



Integrated Solutions Provider Acknowledging the Past Celebrating the Present Transforming the Future



Insertions Section





ACT Magazine is a Not-for-Sale Magazine

Published by:
Advanced Computer Technology
Hassanein Tawfiq
Chairman / Managing Director
Mohamed Abou El Leil
Chief Corporate Functions Officer
Ali Tawfik
Head of Corporate Strategy & Marketing
Marwa Saber
Senior Marketing Communication Team Leader

Our Special Interviews



Waleed Medhat Regional Director of Information Systems Coral Sea Resorts



Ahmed Essmat Waly - MCIT Enterprise Solutions Manager



Eva Hachem Strategic Alliances Director at GE DIGITAL



الدكتور محمد مصطفى مستشار رئيس هيئة التنمية الصناعية للتطوير ورئيس الإدارة المركزية للشئون المالية والإدارية

Special thanks to Radwa Saber Islam Mazhar Bothayna Walid

Thanks to Alliance Management Team for insertions section

🚹 /acteg

www.act.eg

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









Table of Contents

- 2 Chairman Message Hassanien Tawfig
- 4 ACT's Executive Committee
- 15 Our Past
- 17 Our Present
- 19 Our Future
- **20** People of ACT (Past, Present, Future)
- 26 ACT New Giza Success Story
- 28 ACT Kickoff Meeting
- 31 Interview with Waleed Medhat Coral Sea Resorts
- 32 ACTing For You Orphan's Day
- **34** Oracle Cloud Technologies
- 36 Welcome on Board
- 38 ACT at ITB Berlin
- 40 ACT Family Sohour
- 44 ACT EiTESAL Partnership
- 47 Interview with Ahmed Essmat – MCIT
- 48 Voice of our Customers
- **51** ROI of Customer experience
- 52 ACT HPE Sohour
- **54** ACT Awards
- 55 ACT GIZ Partnership
- **56** HPE Case Study: Philips Date, Technology and New Vision
- 59 Interview with Eva Hachem GE Digital

- **60** Human Capital Programs
- **62** ACT IDA Success Story
- 63 ACT hosts EiTESAL-ASITA Meeting
- 64 Ramadan at ACT
- **66** Ramadan Competition Winners
- **67** ACT Champions
- 68 Egypt @World Cup
- 70 ACT HPI Sohour
- 72 Tech Trends Dominating 2018
- 74 ACT Football Tournament S2
- 78 ACT in Social Media
- 80 Insertions Section
- **114** ACT in Press
- حوار مع الدكتور محمد مصطغى مستشار رئيس هيئة التنمية الصناعية للتطوير ورئيس الإدارة المركزية للشئون المالية والإدارية
- اللجنة التنفيذية 121
- رساله رئيس مجلس الإدارة **130** حسانين توفيق



Chairman Message

"Acknowledging the past, Celebrating the present, Transforming the future"

Since 1988, ACT has always been a place for ambition and inspiration. The passion was that of five visionaries, who were driven to deliver cutting edge IT solutions and services, aiming to contribute in the genuine technological development of Egypt. Our focus had and has always been on the value-added of our service, to achieve our goals and objectives. "Over the course of our journey, ACT was able to create a daring vision that keeps the organization ahead of any competition with the endless innovation in our leadership style and business approach. Moreover, ACT's team has always been customer-centric, delivering what is truly best and fit for each customer. The organization's executive management played a vital role in thriving towards this vision. That challenge unleashed an individual transformation journey for each executive member individually. Their actions inspired their fellow employees to support and practice ACT values." And as our people have always and will always be one of our core organizational values, our employees' efficiency and satisfaction rates have always been our top priority. It is our job to ensure that everyone is as productive as possible. To make that happen, we need to ensure that each member is developing in every possible way, through providing the correct learning and development tracks in addition to the right workspace environment that enables each member to always give their best.

Moreover, our heart beats through technology, and truly no one can deny the impact it played in our achievements. We started up serving the hospitality sector through specific computing technology, which led us to delivering a wide stack of services starting from structure cabling up to business application installation to more than 1,500 customers across multiple industries in the EMEA region. Whether we are talking about technological development in the Aviation, Education, Finance & Banking, Government, Healthcare, Hospitality, Manufacturing, Oil & Gas, Real Estate, Security & Defense, Telecommunications, or Transportation industries; we are proud that we have had a successful footprint across all these industries. Adding that over the past two years and significantly this year, we have been expanding globally through activating offices in France, UAE, Qatar, in addition to other markets that are currently in final stages of their feasibility studies, which we aim to activate by 2019. "This noteworthy expansion has been possible because of our relentless commitment to exporting our know-how to potential foreign markets."

Nevertheless, to truly embrace our ambitious expansions, we have genuinely begun a scientific yet practical revamp on the organization's capacity building plans for the coming five years. Through cooperating with top notch Human Resource consultation services, we are confident that we are on the right track to yield the results of this transformation. And to make even more real and meaningful it was necessary to take the long-awaited decision to relocate ACT's Headquarters to Smart Village Business District.

Finally, I can happily conclude my message by stressing on our absolute commitment to capitalize on the breadth of ACT's experienced employees, finest technology providers, optimized operations and synergized market tactics, to enable our customers to achieve their business goals in the most efficient way possible.

To conclude my message, I would like to positively stress on our absolute commitment to capitalize on the breadth of ACT's experienced employees, finest technology providers, optimized operations and synergized market tactics, to enable our customers to achieve their business goals in the most efficient way possible. This year is truly special to me and to ACT family, as it signifies pride to our company's history, achievement and growth to our recent positive performance and hope to a tech-advanced future for our nation. Accordingly, that is why that it is this year where we acknowledge our past, celebrate our present and transform our future.

Hassanein Tawfig

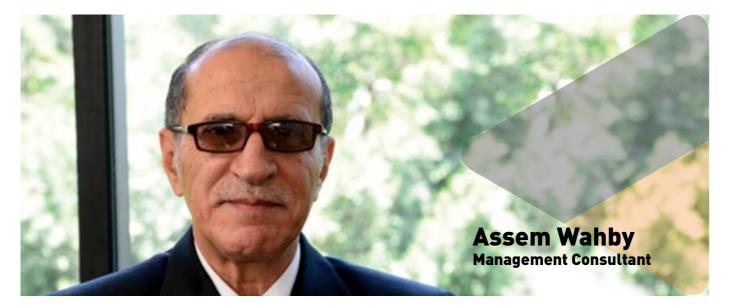


Executive Committee



ACT's Executive Committee (EXCO) was formed at the beginning of 2018. The committee is comprised of Mr. Hassanein Tawfiq as ACT's Chairman and Managing Director, along with several members of his direct reports who currently hold operational and consultation roles within the organization. The committee members were appointed to act on behalf of, and within the powers granted to them by, the board of directors. The Executive Committee is a standing committee, meeting every week to review the corporate's performance, provide directions to the operational units, review major projects, company-wide programs and major issues facing the organization, weighing pros and cons and taking well informed decisions accordingly.





Assem Wahby has earned his Bachelor in 1974, from the faculty of Economic and Political science, Cairo University. Prior to joining ACT, Assem Wahby started off his tech-related career back in the late 1970's as a Computer Operator at the Central Bank of Egypt (CBE) responsible for running the CBE's banking applications.

Assem Wahby had conducted many achievements through his career path such as serving as General Manager Chamber of Communication and Information Technology (CIT). In 2006, Assem Wahby has entitled as a Management's Consultant for ACT responsible for facilitating ACT's organizational efficiency to further ensure sustainable business growth for the company. Moreover, he became involved in the development of ACT's community affairs with all entities representing the ICT sector in the Egyptian market.

In 2010, Assem Wahby was sitting in the board of EiTESAL NGO, he was volunteering in board activities. After that he was elected a Secretary General of EiTESAL and organization development board subcommittee head. In his capacity as Secretary General, he is responsible for governance processes & leadership for NGO's.

Role at ACT

As a Management Consultant, basically my role revolves around providing strategic consultation to the Executive Committee members to improve operational productivity and overall strategic performance. In addition, I am the representative of ACT in the ICT sector institutions.

Role of NGO's in the ICT Sector

NGOs play an active and important role in the ICT sector. Given my hands-on experience as Secretary General at EITESAL for years, I have witnessed how IT organizations receive the right support from NGO's to implement strategies that embodies technology as one of its key drivers for development, which entails a bigger role for Egypt's ICT Sector. This improves the business environment for the ICT Community as a whole, as it attracts local and international interests.

Vision

Given my close engagement over the past year with ACT's Transformation Strategy, I'd say that my vision for the coming period is to focus on several key sub strategies that were set, specifically youth employment and empowerment to encourage futuristic return on investment (ROI) for the company and the ICT Community as a whole.



Biography

Mohamed Henna joined ACT in January 2018 as Strategic Management Consultant to support the organization to improve business performance by creating real added-value and maximizing growth.

Prior to joining ACT, Henna had a renowned experience in the Technology field. Having graduated from Cairo University's Faculty of Engineering in 1979, he later spent 15 years at IBM Saudi Arabia in different positions, ending his tenure there as Professional Services Manager. Then in 1997, he joined ACT as Operations Director, playing a key role in the company's growth at the time.

After 2 years at ACT, Henna moved to Vodafone Egypt as Network Operations Director and was one of the Senior Management members. He spent 12 significant years at Vodafone Egypt up till 2011 where he had been appointed as the Chief Technology Officer from 2005. During his tenure at Vodafone, he was a board member of Vodafone Global Research and Development Board for 5 years.

Currently, he is Management and Telecom Consultant with assignments in the Egypt, Saudi Arabia, UAE and UK. In addition, he is the Chairman of Vodafone Egypt Foundation, Board Member of the National Telecommunications Institute and other business organizations.

Role at ACT

As a Strategic Management Consultant, my role focuses on ACT's Transformation Strategy and the overall operational governance of the company. In brief, my role is to ensure that the organization becomes more competitive, achieve its business goals, develop the organization's structure through an administrative system that controls all departments and finally look for ways to increase profits and improve efficiency.

An example of the files I consulted on this year was the authority matrix system, which intends to identify the responsibilities ascribed to each member in the management board.

Moreover, as a member in the EXCO Committee, we use the strategy of brain powers by providing an organizational direction on behalf of the board through executing decisions and business matters ranging from strategy planning, policy, investment and risk.

Vision

My priority is the EXCO's priority. And our priority is to enable ACT to leave a global trademark as one of the leading Egyptian IT organizations that offers up-to-date business solutions and services with multinational standards. In addition, ensuring that the company plays an active role in the digital transformation of organizations across multiple industries to ensure a brighter future through the reinvention of these organizations' operational efficiency.







Mohsen Mazhar is currently the Financial Controller at ACT. Mohsen is a Senior Executive with more than 40 years of significant experience Finance and Operation Management in International Commerce, Free Market, Information Technology, Construction industries.

Since joining ACT in April 1989, he has always been one of the cornerstones of the Finance Department where is held responsibility for the Accounting, Purchasing, Warehousing and Administration functions.

Role at ACT

The Finance Department plays a vital role in sustaining the stability of the financial operation of the organization's business. It is the company's measure, that evaluates and assesses its viability and profitability rates.

As a Financial Controller, I'm responsible for operational and strategic duties, where I manage the Accounting and other Financial Control functions that entitle me to establish ACT's financial strategy to ensure long-term profitability growth to the business. I also participate in supporting and developing strategies to guide key business initiatives, according to ACT's transformation plans.

I also participate with strategic recommendations with others EXCO members based on monitoring all the financial data to conduct the most profitable outcomes. Moreover, part of my role is to ensure that the company financial systems are robust and are enabling us to keep track of our planned budgets and business plan projections.

Vision

Throughout ACT's journey, it has always been a leading company in the ICT field. My vision is to significantly add value to our coming expansion plans, while maintaining a strong stance on the organization's financial position.



Biography

Having graduated from Cairo University's Faculty of Engineering in 1994, Mohamed Abou El-Leil was already a trainee at ACT. He then started on a fulltime basis as a Junior Service Engineer in the Customer Support Department. Within 3 years only, he was able to gain lots of technical experience that enabled his promotion to a Senior Service Engineer. By 1999, Abou El-Leil was promoted to a more commercial role as a Product Manager, where he was responsible for all marketing activities determining the business development strategy. Nevertheless, he had a secondary role as a System Engineer for all sales departments' activities. He later played a very important role in convincing the management to activate the Marketing Department and introducing significant functions such as Public Relations and Social Responsibilities. By the age of 34, Abou El-Leil became the Senior Marketing Manager at ACT.

During his experience, he became a member in the German-Arab Chamber of Industry and Commerce, in addition to the American Chamber of Commerce. Moreover, he headed the System Integration Committee at EITESAL for a while, adding that he is a former member of the Chamber of Information Technology and Telecommunications (CIT). Lastly, Abou El Leil is currently acting as the company's General Manager titled Chief Corporate Functions Officer responsible to set strategies, establish business objectives and manage all corporate functions that support the commercial and revenue generating divisions in the organization.

Role at ACT

As Chief Corporate Functions Officer and General Manager, I am responsible for managing various and diversified functions within the company, in addition to leading the company's Transformation Strategy. This involves supervising on several strategic initiative, starting with capacity building programs through improving organizational structure and revamping training programs, to developing organizational culture, to integrating cross-departmental KPIs to promote unified objectives, to abiding by quality and audit standards for the to deliver optimized business processes and business continuity, to segmenting the markets where the company operates in to promote industry-focused solutions and last but not least to establish the necessary measure to manage customer and vendor relations .

Moreover, I have a secondary role to co-chair ACT's Strategy Committee which was established in late 2015. The purpose of the committee is to support ACT's Top Management to fulfil its responsibilities relating to the company's medium and long-term strategies. Also, it verifies and articulates the company's future directions and development requirements for the company to achieve its future goals. Ultimately, the Strategy Committee provides advice, expertise and challenges the company's status-quo to ensure that the company is moving towards the right direction.

Vision

My vision is simply that ACT becomes further recognized as a leader in the ICT Sector in Egypt, in addition to be the fastest-growing and most transformative local organization with multinational standards and global footprint.









Hisham Hassan, ACT's Chief Operation Officer for the Hospitality Sector, possesses an experience of more than 20 years of experience in Hospitality PMS and POS Solutions. Hisham joined ACT back in 1996 in the Hospitality Division. Throughout the years, he has played a major role in setting up the Services and Projects operation. Moreover, building the needed capabilities based on market demand and training them to be on the highest global standards to extend the ACT's hospitality services across the world. Hisham has always been an obvious advocate of people development. Back in 2003, he introduced an initiative of several technical training programs for fresh graduates to support them into the world of employment and give them the necessary skills to become part of a larger team. The objective behind this initiative was to introduce fresh calibers inside ACT with highly advanced capabilities.

Before joining ACT, Hisham had kickoff his career with a successful run as a Sales and Technical Support Manager at Delta Computer Company since he had joined in 1993., Prior to that Hisham had graduated from the Faculty of Commerce at Cairo University's Benisuef Branch.

Role at ACT

My role focuses on developing the Hospitality Services and Projects functions to comply with integrated project requirements all over the world. This requires keeping an eye on developing the existing resources and hiring qualified resources according to certain criteria and standards. Moreover, under my management is the service desk department which controls the technical support required for the customers to solve any problems they may be facing. This is definitely a critical function that differentiates ACT versus its competition as it delivers an enhanced customer experience. In addition, I am also responsible for structuring ACT's Software Unit that currently has developed two robust business applications specialized in Human Resource Management and Cruise Management. This is a key role for the organization's corporate strategy as a whole where we are aiming to diversify our portfolio of offerings and spinning off this specialization into a standalone company.

Vision

As a part of the Hospitality Sector, I have played a key role along with several other members of the organization to define our Hospitality Strategy for the coming years, emphasizing on expanding globally into Europe, Middle East, Africa and Asia-Pacific. Moreover, I am seeking for sustaining continuous improvements on the quality of services we provide as an organization with focus on delivering a unique customer experience, which will certainly result into incurring more recurring revenue to the organization.



Biography

Effective March 15th, Mohamed Tawfik was appointed as Chief Commercial Officer for the Hospitality Sector. Mohamed is a Senior Executive with more than 10 years global experience outside Egypt. Prior to joining ACT, he was the Account Executive for Strategic Accounts in EMEA at Oracle Hospitality (previously Micros-Fidelio), offering a wide range of software, hardware and related services, in addition to a portfolio of cloud solutions to enable customers in the hospitality industry to provide superior service and experience to their quests. Mohamed enjoys a track record achievement whilst at Oracle, hitting annual achievements exceeding 50 Million Euros. Before Oracle Hospitality, then Micros-Fidelio, Mohamed had completed his MBA from Henley Business School at Reading, UK.

Role at ACT

To achieve our strategic objective of combining the hospitality, business and commercial departments into one single local and global commercial unit, aiming to strengthen the position of ACT in the Local and Global Hospitality industry. The new unit brings together the best expertise in hospitality sales, presales, vendor management, and business development.

Vision

I am delighted to utilize this opportunity to elaborate about ACT's vision and strategy as a main Technology Provider to the hospitality industry in Egypt and abroad. ACT – building on the 30- year experience in serving the hotel, food and beverage industries – is now expanding and growing inside Egypt, as well globally. ACT's heritage has always been customer focused and the customer will always continues to be at the heart of ACT's existence. Therefore, ACT continuously partners with cutting edge suppliers and top class technology vendors to deliver the next key hospitality trends; being innovative cloud solutions, mobile solutions, and guest experience technologies. ACT's focus is to provide the services required to help our customers succeed in an environment that has been fundamentally changed by the rise of social, mobile, and cloud technologies. ACT's platform for the hospitality industry offers comprehensive product portfolios and integrated technology stacks covering cabling infrastructure, active network, servers, storage, operating system, database, security software, core applications, guest facing applications, and light current systems being CCTV, fire detection, audio/visual, and so on. Our portfolio is served by dedicated, focused unmatched resources working to serve the needs of the hospitality industry through providing services that allow our customers to exceed their guest expectations and help our customers to simplify their IT architecture, to help drive greater business benefits, speed time to value, and reduce total cost of ownership. ACT is expanding within Egypt and outside Egypt. Within Egypt, in 2018 ACT is investing in penetrating and growing in sports and community clubs, in the cruises market, and in the entertainment arena. As well, ACT is present in the Gulf and European markets serving hospitality clients through our offices in Dubai and Paris. We continue to seek growth opportunities in other regions, leveraging our know-how and the experience we gained through the years to become a major global technology service provider in the Hospitality Industry. Finally, I would like to thank all our customers, vendors, and suppliers for their trust in ACT over the years. I take this chance to reassure you of our commitment to fulfil our mission in enabling the Hospitality business users to do their jobs efficiently and be able to create value to their customers through quality advanced business solutions and industry applications.





Hazem Mansi is ACT's Chief Commercial Officer for the Enterprise Sector. Hazem has more than 19 years of experience in the ICT sector across diversified specializations and technologies. In 2007 he joined ACT as Head of Microsoft Business Unit, managing the Sales, Vendor Management, Presales and Delivery functions and leading the strategic roadmap for the unit and building the right competencies that achieve annual growth rates of 25%, positioning ACT as the number one Microsoft partner in Egypt. Later he was promoted to manage the Corporate Marketing Department where he expanded his role into managing the company's strategic vendors. While holding this role, Hazem began supervising the setup of ACT's business plan from a commercial standpoint, in addition to setting the short and long-term objectives and strategies for the industries the company was aiming to penetrate, as well as the company's vendors and solutions portfolio. Throughout the years, and with his proven management skills, Hazem was assigned roles to oversee the Human Resources & Information Technology Departments. In 2016 he was elected as board member in the Chamber of Information Technology (CIT). And recently in 2018, he was promoted to Chief Commercial Officer for the Enterprise Sector, overlooking all commercial activities in the Public Sector, Security Sector and the Commercial sector that combines consists different industries such as Oil and Gas, Banking, Manufacturing, Real Estate and Telcom industries.

Prior to his career in ACT, Hazem began his commercial career in the early 2000s as he headed the business development department in LOOK Holding, responsible for three business areas: Software Offshoring; Internet Applications and; Dot Com Companies. Later he started his own business and established PROMOLINKS Co. specialized in providing advanced integrated digital signage solutions and succeeded to build esteemed references in Egypt and the Gulf Region.

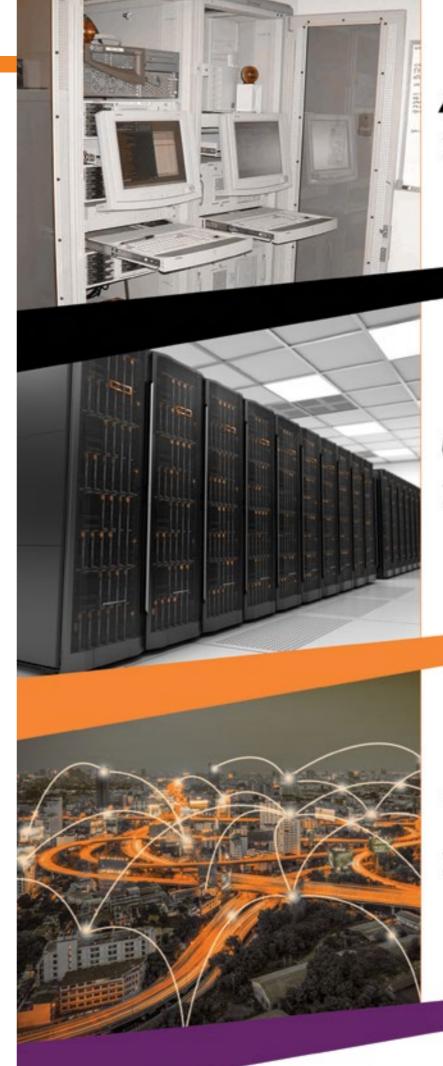
Role at ACT

As CCO of the Enterprise Sector, I am currently managing the Enterprise Business Development, Sales, Presales, Vendor Management and Sales Excellence functions that work closely together to deliver a smooth and profound commercial performance to the organization. My main role is focusing and identifying customer needs and empowering them with relevant and real added-value integrated business solutions our strategic vendors ecosystem. This would not be achievable unless I am able to build a group of competent and qualified team that is passionate and empowered to innovate, develop and execute.

Vision

I pursue to realize a genuine and fast progressive transformation happening at ACT; starting with our mindset, to the way we operate and actually do business, down simplest and most specific actions we take on a daily basis. Why? Because I believe achieving this will give us an exclusive competitive edge and will help us to be dynamic and agile with all changes happening around us in such fast-paced and challenging industry. And this would be giving us the required push to ensure ACT's business growth for an additional 30 years.





Acknowledging the Past ...

Celebrating the Present ...

Transforming the Future ...

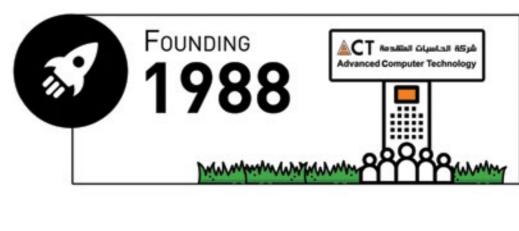


Compaq makes high performance everybody's business.



Acknowledging the Past ...









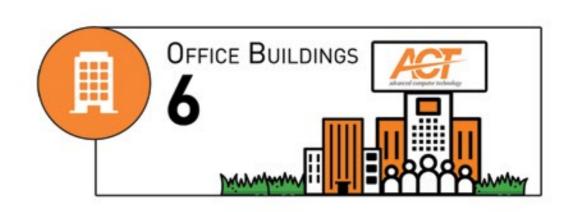


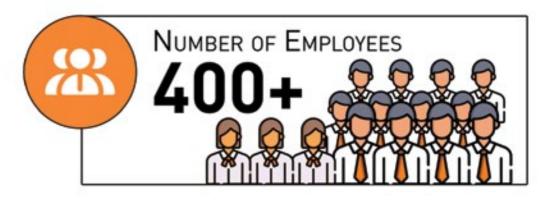




Celebrating the Present ...











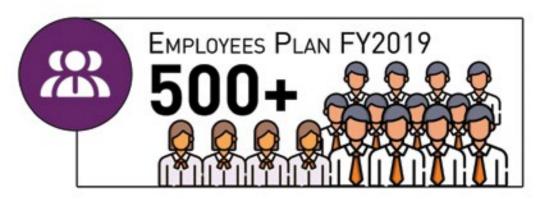




Transforming the Future ...

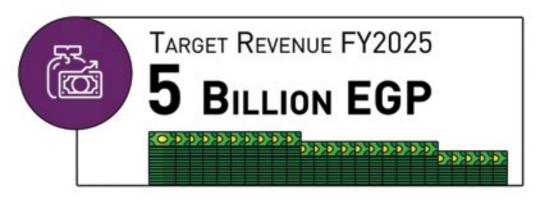












Yehia Sabry

Quality Assurance Director

I love my job because.. Soon I will be celebrating my 21th anniversary at ACT! what a journey! For 21 years, I have been excitedto come to work every day. For 21 years, I have always got a chance to develop multiple skills, challenge obstacles, build experiences departments. For 21 years, I have been part of a group of approachable and caring colleagues-from top down-whom I call ACT family.

It's inspiring to work for a company who honestly wants to always grow and develop its strategies accordingly. It would be easy to work for a different company to get a paycheck but not just any company can create a culture that makes us loyal and devoted for 21 years!



Hisham Mounir Hospitality Pre-Sales Deputy Director

I love my job because.. In ACT, I fulfilled my passion, as this huge organization gave me the opportunity to travel across and outside Egypt , and that's what I am really obsessed for. Moreover, working in the hospitality sector at ACT has added a lot to my career path and supportive, friendly environment that allows its employees to



I love my job because.. I have been working here for about 27 years, I spent time in ACT much more than home. The family environment is one of the main reasons behind this huge success, I have been to more than one department in ACT. However, what I really touched is the huge bond between all of the teams.





ACT focuses on building employee's relationships and loyalty more than business because the employee will build business, and will create growth.

Sherif Ali

Hospitality Sales Deputy Director

I love my job because.. I believe that ACT as a whole organization is specified by its stability, I have been in this place for more than 21 years, all my team had been here for about 15 years, Moreover, ACT has a very unique criteria of product selection, we are known by having the best solutions in the hospitality sector.



Yasser Adel

Oracle PMS Senior Manager

I love my job because.. I have been working in ACT for about 20 to this place because every day is a new beginning here, we learn, and teach new things daily.

ty that's why all of the organization cooperate together with the same objectives, and goals.



Hossam Ragab

Management Consultant for the Hospitality Industry

I love my job because.. What really makes this place special is the huge respect, and love between all of the members, ACT's people are one family. Every single detail tastes differently here that's why we will always strive to keep this place better and better. Moreover, we should never deny the role of the company in building this unbreakable bond. I should also mention how ACT was developed, and advanced by its stuff, cooperating together as one family lead ACT to become one of the pioneer.



