

"Imagine it today, Live it tomorrow"

Suez Canal - It's a Vital Artery of World Trade...

Insertions Section



Microsoft

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Our Special Interviews



Microsoft Interview
Eng. Wael Abdul Aziz
Partners' Lead In Egypt - Microsoft



Cisco Interview
Mr. Ahmed Nabil
Area Partner Manager - Cisco



HP Interview
Florin Hanes
HP Servers BU Manager
MEMA Developing Markets



New Horizons Interview
Ma. Maha Fawzy
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Message from ACT Management

A Message of Confidence in a Brighter Future

Mr. Hassanein Tawfiq - ACT Managing Director



In celebration of ACT's 27th anniversary; EGYPT celebrates its gift to the world, the New Suez Canal is more than a second canal; it is a canal of HOPE and a vital step towards a brighter future and a sustainable growing economy. In the presence of fighting terrorism, struggling economy to grow among other challenges; the New Suez Canal was the "Mission Impossible" to be accomplished in the decided timeframe. However, and as history has always proved; Egyptians have always defeated the obstacles they facing while looking forward to a gleaming tomorrow. This amazing experience from the beginning till the grand opening is an inspiring lesson for all of us. A lesson of pride, heritage, civilization and capabilities. A lesson that tells us we have to conquer the challenges we face in life by continuous hard work.

From the early beginning in 1988, ACT lives this inspiring lesson every day, and in every challenging situation whether in penetrating new markets, approaching new customers, representing a new state-of-the-art solution, or in sustaining the business in the hard times that Egypt had to face.

We're an integral part of Egypt's Future

For over 27 years, ACT has helped to fulfill the country's overall economic goals by engaging in technical cooperation through bilateral and multilateral relationships with leading international ICT organizations. Across the years ACT has invested in businesses and offered secured jobs, provided education and training, and distributed aid to numerous friendly Organizations. Being a part of a developing nation, we consider it our responsibility to promote and make a significant contribution to the country's growth. We also believe it is our duty to offer assistance to other organization that have the same objective. ACT is a prominent member in many NGOs that aim to assist the development and the growth of the ICT industry in Egypt.

Hence, we believe that ICT industry is one of the pillars of the growing economy of Egypt and we are a part of this future by holding the responsibility. That is why, we are committed from the start to deliver the best ICT industry solutions that would serve most of the Egyptian industries such as: hospitality, real-estate, banking, oil & gas, education...etc.

We believe that every time we help those Industries become more productive, efficient and successful because of adapting IT solutions in their operations, we are helping the country become more productive, successful and prosperous.

Finally, through the years, ACT has successfully overcome many challenges and learned many lessons. Even through tough times ACT continued to grow and expand facing difficult market conditions and technical challenges.

And we shall continue to invest in developing new business opportunities, training ,cultivating, and challenging our employees to look for new innovative ways to improve our performance.

In celebration of
ACT's 27th Anniversary
EGYPT celebrates its gift to
the world.

"The New Suez Canal is more than a second canal; it is a canal of HOPE and a vital step towards a brighter future and a sustainable growing economy.

In the presence of fighting terrorism, struggling economy to grow among other challenges; the New Suez Canal was Mission Impossible to be conducted in the decided timeframe. However, and as history has always proved; Egyptians have always defeated the obstacles they facing while looking forward to a brighter future."



"Learn from yesterday, live for today, hope for tomorrow. The important thing is not to stop questioning".

Albert Einstein

a Story of 27 years of Success

1988

- ACT was a Golden partner for Novell and the ONLY Authorized Training Center for the Novell Operating System in Egypt.
- ACT was the only distributor and implementer Novell operating system in Egypt.
- ACT started its business as a sole agent reseller for Compaq Corporation in Egypt and been their first partner and only accredited sales and services provider in Egypt.

1990

- ACT started to focus on the Hospitality sector, & introduced "Fidelio Hotel Management System" to the Egyptian market.
- ACT was and still the sole agent for Fidelio.

1994

- A merge took place between Micros Corporation (the vendor of Point of Sale) & Fidelio Corporation (the vendor of Hotel Management System). As result for this merge, ACT became a sole agent for Micros-Fidelio Products.

1995

- ACT established its first subsidiary, Technology Park Company (TPC), which is a distribution company specialized in distributing IT equipment.

1997

- ACT and Microsoft announced their partnership, where over the years, they kept developing it and providing the ICT sector with state of art for software & technologies.

