم أعمالها مع HPE وزيادته من خلال استراتيجيتها للعام الجديد والتي تستهدف كل القطاعات مع التركيز على الحلول التكنولوجية المبتكرة التي تمثل قيمة مضافة تضاف إلى قائمة عملاء أكت .

العالم اليوم

اتفاقية تعاون بين ACT وفودافون

وقعت شركة الحاسبات المتقدمة «ACT» للحلول التكنولوجية مؤخراً، اتفاقية تعاون مع شركة فودافون مصر لإطلاق مشروع Vodafone Ready Schools والذي من المقرر تفعيلها خلال الشهر الحالي لتقديم حلول مميكنة للمؤسسات التعليمية. وقال حازم منسي، رئيس قطاع التسويق بـ«ACT»، إن المشروع يستهدف رفع كفاءة أطراف المنظومة التعليمية وهم الطالب والمعلم وولي الأمر والنظام المدرسي، موضحاً أنه سيكون لكل طالب حساب خاص به للتواصل مع المدرسين ومعرفة جدول مواعيده، كما سيتمكن المعلم من تقييم الطلاب وتصحيح واجباتهم المدرسية والتفاعل مع أولياء الأمور مباشرة. وأوضح منسي في تصريحات لـ«المال»، أن ولي أمر الطالب سيطلع بدوره على تقييم أبنائه، ونوعية المواد التي يدرسونها، بجانب توزيع المهام بين المعلمين إلكترونياً، منها بأن هذه المنظومة تشتمل أيضاً على خدمات أخرى منها «عربيتي» لإدارة أسطول النقل المدرسي، و«أعلن» لتذكير أولياء الأمور بمواعيد الاجتماعات الدورية بالمدرسة عبر رسائل نصية قصيرة «SMS» وغيرها من المواعيد الأخرى. وذكر أن «ACT» تجمعها علاقات مع فودافون في مجال حلول البنية التحتية المتقدمة تعود إلى عام ١٩٩٧، لافتاً إلى أن بداية العام الحالي شهدت قيام فودافون بإطلاق مبادرة لتمكين مؤسسات التعليم والصحة والبريد إلكترونياً عبر حفظة خدمات متنوعة تتعلق بتكنولوجيا الحوسبة السحابية ومنها Machine-to-Machine solutions ,Cloud E-mailing and Hosting environment, IP Cameras, Disaster Recovery and Mobile Advertising. وأشار إلى عقد شراكة مع «black board» العالمية لحلول التعليم الإلكتروني منذ عام ٢٠٠٨ لإتاحة محتوى تعليمي تفاعلي بالسوق المحلية، متوقعاً أن تخدم هذه المنظومة ١٠٠ مدرسة خاصة ودولية كمرحلة أولى إذ من المتوقع مشاركة مثلها في مؤتمر ستعقده فودافون بعد رمضان مباشرة. يذكر أن «الحاسبات المتقدمة» تعاقدت خلال الربع الأول من العام الحالي مع الشركة القابضة للتأمين لميكنة أعمالها باستخدام تكنولوجيا الحوسبة السحابية، وتوريد برامج متخصصة في مجال إدارة مراكز البيانات «الداتا سنتر»، والبريد الإلكتروني باستثمارات ١٢ مليون جنيه.

البورصة

ACT تنفذ مشروعات باستثمارات ٢٠ مليون جنيه

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 منسي رئيس قطاع التسويق بشركة أكت ان شركته شريكا ذهبيا لسيسكو وهناك أكثر من ٤٥ مهندسا يعملون في اكت يحملون الشهادات الدولية المعترف بها من سيسكو. اوضح ان التعاون مع سيسكو ساهم في نمو حجم الأعمال بين الشركتين الربع الأول من العام الحالي تجاوز ثمانية اضعاف مائت خلال نفس الفترة من العام الماضي ، حيث بلغ اجمالي المشروعات التجارية التي نفذتها اكت لصالح سيسكو بقيمة تقدر ب ٣٦ مليون جنيه خلال العام الماضي . وعن المشروعات الحكومية التي تتم بالتعاون مع سيسكو كشف منسي النقاب عن مشروع يتم بالتعاون مع الهيئة القومية للبريد بهدف تطوير نظام الاتصال الداخلي للهيئة ، حيث تم التعاقد مع شركة اكت لتوريد حلول سيسكو الرائدة للإتصال الصوتي الرقمي VOIP ، للاتصال الداخلي للهيئة لخدمة ٣٩ منطقة بريدية في ٨ قطاعات وإدارات عليا ومباني رئيسية بسعة ١٢٠٠ مشترك كمرحلة اولي قابله للزيادة إلى ٥٠٠٠ مشترك ، مشيراً إلى أن هذا المشروع سيتم الإنتهاء من تسليمه في يونيو المقبل .