People of ACT

Celebrating the Present

Our employee always feel appreciated that's why they exceed the expectations, our present employees always seek development, and growth, that's why ACT encourages their employee, and focuses on their development.

Sarah Mahmoud

Senior Applications consultant

I love my job because.. I enjoy people and the diversity of it all. I feel I am appreciated, trusted and allowed to take initiatives to get things accomplished.



Mai Mohammed

Senior Pre-Sales Team leader

I love my job because.. It's my home away from home. It's a family atmosphere. The people are wonderful. And unless you really know who's who in the company you would never be able to tell the upper management from the rest.

Mohamed Derar

Senior Accountant

I love my job because.. The culture is great. The environment is incredibly empowering and the core values of ACT align with mine.



Mohamed Ezzat

Contracts Executive

I love my job because.. it is not a job to me. I thoroughly enjoy coming in every day and love every moment of it. People are treated with respect, and the company is good at putting people in positions to maximize their strengths.



Mohamed Sobhy

Call Despatcher Team Leader

I love my job because.. It is a pleasure to work for a company that is growing in the right direction and takes care of their employees, it provides the flexibility I need to raise my family.

Mahmoud Youssef

Senior Personnel Specialist

I love my job because.. I feel the work I do every day makes a difference to the people I work with. I know when I go home that I truly did something meaningful and important.



Mohamed Sabry

Network Deputy Manager

I love my job because.. The job and the work are interesting, challenging and rewarding.

It's exciting to be part of a company that fills a void in the marketplace.





People of ACT

Transforming the Future

Unique and diversity are features for our employee, they are the new weapon to face any upcoming challenges"

Nahla Khattab

Services Tele-Sales Representative

I love my job because.. I am provided multiple learning opportunities every day. I feel I am making a positive contribution to a company that makes a difference in the world.



Mohamed Abdel-Hakam Quality Deputy Manager

I love my job because.. no day is ever the same. Each day I am presented with new challenges and situations, which really helps me to stay focused and interested. I also enjoy being able to be as creative as I can.

Basma Mourad

Hardware Pre-Sales Engineer

I love my job because.. I feel I have a voice within the company. My managers encourage me to grow and welcome my feedback and ideas. They recognize my skills, respect my abilities, and my co-workers are really cool and loving.



Sameha M. El-Khateeb

Senior HPE Product Specialist

I love my job because.. I work with good people and good customers at a company that values morals, integrity and cares about its employees. I have the freedom to do my job without being micro-managed or questioned on decisions I make.



Islam Mazhar

Corporate Marketing Specialist

I love my job because.. I get all kinds of chances to stretch myself. Kind & goofy humor is welcome. I really feel appreciated, which brings out the best



Corporate Digital Marketing Specialist

I love my job because.. Creativity is encouraged, I always have the opportunity to try new things and be innovative.



Mohamed Ashmawy

Collector

I love my job because .. Everyone has a place in the company but the owners and managers know it's our company as much as theirs. They care about us and help us to grow, strive to learn new skill sets and appreciate us and we can see that every day.







Oracle Hospitality works with thousands of hotels, restaurants, bars, stadiums, Sports Club, casinos, theme parks, and cruise operators, providing reliable, innovative technology to help them run successful Smart businesses, through delivering personalized experiences to guests with ever-changing needs is one of the great challenges faced in Food & Beverage today.

About New Giza:

NEWGIZA is a pioneering integrated residential and commercial community featuring state-of-the art educational, sporting, medical, business, and entertainment facilities. Perched high above Cairo, with impressive vistas of the Pyramids of Giza and the city beyond, NEWGIZA spreads across 1,500 acres (6.3 million square meters) of land.

Envisioned as the ultimate lifestyle destination, residents are afforded security and convenience as well as comfort and luxury, with ten self-contained neighborhoods providing both a sense of serenity and connected community.

The NEWGIZA Sport Club (NGSC) is set to be the athletic hubs of 23 acres. From a professional soccer field to a running track and a wide variety of courts for tennis, volley, and squash, no athlete or beginner will be left out. Peace lovers will find themselves on the Croquet Field and the Tea Garden or Leisure Pool, while kids and teenagers have their own assigned spaces where they have access to a Splash and Kids pool, a Kids play area and skating ramps, not to mention the very popular Flow Rider. You will be able to enjoy the Multi-Purpose courts as well as the shaded outdoor fitness area. The Sports Club will have a clubhouse with a restaurant and will be full of activities throughout the day and week into the evening with a full range of entertainment.

Business Needs:

New Giza is a fast-growing entity, it became in need of integrating their business processes in order to manage NGSC memberships and their CRM database to create accurate reports & analysis. ACT introduced integrated business systems to overcome these limitations. We provided multiple software modules that can automate NGSC processes and support them achieving their objectives through enabling better business decisions and improving operations while providing more information.

Furthermore, NGSC does not have neither any electronic means to track sales at the time of purchase, nor have any back-end inventory and cost control software. Additionally, no finance system was available to get better & relabel P&L.

Solution:

ACT deliberated their case clearly, and proposed an integrated solution to suite the requirements in the front & Back Office to fit the required professional RFP designed by NGSC, managing their sales operations (Oracle Micros) and let inventory & costing within the F&B increase from 28% to 32% and managing the accounting to get accurate P&L. Food was one of the highest Controllable Costs of running operation in NGSC. Our (MC) solved this problem by reducing the cost which lead to increasing in the revenue, giving the customer high performance calculation tools for daily basis, the items must be SOLD or HELD BACK via POS real time Interface.

Regarding the front office, Our Solution Oracle Micros has offered fully integrated point-of-sale with powerful analytics that help NGSC run their business smarter. ACT also offered a feature of non-Stop operation, interface with back-office, accounting (Infor - SunSyetm), restaurant operations and Oracle Micros that focuses on security. Moreover, offering data integrity, easy software deployment, and real-time business intelligence reports and an Oracle Micros queries member accounts in GSS (Guest Service Solution) module to enable members to charge their accounts & pay at any outlet through their membership card & Barcode.

As NGSC has 23 acres area space, we found obstacles in covering all the service, so we proposed a wireless Oracle Micros workstation WS610 to be operated through an access point at any time in any place inside the club, also using wireless tables for SOS (Speed of Service) for ordering.





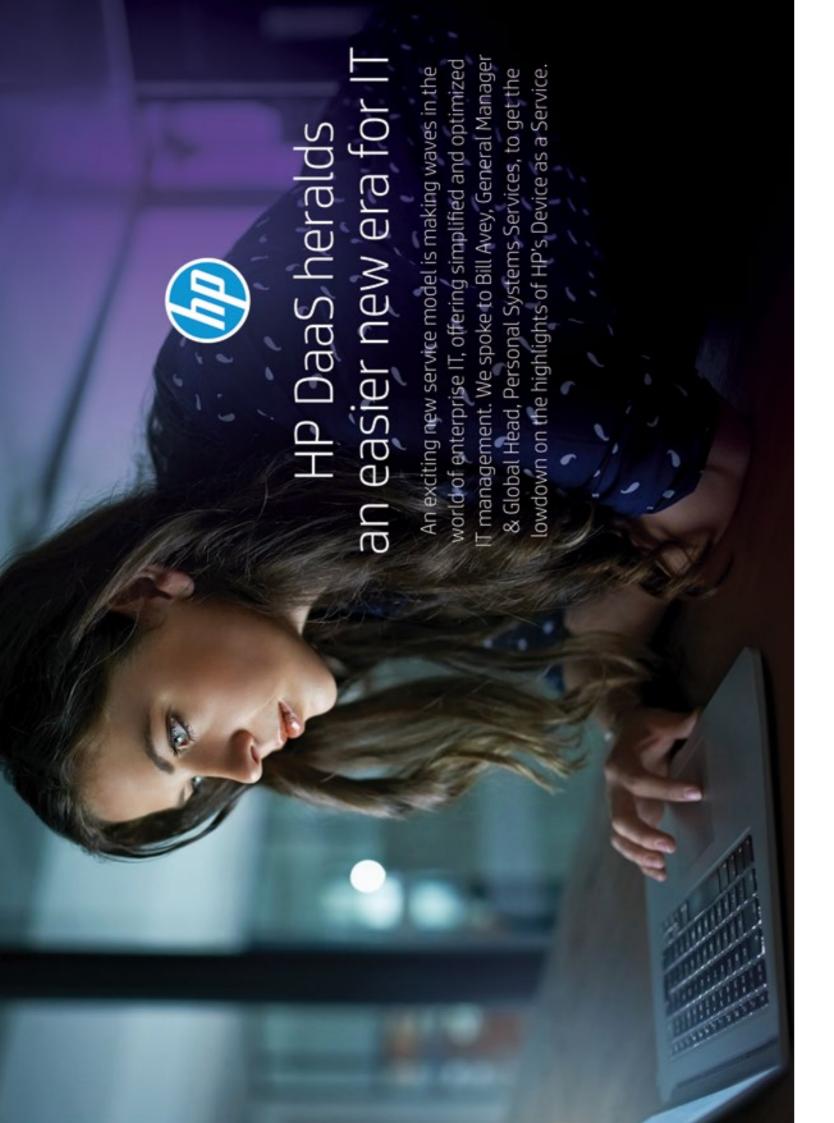
ACT has organized its annual kickoff meeting on February 18th at Semiramis Intercontinental, gathering all ACT employees in the presence of Mr Hassanin Tawfik -ACT CEO- in which he declared ACT's 2017 business results and the company's objectives it seeks to achieve by 2020 as a part of its transformation strategy.

The corporate's new structure was announced; enabling strategic alignment across the portfolio, across regions and between functions.

During the meeting , the Exco- committee has listened to the employees recommendations and suggestions that aim to advance the company's business growth and provide a better work environment and increase the company's contribution in the growth rates of the Egyptian ICT sector.







I am a graduate of Business Administration in 1995, I have 23 years of experience in the Tourism & Hospitality sector started by working in "Wings Group". In 2011, I was positioned as the Regional Director of Information Systems in Coral Sea Hotels & Resorts which is a subsidiary company running under the umbrella of the Holding Company "Wings Group". The foundation of Coral Sea was a natural expansion of the growth of Wings Group in order to manage the properties owned by the holding company and with the aim of carrying the group's vision in hotels management. Currently, Coral Sea Hotels, Resorts & Nile Cruises manages four resorts in Sharm El Sheikh, one resort in Al Ain El Sokhna and four Nile cruises with plans for further development. Coral Sea introduces a new definition to getaways for holiday seekers visiting Egypt by providing them with personalized services, authentic brand, unmatched facilities; all of which to guarantee a quality experience that sets apart Coral Sea hotels, Resorts & Nile cruises.

How do you see ACT in helping Coral Sea Resorts to meet its technology goals?

Since 2004, ACT has helped Coral Sea resorts to be the preferred hospitality service provider offering differentiated products, quality services and overwhelming experiences in order to achieve superior customers' satisfaction by providing us with the most advanced hospitality technology solutions such as Fidelio's systems which has a great impact on our business development starting with version 6, version 7, Suite8 and Micros.

What is the role of technology in Coral Sea resorts?

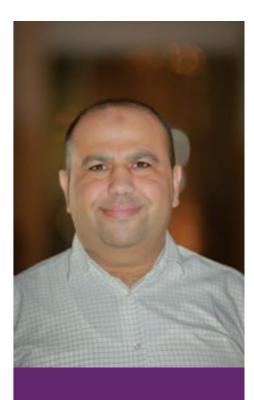
Technology has played an important role in establishing a good reputation for Coral Sea Resorts in striving to meet clients' needs by providing high-quality services and value-added benefits. We always keen on expanding our hotels activities through updated technology solutions in order to increase the number of hotels managed by the chain to beyond ten hotels in the next five years. ACT has been our consultant arm in our installations whether it was in the hardware with its operating systems or implementations of Micros and Fidelio to guarantee a quality experience for our customers.

How many branches of Coral Sea Resorts did ACT implement on its services?

Till now ACT has worked on five hotels of our chain with variety of hospitality solutions, and recently ACT has started in the implementation of SunSystems for delivering integrated financial management solutions. Not only this, but they also installed materials control system and Asset Management System.

Are there any further plans with ACT?

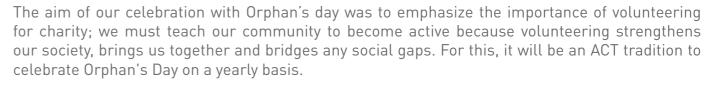
In the meantime, we are planning to implement ACT in-house solutions, MAESTRO (HRMS) We are sure that MAESTRO will help us to enhance all our HR practices in a single database as its modules are covering multi HR properties such as payroll, attendance, budget, self-services recruitment and others. ACT introducing In-house solutions will lead to many achievements because it is a trustworthy organization, with a very good reputation in the Egyptian market. We hope that ACT keep spreading advanced technology that people can trust, and rely on it.



Waleed Medhat Regional Director of Information Systems - Coral Sea Hotels & Resorts









Employee Volunteers and their families participated in the celebrations with the children and spent the day with them. The children enjoyed various games and entertainment activities such as Muppets, art, clown and magic shows, as well as presenting in-kind gifts.









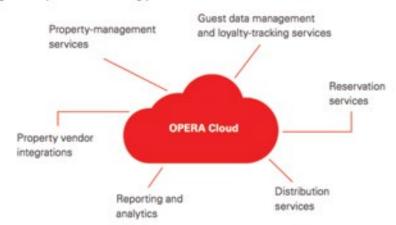
Cloud Technologies for the Hospitality Industry

Elevate the Guest Experience and Streamline Operations

Leading hotel brands gain market share by getting to know their customers, offering personalized services, and encouraging direct bookings to increase profitability. Guests enjoy a memorable experience not just because of the unique style or ambiance of the hotel itself but also because of the seamless flow of information that simplifies and enhances every aspect of their visits. Oracle is helping hospitality providers deliver these exceptional guest experiences with a cloud-based strategy for innovatively meeting traveler needs.

New Solutions for Hotels, Hospitality, and Food and Beverage

It's not easy to stand out in today's crowded hospitality market. Travelers have lots of choices, from versatile timeshare packages to private vacation rentals, and international resorts to intimate boutique hotels. Can hospitality providers use technology to stand out? The answer is yes, and Oracle Cloud technology is making it possible. For large hotel chains and regional resort networks, cloud technology makes it easier to onboard new properties and configure essential services for property management, reservations, housekeeping, financial operations, guest data management, and loyalty tracking. For hotels of all sizes, cloud-based information systems also encourage guest interaction, with mobile access to bookings, room preferences, dining preferences, and service histories.



Get purpose-built cloud solutions for the hospitality industry: Oracle Hospitality OPERA Cloud.



"Technology can transform guest experiences at our hotels, but only if the delivery is flawless. It's not about pushing what we want them to know, but rather, giving them what they are looking for. We need the technology in our reservations systems, on our mobile devices, and throughout our properties to ensure that customer needs are being met at all times."

STEPHANIE LINNARTZ CMO, MARRIOTT

THE NEW HOSPITALITY

"More than half of travelers are open to sharing certain types of personal information but in return expect to be offered relevant deals, discounts, or loyalty points."

FORRESTER, 'CUSTOMER EXPERIENCE IN HOSPITALITY," STUDY COMMISSIONED BY SABRE HOSPITALITY, NOV. 2015



As more and more consumers voluntarily share information about themselves and their preferences, technically savvy hotels have a unique opportunity to engage their guests with personalized offers and services that increase revenue in addition to boosting brand recognition and solidifying customer satisfaction, leading to increased bookings.

Cloud Technology in Action

Personalization is a big part of Marriott International's strategy to connect more intimately with customers by collecting and analyzing guest data. Oracle Hospitality OPERA Cloud Services power property management and point-of-sale systems for about 1,200 hotels, with plans to expand to 4,300 properties soon. Marriott offers mobile check-in and checkout, with an 86 percent satisfaction rate among guests using the service. Most guests said they now have a stronger impression of Marriott, thanks to these outstanding and inclusive mobile experiences.

ClubCorp set out to enhance the member experience and boost profitability by transforming its data center operations and migrating its entire IT footprint to Oracle Cloud. In just 120 days, it transitioned to cloud-based applications for ERP, EPM, and HCM functions. ClubCorp also subscribes to Oracle Cloud Platform services such as Oracle Database and Oracle Java Cloud Services as well as to Oracle compute, storage, and archive infrastructure cloud services. Managers anticipate a significant reduction in operating expenses as well as greater agility in assimilating new club acquisitions and members.

Landry's Golden Nugget Casino subscribed to Oracle Sales Cloud applications to improve collaboration among casino hosts, guest services personnel, and managers. Its cloud-based CRM system empowers managers with real-time analytics and provides greater visibility into team performance. Authorized employees have mobile access to guest data and can automatically integrate player and trip information from the casino management system, enabling them to easily obtain a real-time, 360-degree view of guest activities.

Start Your Journey to the Cloud Today

Oracle's open architecture makes it easy to connect new cloud applications with existing applications, both on-premises and in the cloud. Unlike the solutions from commodity cloud vendors, Oracle's cloud solutions are complete, open, and secure, constituting a platform that spans all layers of the cloud. With interconnected SaaS and PaaS layers, it's easy to connect data and business functions. You can deploy and manage apps on your own private cloud or move them to Oracle's public cloud for trouble-free deployment. Secure, scalable, and mobile-enabled, Oracle Cloud solutions provide comprehensive capabilities to deliver great guest experiences, improve operating efficiency, and enhance employee productivity. Visit oracle.com/hospitality to learn more.

WHAT ARE THE OPPORTUNITIES FOR HOSPITALITY?

- Single Customer View: Create a holistic view of customers across channels and derive actionable insights
- Targeted Marketing: Identify customers based on their intent signals and reach out at relevant. points in their customer journeys to influence behavior
- · Personalization: Make every interaction with your brand as personal as possible, regardless of channel
- Monetization: Convert customers to use direct channels and optimize cross-sell, up-sell, and loyalty

ORACLE'S INTEGRATED CLOUD

- · Complete: One cloud with integrated applications, platform, and infrastructure
- Data-driven: Based on role, context, interests, and actions
- · Personalized: Configurable to each user's needs; extensible to fulfill unique requirements
- · Connected: Cohesive processes, unified data, and complete information in the cloud
- · Secure: Multilevel security with data isolation and unified accesscontrols







Welcome on Board

Amr Ibrahim Basha Security & Defense Sales Director

I graduated from Faculty of Engineering - Cairo University 1988 as an Electronics and Communications Engineer. I have a total of 30 years of professional experience in telecom and security field with NCR company, National Defense Council and finally GET Egypt as a Managing Director. I joined ACT leading and establishing the security and defense segment to transform ACT as a main key player, I will be contributing in the development and growth of ACT's existing portfolio, promote and expand offers into new territories and with new customers in accordance with ACT strategic sales plan and the transformation objectives. As a leading technology innovation organization and with my established security related relationships, I'm working on building up a team with specific qualifications in order have deep understanding with the sector's procurement policies and procedures, to develop and maintain excellent relations with customers and achieve assigned business objectives.



Learning and Development Supervisor

I am a graduate of Faculty of Pharmacy MUST University. I came with a professional background in HR services after my career shift as a Pharmacist for about one year. Since then, I have a total of 8 years of professional experience in HR services, started with working in JobMaster HR Services as HR Operations Supervisor to Upscale Real Estate company as HR and Admin Supervisor responsible for the benefits and personnel functions. I've joined ACT April this year as a Learning and Development Supervisor, using my prior experience I will be able to widen the scope of the assessment and development functions in ACT through applying the performance management system to equip ACT staff with the knowledge, practical skills and motivation to carry out work-related tasks. Beside, launching new training programs "ACT Graduates Academy "and" ACT Summer Internship for qualifying, developing grads and undergrads and hiring talents, to dominate ACT job vacancies requirements.

My vision is to fundamentally assist in the organization's success and fulfill ACT transformation plan objectives by coaching and developing its people.



Karim Bahgat

Total Reward and Organization Effectiveness Manager

I am a graduate of Sadat Academy "major HR". I have a total of 8+ years of professional experience dedicated for HR functions within Telecom and Real Estate business sectors. I joined Vodafone Egypt for 6 years and half where I played leading HR roles in different HR functions. Then, I ended up heading the HR department in Upscale Egypt a startup Real Estate company where I had a great opportunity to develop all their HR functions from the scratch. Joining ACT is a new challenge for me, my duty is to integrate a system through which we will reward and incentivize performance, building a healthy and effective Organization, and ensuring that the reward and benefits programs will support the organization's objectives, People and ACT transformation strategy.



Joining ACT as a Talent Management Manager is a new competitive step in my HR career path, my duty is to shape and implement strategies that will help ACT develop and retain high-performing employees; this involves gathering and reviewing relevant information about employee performance, manage the maintenance and execution of the performance management system which includes current job descriptions, standards of performance and performance evaluation instruments. As well as designing employee training programs, recruiting suitable candidates for jobs within ACT organization and building a compelling employer branding. Prior to joining ACT, I have a total of 10 years of professional experience in HR services. I started my HR career at JobMaster Recruitment and HR Consultancy, to GIZ company as a Recruitment Manager. I ended up joining Juhayna as a HR Business Partner for the past 3 years. My mission at ACT is creating an environment of equal employment opportunity, diversity and competitive advantage in support of ACT's transformation strategy.



Yasmine Ibrahim Senior Sales Account Manager

I have 10 years of professional experience in the IT industry, since I have graduated from the Faculty of Commerce, Alexandria University in 2008. I have started my sales career in the IT segment in 2009 by working at Arab Computers system integration company in Alexandria till 2017 where I have developed my sales skills to compel with the competitive IT market, then I moved to Cairo where there is an open market and challenging opportunities. I joined IT Valley a red hat partner, IBM partner offering IT solutions such as red hat Linux, IBM solutions, and security network where I worked for 5 months.

Joining ACT was a huge step in my profession career path, since I have known ACT as one of the leading system integrators in Egypt and partner to the biggest vendors in the IT industry. My aim is to drive ACT's general business sector and introducing new projects to help ACT reach its business potentials.





ACT@ ITB Berlin

In cooperation with Oracle Hospitality - ACT's Sole Partner, ACT has participated in ITB 2018 the world's leading travel trade show, from the 7th to the 11th March at Messe Berlin. ITB Berlin has attracted over 10,000 exhibitors and 160,000 visitors from more than 180 countries, creating a fantastic opportunity to network and learn from the best. The event has exceeded the expectations of hospitality professionals committed to maximizing their business success.

It was a great opportunity for ACT to meet the big names of the hospitality industry and make strategic meetings with several key decision makers of the tourism and hospitality industry of the world: SunRise Group, Travco Group, Orascom Development Holding, Egoth and Coral Sea Group.

Oracle Hospitality has showcased some of their best solutions for hotels who are interested in the ever-changing technology and the development of Cloud solutions. As a sole partner for Oracle Hospitality, ACT is focusing on promoting the cloud solutions in the hospitality market because powered by cloud, hoteliers can tackle a full spectrum of tasks, including managing staffing needs, accelerating hotel check-in, improving kitchen operations and providing mobile devices that enhance guest service anywhere, anytime . A technology that can adapt and develop in the future , in an industry that's constantly changing.

During the event, Oracle Hospitality hosted exclusive product learning sessions led by product experts about:

- Oracle Hospitality OPERA Cloud Services a flexible, scalable, secure, fully mobile platform for hotel operations and distribution that offers the comprehensive, next-generation capabilities hotels need to enhance guest experiences and improve operating efficiency while reducing IT cost and complexity.
- Oracle Hospitality Suite8 Property that combines all hotel processes into a single software solution. From reser vations to housekeeping, from restaurant to sales and marketing, this software suite supports all areas of your hotel while focusing on your most valuable asset: your guest.
- Oracle Hospitality Hotel Mobile a native app that extends key Oracle Hospitality hotel functions to mobile devices, empowering your staff to improve guest engagement by offering personalized services virtually anywhere across your property
- Oracle Hospitality Simphony The premiere cloud and mobile hospitality management platform, providing enterprise point-of-sale (POS) and back-office functionality to manage a connected and modern restaurant.
- Oracle MICROS Workstation 6 Family the latest workstations and tablets robust hardware that acts as both fixed POS, or as mobile devices.

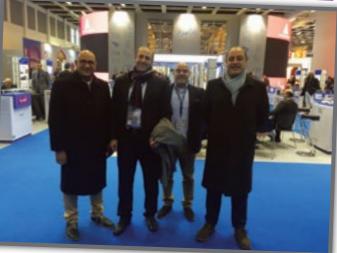


















Social Events

In a breathtaking view of the pyramids and the landscaped gardens, ACT has organized a Sohour gathering for its employees at Marriott, Mena House Hotel. The Sohour was attended by Mr. Hassanien Tawfig - ACT CEO -, Ex-ACT, VIP customers and all ACT employees. Mr. Hassanien Tawfiq has warmly welcomed all the attendees confirming on ACT's commitment in enhancing the communication within all its staff, Moreover fostering collaboration and cordiality among all of them. This occasion was an important opportunity to enhance social interaction among the staff and improve their overall performance.







































ACT & EITESAL **Partnership**



As EiTESAL's platinum partner, ACT had the honor to sponsor EiTESAL NGO's initiative "Meet the Government" The opening event was a discussion for 2018 ICT strategy with honored presence of Eng. Yasser ElKady Minister of ICT on the 5th of February.



The second event was organized with honored presence of Dr. Tarek Shawki Minister of Education. under auspices and presence of Eng. Yasser El-Kady Minister of ICT on the 11th of March, to discuss his vision of developing the educational process in Egypt through IT.



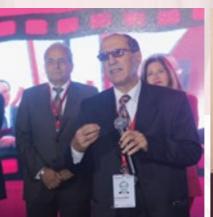






Dr. khaled Badawi Minister of Public Business Sector was invited in the third event on the 22nd of April, talking about the strategy of developing the public sector in Egypt and the value could be added by new information technologies in this sector.























ACT has also joined EiTESAL's 14th Anniversary celebration on the 3rd of July as a yearly platinum sponsor partner to strengthen our partnership and contribute in the ICT community development.







Reinvent Design

HP Z Workstations solutions

Spend more time creating and less time waiting. With the HP Z Workstations, get the innovation, high performance, industry-leading processing, graphics, expandability, and extreme reliability you need, to deliver your BIM and CAD projects in less time. That's why these are the preferred choice of professionals who demand reliably powerful computing solutions in their line of work.

#reinventthewayyouwork



Powered by Intel® Core™ i7 processor. Intel Inside®. Powerful Productivity Outside.