1998

- ACT had joined the Quality Management System Club by being certified from the British Standard Institution (BSI) under the Registration License Number FM 45655 of BS EN ISO 9001 + Tick IT for the following registration scope: "The Design, Development, Sales, Marketing, Installation and Maintenance of Business Application Software. The Provision of System Consulting and User Training; including Sales, Installation & Maintenance of Hardware. The Provision of System Integration and Information Technology Total Solution."
- ACT acquired TechnoLink the voice and data communication company that provides solution for the small and medium enterprises and CompuLink the software factory that produces a number of applications to the medical and Educational sector.

1999

- ACT participated in the foundation of Chamber Information Technology (CIT), to present its Board in most of important Board of Directors such as : American Chamber, Canadian Chamber, German Chamber, ETISAL, Egyptian Business Association (EBA), Junior Business Association (JBA)... etc.
- ACT was recommended to be an ISO 9001 certified company by ISO certification body American Systems Registrar (ASR) one of the largest & most recommended American auditing companies.

2000

- ACT became the main IT supplier for the Minister of Interior. A merge took place between Compaq and HP, ACT became an HP Sales & Service Provider (SSP).
- ACT won the Best HP Service Provider Award in Egypt.
- ACT and HP's relationship kept developing year after year until 2008 witnesses the selection of ACT as HP's Preferred Gold Partner.

2005

- ACT & Cisco started their partnership to provide customers with a wider solutions packages. ACT developed its partnership with Cisco from Cisco Premier Partner to Cisco Silver Partner to Cisco Golden Partner. As a Golden Partner for Cisco, ACT provides the Egyptian market with a range of Cisco networking solutions including: Network Services, Cabling and Connectivity, Data Centre Design & Implantations, Integrated physical security services, CATV System and Solutions, Cisco Active network solutions, Cisco IP telephony Solutions, Network/Systems Management, Network Design and Consultancy, Implementation Skills, Post Installation Support, Project Management, Network security Solutions and Specialized Building Integration Solutions.

2006

- Infor is one of the largest global providers of enterprise software, closed an acquisition for SunSystems Company and ACT became a Golden Partner for 3 Applications: Infor Financial Management System "Sun System", Infor Enterprise Asset Management and Infor Performance Management "Business Intelligent Solution".

2007

- ACT has signed an Agreement with Micros-Fidelio Corporate Intel, to enhance the in between cooperation through founding a joint venture named "Micros-Fidelio Middle East" which is located in Cairo.

2008

- ACT became Blackboard Reseller and Authorized Channel Partner in Egypt to deliver Blackboard products and services to the Egyptian education market. This partnership has been awarded a great success by getting the Police Academy (Higher Education), project in the same year of partnership.

2009

- The "Microsoft Business Unit Services" was established in order to focus on providing the Egyptian market with Microsoft state of the-art-technology.
- The Microsoft Business Unit (MBU) is considering as one of the most powerful infrastructure design, implementation and Support services provider in the Middle East. MBU provides a high quality "Services" for a wide range of solutions and products such as: Operating Systems (Microsoft, Novell, UNIX and Linux), Database management Systems (Oracle and Microsoft SQL), Messaging and Collaboration systems (Exchange & SharePoint Servers).

2010

- ACT decided to inaugurate a new branch in Qatar due to the growth of its operations and the provision of superior technology products and services.

2012

- ACT & Dell announced their partnership, to start together a journey of success. In less than a year ACT was certified as Dell preferred partner and Authorized Service Provider.

2013 - NEW BRANDING

2014

- ACT partners with Axis.
- ACT KSA (Riyadh branch) was established.

2015

- ACT partners with EMC.
- ACT partners with Global Oracle Hospitality.
- ACT Partners with Quadriga for Guest Communications.



TEAM BUILDING

On the 17th of November 2015, a full-day team building has been held for ACT/HP staff at Kempinski hotel.

The main objectives of this team building were to:

Define the frame work upon which ACT/HP road map is designed, - networking and establishing relationship amongst ACT and HP staff.

It has started by assessing ACT/HP objectives and setting strategy for the upcoming period. Topics have been shifted between pinpointing issues, proposing solutions to tackle them, and coming up with a strategy preventing them from happening in the future.



There were a number of vital business areas that have been discussed:

- Skills for account planning that has been presented by Mr. Mohsen Abou El Leil (HP-channel manager) Discussing figures for the past 3 years and Ms. Sally Ebeld (ACT-HP product manager) demonstrated planned figures for the year coming ahead 2016.
- Setting a combined business plan for the year 2016.
- Having an open discussion for any inputs, opinions, or even issues faced.
- Discussion was ran by Mr. Hazem Mansi (ACT-senior marketing manager).
- Activity included a business simulation by the talented professionals of New Horizons, to make sure that ACT and HP are talking same language and having a common ground for planning business.

The team-building as an experience, has shed a light on numerous strength points and vital aspects in ACT/HP partnership.

At the end of a very fruitful energetic day, MIFI devices have been distributed as a sign of appreciation to attendees for participating in such success.