وقال : ” اكت تعاقدت ايضا مع الهيئة القومية للبريد علي انشاء مركز بيانات لمبنى الهيئة بالقرية الذكية وكذلك مبنى الهيئة بالمعادي وتطوير معدات غرفة البريد بستانل رمسيس بقيمة استثمارية بملايين الجنيهات .“ اضاف مدير التسويق بشركة ACT : ”جاري العمل في الوقت الحالي في مشروع سيدى كرير للبريدوكيماويات تركيب وتطوير شبكة المعلومات بالمصنع الاسكندرية وفقا لخطة الشركة لتطوير أعمالها وربطها بالمبنى الادارى بسموحة . كما تم التعاقد ايضا مع شركة تطوير مصر العقارية وهى احدى الشركات العقارية الكبرى لتركيب نظام الاتصال الصوتي الرقمي VOIP و الشبكة اللاسلكية وشبكة المعلومات وخوادم في مركز البيانات في ٣ فروع تابعين لها ، كما تم التعاقد علي بناء البنية التحتية والشبكة المعلوماتية لفندق شيراتون سوما باى وربط شبكة التلفزيون الرقمي IPTV بنظام الانترنت .“

رسالة من الإدارة

التغيير قوة...

أ. حسنين توفيق - العضو المنتدب لشركة أكت



و نحن نحتفل بالعيد الثامن و العشرين تواصل اسرة أكت التأكيد على إلتزامها تجاه عملائها بتوفير أفضل الحلول و أن خدماتهم ستظل أولوية أكت الأولى.

و يتم تحقيق أهدافنا في تلبية احتياجات عملائنا داخل مصر و خارجها من خلال أداء يومي متميز و مسئول لأكثر من ٣٨٠ موظفا مؤهلين ومدرين على أعلى مستوى من الكفاءة و المهنية اللازمة لتوفير الخدمات المطلوبة باعلى درجات الجودة .

لقد تطورت ونمت الشركة وستواصل تطويرها و نموها و قدرتها على تقديم أفضل خدماتها لعملائها و ذلك بفضل نزاهة و ولاء و انتماء ابنائها.

واذا عدنا بالذاكرة لسنوات عديدة ماضية يحق لنا أن نفتخر ونتفاخر كوننا واحدة ضمن عدد قليل من الشركات التي نجحت في تطوير نفسها لتكون مستعدة ومؤهلة وقادرة دائما على تلبية حاجة وتوقعات عملائها في كل الأوقات وذلك من خلال قرائنها وتحليلها للتغيرات المتسارعة في التطور التكنولوجي ومتغيرات السوق وغيرها من العوامل الخارجية المؤثرة وإتخاذ الإجراءات اللازمة وفي الوقت المناسب للتعامل مع تلك المتغيرات بالفاعلية والكفاءة المطلوبة.

لقد تطورت اکت من مجرد وكيل لبيع منتجات کومباک نوفل الى واحدة من انجح وأکبر الشركات المتخصصة في تقديم الحلول المتکاملة في مصر.

قوة التغيير هي استراتيجية يتم الرجوع اليها عند الحاجة الى ابتكار استراتيجيات جديدة وغير تقليدية من خلال تضافر وتناغم عمل الأفراد والأجراءت والتكنولوجيا لتحقيق استراتيجية و رؤية أي شركة.

نعلم جيداً ان التغيير ليس امراً سهلاً ولكن اختيار القادة والكوادر المؤهلة والعمل على قلب رجلا واحد يجعل هذا التغيير سهلاً وفعالاً.

في ظل ما تواجهه بيئة العمل من متغيرات عديدة ومعقدة، لم يعد التغيير ترفا وإنما أصبح أمراً حتمياً لمن يرغب في البقاء والاستمرار والنمو ويتطلب ذلك من جميع المؤسسات أن تكون مستعدة وجاهزة دائماً بالحلول المرنة القادرة على مواكبة هذا التطوير.

تقوم اکت حالياً بتنفيذ خارطة طريق لاستراتيجية عملا خلال الخمس سنوات القادمة تتضمن إعادة تطوير علاقتها وتفاعلها مع عملائها وتطوير وتدريب موظفيها والاختيار الذكي للتقنيات المناسبة وغيرها من الابتكارات اللازمة لدعم وكسب ثقة عملائها دائماً.