About MCIT

CORE 17

The Ministry of Communications and Information Technology seeks to promote innovation and entrepreneurship in the field of ICT with the objective of positioning Egypt as a regional innovation hub. It also aims at accelerating development and economic growth in Egypt through a number of programs on the establishment of ICT centers of excellence in universities and local and international ICT companies; as well as the provision of financial and marketing support for innovative entrepreneurs. MCIT was established in 1999, it's headquartered in Smart Village Egypt.

Rin

First of all, I was graduated from Engineering (Ain Shams University), then I started working in the educational sector as a teacher, after that in 2008, I joined the MCIT ministry, The Egyptian Ministry of Communications and Information Technology is the government body responsible for information and communications technology issues in the Arab Republic of Egypt. In 2016 till now I am the Enterprise Solutions Manager who have a direct relation with the service, IT solutions, data protection.

How do you see the role of technology in MCIT?

The ministry manage the information Technology in Egypt, and creates consultation services for some governmental sectors, All the Egyptian projects are created under the supervision of MCIT, and Ministry of construction and planning.

How do you see ACT in helping MCIT to meet its technology goals?

ACT organization has a very good reputation in the Egyptian market. We have been dealing with ACT since 2008, its services conduct great achievements in the ministry. ACT has a very proactive technical arm. Their team are aware with the latest technology, moreover, they provided us with highly advanced solutions, not only this, but they also implemented it with highly standard criteria that obtained outstanding results exceeding all the expectations. Act was our best alliance from 2008 to 2014 as it has a platinum partnership with HP.

Can you mention a success story between ACT & MCIT?

As ACT is one of the leading IT foundations in Egypt, we share a lot of success stories together. However, it's worth mentioning one of our latest cooperation project which is based on a replacement for data protection solutions by implementing disaster recovery site, and main site solutions with HP. I ensure that this project will conduct an effective, and quick impact in the Ministry.

So far how do you evaluate your experience with ACT? And what might be your near expectations?

ACT plays an important role in supporting the developing and increasing of our business in the Ministry. It covers our needs, and provide proper solutions that's why we value, and trust our cooperation. We hope that Act remains one of the most important companies that contributes in spreading and developing the technology in Egypt and rely on it.



Ahmed Essmat Waly
Enterprise Solutions Manager







Rafig Tala'at Hassen hief Information Officer, itida



"ACT means commitment, ACT meets its commitment as usual in all cases, it is a kind of organization that absorbs all the damages "Whatever it takes", favor its client contractual, Word of Mouth, Non contractual fulfillment .



Hesham El-Guindy IT Support Manager, Al-Futtaim



"ACT has a very good business relation and professional experience with Al-Futtaim for the past 5 years , we have trust in ACT consultancy and their good service always meet our requirements . We are sure that the partnership between the two organizations will lead our business to a new stage.



Mahmoud El Maghraby Vice President- Finance - Egypt & Middle East , Sonesta



"ACT is a leading technology company which we have been working with in the development of systems for years. The technical support provided by ACT had been operated in a very high level of professionalism and efficiency, which lead to expansion, and development of investment, Moreover it has become a key elements for the development of the performance and processing of mosaics and government and non-governmental devices.



Mohamed Esmat Chief Information Officer, New Giza



CNEWGIZA

"It was pleasure working with ACT staff on several opportunities and awarded projects. ACT input was invaluable in our efforts to provide NEWGIZA community a Smart, technologically advanced and pleasing customer experience, while incorporating numerous technologies and complicated integration use-cases, that are consistent with today's and tomorrow's technology trends. Also I would like to acknowledge the high standard of performance and professionalism exhibited by ACT team on our latest project for NEWGIZA Sports Club - Food and Beverages Solution. it is really pleasant to see such a capable Egyptian entity" pleasant to see such a capable Egyptian entity

Our Customers





Information Technology and business innovation Director, Al Dau Development & Steigenberger Al Dau Hotels – Hurghada

"After almost 20 years of working in different Technology organizations and projects, it is my pleasure to express my deepest gratitude to this great organization, Advanced Computer Technology (ACT) which shape and lead innovation and technology industry for hospitality and travel business in Egypt and Middle East . ACT understands their customers' needs very well in a very fast changing technology environment, they are always working to implement latest technology trends and tools for the benefit of the hospitality sector and business organizations, as well provide quality of support for all business applications and they are always the trusted advisor for reliable and secure solutions. It is always a real privilege working with this professional dedicated teams who go extra miles to secure and support business goals for business partners. On behalf of myself and Al Dau Development teams, I'd like to thank you for all the support and looking forward to developing and enhancing our business partnership. Thank you sincerely for being inspirational business partner, also thanks for all your effective contributions in our business development.

Hesham Moharam





"My name is Hesham Moharram, I live in Minya city, one of the most charming places in Egypt. I am the owner of Omar El-Khayam Al Minya Hotel, for me this hotel is my lifetime project. When I thought about developing the project, I decided to look for experts to help me growing. My big obstacle was in technology and programming issues. So in order to get over it I had met a lot of companies that are specialized in technology field. I made my mind and I choose to cooperate with ACT Company especially after meeting Mr Youssry Attia, Mr Salah Shawky and Mr Aiman Rashed. They are distinguished, very arter meeting Mr. loussry Attia, Mr. Satair Shawky and Mr. Amair Rashed. They are distinguished, responsively, and so professional. They own a great respect and they also present a very good support all along the way. I think after this significant cooperation, I can consider ACT Company as an important partner of success in our hospitality field. I have the honor to cooperate with everyone in the Company, and I look forward for the next cooperation.

Akram Erik

IT Manager - Future Lagoon View Hotels & Resorts



"Being in the field for so long as IT Manager for more than 25+ years now, I was closely working with ACT in the early Micros & Fidelio, then Micros Fidelio, Then Oracle & infor Lately, Always felt secured and resourceful in dealing with customization, error handling even reinstallation in so many and different situation, the patience and professionalism of ACT Management and support gave security and minimum downtime to their customers, big or small projects, they only cared about the customer benefit and the functionality of their products. Handling our requests was never an issue, you can call Sobhy, Karam, etc on the 24/7 helpdesk and rest assured that your problem will be handled anytime and anywhere, and if it comes to installation, their installers team are more than efficient and patient tailoring the installation as per customer needs no matter how it sounds, lately I Changed work and was exposed to a different product and had to deal with its support, Far from being professional, I made them change to ACT products, I Think that ACT set a standard of service that left all other competitors miles behind." competitors miles behind."

Our Customers



Mohamed Abd Al-Hakim

Development and Infrastructure General Manager - Egyptian Tax Authority



"ACT is a reliable company with qualified professional staff, and what differentiates ACT staff is their quick response to our needs and how they are always keen to solve the obstacles that we face in no time. I hope for your company more and more success and to share a big role in the board of leadership in the Egyptian IT market ."





Magdy Salah Project Manger, EFSA

"ACT is one of the rare companies whose culture is based on customer orientation, as it always keen on their satisfaction through enduring relations"



Mina Mancarios

Supply Chain Purchasing Supervisor, Wadi Degla Clubs



"I've known ACT since I was in Orascom 10 years ago. ACT is a success alliance not a normal supplier and one of the top leading IT companies I've dealt with, with their professional consultancy they're fully dedicated to successfully and smoothly implementing your needs. I really wish that ACT would be a worldwide foundation because it's a big name especially in the hospitality sector, almost most of the hotel chains are dealing with ACT in implementing the hospitality solutions like Micros.



Ahmed EL-Baz

Projects Support Specialist - MSAD



"ACT is one of the leading IT companies that you would rely on, has a professional calibers that are always keeping an eye on their customers' interests in order to reach their maximum satisfaction, they will always got your back and cover your needs. Thank you for being our trusted partner and looking forward to doing more business with you.



Mohamed Gamal

Assistant Financial Controller, Massa Capital

"I have previously worked with ACT on different projects as a trusted partner. I have renewed this confidence and have selected working with them again, through my new role as assistant financial controller of Al-Masa Capital, at the new administrative capital, which is destined to be a global economic and business hub for Egypt. Act has exceeded all expectations through an outstanding performance, they are the pioneers in the field of integrated systems and smart solutions, with an ease of use and access to all information required. The team also has an advantage with high competency and expertise and a great deal of skills and knowledge. I would like to express my sincere thanks and gratitude for the great efforts exerted by the engineers and programmers and for the excellent training that our staff received. Even the support team is very professional. They offer support 247.I highly recommend ACT for their capability and professionalism."



THE ROLOF CUSTOMER EXPERIENCE 7 SECRETS

ADOPT A LONG-TERM VIEW

Let's stop chasing short-term, unrealistic, purely self-serving ROIs, and focus instead on CX strategy and outcomes that mature over a reasonable period to yield value for both company and customers. Sustainable growth resides here.





KNOW YOUR CX NUMBERS

There are dozens of company financials but only a few CX metrics drive sustainable value in exponential ways. Focus on financials that foster growth, revenue and profits – quickly, realistically and predictably. Create value for customers and you'll get value too.

CHOOSE CX METRICS WISELY

Many CX metrics are used to measure customer success, but only a handful will directly and unquestionably contribute to higher growth and revenues. Some metrics improve the top and bottom line in concrete ways while others are supportive. You need to know the difference.



EMPHASIZE CUSTOMER LIFETIME VALUE (CLV)

CLV can be defined as the total worth of a customer-company relationship over time; it is assessed by projecting the customer's present value into the future, using a set of given business assumptions. CLV is reliant on a continuum of ongoing relationships that compound the financial benefits of loyalty. CLV, the gift that keeps on giving.

ACTIVATE FINANCIAL MODELS & REVENUE ESTIMATORS

What gets measured gets done and what gets done produces financial outcomes that can be monetized. Stimulate strong performance in high impact CX metrics and use predictive tools to model and forecast revenue, profitability and CLV. Predict. Perform. Improve.



The inability to correlate and calculate CX return on investment is the main reason these investments aren't funded. The right CX investments can and will yield ROIs in the 1,000's of percent. Go ahead and prove it!



INSIST ON CROSS COMPANY COLLABORATION

The experience of customers is a highly interdependent endeavor across the entire company so it makes good sense for leaders to share responsibility. Encourage inter-departmental partnerships and shared accountability to increase teamwork, performance, and company growth. Get on board.



Hewlett Packard Enterprise

Sohour

















In the spirit of precious gatherings in the holy month of Ramadan, this year ACT and HPE team have enjoyed their annual Sohour together at The Nile Ritz-Carlton on the 4th of June.

In ACT, We always tend to celebrate and share good times with our partners, build on our team spirit and enjoy the festivities in full swing.









ACT Awards

Hewlett Packard Enterprise



Celebrating with "HPE" our platinum partnership . As we continue to build a stronger partnership together, we fully recognize that your support and the continued trust that you place in us is the foundation of our success.





Extending our sincere appreciation and thanks to "Aruba" our platinum Partner for its award in Recognition of the outstanding performance.



As the benefits of gender diversity become ever more apparent, companies worldwide and specially in the MENA region are working to close the gender gap and reap the rewards of equal representation of men and women across their organizations. The challenge is that to close a gap, you need to know how big it is and what is causing it.

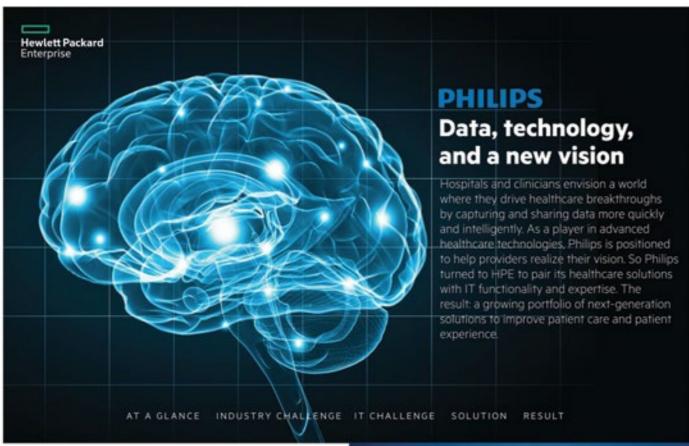
Many companies don't have clear data on the diversity of their talent pipeline or their workforce over time. As a result, they aren't able to accurately identify problems or launch targeted interventions to solve them. Monitoring the pay gap between men and women provides a good baseline measure, but for ACT it is already done.

ACT is looking forward a huge leap in the community service in partnership with GIZ EconoWin by taking an initiative for the correlation found between the representation of women in the STEM areas and women's employment rate. Increasing the number of women in working in tech requires tackling and developing a qualified pipeline.

Comprehensive graduates 6 month program; collaborating both the technical, soft skills with real on-job training is ACT road paving tool that will ingrain gender diversity in all aspects of the business with a talented pipeline of women in the tech areas especially.

This could have never took place or succeed gloriously without our inspiring change agents and role models at all levels of the organization; who have developed and communicated their compelling success stories to support ACT programs.





A global leader—dedicated to our health

Philips leverages advanced technology and deep expertise in clinical processes to deliver solutions that drive better patient outcomes across the continuum of care.

Royal Philips is a global health technology company focused on improving people's health and enabling better outcomes across the health continuum from healthy living and prevention, to diagnosis, treatment, and home care. Based in the Netherlands, Philips' innovative solutions span diagnostic imaging, image-guided therapy, patient monitoring and health informatics, as well as in consumer health and home care. Across its Diagnosis & Treatment, Connected Care & Health Informatics, and Personal Health segments, the Philips Health Tech business unlocks insights for better care at lower cost.

€24.5B

104K

>100 Countries served





The vision is there, but the obstacles are daunting

For next-generation, patient-centric healthcare to become a reality, hospitals need help.

Healthcare providers—driven by changing demographics, government-mandated efficiency improvements, staff shortages, and the push to improve patient outcomes—are under pressure to deliver better, faster, and more personalized care at less cost

Hospitals know the answer is to adopt data- and technology-driven healthcare innovation. But they must first overcome significant obstacles. They must bridge institutional and process silos. They need to implement connected and insight-driven care such as telemedicine, internet of Things (loT) at-home monitoring, and proactive ambulatory and home care. And they must find ways to leverage and integrate advanced integring modulities, clinical decision support, artificial intelligence, and practice management software

Hospitals can't do this alone—and as a leading healthcare solutions partner. Philips is positioned to quide

"Increasingly, hospitals are reimbursed on total outcomes-how patients recover. This means that more analytics need to be performed across different elements of the process chain before reimbursement will take place."

Hartlin Heemskerk, Healthcare Informatics Ecosystem Director for Philips

It cannot happen without IT

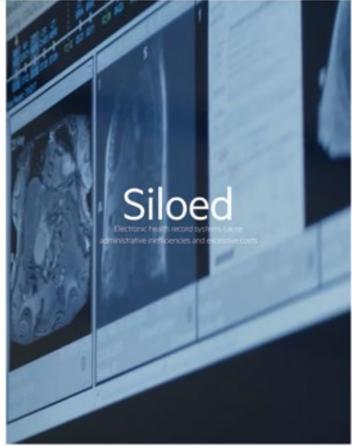
Philips must combine its health technology expertise with IT advances to deliver industry-transforming solutions.

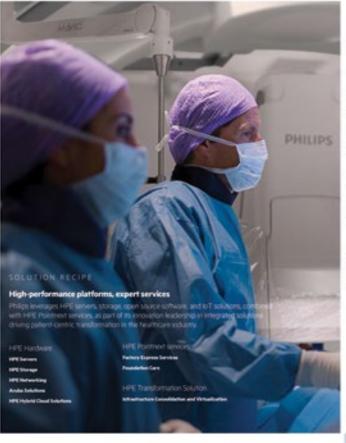
The delivery of next-generation patient care depends on the convergence of clinical solutions and information technology, it depends on solutions that allow hospitals to gather, aggregate, and share data; share information quickly and seamlessly, engage patients; and drive continuous improvement in the

Philips must therefore acquire IT capabilities. It must pair its core technologies—solutions that support diagnostic imaging, image-guided therapy, patient monitoring, and consumer home care—with IT systems that deliver complementary functionality such as data management and digital communications. These IT systems must deliver high performance and availability, interoperability, resource efficiency, and secure

"At Philips, we are very strong at developing clinical solutions for our customers. But nowadays those solutions also require an IT infrastructure layer underneath to solve the total equation. As such, we are looking for partners in the ecosystem because we at Philips recognize that we cannot do everything alone. We need partners in the ecosystem that can help address the total solution-or the total value proposition-for our customers.

Martin Haemskerk, Healthcare Informatics Ecosystem Director for Philips





Innovation giants work together to transform healthcare

Philips software is bundled with high-performance HPE servers, storage, networking, and HPE Pointnext services.

Philips innovates not just healthcare technology solutions, but also managed services delivery models. These take the capital and management burdens off customers and replace them with full end-to-end solutions delivered in predictable and affordable pay-as-you-go increments.

One example is Philips Enterprise Imaging's IntellSpace Picture Archiving and Communications System (PACs). which is delivered as a managed service

For PACs customers who want scalability and performance alongside interoperability and universal image/data management, IntellSpace Universal Data Management (UDH), currently available in the US, leverages HPE networking, services, and servers for management and storage of patient images and data in

Partnering with HPE endows Philips' solutions like the IntellSquice PACs system with IT technologies and services. Secure, high-performance server, storage, and networking technologies from HPE equip highly available, resource conserving data centers. HPE IT solutions also enable Philips to leverage to T sensor input and analytics platforms to drive intelligent healthcare decisions. Expert HPE Pointnext services underlie the solution, configuration, and deployment, with ongoing operational services.

"We are looking at the problems that C-suite-level healthcare executives are facing. By jointly going to our customers with HPE, we can create better user experiences, better services, and optimized solutions."

Driving value-based, patientcentric care

Philips is creating the healthcare technologies—and turnkey services for delivering them-to realize the promise of better patient care at lower cost.

Philips' managed services model is transforming care at health systems worldwide. At one European hospital, for example. Philips has signed a multi-year contract to provide turnkey state-of-the-art imaging solutions. and services for MPI, CT, ultra-sound, and interventional X-ray systems. Philips is also establishing a research and innovation hub bringing together researchers from the medical technology industry, hospitals, and academia to better integrate healthcare delivery and clinical research. The underlying IT infrastructure provides apportunities to link functions, processes, and patient flow as never before

Value-based care is about delivering better patient outcomes at lower cost through patient-centric delivery models. Philips in collaboration with HPE is creating the healthcare technologies—and the turnkey service structures for delivering them—that enables healthcare providers to address their growth and cost challenges



Could you tell us a short brief of yourself?

I have a master's degree in Software Engineering and have been working in the industry for more than 12 years. I started my career as a consultant in the field of industrial automation and had the opportunity to be part of a number of disruptive industrial trends, leading to the Industrial Internet of Things. I am currently Partner Alliance Director with GE Digital. In this role, I am responsible for developing the GE Digital Partner Ecosystem to help customers with their digital transformation journeys.

What is Cyber Security?

There are two types of cyber security. The first is well-known and is generally addressed properly – this is IT (or Information Technology) cyber security. IT cyber security protects against data loses such as personal data, financial data etc. The other type of cyber security is less known, and is called OT -Operational Technology – cyber security. OT cyber security protects against attacks targeting a process or mission-critical assets. One example was an attack on a German steel mill in 2014 where the control system was attacked, leading to a furnace blast that caused catastrophic damage. Another example was on a Serbian trans-gas pipeline, where the attackers caused the turbines to exceed the safe operation settings. Ransomware attacks earlier in 2017 are also examples of OT attacks.. These incidents usually cause downtime, production losses, and safety issues at large scale.

Why do we need cyber security?

OT cyber security is critical for many reasons - most importantly, safety. The other impact OT cyber-attacks have are production-related losses and downtime.

How do we address securing IoT connected devices?

The reality of the IoT boom is that every device is going to be connected to the Internet. This increases vulnerabilities. OT cyber security is becoming more and more important in this connected world, and the approach is completely different between IT and OT security. While IT is mostly detecting and preventing, OT cyber security requires sophisticated checks like whether the shutdown command is coming from the right source, or if the initiator of a given command is authorized to take a certain action etc.

How do you see the partnership with ACT generally in terms of commitment and business growth?

We see excellent energy in this partnership, and ACT understands the market and customers very well. The level of energy and commitment from the ACT team is very impressive and this has translated into a number of active opportunities we look forward to growing together.

Tell me more about GE and its business growth in the Middle East, North Africa & Turkey region. GE has been a partner in the Middle East, North Africa and Turkey (MENAT) for over 80 years, committed to the region's progress and prosperity, through its waves of change and growth. We have presence in 24 countries, with more than 14,000 employees. We support the generation of more than two-thirds of the region's electricity, have more than 2,200 aircraft engines in service, and more than 90% of hospitals use our healthcare technology. Digital industrial transformation is our priority, and we will continue to work with partners and customers to bring the next era of digitization to the region.



Eva Hachem Strategic Alliances Director at GE DIGITAL





ACT **Human Capital Programs**



Today's global business demands need sharp intellect, fresh creativity, analytic ability and strategic thinking, that's why ACT has launched two programs this year "ACT Graduates Academy", and "ACT Summer Internship Academy" aiming to provide graduates and undergraduates with the support to drive their own career and discover the countless opportunities available.

ACT Graduates Academy:

ACT Graduates Academy program was launched this year; it's to allow graduates be part of a high performing team and have access to ongoing professional development at every level, working with national and global organizations, adding value and gaining significant on-the-job experience.

The program starts with a training month designed to teach candidates soft skills fundamentals along with orienting them to the company followed by a 5 months rotational program, allowing them to experience different departments inside ACT in a variety of service areas from Strategy and Operations to IT Infrastructure Advisory, and More. ACT Graduates Academy's aim is preparing and leading applicants to countless opportunities at ACT.

ACT Summer Internship:

ACT summer Internship is a terrific way to learn business skills, partner with a mentor, build network, and get real-world (even global) experience for undergraduates before graduation. It's for one month, commencing in July or August. Over the course of the internship, applicants have access to work with consultants providing countless opportunities for coaching and mentorship to help them on their career journey and provide them with exposure to a diverse set of industries. ACT culture is changing the way we do things.

Together as one team, we strive to develop our future through transformation, innovation and acceleration. There's a place for your skills, ideas and interests here, along with opportunity to set the pace for years to come.

We offer an award-winning work environment, challenging career development programs, global opportunities, and the chance to work with some of the best and brightest people.







ACT Job Fair:

You have the Talent, We have the Job

ACT this year has made comprehensive job fairs taking place at The Arab Academy for Science and Technology, The American University in Cairo (AUC) and Information Technology Institute (ITI) promoting ACT's 2018 programs "ACT Graduates Academy "and "ACT Summer Internship". The fairs aim is to provide a forum for cultivating and developing productive relationships between graduates and undergraduates with the work environment.







The programs will give applicants every opportunity to develop themselves through working on real projects that impact our business and utilize the analytical and business knowledge they have acquired in University, providing them with the building blocks they need for their future, giving them the opportunity to help set the foundation for their career. So applicants would have the opportunity to get their foot in the door of the company, and we would test out future employees by the programs and recruitment tools.

Joining our company through "ACT Graduates Academy" or "ACT Summer Internship" will give you the opportunity to work hands on in a professional environment. As an intern, you're here to gain actual work experience. We will help by teaching you more about the career path you are pursuing. Think of it like this - ACT is your way to test drive possible jobs and explore different career options.













About IDA:

The Industrial Development Authority (IDA) was established in 2005 with the purpose of developing the industrial policies structure, which was set by the ministry of trade and industry. Moreover, the IDA encouraged industrial investments by merging industry with technology.

Business Needs:

Since the Industrial Development Authority wanted to advance its management system, it had to find a solution to manage and monitor its financial transactions, suppliers, tanks, salaries, and human resources.

Solution:

The Industrial Development Authority analyzed and evaluated all the proposed solutions, moreover, it predicted the best results. Since ACT is highly considered for its credibility in the Egyptian market, its suggested solution was the merging of INFOR Sun Systems, MAESTRO - ACT - HRMS solution - which are all responsible for managing the human resources functions altogether. This process of merging both systems is expected to provide full improvement for the Industrial development Authority Financial Sector and create a smooth work flow within the human resources functions, Procurement system, Warehouse system, Record assets, and Budget Control.

Seeing Results:

ACT has always been one of the pioneers in providing solutions, and information technology service. ACT cooperated with the Industrial Development Authority to reach its objectives and achieve its desired outcomes.

After implementing the INFOR Sun Systems, and MAESTRO-ACT in-house HRMS solution-on the Industrial development authority departments:

- Regarding the Human resources function, there was obvious progress in the enhancement of the organizational structure of the Authority. Moreover, the system conducted portfolios for different sectors such as appointees, assignees, consultants, and important contracts.
- Regarding the Procurement and warehouse systems, there were cycles implemented to manage the procurement, and the purchasing orders.
- Regarding the Financial system, the asset registration and budget control, there was progress in those functions due to the implementation of a consolidated
- accounting system.



Hosts EiTESAL - ASITA Meeting





On April 19, 2018 EiTESAL team met with ASITA team. Mr. Assem Wahby hosted the meeting at ACT Premises.

The meeting attendees discussed the outcome of the collaboration agreement 2014 – 2017. The lessons learned and the obstacles that hindered the growth of cooperation. ASITA complained of the lack of funding since beginning of 2018. That was due to the reluctance of ITIDA to proceed in signing the new 2017-2020 agreement. EiTESAL pointed out the in competitiveness of ASITA Executive staff.

There was drop in the activation during 2016. However, the meeting resulted in full understanding of the need to have a new fresh start and after signing the new agreement 2011-2020, work entities will develop a strong Colbert engagement relationship supporting ASITA growth and Serving the community together.





Ramadan Spirit at ACT

It's Ramadan again, in ACT we started the spirituality of celebrations for the holy month, and our celebrations this year was totally different, ACT's team made many fun activities, and competitions all over the whole corporate.















ACT's team spread a spirit of happiness, and gratefulness around the place, they implemented booths, spread decorations, distributed lanterns, and samples. Moreover, they rotated around the whole structure spreading many activities "Fawazer Ramadan", the whole building was having an Islamic tradition décor that directly spread the spirit of Ramadan, All of our stuff participated in the activities, and shared unforgettable moments. In keeping with the spirit of Ramadan, they brought up "Mesa7raty ACT" as a source of entertainment, and amusement.





















Ramadan Competition Winners

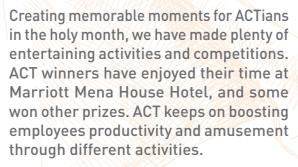
















68 Magazine

ACT Champions



In Act, we have an incredible talented athlete.

Here is **Marwan Essam** poses with the **silver medal** in **Alexandria Championship** under the Egyptian Swimming Federation.

It was a successful day for **Marwan Essam** after he won **3 silver medals** in the championship for breaking the **50m freestyle**, **50m butterfly** and smashing the record in **100m freestyle**.