ACT is proud to officially launch it's first homegrown commercial product, **MAESTRO Human Resource Management System.**



WHAT?

A single software system that manages all HR processes and manages all data for employees, from application to retirement.

WHY?



Businesses run on human resources and today's economy demands a more proactive, strategic role for the HR Department.

general features



System
A Multi property system in on single database.



Language
Comes in two different languages: Arabic and English.



Calendar
Comes in two different calendars: Gregorian and Hijri.



Applicability
Designed to operate in Egypt and Arab nations.

MAESTRO HRMS offers our customers 11 different modules



MAESTRO REFERENCES



Dusit Thani



ACCORHOTELS



إيهاب عبد الرحمن السيد (بطل مصر فى ألعاب القوى ٢٠١٥)

مواليد ١ مايو ١٩٨٩ هو لاعب ألعاب قوى مصرى ينافس فى لعبة رمى الرمح. فى إنجاز كبير لمنتخب مصر لألعاب القوى توج إيهاب عبد الرحمن لاعب المنتخب الوطنى والنادى الأهلى لرمى الرمح بالميدالية الفضية لمنافسات مونديال ألعاب القوى المقامة حالياً ببيكين.

وأحرز ذهبية المنافسات الكينى يوليوس ييجو، بينما نال البرونزية الفنلندى تيرو بيتكاماكى. كان تأهل عبد الرحمن للنهائيات، عقب حصوله على المركز الثامن فى الترتيب العام لتصفيات مسابقة رمى الرمح، برمية قدرها ٨٢.٨٥ متر. وصعد اللاعب، سلفاً لأوليمبياد ريو دى جانيرو ٢٠١٦، عقب إحرازه لرمية قدرها ٨٢.١٤ متر خلال فعاليات بطولة الدورى الماسى لألعاب القوى. وأبدى عبد الرحمن سعادته بعد أن دخل التاريخ الرياضى المصرى من أوسع أبوابه بعد أن حقق الفوز بأول ميدالية لمصر فى بطولة العالم منذ انطلاقها عام ١٩٨٢، حيث لم يسبق لأى لاعب مصرى الفوز بميدالية فى ألعاب القوى سواء فى الدورات الأولمبية أو بطولات العالم وانها دفعة كبرى من أجل تحقيق ميدالية أولمبية بأوليمبياد البرازيل.

ومن أبرز إنجازات عبد الرحمن نجاح فى تحقيق رقماً قياسياً عالمياً، بعدما حقق رمية وصلت إلى ٨٩.٢١ متراً خلال منافسات الدورى الماسى لألعاب القوى فى الصين، ليحقق رقماً قياسياً أفريقياً ومحلياً أفضل رقم فى العالم هذا العام والبالغ ٨٥.٤٨ متراً وكان بحوزة اليابانى ريوى اراى، ولم يسبق لأى رامى تحقيقه منذ شهر أغسطس ٢٠١١ عندما حقق النرويجى أندرياس ثوركيلدسن رقماً قدره ٩٠.٦١ متراً، فى الوقت الذى يسيطر فيه التشيكى يان زيليزنى على الرقم القياسى العالمى تاريخياً منذ عام ١٩٩٦ برقم قدره ٩٨.٤٨.

وعقب عودته من الصين، توجه إيهاب عبد الرحمن إلى مغامرة جديدة عبر مشاركته فى بطولة العالم للقارات لألعاب القوى بمدينة مراكش المغربية، حيث نجح فى تحقيق الميدالية الذهبية للبطولة بعدما حقق رقماً قدره ٨٥.٤٤ متراً، متفوقاً على التشيكى فيسلى فيتزلاف، والتريندادى والكوت كيشرون. واعتمد الاتحاد الدولى لألعاب القوى الرقم الذى حققه إيهاب عبد الرحمن خلال مشاركته فى بطولة الدورى الماسى منتصف العام الحالى كالرقم الأول عالمياً خلال العام الحالى، ليظهر البطل المصرى فى مقدمة الرماة العالميين للعام الحالى، وهو ما يجعله مرشحاً لعدد من البطولات العالمية خلال الفترة المقبلة.



ACT had the pleasure to conduct this interview with Eng. Wael Abdul Aziz, Partners' Lead in Egypt. He started on 1st of Oct, 2015. Before that he has been working for Microsoft Gulf and Africa for 9 years then he is back to Microsoft Egypt.

He expressed his joy to be back to serve his passion being back to Egypt and engage with partners on a different level.