التغيير هو وسيظل دائماً استراتيجية صحيحة و ضرورية لضمان نموها و زيادة قدرتها على الاستمرار لأکبر فترة ممکنه من خلال تسليم ما يحققه جيل من نجاح الى اجيال أخرى قادمه.



”لقد تطورت ونمت الشركة وستواصل تطويرها ونموها وقدرتها على تقديم أفضل خدماتها لعملائها وذلك بفضل نزاهة و ولاء وانتماء ابنائها.“



”التغيير هو وسيظل دائماً استراتيجية صحيحة وضرورية لضمان نموها وزيادة قدرتها على الاستمرار لأکبر فترة ممکنه من خلال تسليم ما يحققه جيل من نجاح الى اجيال أخرى قادمه.“

”نعلم جيداً ان التغيير ليس امراً سهلاً ولكن اختيار القادة والكوادر المؤهلة والعمل على قلب رجلا واحد يجعل هذا التغيير سهلاً وفعالاً.“

لا ينبغي اطلاقا ان يقتنع مسئولو الشركات بما يتم تحقيقه من عائد وانما عليهم الإيمان ان التغيير هو عملية مستمرة لا تنتهي من أجل ضمان الاستمرارية والنمو والتطور مستقبلاً.



”الشئ الوحيد الثابت في الحياة هو التغيير المستمر...“

هيراقليطس

Insertions Section

Hewlett Packard
Enterprise



Microsoft

ACT News

is a Not-for-Sale Magazine



CONTENT

تصدر عن:

شركة الحاسبات المتقدمة

العضو المنتدب

حسانين توفيق

رئيس قطاع التسويق

حازم منسى

رئيس فريق الاتصالات التسويقية

مروة صابر

Our Special Interviews



HPE Interview - Mr. Yehia El Amsy
Country Manager, HPE Aruba Net
works GULF, EGYPT & LEVANT



Dr. Mohamed Hosni Mansour
Interview - Career Guidance
Unit Head The American
University in Cairo (AUC)

شكر خاص:

على توفيق
اميرة اسامة
دينا ابو يزيدي
هالة شمعة
اسلام مظهر
مصطفى شريف
عمر الجوهري
رغد العرباني
سالى عبيد
سالى جمال
سميحة الخطيب
شيرين مصطفى

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

Tel: 202 - 3308 5200

Fax: 202 - 3344 0230

f /acteg www.act.eg

For any suggestions & free subscription,

please email us at: info@act.eg

For complains: complaints@act.eg

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

2	Message from Management Mr. Hassanien Tawfiq	56	ACT Success Story
4	Greeting Card	58	Warm Moments 2016
5	ACT - Reward the partner of the Year 2016	60	Achieving competitive advantage with business intelligence - Infor
6	HPE Interview - Mr. Yehia El Amsy Country Manager, HPE Aruba Net works GULF, EGYPT & LEVANT	68	Big Deals
8	Oracle Hospitality POS Hardware	70	Transformation Quotes
16	ACT - Microsoft Event "Touch the Sky"	72	UBER - Boots Platform Security...
18	HP - Learning with Sprout Pro..	76	Job Vacancies
24	Message from the Heart	78	KPMG - Succeeding in disruptive Times
26	ACT - HPE event "leap forward"	83	Social Media Trends..
27	Maestro	84	Insertions Section
28	Dr. Mohamed Hosni Mansour Interview - Career Guidance Unit Head The American University in Cairo (AUC)	132	Greeting Card
30	Microsoft - Skype for Business	133	كيف تغير حياتك
36	Coca Case Study	134	أماكن ساحرة
39	ACT Talent	136	ACT in Press
40	HPE - Drive More Value	138	رسالة من الإدارة أ/ حسانين توفيق
46	Loyalty Celebration		
48	Cisco - Prioritizing Big Data Agility and Scalability		
52	ACT - Eitesal Yearly Sponsorship		
54	Human Capital		



"Challenges are an opportunity to **test you**
and rise to the **next level.**"

Angelica Montrose

www.act.eg

 [/acteg](https://www.facebook.com/acteg)

10 El - Battal Medhat Abd El - Hamid St.,
off Shehab, El-Mohandseen, Giza, Egypt.
Tel: (+202) 3301 0100 - 3305 1801/2/3
Fax: (+202) 3344 0230 - 3305 8229

Magazine

ACT
advanced computer technology

Integrated Solutions Provider

ديسمبر ٢٠١٦ - الإصدار ٢

Transformation