All All is passing its congratulations to him and his family who cheered him every step of the way.





their dominance of the African game into World Cup qualification till Mohamed Salah scored a penalty in the last minute.







70 Magazine

























The spirit of this year's Ramadan was captured well at the recent Sohour gathering of ACT and HPI team on May 27th at Sequoia.

ACT & HPI team reconnected during this special time, sharing personal news, as well as perspectives on the business environment, and rekindling memories of working together.





















Technology Trends 2018 Dominating 2018

Permeation Artificial intelligence (AI), largely manifesting through machine learning algorithms, isn't just getting better. It isn't just getting more funding. It's being incorporated into a more diverse range of applications. Rather than focusing on one goal, like mastering a game or communicating with humans, Al is starting to make an appearance in almost every new platform, app, or device, and that trend is only going to accelerate in 2018.

We're not at techno-pocalypse levels (and AI may never be sophisticated enough for us to reach that point), but by the end of 2018, AI will become even more of a mainstay in all forms of technology.





Digital Centralization, Over the past decade, we've seen the debut of many different types of devices, including smartphones, tablets, smart TVs, and dozens of other "smart" appliances.

We've also come to rely on lots of individual apps in our daily lives, including those for navigation to even changing the temperature of our house. Consumers are craving centralization; a convenient way to manage everything from as few devices and central locations as possible. Smart speakers are a good step in the right direction, but 2018 may influence the rise of something even better.

5G preparation. Though tech timelines rarely play out the way we think, it's possible that we could have a 5G network in place—with 5G phones—by the end of 2019. 5G internet has the potential to be almost 10 times faster than 4G, making it even better than most home internet services. Accordingly, it has the potential to revolutionize how consumers use internet and how developers think about apps and streaming content. 2018, then, is going to be a year of massive preparation for engineers, developers, and consumers, as they gear up for a new generation of internet.





Data Overload, By now, every company in the world has realized the awesome power and commoditization of consumer data, and in 2018, data collection is going to become an even higher priority. With consumers talking to smart speakers throughout their day, and relying on digital devices for most of their daily tasks, companies will soon have access to—and start using—practically unlimited amounts of personal data. This has many implications, including reduced privacy, more personalized ads, and possibly more positive outcomes, such as better predictive algorithms in healthcare.

Seamless Conversation, A few years ago, voice search was decent, but unreliable. Today, voice search might as well be flawless; Microsoft's latest test gives its voice recognition software a 5.1 percent error rate, making it better at recognizing speech than human transcribers. Similarly, robotic speech and chatbots are growing more sophisticated. In 2018, with these improvement cycles continuing, I imagine we'll see the manifestation or solidification of seamless conversation.

We'll be able to communicate with our devices, both ways, without any major hiccups or mistakes.





UI Overhauls, It is thought that 2018 is going to be a major year for UI; we're going to have to rethink how we interact with our apps and devices.

The onset of smart speakers and better voice search has made it so it's no longer necessary to look at a screen to

Desktop devices are becoming less and less used as well, with mobile continuing to take over. New types of visuals and more audible clues will likely be included in next-generation UI, and consumers will adapt to them quickly, so long as they serve their core needs. It's hard to say how fast these trends will manifest, or what types of devices and upgrades will dictate their development, but I'm confident we'll see increased exposure on all these fronts as 2018 develops.



ACT Football Tournament Season 2







In an impeccable season of ACT Football Tournament,

8 teams have battled it out through the whole season.

As always, there was varying standards of football on show with plenty of goals and a few tasty challenges!

The tournament obviously wasn't possible without the participating teams, so we must thank all ACT 8 teams who participated in the tournament "Eagles, Red-Devils, Gunners, Lions, Tigers, Dragons, Wolves and Jaguars".

In the final match, ACT Eagles has defeated ACT Red-Devils and dominated the field in an intense match and won the championship title with a 5-3 win over the Red-Devils . It has to be said that the Red-Devils showed great perseverance and did not stop running and challenging.



The unstoppable Ashraf Wally has won the "Top Scorer "tournament title after scoring 9 gold goals, ACT's High Dam Mohamed Ashmawy has won the "Best Goal Keeper "tournament title for his outstanding performance and finally Mohamed Tawfik has won the "Fair Play" tournament title for playing with honor and integrity throughout the whole championship.





There was a great team spirit and effort both on and off the field in making this tournament happen; players, referees, organizers and supporters – all employees from across ACT Corporate .



ACT in Social Media









Subscribe to our YOUTUbe Channel: Advanced Computer Technology







Check our Website www.act.eg

















Follow us on Instagram Advanced_computer_technology_















HP Device as a Service (DaaS)

Smart, simplified computing solutions for today's world





Make your company more efficient, improve the employee experience, and free up IT resources.

HP Device as a Service (DaaS)

SMART, SIMPLIFIED COMPUTING SOLUTIONS FOR TODAY'S WORLD

Boost employee productivity and IT efficiency with world-class computing solutions from HP Device as a Service (DaaS). Get everything you need, and nothing you don't, from hardware and accessories to lifecycle services and support, with one price per device.



WHY HP DEVICE AS A SERVICE?

With HP DaaS, you get a complete hardware, support, analytics, and unified endpoint management solution with more predictable IT spending. Offload the time-consuming tasks of supporting, securing and managing multi-OS devices so you can focus on what moves your business forward. Reduce the complexity of purchasing with simple, flexible plans that make it easy to tailor to your specific business needs.



The right devices for the job

Choose a device and accessory mix that's as unique as your business, with a selection of PCs, notebooks, mobile and specialized



Management with insight

Optimise assets and resources so you can focus on other priorities. HP puts its expertise to work for you with actionable analytics, insights, and proactive management.



Flexibility for your business

Simple, yet flexible plans that scale to your business needs. Tailor your agreement by adding lifecycle services to supplement your core plan.

AS YOUR TRUSTED PARTNER, HP DELIVERS:

END-TO-END LIFECYCLE SERVICES

Our full portfolio of service options covers every phase of the end-user-device lifecycle-from start to finish-for HP devices and other









Get the most out of your IT environment through helpdesk services, priority support, and staff





Model of simplicity: DasS makes device lifecycle management easier



In traditional models, IT spends a huge amount of time on device lifecycle management, monitoring all types of equipment, from notebooks to desktop workstations. And as more and more internet-enabled devices flood the workplace-some estimate they'll outnumber humans by four to one within three years —this is becoming increasingly challenging. However, there is an answer,

Device as a Service, or Daa5, is a simple one-stop solution that combines hardware and lifecycle management, allowing IT to redirect its time and resources towards more strategic IT initiatives—from implementing new, money-saving technology to HP DaaS transforms lifecycle management from a responsibility solely owned by enhancing employee efficiency.

Device Lifecycle management is vital to keeping a company running, of course, but freeing IT from mobile device governance, administration, and operation allows the department to focus on adding to the business's bottom line. By outsourcing lifecycle management with HP DaaS, you can increase the overall uptime of devices and users, and IT can contribute to mission-critical projects.

"With DaaS, IT can redirect its time to implementing money-saving technology and enhancing employee efficiency."

This need aligns with the insights uncovered in the IDC InfoBrief, sponsored by HP Inc, "What IT leaders have to say about Device as a Service", Most of the IT professionals surveyed said lifecycle management needed improvement at their companies-50% said they spent too much time selecting and managing devices. and 63% thought their time could be spent more wisely-like on security. So, how exactly does HP DaaS answer this need for improvement?

Revamp device lifecycle management

the IT team into an easy-to-use service that delivers fast and satisfying results for users. The solution includes insightful analytics that monitor each device's technical. inventory, including software on the system. That visibility informs IT decision making: knowing what's working and what's not-from the start of the lifecycle to the very end-is crucial in allocating resources.

In other words, companies can efficiently track device health and begin troubleshooting issues earlier from a single, easy-to-understand dashboard with actionable insights and alerts. This allows businesses to:

- · Detect problems before they occur with analytics and proactive management services.
- · Keep device catalogs, preventing fragmented fleets of devices running multiple platforms
- Distribute devices as part of a coordinated effort to keep lifecycle management systematic

Noted of simplicity: Dials makes device lifecycle management eacher



With HP DaaS, IT is not only freed from tracking devices—they can also efficiently navigate around potential issues on employee devices. With proactive management, for instance, an IT team can identify when a device needs immediate attention and take action to repair, replace, or update-even replacing batteries before they halt work.

On top of this, costs are kept under control because there are no extra or unexpected licensing expenses due to multiple solutions or hiring additional IT consultants. The model helps IT administrators budget and plan for hardware refreshes, and by tracking device health, IT professionals can address trouble spots fast, keeping devices up and running at all times.

Enhance visibility into your device fleet

With such wide visibility, HP can better guide your company when it's time to upgrade to new devices or software. Instead of devices unknowingly degrading or becoming unreliable, you can identify and predict when each device should be-or needs to be-replaced and plan accordingly. HP DaaS also offers performance management and a thorough layer of service that focuses on the customer experience. If you need to decommission devices, they can also help you dispose of them in an environmentally safe manner.



"HP DaaS offers performance management and a thorough layer of service that focuses on the customer experience."

Working on old or outdated equipment is not only frustrating—but it can impede productivity. Conversely, making regular upgrades improves the employee experience and makes a company more efficient. With HP DaaS you can offload the burden of monitoring and implementing these upgrades, and gain access to superior technology on a consistent basis. Not only does deploying newer equipment have immediate benefits, but it will also pave the way to easier upgrades in the future, for example to Windows 10 and onwards.

In short, the insight offered by HP DaaS into each device's technical inventory allows for an increased level of visibility for the IT team, from the moment that device is delivered to the employee to the day it performs its last task. And in this way HP DaaS can reduce downtime, enhance user satisfaction, optimize IT resources and boost the entire organization.

With more devices entering the workplace every day, there's never been a better time to embrace simplicity with Device as a Service.

Discover DaaS

HP Servicins are governed by the applicable HP terms and conditions of service provided or indicated to the Customer at the time of purchase. The Customer may have additional stanutory rights according to applicable local



DreamWorks Animation

Agility and flexibility of HP DaaS supports ongoing innovation





Industry

Media & Entertainment

Objective

Alleviate staff from managing technology assets to instead focus on driving innovation

Approach

Engage HP to deliver Device as a Service (DaaS)

- Streamline asset deployment and management
- . Enable data-driven decision making and asset optimization
- . Standardize IT environment for predictability and cost efficiency

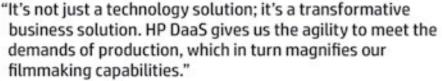
Business matters

- · Gain agility and flexibility to meet production demands.
- . Free IT staff to pursue strategic innovation
- . Focus on core business and new opportunities
- Optimize end-user experience, productivity
- Leverage analytics and proactive management for insights and planning
- . Protect data and device security

demands of production, which in turn magnifies our filmmaking capabilities."

HP DaaS provides flexibility to scale to production demands

DreamWorks Animation has partnered with HP since 2001 for the latest technologies—from high-end workstations to top-quality printers—that power the studio's creativity and optimize its business efficiency. Its long-term success with HP Managed Print Services (MPS) solidified DreamWorks' confidence in HP's expertise in service delivery. HP Device as a Service (DaaS) relieves DreamWorks' IT staff of time-intensive device management processes and frees the studio to focus on innovation. The flexibility of DaaS helps DreamWorks meet ongoing scalability demands for production and seamlessly equip top creative talent and a world-class engineering organization.



- Mark Tokunaga, Vice President of Service Operations at DreamWorks Animation





HP DaaS staff augmentation and custom support act as extensions of DreamWorks' IT teams, while technology standardization across the enterprise delivers cost-efficient predictability.

"HP DaaS gives us confidence that we can scale our asset management deployment with responsive agility and flexibility."

- Mark Tokunaga, Vice President of Service Operations, DreamWorks Animation

DreamWorks began by focusing on device rollout, IMAC - installs, moves, adds, and changes. Deployments now progress effortlessly, even when the studio scales up staffing to meet new-project demands. Dayto-day management is handled by HP, and DreamWorks IT staff optimizes its own time knowing that a host of IT issues will be handled seamlessly. Device deployment is streamlined with zero-touch matching of specifications to user needs, with applications distributed across different device types.

Security policies are enforced across corporate and personal devices, which are kept up to date with the latest security patches-and DreamWorks always knows the location of every asset. Batteries and hard drives are replaced proactively before they hamper productivity. The entire device environment's health is monitored at the device and sub-component levels to address issues before they become problems.

"We had a great onboarding process working with HP to get the DaaS program in here, and we had a very smooth transition to using them for our deployment and hardware refresh strategy," Tokunaga says, "HP worked closely with us to create a model that works for our proprietary environment."

"We see and appreciate the investment in security solutions that HP is making in all of its products and solutions," he says. "We've experienced this security leadership firsthand with HP Secure MPS and start the next journey with HP DaaS."

Benefits

Analytics empower proactive response

With the program in place and working, DreamWorks is currently investigating the next set of advantages; analytics and proactive management (APM). In the past, DreamWorks gathered data manually from trouble tickets to learn whether a particular division or production department was trending toward problems. HP DaaS, in contrast, delivers timely actionable insights from automated analytics, including software installation reports so the studio doesn't acquire and pay for unused licenses.







Challenge

Moviemaking demands top technology

One of the world's most admired family entertainment brands, DreamWorks Animation, is the force behind such beloved animated feature films as Shrek, Kung Fu Panda and The Boss Baby-experiences so delightful they have become part of family life worldwide. Part of the Universal Filmed Entertainment Group, DreamWorks creates trailblazing entertainment offerings ranging from 3D animated feature films to original TV series, interactive media, location-based entertainment, state-of-the-art technology and more.

Some 2,000 DreamWorks employees work at two main Glendale, Calif., sites: a TV studio and a sunlit 11-acre campus, built to foster collaboration among the artists, writers, engineers, business executives, and production specialists who create and market the studio's work. Each DreamWorks employee is equipped with HP solutions-from powerful HP Z Workstations to mobile ZBooks and HP EliteBook Laptops-matching his or her productivity needs. On the printer side, DreamWorks uses an optimized range of HP LaserJet printers and multifunction devices, managed with Secure HP MPS.

"Working with HP creates predictability. We gain standardization across all platforms, which enables us to focus on the movie business instead of focusing on technology management."

- Kate Swanborg, Senior Vice President of Technology Communications and Strategic Alliances, Dream/Works Animation

Priority One: stay ahead of the technology curve

Print and computing devices are core technologies at DreamWorks, essential to everything the studio does. The devices must be of highest quality, strategically selected, reliably managed, optimized for efficiency, hardened for security, and refreshed regularly. DreamWorks employs some of the most skilled engineers in the world, and the company is focused on remaining at the leading edge.

For many years, the challenge included balancing the importance for IT staff in driving toward the future, with the need for attending to daily operational responsibilities. By collaborating with HP on DaaS, DreamWorks IT resources can focus on pushing the limits of technology constantly forward on behalf of fresh storytelling and business modernization.

"Our business is critically dependent on staying ahead of the curve from an innovation standpoint," says Kate Swanborg, Senior Vice President of Technology Communications and Strategic Alliances at DreamWorks Animation. "We operate in an industry where content is king."

She explains the ideal scenario: "Imagine a world in which every technology deployment happens effortlessly from the end user's point of view, while our own premier engineering organization concentrates on the future of our business. If we can outsource the core workloads of running a technological. enterprise, it allows us to focus on improving our craft."

In HP, DreamWorks found something rare: a vendor that could match the studio's own gold standard of staff expertise. The long success of the relationship paved the way for the next big advance: to HP DaaS.

"The positive engagement we've had with HP MPS over the years gave us a foundation to start discussions around Device as a Service," Swanborg says. "It allowed us to believe that a core effort within our environment could successfully be managed by someone else."

Solution

HP DaaS delivers transformative business solution

HP DaaS is a portfolio of services covering every phase of the end-user-device lifecycle, from selection all the way through disposal. DaaS offers flexible service options including configuration and installation, data migration, onsite support, and recycling. DreamWorks opted for an end-to-end solution for PC management. Now HP would interact not just with devices and managers, but with end users-the artists whose creative work is the studio's lifeblood.



Customer at a glance

Hardware

- · HP Z Workstations
- · HP ZBook Mobile Workstations
- · HP EliteBook Laptops
- HP LaserJet printers

HP services

- HP Device as a Service 3-year contract, including:
- HP Account Delivery Manager
- HP Lifecycle Management
- Asset Intelligence Management - Analytics & Proactive Management
- Install, Moves, Adds and Changes (IMAC)
- Onsite Support Staff
- HP Services Portal
- HP Managed Print Services

Proactive management helps monitor devices in a predictive way. Analytics and reporting provide the business intelligence for actionable insights and planning.

"We want to identify trends before they're trends," Tokunaga says. "We're interested to see if we can leverage HP DaaS analytics for proactive measures to reduce costs and improve performance."

"We want to identify trends before they're trends. We're interested to see if we can leverage HP DaaS analytics for proactive measures to reduce costs and improve performance."

- Mark Tokunaga, Vice President of Service Operations, DreamWorks Animation

HP partnership provides technology foundation for ongoing success

DreamWorks' partnership with HP has been highly valued throughout the studio for many years. "The reason HP is unique is that it refuses to be a mere vendor," Tokunaga says. "It's not a phone call away; HP is embedded, here with us, by our side-and we work every day with the awareness that we're not going it alone."

When the first animated films appeared, few could have imagined the technology behind the stunning production values delivered by DreamWorks today.

"We are constantly transforming IT to keep pace with our filmmakers' ambitions," Swanborg says. "We have engaged in collaboration with our key and trusted partner, HP, to do critical work that must happen for the success of our business, and by doing so, have freed up time for innovation."





Accenture delivers Device as a Service for predictable low costs and simplicity



HP and Accenture's new versatile, scalable model enables unprecedented flexibility for their customers

Industry

Professional Services

Companies must adapt quickly to ever-changing market conditions, but often their IT environment can hold them back. Accenture and HP wanted to find a more flexible, cost-effective way for clients to deploy the latest technology, freeing them to focus on business objectives

Approach

As long-term partners with HP, Accenture has collaborated to develop the Device as a Service model. This enables customers to enhance device acquisition and outsource the lifecycle management of user devices into one simple monthly payment

IT matters.

- By removing the burden of management and maintenance from in-house IT teams. Device as a Service frees them to focus on more strategic matters
- Accenture's consulting, strategy, design and implementation skills, coupled with HP's leading-edge hardware and deployment services, deliver global capability

Business matters

- . Device as a Service offers certainty of costs over the lifecycle of hardware fleets
- Accelerates time to market and provides greater innovation by offering the flexibility to scale and evolve as required



"The DaaS business model will be paramount to our customers in the future. Organizations are being pressured to deliver cloud, big data, analytics, mobility – all along with the necessary security – and so IT staff are being strained. DaaS enables our clients to focus on more strategic objectives with Accenture's guidance while outsourcing the task of managing the infrastructure, as well as the workplace environment, to HP."

- Chuck Simmons, everything as a service lead, Accenture North America



Accenture and HP join forces to provide a cost-effective Device as a Service solution

As long-term partners for more than 25 years, Accenture and HP have built a strong partnership, which enables both companies to innovate together. The latest innovation is the Device as a Service model, which allows companies to cost-effectively outsource the lifecycle management of their devices. This new approach has the potential to bring a variety of benefits to the modern business environment.



Challenge

An evolving marketplace

Accenture is a leading global professional services company, providing a broad range of services and solutions in strategy, consulting, digital, technology and operations. Combining unmatched experience and specialized skills across more than 40 industries and all business functions - underpinned by the world's largest delivery network - Accenture works at the intersection of business and technology to help clients improve their performance and create sustainable value for their stakeholders. With approximately 384,000 people serving clients in more than 120 countries, Accenture drives innovation to improve the way the world works and lives.

"DaaS transforms Sprint Connect's financial model from a capital expenditure to an operating expenditure, allowing it to deploy more stores with less cash. That provides the ability to open 500 stores in just 39 months. Only HP had the ability to deliver that."

- Chuck Simmons, everything as a service lead, Accenture North America

Accenture's clients are facing a wide variety of challenges, chief among them is the velocity of change in the business marketplace. Today, companies are evolving quickly and need to adapt to competitive threats, as well as rapidly changing economic environments.

"HP and Accenture's Device as a Service offering frees up our clients' IT departments, enabling them to focus on their strategic objectives," explains Chuck Simmons, everything as a service lead, Accenture North America. "IT can then focus on introducing a new era of service delivery in which applications, infrastructure and processes are all brought together under an As a service model."

Accenture works with leading technology vendors to help enable its customers to introduce service-based delivery models. For over 25 years, it has partnered with HP to bring the best end user device technology to its client base.

"Accenture chose HP based upon their industry-leading devices, including tablets, PCs, thin clients, retail Point of Sale and workstations as well as printers," adds Simmons. "Equally important to Accenture is HP's global delivery services, which include depot and deployment services for our multinational customers."





Solution

A strategic partnership

Accenture's strategic alliance with HP allows it to identify and invest in market-leading solutions for its clients, such as Device as a Service (DaaS). By combining both companies' offerings, it allows them to deliver complete lifecycle services via a single contract. This means productive, secure and instant access to devices from day one to end-of-life, combined with proactive monitoring and predictive repair services courtesy of the in-built fleet reporting, analytics and insight provided by HP. This helps Accenture offer innovative technology, built-in security and a regular refresh cycle to our clients, as well as a new model for using technology that improves cash flow and helps it achieve predictable ownership costs.

"HP and Accenture's Device as a Service offering frees up our clients' IT departments, enabling them to focus on their strategic objectives. IT can then focus on introducing a new era of service delivery in which applications, infrastructure and processes are all brought together under an As a Service model."

 Chuck Simmons, everything as a service lead, Accenture North America "We combined HP hardware and software with Accenture's services portfolio, shortening our clients' time to market and ability to offer an end-to-end solution," continues Simmons. "Our customers no longer want to own assets and would rather have a service that allows them to change the financial model from a capital expenditure to an operating expenditure."

One such customer is leading telecoms provider Sprint, which recently launched a new retail outlet, Sprint Connect. This entailed equipping 500 new stores with over 7,000 different pieces of equipment, from printers to Point of Sale systems and laptops. Under the HP DaaS model, getting new outlets up and running is both simple and cost effective.

"Sprint Connect is a newly-formed entity and its business plan called for a rapid deployment of 500 stores. Yet they were limited in capital," says Simmons. "It wanted to go to the marketplace lean and go rapidly. Leveraging Accenture's capabilities, including design and build and deploy, we were able to deliver the entire back office platform, the IT infrastructure and the operations and support resources with minimal investment. Additionally, HP accelerated their time to market by providing all the hardware, deployment and installation resources on a service-based model."

Customer at a glance

HP services

· Device as a Service

Benefits

regular refresh cycle.

Enabling rapid growth for Sprint Connect
DaaS offers many enhancements, most
importantly a significant reduction in overall
cost by shifting investment from a capital
expenditure to an operating expenditure.
Secondly, it accelerates time to market and
provides award-winning innovation on a

It also offers improved flexibility and scalability, allowing organizations to grow and add continually optimized devices as needed. This cost-effective scalability is proving particularly successful with Sprint Connect.

"We combined HP hardware and software with Accenture's services portfolio to offer an end-to-end solution."

 Chuck Simmons, everything as a service lead, Accepture North America

"DaaS transforms Sprint's financial model from a capital expenditure to an operating expenditure, allowing it to deploy more stores with less cash, which gives us a predictable TCO," comments Simmons. "That provides the ability to open 500 stores in just 39 months. Only HP had the ability to deliver that." Accenture expects a growing number of its clients to transition to a DaaS model in the coming year, as companies increasingly seek to relieve themselves of the burden of purchasing, maintaining and upgrading complex devices. It provides a full suite of globally consistent lifecycle management services customized to the needs of customers, which reduces costs, improves end-user support and frees up internal IT resources.

"The DaaS business model will be paramount to our customers in the future. Organizations are being pressured to deliver cloud, big data, analytics, mobility – all along with the necessary security – and so IT staff are being strained," remarks Simmons. "DaaS enables them to focus key resources on more strategic objectives, outsourcing the task of managing the infrastructure, as well as the workplace environment, to HP.

"In fact, Sprint Connect's experience with the DaaS model has proven so successful that its parent company is migrating certain existing Sprint stores to the new contract. Recently, 15 stores in Miami were converted in a single day, bringing predictable, stable and simplified costs, allowing them to focus on sales, not IT.

"As demand grows, we're looking forward to partnering with HP and delivering this new DaaS capability to our global clients," concludes Simmons. "Accenture's professional services, which include consulting, strategy, design and implementation, coupled with HP's leading-edge hardware platforms, as well as its depot and deployment services, enable us to deliver this capability today on a global scale."









Key use cases unlock the power of Microsoft Azure Stack

HPE ProLiant for Microsoft Azure Stack











HPE Insertion HPE Insertion



Welcome to the "new normal"

We live in an always-on world where everything computes-where all devices are connected and intelligence is embedded in everything from automobiles to street lights to furnaces. Tapping into the opportunities created by this "new normal" environment requires a foundational digital transformation-enabling enterprises to develop a new set of strengths to:

- Drive innovation
- · Deploy new cloud-based services faster
- · Extend competitive advantage

While completing digital transformation is necessary for continued success, it is also complex because it must meet numerous disparate requirements:

- Support agile application development and delivery platforms; by 2020, approximately 75% of all new application spend will be for cloud-native apps
- . Support the current production environment, which accounts for 70-80% of all current IT spend
- . Include workloads that run in private or public clouds; over the next five years, public cloud is expected to experience 19.4% growth, and private cloud is expected to grow by 16.8%
- . Manage Big Data and analytics, with data volumes growing by petabytes per day

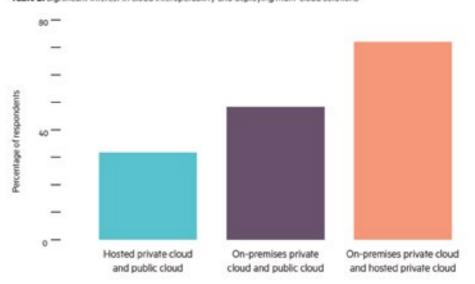
To support the trends that accompany digital transformation, many organizations are deploying multi-cloud solutions that include both private and public cloud elements. This way, organizations can run each workload in the environment that best matches its requirements for security, performance, compliance, and more.

According to the 451 Research Market Monitor: Cloud Computing,1 the majority of enterprises now view doud interoperability as an important consideration, as illustrated in Table 1.

¹ Data compiled during G2 2036.







For a growing number of organizations, Microsoft® Azure® Stack is the solution of choice for deploying a secure, compliant multi-cloud environment that supports both on-premises private clouds and public clouds.