"My aspiration is that Microsoft partners in Egypt are to be recognized in Egypt and abroad. There is a great opportunity, and I've witnessed this with my eyes in East Africa especially in Ethiopia, there was a customer in Ethiopia that said I wish partners in Egypt would come over and work with us and ACT was one of the partners he mentioned. So, I see a great opportunity for partners to work in Egypt and abroad especially in the East-Africa region. Partners can operate in various areas like anything cloud related – that is a peak - whether productivity, platform, or development it has to be cloud related."

What are the most promising sectors you see growth potential now?

"Financial sector, Utilities, Oil & Gas (despite the drop in petrol price) are of great opportunities. Currently we are very cautious about what we invest and what we should invest in. Microsoft offerings delivered today through our partners can really enable them and make a huge ROI, cost is decreasing yes, but technology can help them make better use of their money. Also Hospitality is a very big area that ACT is leading in, Retail as well could be a good area to invest in. In addition to Real-Estate development in Egypt that is growing rapidly."

Moving from sectors to corporates, what's Microsoft plan to help corporates using these new tools you've mentioned earlier, the cloud - is there any methodology or a theory, or steps that you'll implement soon?

"Investing in our Customers and Partners, through Customer Cloud Academy & Partners Cloud Academy, and why we do this? As much as we are leveraging our technology to partners we expect the partners to deliver the best of technology practices to our customers. Also, we will train our customers on new Cloud solutions periodically to make sure they are

aware of Cloud benefits and how to easily adopt the cloud technology. Hence, being able to serve the customer by really getting our partners better every day. Also, we invested in local "Cloud Onboarding Center" that's mainly targeting our customers with help of our partners to go to the cloud."

Are there any partnerships between MS and industry companies?

"There are a number of acquisitions mainly to enhance our current product lines. In terms of cooperation we have great deals with Dell, HP even we announced around 2-months back that we are going with Dell to sell our Microsoft Surface as well as provide after-sales support to customers. We see it as the future for our services and penetration in market."

From your point of view, is there attractive technology that customer requests?

"Mobility, there is a competition in the cloud area, and MS is taking the lead of course there are black horses playing against us but we are in a very good position. Mobile apps provide great opportunities to grow, also we stretched our service delivery to other platforms not just Windows Phone, like iOS & Mac OS, Android. We have many apps for iPhone/iPad right now like productivity tools, Office 365 (Word, Excel, Outlook, OneNote), many people are replacing their native email on iPhone with Outlook. This is also applicable on Android phones. I'd see it's a great move, don't go and compete with the platform that use productivity tool in it. So the philosophy as I see it personally, set the change of how the company looks, instead of competing with the world go and cooperate with the world."

Are there any success stories / challenges related to cloud computing here in Egypt?

Challenges in adapting the cloud offering are still to go, I know there are issues with the internet bandwidth but again these are opportunities. For example, in Iraq which



Eng. Wael Abdul Aziz
Partners' Lead in Egypt- Microsoft

I was serving few weeks ago, Because of the instability, we are adopting customers on Azure easily, there is no one there can rely on their data center in Baghdad. So instead of using their data centers in Baghdad, they are going to the cloud and we are the only provider to them so it's a great opportunity because the infrastructure is not supporting. Almost 50% of Microsoft customers are on-boarded on MS Cloud, this is a great success in a very short-term. We've done Egyptian junior developer program this was 10 years ago, it was delivered in Cairo, Alexandria and Assuit, that was fully funded by Microsoft, in government high school asked each school to nominate 10-15 students and we gathered around 50 thousands students over the 3 governorates and we started teaching them the MS development tools and we now preparing ourselves to do this for females as well, so we are trying to focus on how to increase the female development capabilities as it's a huge opportunity because females in Egypt are so brilliant and they can serve the

The adoption of Windows 10 is going way better than versions 7 & 8, you've seen so many people not only from the end user point of view but also from development, security are really opting in

local market as well as the regional market so this is what we aspire to do. And we as a partner team agreed to ask our Certified Partners in Learning Solutions (CPLSs) to voluntarily offer a 40 hours/year for free for special needs people it can be the handicapped, the blind people, it can be females! They need to do charity 40 hours per year at minimum, we have 15 training partners so 15*40 = 600 hours of trainings and enablement to this kind, so this is going to be one of our future plan as well and I believe that our partners will volunteer even more.

How is Windows 10 launch doing so far?

I want to remove the word launch; Windows 10 picked up massively, we have exceeded 1 million devices for windows 10 in a very short span of time. The adoption of Windows 10 is going way better than versions 7 & 8, you've seen so many people not only from the end user point of view but also from development, security are really opting in. It's considered a cooperation with our customers and partners to make sure they deploy and install Windows 10 for the favor of their advantages and benefits they will gain after deploying the platform. It is a massive change in platform we are going to help our customers by adopting our product with several funds and several programs to facilitate the move. It's very easy to deploy windows 10, it can be done via internet

Can you elaborate more on the upgrade to Windows 10 being free?