Enabling true multi-cloud interoperability

To address the concerns surrounding multi-cloud interoperability, Microsoft created Azure Stack—a new hybrid cloud platform that enables you to deliver Azure-consistent services within your on-premises data center. Azure Stack delivers the power and flexibility of public cloud services, enhanced by your ability to ensure the performance and security your business requires.

With this consistent and flexible hybrid cloud environment, your developers can use the same tools and processes to build apps for both private and public clouds. Then, you can deploy the apps to the optimal target platform that best meets your business, regulatory, and technical requirements.

Azure Stack also helps accelerate application development by offering pre-built solutions from the Azure Marketplace, including many open source tools and technologies.

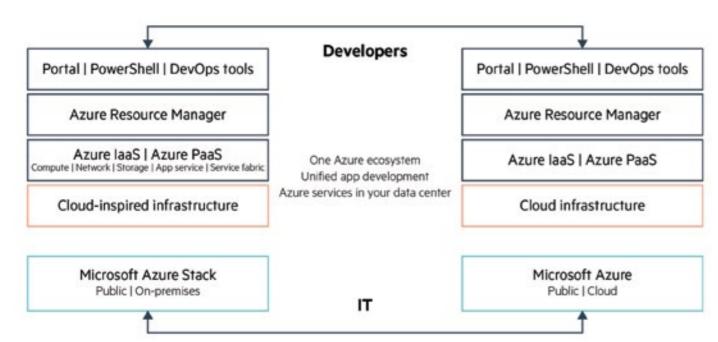


Figure 1. Azure Stack is Azure in the data center

Using Azure Stack in your hybrid cloud

While the use cases for Azure Stack will certainly evolve over time, four have resonated since the introduction of the solution.

1. Data sovereignty, security, and compliance

A primary allure of the cloud is its ability to standardize and simplify service delivery, regardless of physical and geographic boundaries. But with new government regulations on data sovereignty—which state that information converted and stored in digital form is subject to the laws of the country in which it is located—cloud computing's delivery model might create new concerns for organizations operating in multiple countries. Because each country has its own data sovereignty regulations, navigating the requirements for delivering cloud services across locations can become costly in terms of time and resources.

Microsoft Azure Stack addresses the concerns of global deployments by enabling you to host different instances of the same application to Azure or Azure Stack, depending on your business and technical needs. You can develop and deploy applications in Azure, with complete flexibility to deploy on-premises using Azure Stack to meet your specific regulatory or policy requirements—without changing any code.

With Azure Stack, you can run the same service across multiple countries—as you would using a public cloud—but meet data sovereignty requirements by deploying the same application in data centers located in each country. This way, you can ensure personal data remains within the respective country's borders, and therefore meet data sovereignty requirements.

For example, let's consider a fictional multi-national bank, where each branch has its own private cloud environment running on Microsoft Azure Stack. Each branch runs the exact same services, but in a private on-premises environment that meets the security, data privacy, and data sovereignty rules of the country in which the branch resides.





2. Edge and disconnected applications

Many organizations run many of their applications in the public cloud. While this approach is cost-efficient, there are some instances where an area of the business is disconnected to some or all of the corporate infrastructure for certain periods of time.

To address connectivity and latency requirements—and ensure productivity levels remain high and consistent—Microsoft Azure Stack processes data locally. Azure Stack can then aggregate the data in Azure for further analytics, sharing common application logic across both Azure Stack and Azure. This way, you receive the benefits of edge computing and cloud computing to unlock never-before-possible business value.

From factory floors to airplanes to remote offices, Azure Stack enables businesses to harness the power of truly consistent hybrid cloud technology to enable aggregated analytics and enhanced decision making.

For example, let's consider a cruise ship, which uses a mini data center to manage its on-board operations. When the ship is in port, the mini data center is connected to the main data center; but when the ship is at sea, the mini data center runs disconnected from the main data center. The mini data center collects massive amounts of data while the ship is at sea, where it performs local analysis. When the ship returns to port, the data uploads to the main data center for further analysis.



3. Performance

Many applications-including Big Data, analytics, and low-latency apps-require an infrastructure that delivers the highest performance possible. Using the public cloud to run these apps might not meet performance expectations due to latency problems created by moving information from the on-premises data center to the public cloud and back again.

When you run high-performance workloads in an Azure Stack environment, you negate latency problems because the applications run in your data center, with no back-and-forth transfer to a public cloud. Azure Stack provides the performance you need, while also keeping everything under your control.

Let's consider running guarter-end reports, when data volume is higher than usual. In this situation, it makes good sense to run your analytics application on-premises through Azure Stack, rather than run it in the public cloud. You benefit from higher performance, lower latency, and faster decision-making capabilities.

4. Modern application development

Many modern, cloud-native applications are designed to run as microservices in numerous environments. Rather than use different development tools for each microservice running in each location, developers would prefer to use a single set of consistent tools, and then deploy the application wherever it is required.

To streamline and simplify cloud-native application development, you can use Azure web and mobile services, containers, server-less computing, and microservice architectures to update and extend legacy applications with Azure Stack, while also following a consistent DevOps process in both cloud and on-premises deployments. Since Azure Stack and Azure are API-compatible, applications can be deployed to Azure public cloud or Azure Stack running on-premises—with no changes to the application.

Remember that a hybrid cloud is a blend of on-premises (private) cloud and off-premises (public) cloud environments. Orchestration between the two enables mobility of workloads between locations, depending on needs, costs, and flexibility. Across mainframe and core business process applications, Azure and Azure Stack create a hybrid cloud environment that meets your changing needs.



Conclusion

In today's always-on world, everything computes. Devices are connected and intelligence is embedded in practically everything. Tapping into the opportunities created by this "new normal" environment requires a foundational digital transformation—which includes creating a multi-cloud environment that contains both private and public cloud elements. This way, you can run each workload in the environment that best matches its requirements for security, performance, compliance, and more.

Designed to address the concerns surrounding multi-cloud interoperability, Microsoft Azure Stack enables you to deliver Azure-consistent services within your on-premises data center. Azure Stack delivers the power and flexibility of public cloud services, enhanced by your ability to ensure the performance and security your business requires.

In summary, the primary use cases for Microsoft Azure Stack include:

- . Data sovereignty, security, and compliance
- Edge and disconnected applications
- Performance
- Modern application development

When the time is right to choose a Microsoft Azure Stack solution, trust HPE to deliver the flexibility, dependability, and scalability you need for successful solution deployment.

A solution you can trust

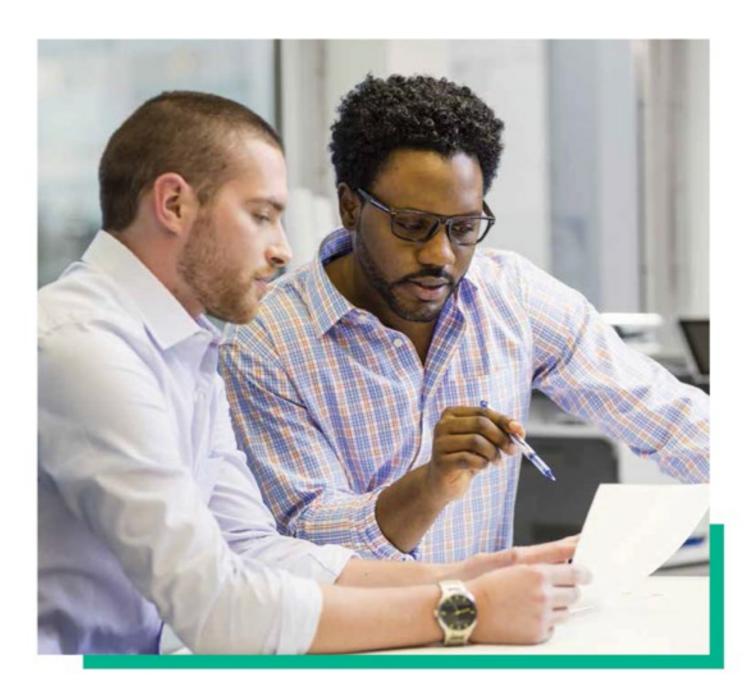
Designed to deliver Azure-consistent services from your data center, HPE ProLiant for Microsoft Azure Stack delivers the largest memory capacity and highest performance—at full speed-giving you the ability to run more workloads, faster.

Powered by HPE ProLiant DL380 Servers, HPE ProLiant for Microsoft Azure Stack is a factory integrated, validated solution that you can customize to meet your unique workload requirements. Here are the top five reasons why you should choose HPE for your Microsoft Azure Stack solution:

- . The most configurable solution available. HPE ProLiant for Microsoft Azure Stack offers greater choice with more configuration options than other solutions. With flexible configuration options, you can rest assured that HPE ProLiant for Microsoft Azure Stack will fit seamlessly into your existing environment. As a fully customizable solution, you get to choose:
- The processor type that's right for the workload
- Your choice of memory
- Scalable storage capacity
- Support for third-party networking switches, power supplies, and rack options
- . Highest memory capacity with highest performance at full speed. HPE ProLiant for Microsoft Azure Stack is uniquely architected to achieve both high capacity at 768 GB RAM, and high performance at full 2400 MHz memory speed-increasing memory bandwidth by up to 28% compared to other, same-capacity solutions. This enables you to run more workloads-even faster.
- · Pay-per-use pricing with HPE GreenLake Flex Capacity, Leverage cloud-style economics to reduce costs by using a consumption-based model. Only HPE gives you true, consumption-based IT for Azure Stack. HPE GreenLake Flex Capacity gives you the cloud you need with:
- Rapid scalability
- Variable costs aligned to metered usage
- No upfront expense
- Enterprise-grade support
- One monthly bill
- Deploy with confidence with more than 4000 trained experts. Leverage the collective expertise of more than 4000 HPE experts trained on Azure and hybrid cloud to answer any questions you have and provide the support you need. Take advantage of the experts to:
- Help you develop the best hybrid cloud strategy for your company
- Deliver professional services to meet your use case, design, and implementation requirements
- . Try before you buy. Try Azure Stack and accelerate time to value by getting up to speed at one of the HPE-Microsoft Innovation Centers, run jointly by HPE and Microsoft. At the centers, hybrid cloud and Azure experts are on hand to help you:
- Access the latest Azure Stack software and HPE hardware
- Implement a proof of concept
- Test your use cases

Simplify your IT and drive business success

Data center services for your HPE SAP HANA TDI Deployment



SAP HANA is a journey, not a destination

Customers have told us:

- . How do I reduce the number of service agreements and improve SLAs?
- . I need access to HPE SAP HANA.
- . I need to reduce downtime and avoid
- . How do I reduce associated
- . I need to accelerate time-to-value on
- . How do I effectively deploy and manage SAP HANA TDI solutions?

Start with the HPE Pointnext advantage

- . Resolve problems faster with access to SAP HANA expertise
- HPE SAP HANA infrastructure support and accountability for all HPE SAP HANA infrastructure issues working with an Assigned Account Support Manager and team
- · An enhanced case handling experience with access to SAP experts though the HANA COF
- · Collaborative problem management and resolution through escalation management with SAP and SAP. certified Partners
- · Facilitate success with a TDI specific on-boarding discovery process
- Collaborative problem resolution
- · An experience to Facilitate business success

HPE Datacenter Care for SAP HANA Tailored Datacenter Integration (TDI)

SAP HANA® has evolved from a core data platform into an innovative enterprise application platform that supports business applications both on premise and on demand.

At HPE, we recognize SAP HANA is a journey, and your journey is unique. We can help you minimize risk and driving operational excellence so you can focus on driving business priorities.

HPE Datacenter Care for SAP HANA TDI

Tallored to specific needs

Figure to add new devices to

models and IT management

- Collaboration with SAP

Entire IT environment

Global scope



HPE Datacenter Care (DC) delivers the experience you need to help your IT drive business success. Accelerate innovation as you free up your resources.

Improve IT reliability, performance, and stability as you reduce complexity and risk in the data center. Increase the value of IT to the business with support aligned to your business and budget needs. Rely on one partner for expert help based on the way you operate receiving a personalized, tailored experience.

"We rely on Datacenter Care from HPE Pointnext to provide 24/7/365 support for ADP's mission critical infrastructure."

- Vipul Nagrath, Global CIO, ADP

HPE Datacenter Care for SAP HANA TDI keeps ADP's core Big Data operations and environment: stabile. agile, efficient, and secure!

Tailored services for your HANA journey

HPE Pointnext helps customers reduce complexity, save time and manage costs, improve availability and performance, to free up IT staff to focus on business innovation and growth. Wherever you are on your HANA journey, HPE Datacenter Care for SAP HANA Tailored Datacenter Integration (SAP HANA TDI) service can operate and evolve your TDI infrastructure. Fully realize the benefits of the SAP HANA TDI as your HPE IT infrastructure. We can help resolve challenges faster by partnering with HPE SAP HANA technical experts. Keep your IT resources focused on business priorities and get higher performance on your SAP HANA system.

We help you to realize the full benefits of your HPE SAP HANA TDI solution.

HPE Datacenter Care SAP HANA TDI provides context-aware support for eligible HPE and SAP products that are part of your infrastructure. With this service, you have access to the HPE SAP HANA Center of Excellence (CoE) that supports your IT teams with problem diagnosis and helps toward resolution for incidents on covered HPE branded TDI compute blocks. You receive assistance in troubleshooting problems and identifying potential configuration and hardware-related issues on HPE TDI compute blocks.

We employ a collaborative approach with SAP, HPE opens a call on your behalf with SAP utilizing the SAP workflow call management system and will provide information about your issue. If the call is transitioned to SAP, it will assume the support service level attributes defined in the agreement between you and SAP.

HPE Datacenter Care SAP HANA TDI, designed for simplicity and reliability can help improve SAP HANA system performance and reduce downtime on covered HPE TDI infrastructure. Support cases are managed by engineers specialized in HPE SAP HANA. You receive tailored onboarding processes to help achieve success and accelerate time-to-value.

Save time by calling HPE for comprehensive coverage to help meet your service-level commitments, and connect your technology to HPE for faster problem resolution. Reactive support includes comprehensive hardware and operating systems services that will help increase the availability of your IT infrastructure. You can meet your service-level commitments choosing from coverage levels and response times.

- . Choose from a broad range of hardware and OS reactive service levels to meet your IT and business requirements
- . Cover new devices easily as they are added to your HPE Datacenter Care agreement for your environment with the HPE Datacenter Care Add-On

Enhanced call handling: Access to SAP HANA technical experts

An HPE Technical SAP HANA solution specialist, manages your case from start to finish. Experience a consistent support experience with priority elevation and critical event management. HPE SAP HANA CoE collaborates on complex problem diagnosis and resolution.

Your assigned account support manager (ASM): Collaborates with you to understand your specific needs and tailor the support experience based on your IT and business goals. Your assigned ASM:

- Is your advisor from HPE and manages your support experience to meet your unique needs
- . Develops your personalized Account Support Plan with roles and responsibilities
- Meets with you routinely to discuss value delivered, required changes, and support priorities
- . Discusses trends, any planned changes to your IT environment and business, and any possible impact of these changes to your support requirements



HPE Advisory Services for SAP HANA Tailored Datacenter Integration

In addition to Operational Services, we offer HPE Advisory Services for SAP HANA TDI. The Tailored Datacenter Integration (TDI) deployment model provides flexibility, but it introduces new considerations and possible risks that must be mitigated. Tackling these risks proactively allows you to enhance the benefits of adopting SAP HANA. HPE offers a range of additional advisory and professional services that adopt this approach, and are designed to help you accelerate the return on your investment, as well as improve the stability and performance of your SAP HANA TDI deployment. These data center services are tailored to meet your specific needs, reduce risks, and empower your IT organization to own and manage your SAP HANA environment.

Why HPE

You rely on technology to run your business efficiently. To stay competitive and capitalize on new revenue opportunities, you have to learn how to access technology in new ways. Partner with HPE Pointnext experts to help you take full advantage of technology to drive business innovation and growth. Combining technology expertise with business intelligence, our service professionals help organizations across the globe to meet their evolving needs. They can do the same for you. Connect with our service experts to explore ways to do more with your technology investments and move your business forward.







THE SMART CAMPUS SOLUTION



ALWAYS ON CONNECTIVITY

- @ Uninterruped high bandwidth connectivity while roaming or in dense environments (ClientMatch, AirMatch, Smart Rate)
- 8 Identify issues before students do (AirWave, NetInsight)
- @ Optimize poor performing environments (NetInsight)



360 SECURE FABRIC

- @ Differentiate access for students, staff, guests, and IoT (ClearPass)
- Machine-learned analytics to detect and respond to security risks (IntroSpect)
- Define access policies for different users and groups (ClearPass)



INSIGHTFUL AND **AUTONOMOUS**

- @ Automatically segment traffic to the correct location. (Switches and ClearPass)
- Automatically improve user experience with load balancing, RF optimization, hitless failover (ArubaOS 8)
- @ Automate troubleshooting and streamline operations (8400 with NAE)



SIMPLIFIED AND FLEXIBLE

- Save time with unified wired and wireless IT operations
- @ Do things YOUR way (software defined, APIs, multi-vendor)
- @ Quickly scale to address new network demands



SMART SPACES WITH LOCATION AWARENESS

- @ Improve student and guest experience with wayfinding
- @ Engage students with ocation-based content
- @ Rich SDK options for customer app development



OMNIA GROUP



OMNIA GROUP HAS A CLEAR IDEA OF ITS FUTURE DIGITAL TRANS-FORMATION, ARUBA NETWORKING UNDERPINS THAT VISION.



With escalating costs, water shortages and land scarcity, meeting the consumption needs of a booming global population have never been more challenging. Answering those challenges means working smarter which is why agriculture is now a digital industry where the modern farmer relies as much on technology as on

One major ally in the battle for greater efficiency is the Internet. of Things (IoT). An example is the use of remotely monitored sensors that can detect soil quality, moisture content and crop efficiency and growth patterns. The massive quantities of operational information they collect can then be analysed by 'big data' applications, providing results that drive improved processes and lower costs.



WIDE-REACHING DIGITAL TRANSFORMATION

This kind of forward-looking innovation is just part of a wider digital transformation launched by South Africa's Omnia Group. A progressive organisation formed over 60 years ago, Omnia was initially rooted in the fertiliser and agriculture industry but has since diversified into mining explosives and chemicals with the acquisition of BME and Protea Chemicals. Already the group operates across 17 African countries and has a presence in the US, South America, China, Mauritius, Australia and New Zealand with further expansion planned.

At their headquarters, Omnia promotes a Mobile First culture where a collaborative environment has been enabled by the use

REQUIREMENTS

- · Implement long-term digital transformation
- · Standardise and consolidate IT provisioning
- · Take advantage of Internet of Things
- · Support business expansion
- . Extend the use of mobile devices

SOLUTION

- · Aruba indoor & outdoor Wireless Access Points
- · Aruba Mobility Controllers
- · Aruba Campus & Branch Switches
- · Aruba ClearPass Policy Manager
- · Aruba AirWave Network Management
- · HPE Financial Services

- . Delivers highly performant networks to support existing workload and future planned development.
- · Enables greater mobility and security.
- · Readies the company for Internet of Things and digital farming development.
- Reduces cost and management burden.
- · Supports location-based services for increased efficiency.

It's important for me to deal with companies that have the right technology, the right level of investment in that technology and an understanding of our business. Aruba has given us the ideal infrastructure to support our digital vision of the future, and it's already starting to pay off.

> RAJAN PILLAY HEAD OF IT, OMNIA GROUP

of Microsoft Office 365 and Skype for Business solutions. At their plants, Omnia is increasingly using tablets, and other mobile devices to collect data, carry out regulation checks and real-time data and information analytics. Stocktaking and other activities at their warehouses are also optimised by the use of mobile scanners and other devices. Omnia are increasingly reliant on their Wi-Fi infrastructure for these business-critical functions and consequently, expect resilience and data security from their

"A key element of our transformation strategy is to refresh hardware and software so they can make a difference to the daily lives of our staff that underpins operational excellence. That will bring innovation which in turn will drive customer and corporate growth," says Omnia's head of IT, Rajan Pillay. "Also key is a decision to align with fewer strategic vendors, and two of those

are HPE, Aruba and Microsoft. We want to have a clear path for transformation through standardisation and consolidation."

Need to streamline network provision

Omnia standardised on Hewlett Packard Enterprise [HPE] for its data centres including servers and storage as well as on Hewlett Packard Inc. for PCs, laptops and printers. It has also invested in a comprehensive Microsoft stack from operating systems, databases, CRM to ERP but one brick in its transformational wall was preventing success and that was its legacy networks.

Ageing technology could no longer cope with the growing volume of connected devices. Bottlenecks occurred, users were frustrated and processes were disrupted. Over the years, corporate acquisitions had also resulted in a multivendor environment that was hard to manage and expensive to maintain. Which enables it to align costs to future expected savings and

Pan-company Wi-Fi

"We realised that if the performance of the networks were inadequate we would throw away all the hard work that had been put into other successful implementations," adds Pillay. "Vendor selection for new networks was quite easy. HPE was already our strategic partner and we benchmarked it against the Gartner Quadrant. At that stage, it had just acquired Aruba, and this put it firmly in the leading top right-hand corner. That sealed our decision. We already knew HPE and adding Aruba into the equation confirmed that this was the right choice."

The Aruba installation provides Wi-Fi connectivity across the head office, three branches and two plants. It includes six Aruba 7030 & four Aruba 7210 Mobility Controllers, 328 indoor Aruba AP215 access points and 150 AP270-series outdoor access points as well as 150 Aruba switches. Also deployed are Aruba ClearPass Support for digital agriculture Policy Manager with Aruba AirWave Network Management.

To ensure a robust network connecting the wireless infrastructure and providing the resilience necessary for Omnia Group's operations, over 175 Aruba Campus and Branch switches have been deployed at the five separate sites. This infrastructure consists of 58x 2920, 92x 2530, 10x 3810M, 10x 2515 and 5x 5510 products and the services we can offer," explains Pillay. switches.

Cabling has also been refreshed in the wired networks, introducing fibre for the core backbone and raising standards to a minimum of Cat6. However, to support the introduction of more mobile devices, the main emphasis is now on Wi-Fi as the primary access medium.

ADVANTAGEOUS FINANCIAL MODEL

Omnia worked closely with HPE Financial Services to create a flexible financial model to support its business outcomes and provide network service rather than ownership. The company pays an agreed monthly charge to buy the solution as a service



eliminate a large up-front outlay. It gives Omnia the option to refresh equipment when business needs dictate, and frees it from an ownership model with a depreciation cycle.

"One benefit of this finance solution is that we can preserve our cash and use it for advancing our strategic goals. With this option we also get better value for our money," says Pillay.

Omnia values the security levels of Aruba and is already seeing the benefits of better performing business applications. This has brought a marked increase in the use of VoIP, Skype for Business, the Skype mobile app and Microsoft Lync and that has reduced the company travel bill. However, one of key driver for the digital transformation has always been to make the company loT ready, and that is where some of its most exciting developments are planned.

"Improved connectivity has enabled us to conduct some pilots, working very closely with farmers and customers to retrieve their information into our network. We are using IoT to get information from them on things like soil quality, moisture content and patterns of usage, then triangulate it so we can improve our

Location-based services are another plus. Security alerts can be transmitted to mobile devices in the event of an accident or disaster, and vehicles can be RFID tagged so they can be directed to the right location in Omnia's vast Sasolburg site which houses

"I now have a secure network and the user experience has improved because of better performance and signal quality. They are happy and I'm confident that I made the right choice with Aruba," concludes Pillay.





AL ZAHRA HOSPITAL DUBAI



AL ZAHRA HOSPITAL DUBAI ENHANCES STAFF PRODUCTIVITY AND PATIENT EXPERIENCE WITH ARUBA MOBILE-FIRST NETWORK



Al Zahra Hospital Dubai (AZHD) has always strived to provide the best possible environment for its patients and staff and the technological advancement in the region meant that Arjiel Guevarra, Network Engineer at AZHD had to provide modern high-speed Wi-Fi connectivity for the patient care departments.

"We needed to upgrade to 802.11ac technology and required a robust solution as it would be utilized not just by all our patient care departments including patient wards, labs and pathology departments, and clinics, but also by the patients themselves," said Guevarra.

CLEARLY DEFINED CRITERIA

Guevarra and his team clearly outlined the requirements for the new solution. "From a technical perspective we needed high speed, reliability, scalability, availability and compliance with the highest network security standards," he said.

"From a business perspective, its TCO had to be reasonable and its SLAs flexible enough to meet our business operations," he added. "And finally from an IT user perspective, we prioritized manageability, administration and intuitiveness for the support team."



After evaluating solutions from vendors including Huawei and Cisco, Guevarra and his team selected Aruba, as the vendor stood out for its 'superior user experience, proven product quality, impressive local support, and ability to meet challenging business demands and expectations'.

REQUIREMENTS

- · High availability, speed, reliability and scalability
- · Compliance with the highest network security standards
- · Simplified manageability, administration and intuitiveness for the support team

SOLUTION

- · 802.11ac Indoor APs
- · 7200 Series Mobility Controller
- · Mobility Access Switches

BENEFITS

- · 50% increase in staff productivity relating to information
- · Enhanced patient experience as the platform enabled the delivery of new services.
- · High-density gigabit Wi-Fi across the entire hospital.

Aruba Wi-Fi has played a big role in the growth of the hospital, for both operational and clinical outcomes, whilst also supporting our patient experience.

ARIJEL GUEVARRA

NETWORK ENGINEER AT AL ZAHRA HOSPITAL DUBAI

EASY INSTALLATION RESULTS IN A RAPID

With the support of Aruba's qualified local partner, AZHD's IT team carefully designed and deployed the solution. This began with the installation of Aruba's 2920 Series network back-bone switches to guarantee the speed, bandwidth and availability needed to support the wireless infrastructure.

Over 200 Aruba access points (AP-103, AP-105, AP-205) were then installed across the hospital delivering Wi-Fi coverage throughout the premises. Finally, two Aruba mobility controllers were deployed to centralize management of this extensive AP network.

The entire implementation was completed in under two weeks with no inconvenience to our patients. This really speaks volumes for the ease of installation of Aruba's solutions," stated Guevarra.

A NOTEWORTHY BOOST IN STAFF PRODUCTIVITY

Improvements in staff productivity were noticed immediately following the deployment. "The solution saves half of the time staff require to seek information from

different department by making it available for them on the go," explained Guevarra.

By connecting to one of the 200+ wireless access points across the hospital, both healthcare and admin staff alike can securely access clinical or business related information as soon as it becomes available.

"One of the major benefits has been that this allows caregivers to access patient information at the bedside. It helps create a good patient experience when the physician is discussing a patient's results with them right there, rather than saying "TII get back to you with that later," and then returning after three or four hours, or forgetting completely," he said.

Patients and guests enjoy secure high-speed connectivity

Aruba's Wi-Fi network can also be accessed with ease by a variety of visitors within the hospital's premises, depending on their role - a feature made possible by the mobility controller.

"We extend Wi-Fi access to our guests and communitybased doctors, as well as patients and their families. The Internet is now part of Dubai's Smart City initiative; it's everywhere from airports to cafes to restaurants, so now it's also part of our information processes as a smart hospital," said Guevarra.

Here the stability and availability of Aruba's solutions takes added significance as today, typical visitors have up to four mobile devices, adding greatly to the connection density. Despite this, AZHD has found the performance of its Wi-Fi infrastructure always remains 'very satisfactory'.

Enabling a host of new IT services

In addition to completely fulfilling the hospital's business, technical and IT user requirements, Aruba's solutions have enabled the IT team to implement different IT initiatives like wireless IP phones, user connectivity, guest internet, hospital-wide coverage, bedside access for the care team, email access, BYOD support and easy access to corporate systems and resources.

This has given Guevarra and his team the confidence to now look at the next set of possibilities and the Hospital is already planning the next phase of this deployment to further enhance the patient experience.



A CLEAR IT ROADMAP TO ENSURE FUTURE INNOVATIONS

"The next phase of our project will involve patients being provided with tablets at their bedsides which they can access at any time," said Guevarra.

"They will have control over their entertainment, meal ordering, communicating with their care team, viewing their recent results, seeing the goals that have been set for them and understanding what they need to do to achieve them. Engaging with the patients in this care delivery model is something that we are planning for, and this wouldn't be possible without Aruba's pervasive coverage and support."

"We have planned with Aruba to make all our networks wireless and to deliver the Mobile-First experience. If you consider the future of technology in healthcare, it will need supporting by high-speed wireless networks which will require a very stable and scalable backbone to cope with the volume of traffic," he said.

Aruba a partner for long term success

Commenting on the significance of the Aruba Mobile-First implementation, Guevarra said, "It has played a big role in the growth of the hospital, for both operational and clinical outcomes, whilst also supporting our patient experience."

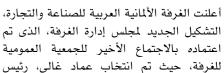
"Aruba Mobile First network business solutions have helped us greatly since our establishment in 2013 in healthcare delivery and smooth business operations. Today, Aruba continues to excel and enables us to transform the business to the next level with next generation technology," he concluded.





فى الصحافة ACT in Press

غالى" رئيسا للغرفة الالمانية للصناعة والتُجارة و"توفيق" عضوا



مجلس إدارة شركة سيمنز، رئيسا للغرفة الألمانية للصناعة والتجارة خلفا للسيد أولريش هوت.

وشغل منصب نائب رئيس الغرفة كل من، أيمن نافع المدير العام لشركة BASF مصر، والمهندس أمجد حسين نائب رئيس شركة الإسكندرية للإنشاءات للشئون الفنية، وهانز دلتاى رئيس مجلس إدارة شركة A–Part أمينا للصندوق.

كما تم انتخاب باقى أعضاء مجلس الإدارة، والذي يتكون من الجانبين المصرى والألماني، حيث يضم المجلس من الجانب المصري كل من، حلمي أبو العيش المدير العام لشركة (سيكم)، والدكتور نادر رياض رئيس مجلس إدارة شركة (بافاريا مصر)، وفريد الطوبجي رئيس مجلس إدارة (الشركة البافارية للسيارات)، وحسانين توفيق رئيس مجلس إدارة شركة (أكت)، وتيبواد فايك المدير التنفيذي لشركة (مورتيمر هارفي) .

ويضم الجانب الألماني كل من، توماس تزون رئيس مجلس إدارة (ميرسيدس بنز مصر)، واندرياس لوفلر مدير شركة (لوفتهانزا) لشمال إفريقيا، وبوركارد هينز مدير البنك الألماني للتنمية (KfW) مصر، وحسن ورداني المدير العام لشركة (إيفونك مصر)، ومارتن بولر المدير العام لشركة (RKW مصر) .

كما استقبلت الغرفة الألمانية يان نوتر كمدير تنفيذى جديد بدءا من يونيو 2018، وقد عمل نوتر لمدة 12 عاما في العديد من الغرف التجارية الألمانية منها فيتتام وشنغهاى وأخيرا تركيا.

"ACT" تستهدف %٤٦ نموًا في حجم الأعمال خلال ۲۰۱۸

كشف حسانين توفيق، العضو المنتدب لشركة الحاسبات المتقدمة ACT المتخصصة في مجال الحلول المتكاملة، عن تحقيق نسبة نمو بلغت %22 في عام 2017، وتتوقع الشركة أن تصل نسبة النمو بنهاية العام الحالي إلى %46 وزيادة أعداد الموظفين لتواكب التوسعات الأفقية والرأسية للشركة، ليصل إجمالي أعداد الموظفين إلى 500 موظف في 2018.

جاء ذلك خلال استعراض الشركة لنتائج أعمالها بمشاركة 400 موظف من العاملين بالشركة بحضور قيادات الشركة.





تدرىب ١٠٠ خرىج والمشاركة في مشروع مركز بيانات العاصمة الادارية وتدشين "اکت اکادیمی" فی پناپر ۲۰۱۸

قال حازم منسى أن الشركة ستعلن رسمياً خلال يناير 2018 عن انطلاق شركتها الجديدة العاملة في مجال السوفت وير وستقوم بتقديم تطبيقات صناعية متخصصة في عدد من القطاعات التي تعتمد على حلول الحوسبة السحابية ، خاصة بعد التعاون الاستراتيجي بينACT ومايكروسوفت في تجهيز التطبيقات لتظهر على السحابة سواء داخل مصر او خارجها، كما ستطلق الشركة فرعها الجديد في العاصمة الفرنسية باريس لخدمة الدول الاوروبية وأبرزها: فرنسا، اسبانيا، بلجيكا، المانيا، هولندا، بعد أن افتتحت فرعها في دولة الإمارات العربية المتحدة لخدمة منطقة الخليج والسوق الاسيوى حيث يعمل في هذا الفرع قرابة 20 مهندس وتقني والذي تم افتتاحه في عام 2017 ومقرر له أن يحقق حجم اعمال بنهاية عام 2018 يصل إلى

واستطرد مدير قطاع التسويق بشركة ACT قائلا إن الشركة وقعت اتفاقية تعاون ثلاثية مع جنرال اليكتريك، HPE لتصبح "اكت" هي الشريك الحصري في حلول إنترنت الاشياء IOT، الأمن المعلوماتي ، وكترجمة حقيقية لزيادة عمليات الشركة اتخذت الشركة خطوات ايجابية للتحول إلى شركة قابضة على مرحليتن ، فبحلول عام 2020 يكون قد تم اكتمال هذا التحول، والتفكير في طرح نسبة من اسهم الشركة في البورصة المصرية ".

وأوضح "أن اكت قد أعلنت خلال عام 2017 عن انطلاق AGS وهي متخصصة في تقديم الحلول المتكاملة للقطاع الفندقي، بالإضافة لشركة AGS دبي، وتأكيداً على نمو أعمال الشركة فقد بلغ عدد موظفى الشركة بنهاية عام 2017 إلى 500 موظف ، وتم خلال هذا العام التركيز على ضخ دماء جديدة في الشركة من خلال تدريب وتعيين عدد من الخريجين الجدد، وتتماشا هذه الخطوة مع ما تقوم به اكت من إطلاق "اكت اكاديمي" مطلع عام 2018 كأول اكاديمية متخصصة لتدريب الخريجين والحاقهم بالعمل في شركة اكت او مع عملاء الشركة والمخطط لها ان تقوم بتدريب 100 خريج خلال العام

واختتم منسي حديثه قائلا"إن الشركة تسعى إلى الوصول بحجم أعمالها خلال عام2018 إلى 1.1 مليار جنيه كما تعتزم افتتاح فرعاً جديداً لها بمحافظة جنوب سيناء ليصبح أول فرع للشركة خارج القاهرة ويقوم بخدمة القطاع السياحي والفندقي في هذه المحافظة ".



«أكت» تلتقى موظفيها وتعلن استراتيجية عام ٢٠٢٠

نظمت شركة الحاسبات المتقدمة ACT الشركة المصرية المتخصصة في مجال الحلول المتكاملة المؤتمر السنوي الأول لها بمشاركة 400 موظف من العاملين بالشركة بحضور فيادات الشركة.

وخلال اللقاء القي حسانين توفيق، العضو المنتدب للشركة كلمة استعرض فيها نتائج أعمال الشركة العام الماضي واستراتيجية الشركة التي تسعى إلى تحقيقها بحلول عام 2020، حيث حققت الشركة نسبة نمو وصلت 22% في عام 2017 وتتوقع الشركة

أن تصل نسبة النمو بنهاية العام الحايل إلى 46 % وزيادة اعداد الموظفين لتواكب التوسعات الافقية والرأسية للشركة ليصل إجمالي أعداد الموظفين الى 500 موظف في 2018 .

وأكد محمد ابو الليل، مدير عام شركة ACT أن الشركة ليها خطة طموحة تسعى لتحقيقها من خلال الكوادر البشرية الموجودة في الشركة، مشيرًا إلى أن الشركة تعمل في السوق المصرية منذ 30 عاما وهو ما يؤهلها لتنفيذ مشروعات عملاقة داخل وخارج مصر.

اضاف ابو الليل أن الشركة مستمرة في منظومة عملها التي أطلقتها العام الماضي من خلال التركيز في العمل على قطاعات رئيسية وهامة وهي القطاع الحكومي والاتصالات والقطاع المصرفى والسياحي ايضا، مشيرًا إلى أن الشركة تدرس التوسع داخليا في بعض المحافظات المؤثرة وخارجا في عدد من الدول الإفريقية والاوروبية.

وخلال المؤتمر استمعت الإدارة التنفيذية لاراء ومقترحات الموظفين والتي تهدف إلى دفع عجلة نمو الشركة للأمام وتوفير بيئة عمل على أعلى مستوى احترافي بما يعود بالنفع على زيادة معدلات الشركة وكذلك على الموظفين، والمساهمة في زيادة معدلات نمو قطاع الاتصالات وتكنولوجيا المعلومات

العالم@اليوم

«اکت» تحقق ۸۵۰ ملیون جنیه حجم أعمال سنوي فی ۲۰۱۷

نجحت شركة الحاسبات المتقدمة ACT في تحقيق حجم أعمال خلال العام 2017 يصل إلى 850 مليون جنيه بمعدل زيادة يقدر بـ 160 مليون جنيه مقارنة بعام 2016 وبنسبة نمو تقدر بـ 22%.

أكد حازم منسي، مدير قطاع التسويق بشركة اكت أن الشركة حققت توسعات في عدد من القطاعات أبرزها القطاع الحكومي والبترول والاتصالات والسياحة وهو ما أحدث القفزة النوعية في حجم عمليات الشركة خلال العام 2017 ، مشيراً إلى أن الشركة

حافظت على معدلات النمو على مدار السنوات الخمس الماضية بنسب تتراوح بين 22-20 وهو ما ساعدها في ضم عملاء جدد إلى قائمة عملائها الحاليين والذين بلغوا 250 عميل جديد.

أضاف أن "أكت" باعتبارها الشركة الرائدة في مجال الحلول المتكاملة في مصر والمنطقة العربية تستهدف تنفيذ عدد من المشروعات القومية الضخمة بالتعاون مع شركة العاصمة الإدارية من خلال المساهمة في مشروع البنية التحتية الموحدة، ومشروع مركز البيانات الخاص بالعاصمة الإدارية، ومشروع

وعن استراتيجية الشركة خلال العام الجديد قال :"إن الشركة ستعلن رسمياً خلال يناير 2018 عن انطلاق شركتها الجديدة العاملة في مجال السوفت وير وستقوم بتقديم تطبيقات صناعية متخصصة في عدد من القطاعات التي تعتمد على حلول الحوسبة السحابية، خاصة بعد التعاون الاستراتيجي بين ACT ومايكروسوفت في تجهيز التطبيقات لتظهر على السحابة سواء داخل مصر او خارجها ، كما ستطلق الشركة فرعها الجديد في العاصمة الفرنسية باريس لخدمة الدول الاوروبية وأبرزها: فرنسا، اسبانيا، بلجيكا، المانيا، هولندا، بعد أن افتتحت فرعها في دولة الإمارات العربية المتحدة لخدمة منطقة الخليج والسوق الاسيوي حيث يعمل في هذا الفرع قرابة 20 مهندس وتقنى والذي تم افتتاحه في عام 2017 ومقرر له أن يحقق حجم اعمال بنهاية عام 2018 يصل إلى 100 مليون جنيه.

واستطرد مدير قطاع التسويق بشركة ACT قائلا: "إن الشركة وقعت اتفاقية تعاون ثلاثية مع جنرال اليكتريك، HPE لتصبح "اكت" هي الشريك الحصري في حلول إنترنت الاشياء IOT ، الأمن الملوماتي، وكترجمة حقيقية لزيادة عمليات الشركة اتخذت الشركة خطوات ايجابية للتحول إلى شركة قابضة على مرحليتن ، فبحلول عام 2020 يكون قد تم اكتمال هذا التحول، والتفكير في طرح نسبة من اسهم الشركة في البورصة المصرية.

وأوضح ن اكت قد أعلنت خلال عام 2017 عن انطلاق شركة AGS وهي شركة متخصصة في تقديم الحلول المتكاملة للقطاع الفندقي ، بالإضافة لشركة AGS دبي ، وتأكيداً على نمو أعمال الشركة فقد بلغ عدد موظفي الشركة بنهاية عام 2017 إلى 500 موظف ، وتم خلال هذا العام التركيز على ضخ دماء جديدة في الشركة من خلال تدريب وتعيين عدد من الخريجين الجدد، وتتماشا هذه الخطوة مع ما تقوم به اكت من إطلاق "اكت اكاديمي" مطلع عام 2018 كأول اكاديمية متخصصة لتدريب الخريجين والحاقهم بالعمل في شركة اكت او مع عملاء الشركة والمخطط لها ان تقوم بتدريب 100 خريج خلال العام الاول من انطلاقها.

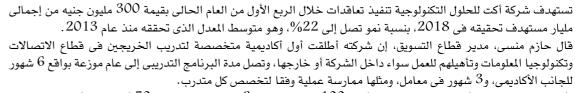
واختتم منسى حديثه قائلا: "إن الشركة تسعى إلى الوصول بحجم أعمالها خلال عام 2018 إلى 1.1 مليار جنيه، كما تعتزم افتتاح فرعاً جديداً لها بمحافظة جنوب سيناء ليصبح أول فرع للشركة خارج القاهرة ويقوم بخدمة القطاع السياحي والفندقي في هذه المحافظة.







حازم منسى: أكت للحلول تستهدف ٢٠٠ مليون جنيه تعاقدات



وأوضح منسى لـ المال» أن البرنامج يستهدف تأهيل 100 فرد على مدار 3 سنوات باستثمارات 50 ألف دولار أي ما يعادل مليون جنيه سنويًا. وأضاف أن الشركة بصدد افتتاح مكتب لها في العاصمة الفرنسية «باريس» خلال مارس المقبل بالتعاون مع أوراكل العالمية بحجم أعمال مستهدفة خلال 3 سنوات قيمتها 100 مليون جنيه، وتسعى في العام الاول إلى جلب تعاقدات بنحو 10 ملايين.

يأتي ذلك ضمن خطط «أكت» التوسعية لتقديم خدمات الدعم الفني في مجال حلول الفندقة لعملائها من أسواق فرنسا وهولندا وإسبانيا وإيطاليا وبلجيكا. وكشف عن سعى الشركة نحو بناء تحالفات مع 3 كيانات أمريكية وألمانية خلال النصف الثاني من العام الجاري، لتقديم حلول مالية متكاملة للقطاع المالي فيما يعرف باسم «end2end solutios»، وتتضمن شبكات بني تحتية وتطبيقات.

وأوضح أن «أكت» بدأت منذ العام الماضي خطة لإعادة هيكلة نشاطها تمتد حتى 2020 كي تصبح أكثر مرونة ومواكبة لمتغيرات السوق المحلية والعالمية، ومن المقرر إنشاء قطاعات تجارية جديدة في مجالات المبيعات وخدمة العملاء، علاوة على تدشين إدارة أخرى متخصصة في مجال خدمات ما بعد البيع خلال فبراير المقبل. وألمح إلى اعتزامهم تأسيس شركة في مجال خدمات برامج السوفت وير وتطبيقات الحوسبة السحابية بالسوق المحلية خلال الربع الأول من العام الحالي باستثمارات 10 ملايين جنيه كمرحلة أولى، خاصة بعد التعاون الإستراتيجي بين ACT ومايكروسوفت في تجهيز تلك التطبيقات. بالإضافة إلى إدارة جديدة خلال الربع الأول من العام الحالى تتولى ملف التوسعات الخارجية للشركة، على أن تبدأ بدراسة السوق الإفريقية وبالأخص كينيا وإثيوبيا لاخترافها قبل 2020. وتابع: تملك «أكت» مكتبًا في دبي تم افتتاحه في عام 2017 تحت اسم (AGS)، ويخدم أسواق الخليج وآسيا، ويضم 20 مهندسا وتقنيا، كما تدرس أيضا تأسيس فرع لها في سنغافورة خلال عام أو عامين على اقصى تقدير.

ورأى أن دخول الشركات العالمية المنافسة على مشروعات العاصمة الإدارية دليل قوى على ثقة المستثمرين الأجانب في الاقتصاد المصرى، وأهمية المشروع في إحداث تغيير كبير. ولفت إلى تحسن الوضع الاقتصادي للبلاد، إلا أن الحكومة بحاجة إلى مشاركة مجتمع الأعمال خططها بشأن معدلات التضخم المتوقعة حتى تستطيع الشركات بناء خططها المستقبلية بناء على تلك الرؤى، لافتًا إلى أن الشركة قدمت تسهيلات كبيرة في طرق سداد مستحقاتها. واستبعد أن يشهد 2018 أي متغيرات اقتصادية جديدة على غرار الصعوبات التي واجهتها الشركات خلال العامين الماضيين، فتؤكد المؤشرات الأولية بعد تطبيق برنامج الإصلاح الاقتصادى بأن معدل نمو الاقتصاد يسير بخطى ثابتة.



ACT تتغاوض على إنشاء داتا سنتر بالعاصمة الإدارية

تتفاوض ACT للحلول التكنولوجية، على تنفيذ مشروعين باستثمارات 500 مليون جنيه، ضمن مناقصة طرحتها شركة العاصمة الإدارية، أواخر العام الماضي، لتوريد تطبيقات تكنولوجية. قال حازم منسى، مدير قطاع التسويق بشركة ACT، إن المشروع الأول يستهدف إنشاء مركز داتا سنتر متكامل، والثاني عبارة عن مد شبكة البنية التحتية للاتصالات، وأشار إلى أنه من المقرر فض مظاريف العروض الفنية والمالية، خلال فبراير المقبل. وأوضح في تصريحات خاصة لـ «المال»، أن الشركة تدرس تنفيذ مشروع ثالث، عبارة عن نظام إدارة مركزي، يشمل سيستم مراقبة إلكتروني، للتعامل مع الأزمات، والتحكم في إدارة المرافق العامة عن بعد بالعاصمة.

ولفت إلى أن كراسة الشروط تسمح للشركات بالمنافسة بنظام التحالفات بين الكيانات المحلية أو العالمية، أو كل شركة منفردة، وقال إن شركة العاصمة تخطط لطرح 4 إلى 5 مشروعات تكنولوجية حتى يونيو 2018، بتكلفة إجمالية تقدر بنحو مليار جنيه.

كانت «المال» قد انفردت في 16 يناير الماضي، بالكشف عن أسماء 4 شركات تكنولوجيا عالمية، منها سيمنس الألمانية، وNEC اليابانية، وهواوي الصينية، تتنافس على تنفيذ شبكة البنية التحتية التكنولوجية للعاصمة الإدارية الجديدة، باستثمارات تتراوح بين 200 - 300 مليون جنيه تصل مساحة العاصمة الإدارية إلى 168 ألف فدان، تتضمن حي حكومي تنفذه شركة «CSCEC» الصينية، ويضم عدة وزارات، منها الإسكان، والصحة، والتعليم، والتعليم العالي، والإنتاج الحربي، إلى جانب مبنى لمجلس الوزارء، وآخر لرئاسة الجمهورية، وثالث للبرلمان كما تضم العاصمة حي سكني، ومنطقة مال وأعمال، وقطار مكهرب، ومسجد وكاتدرائية، وتم إنشاء شركة مساهمة مصرية لإدارتها برأسمال 6 مليارات جنيه، بمساهمات من هيئة المجتمعات العمرانية، وجهاز مشروعات الخدمة الوطنية، وجهاز مشروعات أراضي القوات المسلحة.



«أكت» تنتهى من تنفيذ مشروعات بـ ٤٠ مليون حنيه مع وزارة الاتصالات

أعلنت شركة "أكت" ، أنها انتهت من تنفيذ عدة مشروعات مع وزارة الاتصالات وتكنولوجيا المعلومات لصالح عدد من الوزارات منها وزارة الخارجية، وزارة العدل ووزارة الاستثمار بقيمة تتعدى 40 مليون جنيه.

وقال المهندس على توفيق، مدير التسويق بالشركة، إن مدة المشاريع استغرقت قرابة الستة أشهر وتمت لصالح جهات مختلفة سواء هيئة الاستثمار ووزارة العدل والخارجية وقامت فيها "أكت" بدور بارز في تهيئة البنية التحتية وتقديم الاستشارات الفنية وتدريب الموظفين، مشيرا إلى أن هذه النوعية من المشروعات تعد من أهم المشروعات الحكومية التي نفذتها "أكت" ويأتي نتيجة الثقة التي تستهدفها الحكومة في مشروعاتها الكبري في الشركات المصرية " وعن التوسعات الخارجية للشركة، أوضح توفيق "أن الشركة انتهت من افتتاح فرعها الجديد في فرنسا لخدمة القارة الأوروبية في قطاع الفندقة والضيافة، بالإضافة إلى فرعها في دبي، كما تعكف الشركة في الوقت الحالي على دراسة الفرص القائمة في منطقة جنوب شرق اسيا للتواجد هناك قبل نهاية العام



التمويل «حجر عثرة» أمام التعليم الإلكتروني لتطبيقه في مصر

"التعليم الإلكتروني" هو أحد الانماط المستخدمة حاليًا في دول عديدة حول العالم، ويمكن من خلال هذا النموذج

التعليمي توفير وسيلة فاعلة للتعلم، تتناسب مع التطور الذي نعيشه حاليًا وخاصة من جانب الأطفال والنشء الأكثر فهمًا وقدرة على التعامل مع هذا التطور مصطلح التعليم الإلكتروني أو التعليم الذكي، هو أحد المفاهيم التي انتشرت بشكل كبير داخل المجتمع المصرى ولكن دون تنفيذ، مجرد مناقشات ومحاولات وتوصيات من الجهات المعنية، لم تسفر عن وجود نظام حقيقي للتعليم الإلكتروني في المدارس المصرية، لعدة مشكلات

يقول على توفيق، مدير تسويق شركة ACT المتخصصة في حلول تكنولوجيا المعلومات، في تصريح خاص لـ "اليوم الجديد"، إن وزارة التربية والتعليم من الوزارات الإستراتيجية بالنسبة للشركة، وبالفعل تعتمد الوزارة على الشركة في توفير الأجهزة والأنظمة التكنولوجية، ومن أهم الأنظمة التي تقدمها الشركة لتطوير المنظومة التعليمية هو نظام إدارة العملية التعليمية Learning management system "LMS"، بالتعاون مع شركة "بلاك بورد" العالمية، لإتاحة المقررات الدراسية بشكل إلكتروني تفاعلي على شبكة الانترنت، فضلًا عن إجراء الامتحانات والتصحيح، بالإضافة إلى ربط كل أطراف العملية التعلمية "طلاب، أولياء أمور، أعضاء هيئة التدريس"، كما قمنا أيضًا بالتعاقد مع إحدى شركات الاتصالات العاملة في السوق المصرى، لتوفير هذا الحل مزود بتغطية للإنترنت للمدارس، بالإضافة لنظام مراقبة سيارات توصيل الطلاب.

اكت تنفذ مشروعات ىقىمة ٧٠٠ مليون جنيه خلال النصف الأول (4) VI)

أعلنت شركة أكت ACT الشركة المصرية المتخصصة في مجال تكنولوجيا المعلومات وخدمات القيمة المضافة انها انهت العام الماضي بحجم أعمال بلغ مليار جنيه في عدة قطاعات مختلفة مثل القطاع الفندقي، القطاع المصرفي، قطاع البترول والحكومي ايضا.

قال محمد ابو الليل، مدير عام شركة اكت إن حجم الأعمال الذي حققته الشركة خلال النصف الأول من العام الحالى يؤكد على زيادة حصتها السوقية حيث بلغت إجمالي العمليات التي نفذتها الشركة 700 مليون جنيه ومن المتوقع أن تصل بنهاية العام إلى 1.25 مليار جنيه بزيادة قدرها %25 عما تحقق العام الماضي.

أضاف ابو الليل أن الشركة ستقوم قبل نهاية عام 2019 بزيادة اعداد موظفيها بنسبة %25 ليصل إجمالي أعداد الموظفين لـ 500 موظف، كما اقامت الشركة بتدشين اكاديمية خاصة لتدريب الموظفين الجدد لمدة ستة أشهر وفور الانتهاء من فترة التدريب تقوم بإلحاقهم بوظائف سواء في اكت نفسها او لدى شركاء اعمالها.

وعن التوسعات الخارجية للشركة أوضح ابو الليل :"أن الشركة قد انتهت من افتتاح فرعها الجديد في فرنسا لخدمة القارة الأوروبية في قطاع الفندقة والضيافة بالإضافة إلى فرعها في دبي، كما تعكف الشركة في الوقت الحالى على دراسة الفرص القائمة في منطقة جنوب شرق آسيا للتواجد هناك قبل نهاية العام الحالى ".

يذكر أن الشركة لديها خطة طموحة تسعى لتحقيقها من خلال الكوادر البشرية الموجودة في الشركة، حيث تعمل في السوق المصرية منذ 30 عاما وهو ما يؤهلها لتنفيذ مشروعات عملاقة داخل وخارج مصر، كما أن الشركة مستمرة في منظومة عملها التي أطلقتها العام الماضي من خلال التركيز في العمل على قطاعات رئيسية وهامة وهي القطاع الحكومي والاتصالات والقطاع المصرفي والسياحي



كما تعاقدت نفس الشركة مع وزارة التربية والتعليم لتطوير البنية المعلوماتية بالمدارس الحكومية، من خلال توفير حلول الحوسبة السحابية المعلمين والطلبة، وبالفعل تم تنفيذ مشروعات كبيرة في قطاع التعليم بالتعاون مع شركة بلاك بورد العالمية لتفعيل نظام LMS وقام باستخدام هذا النظام نحو 7 آلاف طالب مصرى. وكانت بداية إطلاق هذا النظام عام 2016، وهو ما لاقي إقباًلا واهتمامًا كبيرًا خلال تلك الفترة، ولكن مع مرور الوقت ظهرت مشكلة التمويل، كإحدى المعوقات التي تحول دون تنفيذ مثل هذه الأنظمة داخل المدارس المصرية، الغير قادرة على الانفاق على التطوير التكنولوجي وبالتالي لابد من وجود نظام موحد تشرف على تنفيذه وزارة التربية والتعليم، وتتكاتف في تنفيذه الشركات والجهات المصرية المتخصصة في مجال حلول تكنولوجيا المعلومات في العملية التعليمية، بهدف توفير التمويل اللازم لهذه المنظومة.