Actually any customer that has Windows 8, Windows 7 licensed original version of such old Windows they will have the ability to go to Windows 10 for free, I believe that this huge move in Microsoft strategy not to sell a product but giving for free. It's a belief in our platform, its good it's smart, it's super actually to fulfill our enterprise and consumer customers' needs.

Can you please tell us about current Microsoft devices

portfolio and what is the plan for new products planned to launch soon?

5 years ago there was nothing from the hardware side called Microsoft, rather than the Xbox and desktop accessories... Looking at the strategic moves again, as Satya Nadella MS CEO, and his vision to really integrate with hardware. For example, this kind of tablet motion worldwide is doing great and the tablet penetration compared to this club definitely, it's very clear MS was jumping into this area with a Surface for consumer, small and medium, so now I can say we are going there. We're selling Surface Pro 3/4 and now Surface Book in main World cities, now we co-operate with Dell as great driver to sell and support to expanded markets in addition to their product line-ups, we're cooperating on how to position the product and over stepping others, how we're going to compete and how we are going to cooperate, so it needs some strategic planning but yet we are really adding to our portfolio this kind of offers that were not there before. I personally feel that we are on the right track and am really happy with the stuff we are doing and it really touches the heart and mind of every single person, it can be a student in the school, a professor at the university, it can be an enterprise, small and medium business so now MS sold the hardware offering and the software offering specially the cloud offering is really over the planet to really fulfill the mission that we need to enable every single person in the planet to do a better job.

Any new devices to be launched?

Earlier this month, we launched the Surface Book and Surface Pro 4, and we launched also the Lumia 950 and 950 XL, with first Phone-to-PC converter/dock station. We launched the next generation of MS Band 2.0 which is a more of activity tracker, health monitor and be productive even while playing by receiving text messages, and calendar alerts. HoloLens is going to be launched very soon to the developers, and is expected to redefine the gaming industry and business side as well,

exactly like what we did before with Xbox Kinect.

What about Azure progress and market share?

As per Gartner's, we are in the leaders' quadrant right now. We competing big time with Amazon of course which is 5 or 6 years old before we launched our Azure technology, we are competing head-to-head maybe we are exceeding them in some features that they really cannot offer, needed to say that we launched for example ERP on cloud. We've our products ready for cloud & provide best integration with azure platform. We see in near future that you just need your user device (Laptop, tablet, or Phablet) to go online and access all your ERP information with minimum initial investment.

How do you see ACT's growth rate for FY15/16?

ACT is rapidly growing especially in Microsoft area and it's seen in Government sector, oil and gas sector and in the banking sector they have to feel the benefit of having our software as Microsoft/ACT. We are both growing and yes we achieved several success stories with ACT and the list is huge so let's focus on making those customers happy.

Would you like to convey a message to Microsoft partners and specifically ACT?

I see great opportunity for ACT from the cloud and deployment, there is a huge opportunity that ACT can benefit its customers out of it. I see ACT in their great sales people and great technical people that are able to drive the Cloud growth in Egypt. ACT should look for opportunities outside of Egypt, specifically in Africa, you have great opportunity because of your excellent reputation, your history, your big portfolio to really go there, so it can be another shift and milestone for ACT.



8 LEADERSHIP TRAITS

Are Critical For Success



Today's business world is as complex as ever. And it's always changing.

Ray Carvey, executive vice president of corporate learning at Harvard Business Publishing, a subsidiary of the Harvard Business School, says management structures today are very different than 20 years ago, namely because of the middle manager. Carvey describes today's business world as "volatile, uncertain, complex, and ambiguous," and says it's crucial to stay productive through this time of change.

According to Harvard Business Publishing's recent report, "Leading Now: Critical Capabilities for a Complex World," there are eight critical capabilities leaders must possess to be effective today.

LEADERSHIP
IS THE
CAPACITY
TO TURN A
DREAM
INTO
REALITY.

1 EFFECTIVE LEADERS MANAGE COMPLEXITY

"Leaders who know how to manage complexity are skilled at solving problems and making decisions under fast-changing systems," the report says. Even before any definitive information is available, effective leaders must assess a situation's complexity and choose appropriate courses of action.

2 EFFECTIVE LEADERS MANAGE GLOBAL BUSINESSES

Carvey says that managing a global business wouldn't have made the list 10 years ago, but today, understanding global markets and knowing you're in a global market is key. Leaders must maintain a global focus on a day-to-day basis. "This includes assessing what's happening with consumers, competitors, the economy, and the politics of the markets in which their businesses operate," according to the report.

3 EFFECTIVE LEADERS ACT STRATEGICALLY

Just as thinking globally is a must, a forward-thinking approach is also necessary. "While older practices focused on long-term strategy development, today's world requires a more continuous process: Leaders must always be prepared to adjust their strategies to capture emerging opportunities or tackle unexpected challenges," the report says.

4 EFFECTIVE LEADERS FOSTER INNOVATION

With the ever-increasing levels of competition, "no strategy can sustain a company's competitive edge indefinitely," the report says. Regardless of how successful something may be, there can always be an emphasis on innovation. Effective leaders understand this and are focused on taking a business to the next level.

5 EFFECTIVE LEADERS LEVERAGE NETWORKS

Successful leaders take networking beyond advancing their own careers, the report says. Rather, they view it as a way to benefit the organization and create relationships with "customers, suppliers, strategic partners, and even competitors." No matter how it's used, though, effective leaders in this category must "demonstrate a talent for collaboration," according to the report.

6 EFFECTIVE LEADERS INSPIRE ENGAGEMENT

It's absolutely crucial to keep employees at all levels of an organization interested and engaged in the work being done. It's all about giving them a feeling of value. Simply retaining employees isn't the goal. "People can occupy jobs for years, but they won't create value for their organizations if they're not invested in their work," the report says. It's up to the leader to ensure employees actually feel that they're making a difference.

7 EFFECTIVE LEADERS DEVELOP PERSONAL ADAPTABILITY

Again, this is a matter of understanding the continuous change that's occurring. Something that may have worked brilliantly in the past won't necessarily work again. "Adaptable leaders steer clear of a 'that's how we've always done it' mentality," the report says. Instead, they look at new realities through fresh eyes so they can spot and seize valuable opportunities.

8 EFFECTIVE LEADERS CULTIVATE LEARNING AGILITY

Learning agility is the trait most everyone struggles with, Carvey says. As business strategies and models evolve, the leader must, as well. Effective leaders take the initiative in finding opportunities to learn. "They continuously experiment with new approaches, using techniques such as rapid prototyping," the report says. "And they take time to reflect on their experiences so they can learn from successes and failures."

Keep in mind, however, that as the business world continues to change, the key traits necessary for leaders to be successful may also change. In a volatile environment, the ability to react to new scenarios is imperative.

Author: Steve Benna
Benna writes for the strategy vertical at Business Insider. He graduated from the University of Missouri in May 2015 with a major in business journalism and a minor in business.

HP Converged Infrastructure



Max Burger *Introduces Mobile Ordering, Another Innovation Made Possible by Oracle's Cloud Integration Tools*

Max Burgers has become the first fast-food restaurant chain in Sweden to have a mobile ordering application that allows customers to order directly through the app, with the help of Oracle's cloud integration tools.

On Wednesday 2nd June, Max Burger launched its mobile application, providing customers with a simplified ordering process and taking consumer self-service to a whole new level.

Customers can now place their order in advance, pay for it and then collect it from the express checkout by showing their electronic receipt when they arrive at the restaurant of their choice.

When the ordering process begins, Oracle's cloud integration tools will enable customers to see menu options, pricing, and promotions through the app that are correct for the Max Burger restaurant that the customer wishes to collect from.

Customers can be assured that the information they are seeing is correct as of that time, preventing any pricing or stock issues from occurring.

Oracle's cloud integration tools allow the mobile application to integrate with each individual restaurant site. When an order is placed, the tools take the order and send it through to the Max Burger restaurant that the customer has specified they want to collect from. Customers are also provided with the opportunity to specify their collection time, ensuring that all orders are freshly prepared and the customer receives a freshly cooked meal upon their arrival.

The mobile application has enabled Max Burger to offer its customers smarter technology solutions, helping to simplify the ordering process and provide the opportunity of being able to order from anywhere, whilst on the go.

With the mobile application, the overall guest experience is enhanced, the ordering process is simplified and there is no compromise on the quality of the meal that is being served to the customer.



ORACLE®

“**FY15** was a successful year for **Cisco Egypt** with a strong growth and many Big Wins. From my point of view, the win of all the major strategic projects in Egypt last year was the most successful achievement for Cisco Egypt.”

EMC and Cisco are completely committed to delivering value through **VCE** and our other joint solutions.

1- How do you evaluate the business results of FY15 for Cisco in Egypt, what were the most success and challenging points and what do you expect Cisco results in FY16?

A. FY15 was a successful year for Cisco Egypt with a strong growth rate and many Big Wins. From my point of view, the win of all the major strategic projects in Egypt last year was the most successful achievement for Cisco Egypt.

2- What are the opportunities you see during the upcoming period, considering the financial and political situation?