عن الهيئة:

صدر القرار الجمهوري رقم ٣٥٠ لسنة ٢٠٠٥ بإنشاء الهيئة العامة للتنمية الصناعية، وينص القرار على إنشاء هيئة عامة اقتصادية تسمى "الهيئة العامة للتنمية الصناعية" تكون لها الشخصية الاعتبارية العامة، ويكون مقرها مدينة القاهرة، وتكون هي الجهة المسئولة عن تنفيذ السياسات الصناعية التي تضعها وزارة التجارة والصناعة والجهات التابعة لها.

الهيئة العامة للتنمية الصناعية هي الجهة المسئولة عن تنفيذ السياسات الصناعية التي تضعها وزارة التجارة والصناعة لها وتحفيز وتشجيع الاستثمارات في القطاع الصناعي ووضع وتنفيذ سياسات تنمية الأراضي للأغراض الصناعية وإناحتها للمستثمرين وتيسير وتبسيط إجراءات حصولهم على التراخيص الصناعية وذلك من خلال:

1- دراسة التشريعات المتعلقة بالصناعة واقتراح ما تراه بشأنها.

- ۱- دراسه السريعات المعلقة بالضناعة واقتراح ما دراه بسائها.
 ۲- إعداد دراسات ومخططات التنمية الصناعية قطاعيا وجغرافيا ومتابعة وتشجيع تنفيذها.
- وضع السياسات العامة والخطط اللازمة لتنمية المناطق الصناعية بالتنسيق مع المحافظات والجهات الأخرى المعنية بذلك.
- تحديد الأراضى التى يتم تخصيصها للأغراض الصناعية بالتنسيق مع المركز الوطنى لتخطيط استخدامات أراضى الدولة.
- وضع الشروط والقواعد التي تتيح لشركات القطاع الخاص إنشاء وترفيق وإدارة المناطق الصناعية وتوفير
 المساحات والأراضي والأماكن فيها للمستثمرين والترخيص لها بإنشاء وإدارة المناطق الصناعية.
- تحديد الأنشطة والمنتجات الصناعية وكذلك الأنشطة الخدمية المرتبطة بها التي يتم مزاولتها فى المناطق الصناعية بالتنسيق مع جهاز شئون البيئة والمحافظات والجهات الأخرى من الدولة والقطاع الخاص.
- ٧- وضع الشروط والقواعد المنظمة لاستغلال وتنمية أراضى المناطق الصناعية وتسعيرها للمستثمرين والتنسيق مع المحافظات أو الجهات الأخرى من الدولة أو القطاع الخاص التي تتولى ترفيق وإدارة المناطق الصناعية لإتاحتها للمستثمرين, وذلك من خلال صندوق دعم الأراضى الصناعية.
- ٨- وضع القواعد العامة لتحفيز المستثمرين داخل المناطق الصناعية وربط ذلك بمعايير محددة للإنتاج والتشغيل والتصدير أو بغير ذلك من أهداف التنمية والعمل على تهيئة المناخ المناسب للاستثمار في المناطق الصناعية بالتعاون مع الهيئة العامة للاستثمار والمناطق الحرة على أن تعرض هذه القواعد على مجلس الوزراء لإقرارها.
- ٩- وضع الشروط والقواعد المنظمة لإصدار التراخيص اللازمة للمشروعات الصناعية, وإصدار شهادات القيد بالسجل الصناعي.
- ١- إصدار التراخيص لإقامة المشروعات الصناعية خارج المناطق الصناعية وذلك في الحالات التي تستلزم ذلك وفقاً للشروط والإجراءات التي يحددها مجلس إدارة الهيئة.
- ۱۱- متابعة وتقييم المشروعات الصناعية بالتنسيق مع الجهات المعنية لضمان عدم مخالفة شروط استغلال
- ١٢ وضع السياسات العامة والخطط اللازمة لتدريب العاملين في المجال الصناعي والإشراف على المشروعات الممولة بمنح أو قروض أجنبية والتي تتبع الوزارة المختصة بالتجارة والصناعة وذلك بالتنسيق مع الأجهزة الحكومية والقطاع الخاص التي تعمل في هذا المجال وبما يؤدى الى تأهيل العاملين وتنمية قدراتهم وفقا لمتطلبات الصناعة.
- ۱۳ وضع السياسات والآليات اللازمة للربط بين متطلبات تطوير القطاعات الصناعية وأنشطة البحث العلمي والتكنولوجيا المرتبطة بها وذلك لتفعيل الاستفادة من نتائج الأبحاث والمشروعات العلمية لتلبية احتياجات التزمية الصناعية.
- 11- تسجيل الشركات وبيوت الخبرة التي تعمل في مجال إنشاء وتطوير وتحديث النظم الهندسية المتكاملة المتعلقة بالأنشطة الصناعية والتكنولوجية والخدمية وفقا للضوابط التي يحددها مجلس إدارة الهيئة.
- ١٥- إصدار الكتب والمجلات والنشرات المتعلقة بالترويج للمناطق والمشروعات الصناعية والمواد الدعائية والإعلانية لها وذلك بالتعاون مع الهيئة العامة للاستثمار والمناطق الحرة.

نبذه عن الدكتور محمد مصطفي:

الدكتور محمد مصطفي، من خريجي كليه التجارة جامعة القاهرة لعام ١٩٨٥ وحاصل على الدكتوراه فى إدارة الفنادق من جامعة حلوان وقد عمل فى مجال الفندقة وقد شغل مناصب قيادية بارزة فى العديد من الفنادق العالمية مثل:

Safir/ Movenpick / Concorde / Iberotel / Le Passage

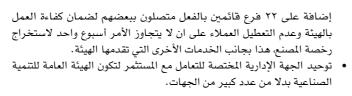
وهو الأن رئيس وحدة الـ Ease بالبنك الدولي ورئيس الإدارة المركزية للشئون المالية والإدارية بهيئة التنمية الصناعية ومستشار رئيس هيئة التنمية الصناعية للتطوير.

وعند التطوير نجد سؤال يطرح نفسه وهو كيف تطور دور هيئة التنمية الصناعية؟

فقد تم تطوير الهيئة شكلا ومضموناً بشكل ملحوظ خلال الفترة الماضية

أولا في مجال تراخيص المصانع نذكر

 تم تنظيم استخراج التراخيص الصناعية طبقا لدرجة المخاطرة الناتجة عن ممارسة الانشطة الصناعية ويهتم تحديدا بالسلامة والبيئة والصحة والامن وأيضا تقليص إجراءات الحصول على التراخيص وتفعيل اللامركزية من خلال توفير خدمات الحصول على التراخيص من فروع الهيئة في محافظات مصر وقد تم إنشاء ٧ أفرع



وذلك لتذليل العقبات التي تواجه التنمية الصناعية في مصر ومن هنا قامت الهيئة بمبادرات كثيرة لتذليل العقبات على المستثمر منها مبادرة مصنعك جاهز

- سرعة التنفيذ من خلال ميكنة الإجراءات ليتمكن المستثمر من الحصول على كافة خدمات التراخيص من خلال بوابة الهيئة الاليكترونية.
- ولقد كان لوسائل التكنولوجيا دورا كبيرا في تيسير اشتراطات الحصول على التراخيص من خلال الموقع الإلكتروني للهيئة، فمجرد الإخطار يعد رخصه في حد ذاته. وجاء ذلك التزامًا من الهيئة العامة للتنمية الصناعية بتفعيل دورها في تنفيذ السياسات الصناعية وتحفيز وتشجيع الاستثمارات في القطاع الصناعي.
- دعما للمشروعات الصناعية وتحقير وتسجيع الاستنمارات في القطاع الصناعي.
 دعما للمشروعات الصناعية المتوسطة والصغيرة وسعياً نحو توفير فرص عمل للشباب، أصبحت الدولة موجهه لاتجاه جديد في الصناعة وهو اتجاه حق الانتفاع ويقوم هذا التوجه على تسهيل امتلاك المصانع وترخيصها بأسعار مقبولة وتمويل المعدات الازمة بنسبة تتراوح ما بين ٥ الي ٧ بالمئة طبقاً لحجم المصنع على مدار عشر سنوات، وتسهل أيضا عملية شراء المصانع أو أراضي للبناء، وبتيسير إجراءات التخصيص والتراخيص تم إزالة كافة المعوقات التي تواجه المستثمرين.

ومن أجل استقلاليه الهيئة وقيامها بقيادة الصناعة فى مصر تم وضع ثلاث قوانين: القانون الأول هو توحيد قوانين التراخيص إلى جهة واحده والتي ستكون من خلال هيئة التنمية الصناعية فقط والقانون الثاني هو قانون نقل ولاية الأراضي، أما القانون الثالث هو استقلاليه الهيئة لتصبح هيئة اقتصادية مستقلة.

ثانيا: بالنسبة للتطوير المؤسسي للهيئة فقد قمنا بالاستعانة بشركة استشارية وهي شركة Logic لتعيد الشكل التنظيمي للهيئة من خلال تكوين شكل جديد للإدارات و القطاعات بالإضافة إلى وضع آلية جديدة لكل ما يتعلق بعدد الموظفين و المسمى الوظيفي. هذا بالإضافة الى تغيير هوية الهيئة ومواقع التواصل الاجتماعي وإنتاج المواد الدعائية والإعلانية للهيئة وأيضا الإعلان عن أنشطة وخدمات الهيئة وتعريف المستثمر بدور الهيئة في مجال التتمية الصناعية وذلك من خلال القنوات الإعلامية كالتلفزيون. وقد قامت الهيئة بتطوير وتحديث الموقع الإلكتروني لها وذلك ليكون اداة لجذب الاستثمار الصناعي في مصر وستقوم الهيئة باستخدام تقنية ال ليكون اداة لجذب الاستثمار الصناعي في مصر وستقوم الهيئة باستخدام تقنية ال

ما هو دور شركة ACT والتكنولوجيا في التوسع الصناعي؟

إن مواكبة التطور التكنولوجي في مصر أحد الرهانات الخاصة بقطاع الصناعة في ظل الثورة التكنولوجية على مستوى العالم. فلم يشهد اي قطاع على مر التاريخ تسارعاً وسباقاً مع الزمن كالذي يشهده القطاع التكنولوجي والتقني، ففي كل يوم وكل ساعة يشهد العالم ولادة تكنولوجيا جديدة، أو تطورات كبيرة تدخل على تكنولوجيات قائمة. وبما أن ACT شركة رائدة في مجال تكنولوجيا المعلومات فهي تحرص دائما على إشباع السوق المصري. وكان لها النصيب الأكبر في عرض فكرة ال Cloud Computing على الهيئة و الذي سيكون له دورا فعال في مساعدة الصناعات المتوسطة و الصغيره التي ليس لها القدرة علي إنشاء نظام خاص بها بحلول الميكنة الشاملة لنظم تخطيط موارد المؤسسات. و هذا سيتم من خلال وضع بروتوكول بيننا و بين شركة ACT لتوفير كافة الحلول المطابقة للشروط و المعاير.

ماذا قدمت أنظمة MAESTRO و INFOR للهيئة من حلول؟

نحن نستخدم نظام INFOR في الهيئة منذ سنوات وهو يساعد في تخطيط موارد المؤسسات كنظام إدارة الموارد البشرية , نظام المشتريات , نظام المخازن , مراقبة الموازنة و سجل الأصول. أما بالنسبة لنظام إدارة الموارد البشرية الخاص بشركة ACT MAESTRO تعد هذه المرة الاولى لاستخدامه و قد أثبت فاعلية في إدارة كل ما يتعلق بخصائص الموارد البشرية. ولابد ان أذكر تعاون فريق عمل شركه ACT

ودورهم الممتاز فى مساعدتنا علي استخدام MAESTRO وهذا يعد بصمة لشركة اكت فى مجال إدارة الموارد البشرية. و بعد هذه التجربة الناجحة اؤكد عى لتعاون المشترك بيننا مره أخري فى المستقبل.

ما هو تقييمك لشركة ACT ؟

تعتبر شركه ACT من الشركات الرائدة والافضل فى مجال تكنولوجيا المعلومات فى السوق المصرى وتمتاز شركة ACT بسرعه التطور ووفره الحلول التكنولوجية التي تلبى كل طلبات العملاء والسوق المصرى وقد إستطاعت الشركة الإنتهاء من تركيب برنامج الـ ERP وتدريب العاملين عليه خلال ٤٥ يوم وذلك بالتعاون مع زملائى بالهيئة ويعتبر هذا إنجاز غير مسبوق .

ما هي خطة الهيئة المستقبلية؟

حققت الهيئة ٢٨ ونصف مليون متر فى الصناعة خلال العام الماضي بسبب إستراتيجية الهيئة الجديدة فى التطور التكنولوجى و الصناعى . فقد حققت مصر خلال العشر سنوات الماضيه ٩ مليون متر فى الصناعة فقط. وماتتطلع اليه الهيئة لعام ٢٠٢٠ هو تحقيق ٦٠ مليون متر . فمصر تعد دولة جاذبة للاستثمارات خصوصا بعد التعويم و يعد أعلى عائد فى أى دوله حاليا لا يساوي عائد مصر فى الصناعة .

و كان جزء كبيرا من هذه الخطه انشاء خريطة وهى الاولى من نوعها بالعالم على موقع nvegypt.com ويوجد بها كافة المعلومات الشامله المطلوبة التى تساعد علي بناء اي مصنع في مصر لسد الفجوات المطلوبة من السوق المصري. هذه الخريطه سيتم ادراجها في المستقبل القري في خريطه مصرلكي تستخدم في اى نوع من انواع الاستثمار سواء زراعى، سياحى، صناعى، عقاري وهكذا. و استكمالا للخطه، يوجد لدينا مرحلتين في التطوير:

الرحله الاولى هي تفعيل نظام تخطيت موارد الموسسات الERP ليمكننا من تدوير الاراضي الصناعيه والمرحلة الثانية هي كيفية الربط بين نظم الهيئه المختلفة وذلك من خلال وضع الخطط والآليات اللازمة لترفيق المناطق الصناعية وإنشاء المجمعات الصناعية المتخصصة الداعمة لخطط التنمية المستدامة، وتحقيق الاستخدام الأمثل للموارد المتاحة بهدف زيادة القيمة المضافة للمنتج الصناعي المصري لتصبح مصر من الدول الرائده صناعيا في الشرق الأوسط وأفريقيا من خلال تعميق التصنيع المحلى، والتوسع في الصناعات ذات القيمة المضافة العالية، وتهيئة المناخ الجاذب للاستثمارات العربية والأجنبية.

إستراتيجية الهيئة خلال الخمسة أعوام القادمة متمثلة في:

أن تكون التنمية الصناعية هي فاطرة النمو الاقتصادي الاحتوائي المستدام في مصر وتلبي الطلب المحلي وتدعم نمو الصادرات لتصبح مصر لاعباً فاعاً في الاقتصاد العالمي وقادرة على التكيّف مع المُتغيّرات العالمية وتنبثق هذه الرؤية من رؤية المحور الاقتصادي وإستراتيجية التنمية المستدامة ":رؤية مصر ٢٠٣٠ " والتي تتمثل في: أن يكون الاقتصاد المصرى اقتصاد سوق منضبط يتميّز باستقرار أوضاع الاقتصاد الكلي، وقادر على تحقيق نمو احتوائي مستدام، ويتميّز بالتنافسية والتنوَّع ويعتمد على المعرفة، لتصبح مصر لاعباً فاعاً في الاقتصاد العالمي، وقادرة على التكيّف مع المُتغيّرات العالمية وذلك من خال تهيئة المناخ الداعم لتحقيق النمو الاحتوائي المُستدام القائم على المعرفة والتنافسية والتنوع الذي يسمح بتعظيم القيمة المضافة وتوفير فرص عمل لائقة ومُنتجة. ولقد تم صياغة السياسات العامة الصناعية والتجارية والإستراتيجيات التنفيذية على أسس علمية وقرائن داعمة تم فيها الاعتماد على مناهج القياس والتحليل الكمي والكيفي والمشاورات، وسيتم تطوير تصميم البرامج والمشروعات وخطط المتابعة والتقييم وفياس الأثر وفقاً لمنهج الإدارة بالنتائج لربط الآداء بالإنجاز بالحافز على المستويين المؤسسى والفردي، وكذلك إعداد موازنة الوزارة والكيانات التابعة لها للعام ٢٠١٧ / ٢٠١٨ وفقاً لنفس النهج وهي موازنة البرامج والمشروعات، وتدريب كوادر مؤسسية قادرة على صياغة السياسات، وقياس الأثر، وتصميم البرامج والمشروعات، وإعداد خطط المتابعة والتقييم وتنفيذها. وينبثق عن هذه الإستراتيجية استراتيجيات قطاعية تستهدف القطاعات الصناعية،

وأخرى متخصصة بالموضوعات كإستراتيجية ترشيد الطاقة، وإستراتيجية تعزيز الابتكار والبحث والتطوير الصناعي، وإستراتيجية تنمية المشروعات الصغيرة والمتوسطة ومتناهية الصغر وريادة الأعمال، وإستراتيجية تطوير التعليم والتدريب الفني والمهني.



الدكتور محمد مصطفى

مستشار رئيس هيئة التنمية

الصناعية للتطوير ورئيس

الإدارة المركزية للشئون

المالية والإدارية





يتولى حازم منسي منصب الرئيس التنفيذي لقطاع الشئون التجارية الخاص بشركات. ويتمتع حازم بما يزيد عن ١٩ عامًا من الخبرة في قطاع الاتصالات وتكنولوجيا المعلومات في العديد من التخصصات والتقنيات المتنوعة.

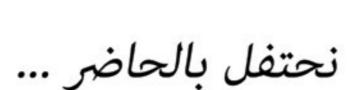
في عام ٢٠٠٧، التحق بشركة "أكت" كرئيس لوحدة أعمال مايكروسوفت حيث تولى مسئولية إدارة المبيعات والموردين وخدمات ما قبل البيع والتسليم، فضلًا عن قيادته لخريطة الطريق الاستراتيجية لوحدة أعمال مايكروسوفت، كما عمل على بناء الكفاءات الحقيقية التي حققت معدلات نمو سنوية بلغت ٢٥٪؛ فأصبحت شركة "أكت" الشريك الأول لمايكروسوفت داخل جمهورية مصر العربية. وبعد ذلك، حصل حازم منسي على ترقية ليصبح مديرًا لقسم التسويق قبل أن يتسع دوره ليشمل إدارة شئون الموردين الاستراتيجين. وفي أثناء فترة توليه هذا المنصب، بدأ حازم في الإشراف على إعداد خطة عمل "أكت" من الناحية التجارية، فضلًا عن تحديد الأهداف والاستراتيجيات قصيرة وطويلة المدى للصناعات التي كانت الشركة تهدف إلى اقتحامها، وذلك إلى جانب مسؤوليته عن ملف موردي الشركة. بمرور السنوات، وبفضل مهاراته الإدارية الواضحة، أُسند إليه دور الاشراف على إدارات الموارد البشرية و إدارة تكنولوجيا. وفي عام ٢٠١٦، تم انتخابه كعضو مجلس إدارة في غرفة تكنولوجيا المعلومات.

وقد حصل حازم منسي مؤخرًا في عام ٢٠١٨ على ترقية ليشغل منصب الرئيس التنفيذي لقطاع الشئون التجارية الخاص بشركات ليقوم بالإشراف على جميع الأنشطة التجارية في القطاع العام وقطاع الأمن والقطاع التجاري والذي يجمع بين العديد من الصناعات المختلفة مثل البترول والغاز، والبنوك، والتصنيع، والعقارات والاتصالات.. قبل أن يبدأ مسيرته المهنية في "أكت"، بدأ حازم حياته المهنية التجارية في أوائل الألفينات، حيث ترأس قسم تطوير الأعمال في شركة "LOOK Holding"، حيث كان مسؤولًا عن ثلاثة قطاعات: حزم البرمجيات المختلفة وتطبيقات الإنترنت وشركات دوت كوم. وفي وقت لاحق، بدأ مشروعه الخاص حيث أسس شركة "Promo Links" المتخصصة في تقديم حلول اللافتات الرقمية المتكاملة ونجح في ان يحظى بمكانه كبيرة في مصر ومنطقة الخليج.

بصفتي الرئيس التنفيذي لقطاع الشئون التجارية الخاص بشركات ، أقوم حاليًا بمهام إدارة تطوير الأعمال التجارية للشركة والمبيعات وخدمات ما قبل البيع وإدارة الموردين وإدارة التحليل البيعي وهي جميعها تعمل معًا بشكل وثيق كي تحقق أداءً تجاريًا سلسلًا وشاملًا للشركة. ويتمثل دوري الرئيسي في التركيز على احتياجات العملاء وتحديدها وأن أقدم لهم حلول أعمال تكنولوجيا متكاملة ذات قيمة مضافة، وهو ما لا يمكن تحقيقه دون تكوين فريق عمل مؤهل وكفؤ لديه الشغف والقدرة على الابتكار والتطوير والتنفيذ.

أسعى إلى عمل تحويل تدريجي حقيقي وسريع في "أكت"؛ بدءًا من تطوير عقليتنا ومرورًا بالطريقة التي نعمل ونؤدي أعمالنا بها بالفعل، وحتى أبسط الإجراءات التي نتخذها يوميًا وأكثرها دقة. لأنني أؤمن بأن تحقيق ذلك سيعطينا ميزة تنافسية غير مسبوقة وسيساعدنا على أن نكون أكثر نشاطًا وسرعة في التعامل مع كل التغييرات التي تحدث من حولنا في هذه الصناعة سريعة الخطى والمليئة بالتحديات. وهذا من شأنه أن يمنحنا الدفعة المطلوبة لضمان نمو أعمال "أكت" لمدة ٣٠ عامًا أخرى.

نفتخر بالماضي ...



نطور المستقبل ...





هشام حسن

الرئيس التنفيذي لقطاع الشئون الفنية والتشغيل



تولى محمد توفيق منصب الرئيس التنفيذي لقطاع الشئون التجارية عن قطاع الفنادق في١٥ مارس بشركة "أكت". ويتمتع محمد توفيق بأكثر من ١٠ سنوات من الخبرة العملية خارج مصر. قبل التحاقه بالعمل في "أكت"، عمل مسؤولًا عن الحسابات الاستراتيجية بشركة أوراكل للفندقه بأوروبا والشرق الأوسط وأفريقيا (مايكروز - فيديليو سابقًا)، حيث تقدم مجموعة واسعة من البرامج والأجهزة والخدمات ذات الصلة، فضلًا عن مجموعة من الحلول السحابية تمكن العملاء العاملين في مجال الفندقه من توفير خدمة فائقة وتجربة فريدة لضيوفهم. يمتلك محمد سجلًا حافلًا من الإنجازات أثناء عمله في أوراكل؛ حيث حقق إنجازات سنوية تجاوزت عائداتها ٥٠ مليون يورو. وقد حصل محمد على شهادة الماجستير في إدارة الأعمال من كلية هنلي للأعمال بالمملكة المتحدة قبل أن يعمل في أوراكل للفندقه ثم مايكروز - فيديليو.

دوره في"أكت"

يتمثل دوري الوظيفي في تحقيق الهدف الاستراتيجي لقسم الفنادق في الشركه وهو دمج ادارات قسم الفنادق المحليه والعالميه في وحده واحده بهدف تعزيز مكانة "أكت" في مجال الفندقه محليًا وعالميًا. وتجمع الوحدة الجديدة أفضل الخبرات في مبيعات قطاع الفنادق، وخدمات ما قبل البيع، وإدارة الموردين، وكذلك تطوير الأعمال.

يسعدني الاستفادة من هذه الفرصة في توضيح رؤية واستراتيجية "أكت" كمزود رئيسي للتقنية في مجال الفندقه في مصر والخارج. فبفضل ما تتمتع به الشركة من خبرة تجاوزت الـ ٣٠ عام في مجال خدمة الفنادق، تمكنت "أكت" من توسيع أنشطتها وتحقيق نمو داخل مصر وخارجها.

دائمًا ما كان شعار "أكت" منذ القدم هو التركيز على العملاء وطالما كان العميل وما زال هو الأولوية في "أكت". لذلك، تتعاون "أكت" باستمرار مع الموردين المتميزين وأفضل مزودي التكنولوجيا لتقديم توجهات الفندقه الرئيسية التالية: الحلول السحابية المبتكرة والحلول و التقنيات الحديثة للفنادق. وتركز "أكت" على تقديم الخدمات اللازمة لمساعدة عملائنا على النجاح في بيئة تغيرت تغيرًا كبيرًا نتيجة ظهور التقنيات الحديثة.

توفر "أكت" لقطاع الفندقه مجموعة شاملة من المنتجات والحزم التكولوجية المتكاملة التي تغطي البنية التحتية للكابلات والشبكات النشطة والخوادم والتخزين ونظام التشغيل وقاعدة البيانات وبرامج الأمان والتطبيقات الأساسية وأنظمة التيار الخفيف التي تعمل بنظام الدوائر التلفزيونية المغلقة وأنظمة كشف الحريق والأنظمة الصوتية / البصرية وغير ذلك من الأنظمة والتطبيقات. كما نقدم منتجاتنا من خلال موارد فريدة لا مثيل لها تعمل لخدمة احتياجات قطاع الفندقه من خلال تقديم خدمات تسمح لعملائنا بتجاوز توقعات ضيوفهم ومساعدة عملائنا على تبسيط بنية تقنية المعلومات الخاصة بهم، وذلك للمساعدة في تحقيق المزيد من الربحية في وقت قياسي والتقليل من التكلفة الإجمالية للملكية.

وتشهد "أكت" الكثير من التوسعات داخل مصر وخارجها. فبالنسبة للتوسعات داخل مصر، تستثمر "اكت" في هذا العام في النوادي الرياضية والمجتمعية، وكذلك في سوق المركبات السياحية، وفي مجال الترفية. بالإضافة إلى ذلك، فإن شركة "أكت" حاضرة في الأسواق الخليجية والأوروبية التي تخدم عملاء الفندقه من خلال مكاتبنا في دبي وفرنسا. ولا زلنا نواصل البحث عن فرص النمو في مناطق أخرى، والاستفادة من خبرتنا والخبرة التي اكتسبناها على مر السنين لنصبح مزودًا رئيسيًا لخدمات التكنولوجيا العالمية في قطاع الفندقه.