A. I believe Cisco can play an important role in our Country Transformation and Digitization for all Segments; Service Providers, Government, Enterprise Accounts and the Mid-Market. I can see a huge opportunity in the Egyptian Market with some challenges like the foreign Currency and Economic Struggling we are facing.

3- From Cisco point of view what are the most attractive technologies for the upcoming period?

A. I believe the next Market Transition is about Digitization. Some Customers in the US and Europe created a Chief Digitization Officer to manage the Digitization Strategy for their Business. Digitization includes many Technologies like Big Data Analysis, Social Media, Cloud, Internet of Things, Smart Cities etc. Cisco can help our Customers in the Digitization Journey through main three Pillars – Automation, Simplicity and Security.



Mr. Ahmed Nabil - Area Partner Manager



4- How do you define "Internet of Everything" and How will IoE impact Cisco's business?

A. IoE is simply connecting the unconnected. Our Objective is to connect People, Process, Data and Things helping our Customers to boost productivity, improve Customers Experience & Satisfaction, increase Profit and Automate the Business Process. IoE is a huge market for Cisco opening new opportunities and positioning us as a real Trusted Advisor to our Customers. With IoE and the right Eco-Partners Model, Cisco will be more relevant to our Customers' Business.

5- What are the most promising sectors cisco are targeting to focus on?

A. There is no preference to a certain segment in Egypt. We are focusing on Transforming our Country by developing all the segments whether with the Government, Service Providers or even the Private Sector in Egypt.

6- How do you see the role of Cisco in the national initiative projects like the new Suez Canal?

A. As mentioned, Cisco is a key Player and real enabler when targeting a real Country Transformation. Connected Government, Strategic Projects, Education and Health are some of the areas where we can help to Transform and Provide Better Services to our Citizens.

7- After EMC acquisition by Dell, will affect Cisco and EMC partnership?

A. EMC2 and Cisco are completely committed to delivering value through VCE and our other joint solutions. VCE will be a very important part of the new combined company and EMC and Cisco are committed to working together to ensure that we continue to deliver the industry's best Converged Infrastructure customer experience.

8- Provide us with an exclusive Cisco news for our Newsletter.

A. Cisco Systems agreed to buy privately held network security company Lancope Inc. for about \$453 million. Lancope provides network behavior analytics, threat visibility and security intelligence to help protect companies against top cybersecurity threats.

9- What is your message to ACT

A. Catching Market Transitions and Transforming the Company to meet the new Challenges and new Market Trends is one of the Key Factors for sustainable success and growth.

Big Deals 2015



Big Deals 2015



CLOUD COMPUTING INDUSTRY GUIDE

BIG DATA

01

Unsurprisingly, a huge collection of data. As a result of storage limitations, many companies are choosing to store their data in the cloud. The aim is to analyse and archive as much information as possible, to identify and exploit future trends.

PUBLIC CLOUD STORAGE

03

When a service provider makes resources, such as applications and storage space, available to the general public over the internet, free of charge or on a pay-per-usage model. The opposite of a private cloud, implemented within the corporate firewall, under the control of the IT department.

PLATFORM AS A SERVICE (PAAS)

05

A cloud platform service, whereby the operating system is delivered as a service over the internet by a provider. Customised applications can be built and hosted outside of the customer's own system. For example, Microsoft Azure provides a popular PaaS.

INFRASTRUCTURE AS A SERVICE (IAAS)

07

Cloud infrastructure services deliver computer infrastructure. Rather than purchasing servers, software or network equipment, clients instead buy those resources as a fully outsourced service.

DISRUPTIVE TECHNOLOGY

09

An innovation that improves a product or service in unexpected ways. Cloud computing is often referred to as a disruptive technology because it has the potential to completely change the way IT services are procured, deployed and maintained.

02

INTERNET OF THINGS

Interconnectedness of different devices through that well-known medium: the internet. By connecting machines, a manufacturer can create intelligent networks able to communicate and control each other with reduced human intervention.

04

HYBRID CLOUD

A networking environment that combines aspects of both public and private clouds.

06

SOFTWARE AS A SERVICE (SAAS)

Cloud application services delivered over the internet by the provider, so that the applications don't have to be purchased, installed or run on the customer's computers. The service provider hosts the software so you don't need to install it, manage it, or buy hardware so you don't need to install it, manage it, or buy hardware for it. All you have to do is connect and use it.

08

CLOUDBURSTING

In the unfortunate event that you run out of computing resources, you can spill the excess workload to an external cloud on an on-demand basis.

10

VISUALISATION

The act of creating a virtual version of something, including but not limited to a virtual computer hardware platform, operating system (OS), storage device or computer network resources. In many ways, the precursor to cloud computing in the automation sector.



Windows 10



One converged platform

Egypt is fast adopting innovation in IT and moving ahead into the Idea Economy.