وأخيرًا، أود أن أشكر جميع عملائنا ومسئولي المبيعات والموردين على ثقتهم في "أكت" على مر السنين. وأغتنم هذه الفرصة للتأكيد على التزامنا بالوفاء برسالتنا المتمثلة في تمكين مستخدمي الأعمال في قطاع الفندقه من القيام بوظائفهم بكفاءة كي يكونوا قادرين على خلق قيمة لعملائهم من خلال حلول الأعمال المتطورة عالية الجودة والتطبيقات التكنولوجية.



السيرة الذاتية

يتمتع هشام حسن - الرئيس التنفيذي لقطاع الشئون الفنية والتشغيل بشركة "أكت" - بما يزيد عن ٢٠ عامًا من الخبرة في مجال أنظمة إدارة الممتلكات وأنظمة نقاط البيع بقطاع الفندقه.

انضم هشام إلى شركة "أكت" في عام ١٩٩٦ للعمل بقسم الفندقه. وبمرور السنين، لعب دورًا رئيسيًا في إعداد الخدمات وتشغيل المشروعات، فضلًا عن بناء الكوادر اللازمة استنادًا إلى طلب السوق وتدريبهم ليكونوا على أعلى المعايير العالمية من أجل التوسع في خدمات الفندقه التي تقدمها "أكت" في جميع أنحاء العالم.

لطالما كان هشام داعمًا ومتحيرًا لتطوير الأفراد؛ ففي عام ٢٠٠٣، قدم مبادرة تتضمن عدة برامج تدريبية فنية للخريجين الجدد لدعمهم في عالم التوظيف وإكسابهم المهارات اللازمة ليصبحوا جزءًا من فريق أكبر. لقد كان الهدف من هذه المبادرة هو تقديم كوادر جديدة تتمتع بقدرات متقدمة للغاية للعمل في "أكت".

وقبل انضمامه للعمل في "أكت"، كان هشام قد بدأ مسيرته المهنية بنجاح كمدير للمبيعات والدعم الفني في شركة Delta Computer Company منذ التحاقه للعمل بها عام ١٩٩٣. وقبل ذلك، كان هشام قد تخرج من كلية التجارة جامعة القاهرة – فرع بني سويف.

دوره في شركة "أكت"

يتمثل دوري في التركيز على تطوير وظائف خدمات الفندقة والمشاريع للامتثال لمتطلبات المشاريع في جميع أنحاء العالم. وهذا يستلزم مراقبة تطوير الموارد الحالية وتوظيف موارد بشرية مؤهلة وفقًا لمعايير معينة. علاوة على ذلك، أقوم بالاشراف على إدارة مكتب الخدمات الذي يتحكم في الدعم الفني اللازم للعملاء لحل أي مشاكل قد يواجهونها. وهذه بالتأكيد سمة مهمة تميز "أكت" عن منافسيها، حيث إنها تقدم خدمة مطوره للعملاء. بالإضافة إلى ذلك، أنا مسؤول أيضًا عن هيكلة وحدة البرامج بشركة "اكت" التي طورت حاليًا تطبيقين قويين في مجال الأعمال متخصصين في إدارة الموارد البشرية وإدارة المركبات

وهذا يعد دورًا رئيسيًا للاستراتيجية المؤسسية للمؤسسة ككل، حيث نسعى إلى تنويع ما نقدمه من عروض وتقليص هذا التخصص ليقتصر على شركة قائمة

رؤيته المستقبلية

بصفتي عضو في قطاع الفندقه، لعبت دورًا رئيسيًا مع العديد من الأعضاء الآخرين لتحديد استراتيجية الفندقه في المؤسسة للسنوات القادمة، مع التركيز على التوسع عالمياً في أوروبا والشرق الأوسط وأفريقيا وآسيا. علاوة على ذلك، فإنني أسعى إلى تحسين جودة الخدمات التي نقدمها بشكل مستمر مع التركيز على تقديم تجربة فريدة للعملاء، والتي ستؤدي بالتأكيد إلى تحقيق المزيد من الإيرادات للمؤسسة.





بعد تخرجه من كلية الهندسة بجامعة القاهرة عام ١٩٩٤، كان محمد أبو الليل قد التحق بالفعل بشركة "أكت" كمتدرب. ثم بدأ العمل بدوام كامل كمهندس خدمات مبتدىء في قسم دعم العملاء. وفي غضون ٣ سنوات فقط، تمكن من اكتساب الكثير من الخبرة الفنية التي مكنته من الترقي ليكون أحد مهندسي خدمة المحترفين. وفي عام ١٩٩٩، حصل أبو الليل على ترقية إلى منصب تجاري أكثر كمدير إنتاج، حيث كان مسؤولاً عن جميع أنشطة التسويق التي تحدد استراتيجية تطوير الأعمال. ومع ذلك، فقد كان له دور ثانوي كمهندس نظم في أنشطة جميع أقسام المبيعات. وقد لعب الحقاً دوراً هاماً للغاية في إقناع الإدارة بتفعيل إدارة التسويق وإدخال وظائف هامة مثل العلاقات العامة والمسؤوليات الاجتماعية. وقد أصبح أبو الليل رئيس قطاع التسويق في "أكت" وهو في الرابعة والثلاثين من عمره.

خلال مشواره المهني، أصبح عضواً في غرفة الصناعة والتجارة العربية الألمانية، بالإضافة إلى غرفة التجارة الأمريكية. علاوة على ذلك، ترأس لجنة الحلول المتكامله في "اتصال" لبعض الوقت، فضلًا عن كونه عضوًا سابقًا في غرفة تكنولوجيا المعلومات والاتصالات (CIT).

وأخيرًا، يعمل أبو الليل حاليًا كمدير عام للشركة تحت مسمى الرئيس التنفيذي لقطاع الشئون المؤسسية والإدارية حيث يقوم بتحديد الاستراتيجيات ووضع أهداف العمل وإدارة جميع أنشطة الشركة التي تدعم الأقسام التجارية وتحقيق الدخل للمؤسسة.

دوره في "أكت"

بوصفي الرئيس التنفيذي لقطاع الشئون المؤسسية والإدارية في اكت، فإنني مسؤول عن إدارة الأنشطة المختلفة والمتنوعة داخل الشركة، بالإضافة إلى قيادة استراتيجية التحول للشركة. ويشمل ذلك الإشراف على العديد من المبادرات الاستراتيجية، بدءاً من برامج بناء القدرات من خلال تحسين الهيكل التنظيمي وإصلاح برامج التدريب، وتطوير الثقافة التنظيمية، ودمج مؤشرات الأداء الرئيسية المشتركة بين الإدارات لتعزيز الأهداف الموحدة، والالتزام بمعايير الجودة ومراجعة الحسابات لتقديم أفضل النتائج وضمان استمرارية العمل، لتقسيم الأسواق التي تعمل فيها الشركة لتعزيز الحلول التي تركز على الصناعة وأخيراً وليس آخراً لوضع الإجراء اللازم لإدارة علاقات العملاء والبائعين.

علاوة على ذلك، يلعب أبو الليل دورًا ثانويًا يتمثل في المشاركة في رئاسة اللجنة الإستراتيجية بالشركة والتي أنشئت في أواخر ٢٠١٥. والغرض من هذه اللجنة هو دعم الإدارة العليا في "أكت" من أجل الوفاء بمسؤولياتها المتعلقة باستراتيجيات الشركة على المدى المتوسط والطويل. كما تقوم هذه اللجنة كذلك بتحديد وبلورة اتجاهات الشركة المستقبلية ومتطلبات التطوير للشركة لتحقيق أهدافها في المستقبل. في النهاية، تقدم اللجنة الإستراتيجية المشورة والخبرة وتحدد حالة الشركة في الوضع الراهن لضمان تقدمها في الاتجاه الصحيح.

رؤيتي هي ببساطة أن يلمع اسم " أكت" أكثر بوصفها أحد الشركات الرائدة في قطاع تكنولوجيا المعلومات والاتصالات في مصر، بالإضافة إلى كونها المؤسسة المحلية الأسرع نمواً والأكثر تحوّلاً والتي تتمتع بمعايير متعددة الجنسيات وذات بصمة عالمية.



يعمل محسن مظهر حاليًا كمراقب مالي بشركة "أكت"، حيث يعد محسن أحد كبار التنفيذيين بما يتمتع به من خبرة تزيد عن ٤٠ عامًا في إدارة التمويل والتشغيل في التجارة الدولية والسوق الحرة وتكنولوجيا المعلومات وصناعات الإنشاءات.

ومنذ التحاقه بالعمل في "أكت" في أبريل ١٩٨٩، كان دائمًا أحد الأركان الأساسية في قسم الشؤون المالية، حيث كان مسؤولاً عن مهام المحاسبة والمشتريات إدارة المخازن.

دوره في "أكت"

تلعب إدارة الشؤون المالية دورًا حيويًا في الحفاظ على استقرار العملية المالية لأعمال المؤسسة. فهي بمثابة أداة القياس التي تقوم بتقييم وتقدير معدلات الاستقرار المالي والربحية بالشركة. وبصفتي مراقبًا ماليًا، فإنني مسؤول عن المهام لاستراتيجية، حيث أدير مهام المحاسبة وغير ذلك من مهام الرقابة المالية التي تمكنني من وضع إستراتيجية مالية لـ "أكت" لضمان استمرار نمو الأرباح من الأعمال على المدى الطويل. كما أشارك أيضًا في دعم وتطوير الاستراتيجيات لتوجيه مبادرات الأعمال الرئيسية، وفقًا لخطط تطوير "أكت".

وأشارك أيضًا في تقديم التوصيات الاستراتيجية مع باقي أعضاء اللجنة التنفيذية التي تعتمد على فحص جميع البيانات المالية لتحقيق النتائج الأكثر ربحية. علاوة على ذلك، فإن جزءًا من دوري الوظيفي هو التأكد من أن الأنظمة المالية للشركة قوية بما يمكننا من متابعة ميزانياتنا المخطط لها وخطة العمل المحتملة.

رؤيته المستقبلية

لطالما كانت "أكت" شركة رائدة في مجال تكنولوجيا المعلومات والاتصالات على مدار مشواري المهني بها. وتتمثل رؤيتي في إضافة قيمة كبيرة إلى خططنا المقبلة للتوسع مع الحفاظ في الوقت نفسه على المركز المالي للشركة قويًا.





السيرة الذاتية

انضم محمد حنه إلى "أكت" في يناير ٢٠١٨ كاستشاري استراتيجي لدعم المؤسسة بغرض تحسين أداء الأعمال من خلال خلق قيمة مضافة حقيقية وتحقيق أقصى قدر من النمو.

قبل انضمامه إلى "أكت"، اشتهر حنه بخبرته فى مجال التكنولوجيا. فبعد تخرجه من كلية الهندسة بجامعة القاهرة عام ١٩٧٩، أمضى ١٥ عامًا فى شركة "آي بي إم" IBM المملكة العربية السعودية حيث تولى مناصب مختلفة كان آخرها منصبه كمدير للخدمات المهنية. وفى عام ١٩٩٧، انضم إلى "أكت" كمدير عمليات، حيث لعب دورًا رئيسيًا فى نمو الشركة فى ذلك الوقت.

بعد قضاء عامين فى "أكت"، انتقل حنه للعمل بشركة فودافون مصر كمدير لعمليات الشبكة وكان واحد من أعضاء الإدارة العليا. وقد أمضى ١٢ عامًا مهمًا فى فودافون مصر حتى عام ٢٠١١، حيث تم تعيينه رئيسًا لقسم التكنولوجيا منذ عام ٢٠٠٥. وخلال فترة عمله فى فودافون، ظل عضوًا بمجلس إدارة البحث والتطوير العالمى لشركة فودافون لمدة ٥ سنوات.

ويعمل حنه حاليًا كمستشار للإدارة والاتصالات في مصر والمملكة العربية السعودية والإمارات العربية المتحدة والمملكة المتحدة. بالإضافة إلى ذلك، فهو رئيس مؤسسة فودافون مصر، وعضو بمجلس إدارة المعهد الوطني للاتصالات السلكية واللاسلكية ومنظمات أعمال أخرى.

وره في شركة "أكت

بصفتي المستشار الاستراتيجي يتمحور دوري حول إستراتيجية تحويل "أكت" والحوكمة التشغيلية الشاملة للشركة. باختصار، يتمثل دوري الوظيفي فى ضمان أن تصبح المؤسسة أكثر قدرة على المنافسة، وتحقيق أهداف أعمالها، وتطوير هيكلها من خلال نظام إداري يسيطر على جميع الإدارات، وفى النهاية البحث عن سبل لزيادة الأرباح وتحسين الكفاءة. ومن بين الملفات التي قدمت بشأنها المشورة هذا العام ملف نظام تحديد المسئوليات، الذي يهدف إلى تحديد المسؤوليات المسندة لكل عضو من أعضاء مجلس الإدارة.

علاوة على ذلك، بصفتي عضوًا فى اللجنة التنفيذية، فإننا نستخدم استراتيجية قوى العقل من خلال توفير التوجيه التنظيمي نيابة عن مجلس الإدارة من خلال تنفيذ القرارات والمسائل التجارية التي تتراوح بين التخطيط الاستراتيجي والسياسة والاستثمار والمخاطر.

ؤيته المستقبليه

تتفق أولوياتي مع أولويات اللجنة التنفيذية وهي تمكين "أكت" من ترك علامة تجارية عالمية كواحدة من الشركات المصرية الرائدة فى مجال تكنولوجيا المعلومات التي تقدم حلولًا وخدمات تكنولوجيا حديثة تتوافق مع المعايير الدولية. وبالإضافة إلى ذلك، ضمان أن الشركة تلعب دوراً نشطاً فى التحول الرقمي للمنظمات عبر صناعات متعددة لضمان مستقبل أكثر إشراقاً من خلال إعادة ابتكار الكفاءة التشغيلية لهذه المنظمات.



لسيرة الذاتيا

حصل عاصم وهبي على درجة البكالوريوس عام ١٩٧٤ من كلية الاقتصاد والعلوم السياسية بجامعة القاهرة.

وقبل التحاقه بالعمل في شركة "أكت"، بدأ عاصم وهبي عمله في مجال التقنية في أواخر السبعينيات اخصائي تشغيل حاسب آلي بالبنك المركزي المصري حيث كان مسئولًا عن تشغيل التطبيقات المصرفية بالبنك.

حقق عاصم وهبي الكثير من الإنجازات طوال مشواره المهني، ومنها - على سبيل المثال - توليه منصب المدير العام لغرفة صناعة تكنولوجيا المعلومات والاتصالات وفي عام ٢٠٠٦، عمل عاصم وهبي كاستشاري للإدارة العليا لدى شركة "أكت"، حيث مهد الطريق لتحقيق الكفاءة والفعالية التنظيمية للشركة ضمانًا لتطوير أعمال الشركة بشكل دائم. فضلًا عن ذلك، فقد انخرط في توطيد العلاقات الاجتماعية للشركة مع جميع المنشآت التي تمثل قطاع تكنولوجيا المعلومات والاتصالات في السوق المصري.

وفى عام ٢٠١٠، انضم عاصم وهبي إلى مجلس إدارة جمعية "اتصال" – منظمة غير حكومية - حيث شارك فى الأنشطة التطوعية لمجلس الإدارة. وبعد ذلك، تم انتخابه ليشغل منصب أمين عام جمعية "اتصال" ورئيس لجنة تطوير المنظمة -إحدى اللجان الفرعية لمجلس الإدارة. ومع توليه منصب الأمين العام للجمعية، أصبح مستولًا عن عمليات الحوكمة والقيادة بالنسبة للمنظمة غير الربحية.

دوره في شركة "أكت"

بصفتي مستشار الإدارة العليا لشركة "أكت"، يتمثل دوري الوظيفي بشكل أساسي فى تقديم المشورة الإستراتيجية لأعضاء اللجنة التنفيذية بغرض تحسين الإنتاجية التشغيلية والأداء الإستراتيجي العام؛ فضلًا عن تمثيل شركة "أكت" أمام مؤسسات قطاع تكنولوجيا المعلومات والاتصالات.

دور المنظمات غير الحكومية في قطاع تكنولوجيا المعلومات والاتصالات

تلعب المنظمات غير الحكومية دوراً نشطاً وبارزًا فى قطاع تكنولوجيا المعلومات والاتصالات. ومن خلال خبرتي العملية من العمل لسنوات كأمين عام لجمعية اتصال، فقد شاهدت كيف تتلقى شركات تكنولوجيا المعلومات الدعم الحقيقي من المنظمات غير الحكومية لغرض تطبيق الإستراتيجيات التي تجسد التكنولوجيا باعتبارها أحد المحركات الرئيسية للتنمية، مما يعظم من الدور الذي يلعبه قطاع تكنولوجيا المعلومات والاتصالات فى مصر. ويترتب على ذلك تحسين بيئة الأعمال بالنسبة لمجتمع تكنولوجيا المعلومات والاتصالات ككل بما يشكله من عامل جذب للمصالح على المستوى المحلي والدولي.

رؤيته المستقبلية

بالنظر إلى مشاركتي الوثيقة خلال العام الماضي فى وضع استراتيجية التحول لشركة "أكت"، يمكنني القول بأن رؤيتي للفترة المقبلة هي التركيز على العديد من الاستراتيجيات الفرعية الأساسية التي تم وضعها؛ تحديدًا توظيف الشباب وتمكينهم لتشجيع عوائد الاستثمار المستقبلية بالنسبة للشركة على وجه الخصوص ولمجتمع تكنولوجيا المعلومات والاتصالات ككل.



اللجنة التنفيذية



تشكلت اللجنة التنفيذية فى بداية ٢٠١٨، وتتألف اللجنة من الأستاذ حسانين توفيق رئيس مجلس إدارة شركة أكت والعضو المنتدب، فضلًا عن العديد من الأعضاء من مرؤوسيه الذين يشغلون فى الوقت الراهن أدوارًا تشغيلية واستشارية ضمن المؤسسة. عُين أعضاء اللجنة للتصرف نيابة عن مجلس الإدارة ووفق الصلاحيات الممنوحة لهم من قبله. وتكون اللجنة التنفيذية دائمة وتنعقد اجتماعاتها كل أسبوع لمراجعة أداء الشركة، وتقديم التوجيهات، ومراجعة المشروعات الرئيسية والبرامج الكبرى على مستوى الشركة، وكذلك تناول المسائل الرئيسية التي تواجه الشركة وتقييم المزايا والعيوب واتخاذ القرارات المستنيرة بناءا على ذلك.



رســـالة رئيس مجلس الإدارة

نفتخر بماضينا، نحتفل بحاضرنا، ونطور مستقبلنا

فمنذ انشاء الشركة فى عام ١٩٨٨ وشركة اكت كانت دائما مكانا للطموح والالهام وقد كان لرغبة وشغف خمسة من أصحاب الرؤى الدافع الرئيسى لتقديم أحدث الحلول والخدمات فى مجال تكنولوجيا المعلومات بهدف المساهمة الفعاله فى التطور التكنولوجي الحقيقي لمصر. وقد كان تركيزنا دائما منصبا على اهتمامنا بتقديم القيمة المضافة لما نقدمه من خدمات لتحقيق اهدافنا وطموحاتنا.

فعلى مدار رحلتنا كان للشركة دائما القدرة على خلق رؤية جريئة حافظت بها على مكانتها بعيدة عن أى منافسة من خلال الابتكارات الدائمة والمستمرة فى أساليب العمل بما يتناسب ويتوائم مع ما نواجهه من متغيرات وتحديات. ويسعى فريق عمل أكت دائما الى تقديم كل ما هو أفضل وملائم لكل عميل من عملائنا لقناعتنا التامة ان عملائنا هم سر نجاحنا

ولقد كان للادارة العليا بالشركة الدور الفعال والحيوى في ازدهار وصقل تلك الرؤية وهذا التحدى الذي انعكس بدوره على رحلة تحول وتحدى على مستوى كل ابن من ابناء الشركة لتقديم الافضل.

ان مهمتنا الاساسية هى العمل على أن يكون الجميع منتجا ولتحقيق هذا الهدف نعمل على تطوير ورفع كفاءة كل ابن من ابناء الشركة بكل ما يناسبه من أدوات التطوير المكنه وذلك من خلال مسارات التعليم والتدريب والتطوير الصحيحة مع اهتمامنا الدائم بالعمل على التحسن المستمر لبيئة وظروف العمل لتمكين وتحفيز كل ابن من ابنائنا لتقديم افضل ما لديه.

نحرص دائما على متابعة التطور التكنولوجي الذي كان له الاثر الاكبر فيما حققناه من انجازات حيث بدأنا بتقديم خدماتنا لقطاع الفنادق من خلال تقديم بعض التقنيات التكنولوجية وصولا الى تقديم العديد من الخدمات متضمنة انشاء البنية التحتية والتطبيقات لاكثر من ١٥٠٠ عميل في مختلف الصناعات في أوروبا وافريقيا والشرق الاوسط وتنوعت خدماتنا وغطت مختلف القطاعات والصناعات ومنها الطيران والتعليم والمالية والبنوك والقطاع الحكومي والصحة والفنادق والبترول والغازوالامن والدفاع والاتصالات والنقل.

فخورون بما حققناه من نجاحات وببصمتنا الواضحة فى كل هذه الصناعات اضافة الى ذلك فقد بدأنا وعلى مدى العامين الماضيين وبخاصة العام الماضى فى التوسع على الصعيد العالمي من خلال تفعيل مكاتب للشركة بفرنسا والامارات وقطر اضافة لاسواق اخرى اوشكت دراسة جدواها الاقتصادية على الانتهاء ونأمل أن يتم تفعيلها بحلول عام ٢٠١٩ ويعود نجاحنا فى هذا التوسع الملحوظ لالتزامنا االدؤوب بالعمل على تصدير خبراتنا الى الاسواق الخارجية المحتملة.

ولتحقيق ما نصبو اليه من توسعات طموحة فقد بدأنا بالفعل في اعداد خطة تهدف لعملية تجديد شاملة على أسس علمية وعملية لبناء قدراتنا خلال الخمس سنوات القادمة وذلك بالتعاون مع واحدة من اكبر المكاتب الاستشارية المتخصصه في تقديم الدعم في مجال خدمات الموارد البشرية.

اننا لعلى ثقة تامة اننا على الطريق الصحيح لجنى نتائج هذا التحول ولجعله حقيقيا وذات مغزى فقد كان من الضرورى اتخاذ القرار الذى طال انتظاره لنقل المقر الرئيسي لشركتنا ليصبح في القرية الذكية.

فى النهايه لا يسعنى الا ان اختم رسالتى بالتأكيد على التزامنا المطلق على التعاون مع عملائنا لتحقيق اهدافهم بأعلى معايير الجودة الممكنه وذلك من خلال منظومة تعاون متكاملة تعتمد على الاستفادة من قدرات وخبرات ابناء الشركة والتعامل والشراكه مع ارقى وافضل موردى الخدمات التكنولوجية والعمل المستمر على تطوير وتحسين الخدمة اضافة الى تعاملنا بحرفية وذكاء مع اليات ومعطيات السوق لتمكين عملائنا من تحقيق اهدافهم باقصى قدر ممكن من الكفاءة والفاعلية.

ان هذا العام يعتبر وبحق عاما خاصا بالنسبة لى ولاسرة اكت حيث يمثل فخرا فى تاريخ شركتنا بما تحقق خلاله من انجازات وتطور ونمو فى أدائنا الايجابى والذى نأمل ان يتحقق خلاله ما نتمناه لوطننا العزيز من تقدم وتطور تقنى على مختلف الاصعدة. وبناء على كل ما تقدم يحق لنا فى هذا العام أن نقدر ونعترف بماضينا وأن نحتفل ونسعد بحاضرنا وأن نسعى بأذن الله الى الاخذ بكل الاسباب التى تمكننا من تغيير وتطوير مستقبلنا الى كل ما هو افضل.







Insertions Section





_____ أكت نيوز مجلة أكت هي مجلة غير مخصصة للبيع

تصدر عن: شركة الحاسبات المتقدمة بشركة الحاسبات المتقدمة حسانين توفيق رئيس مجلس الإدارة والعضو المنتدب محمد ابو الليل الرئيس التنفيذي لقطاع الشئون المؤسسية والإدارية علي توفيق مدير إدارة التسويق والاستراتيجيات مروة صابر رئيس فريق الاتصالات التسويقية

Our Special Interviews



Waleed Medhat Regional Director of Information Systems Coral Sea Resorts



Ahmed Essmat Waly - MCIT Enterprise Solutions Manager



Eva Hachem Strategic Alliances Director at GE DIGITAL



الدكتور محمد مصطفى مستشار رئيس هيئة التنمية الصناعية للتطوير ورئيس الإدارة المركزية للشئون المالية والإدارية

شکر خاص

رضوي صابر اسلام مظهر بثينة وليد

شكر لفريق ادارة التحالفات الاستراتيجية



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 CITSS ADV.







Table of Contents

- 2 Chairman Message Hassanien Tawfig
- 4 ACT's Executive Committee
- 15 Our Past
- 17 Our Present
- 19 Our Future
- 20 People of ACT (Past, Present, Future)
- 26 ACT New Giza Success Story
- 28 ACT Kickoff Meeting
- 31 Interview with Waleed Medhat Coral Sea Resorts
- 32 ACTing For You Orphan's Day
- **34** Oracle Cloud Technologies
- 36 Welcome on Board
- 38 ACT at ITB Berlin
- 40 ACT Family Sohour
- 44 ACT EiTESAL Partnership
- 47 Interview with Ahmed Essmat – MCIT
- **48** Voice of our Customers
- **51** ROI of Customer experience
- 52 ACT HPE Sohour
- 54 ACT Awards
- 55 ACT GIZ Partnership
- 56 HPE Case Study: Philips Date, Technology and New Vision
- 59 Interview with Eva Hachem GE Digital

- **60** Human Capital Programs
- **62** ACT IDA Success Story
- 63 ACT hosts EiTESAL-ASITA Meeting
- 64 Ramadan at ACT
- 66 Ramadan Competition Winners
- **67** ACT Champions
- **68** Egypt @World Cup
- 70 ACT HPI Sohour
- **72** Tech Trends Dominating 2018
- 74 ACT Football Tournament S2
- **78** ACT in Social Media
- **80** Insertions Section
- **114** ACT in Press
- حوار مع الدكتور محمد مصطغى مستشار رئيس هيئة التنمية الصناعية للتطوير ورئيس الإدارة المركزية للشئون المالية والإدارية
- اللجنة التنفيذية 121
- رساله رئيس مجلس الإدارة **130** حسانين توفيق





Integrated Solutions Provider

CONTRACTOR SECTION