Government and private business use advanced technology to take advantage of new ideas, develop new business opportunities and satisfy fast shifting customer needs.

Biography:

I hold degrees in MSc in Digital Communications, MBA and have 9 years of experience in HP and 18 years in the industry. For the last 3 years I am in the HP Servers Business Unit, with direct responsibility for Egypt in 2015.

What are FY15's results and how far is it from the planned?

IDC, a consultancy, projects market for servers in Egypt to grow in 2015. IDC also places HP ProLiant servers as the preferred X86 server brand in Egypt (#1 market share of x86 server revenue in 2014, IDC). Considering the published results for the first half of 2015, I expect to maintain the #1 position this year and benefit from the market expansion.

What's your vision FY16?

As economic climate in the country continues to improve, the investment in IT as a mean to improve productivity is expected to ramp up. There are headwinds for emerging economies on regional and Global levels; so far, Egypt has managed to maintain its path to growth and I am optimistic for 2016 too. On a Global scale, we move further into the age of relentless, disruptive change for businesses and governments. The ceaseless information flows, the growth and proliferation of apps and data, the new channels, markets and business models put IT in the center of any strategy. Companies need IT solutions that can move at the speed of business to survive and thrive in

The Idea Economy. The Idea Economy requires a New Style of Business. This New Style of Business demands a New Style of IT.

Give us a brief on Moonshot systems what are your expectations about the new Moonshot systems in the different sectors and markets?

As the leader in the x86 server market for 77 quarters, more than 19 consecutive years (IDC Worldwide Quarterly Server Tracker for 2Q15, August 2015) Hewlett Packard Enterprise is expected to deliver solutions for the challenges in the IT industry for the new Idea Economy. HP Compute portfolio based on ProLiant Gen9 servers addresses besides performance, reliability and financial return also reduced environmental footprint.

In this respect, the best-selling HP ProLiant BladeSystem solutions Gen9 is EPA ENERGY STAR® Certified. Furthermore, HP Moonshot System is the forefront of miniaturization and density in commercial servers for better use of data center space and power.

The latest addition to the HP Moonshot family since the end of September is the improved Moonshot-45c Switch Module. Today, enterprises can implement HP Moonshot solutions for: Mobile Workspace, Media Processing, Big Data and Analytics and Web Infrastructure.

Give us a glimpse on Cloud technology now and in the future.

Cloud Computing responds to the business requirement to provide fast access to infrastructure services (IaaS) for development, testing and production



Florin Hanes - HP Servers BU Manager, MEMA Developing Markets.

On a Global scale, we move further into the age of relentless, disruptive change for businesses and governments.

Companies need IT solutions that can move at the speed of business to survive and thrive in The Idea Economy.

“Hewlett Packard Enterprise offers transformation to a hybrid infrastructure as one of the key actions to enable businesses to compete in the new Idea Economy.”

workloads. A hybrid infrastructure balances the need for agile cloud-based applications with traditional on-premise applications – and also allows Hewlett Packard Enterprise customers to specifically design an infrastructure that works for them.

Multiple technologies to create and deliver Cloud services are maturing and converging to an industry standard based on OpenStack®. HP is setting the trend with extensive participation to the OpenStack® community; as result, HP Helion CloudSystem is a transformational private cloud solution powered by HP Helion OpenStack® technology and developed with an emphasis on automation and ease of use.

From an infrastructure perspective, Cloud Computing gives unprecedented opportunities to small and medium IT users to benefit from economies of scale. As with HP Moonshot, HP provides

tailor-made solutions for the new wave of Cloud Service Providers.

In GEN 9, what's new?

HP ProLiant Gen9 servers were expected to reach new record levels of performance and they have exceeded these expectations benefiting from HP innovations in Smart Memory, storage and network communication and RAS+ features in Mission Critical Superdome-X. In addition, the new ProLiant generation matches the right compute with the workload at the right price.

Emphasis is given to efficiency in use of resources to optimize the cost of technology, so users have the option to focus on the critical components for their workload and eliminate bottlenecks and redundancies. For example, servers connected to SAN storage can use fast and efficient flash memory for boot, eliminating expensive Hard Disk drives and controllers.

A third area of transformation introduced by HP Servers is the ease of management through HP OneView. Software-defined HP OneView is a single converged management platform designed for the way people work, not how devices are managed. HP OneView unifies processes, user interfaces (UIs), and the application programming interfaces (APIs) across server, storage, and networking resources and automates lifecycle management to simplify operations. This is how fast, simple and efficient IT works.

How you see the Egypt Market and potential the coming period?

Egypt is fast adopting innovation in IT and moving ahead into the Idea Economy.

Government and private business use advanced technology to take advantage of new ideas, develop new business opportunities and satisfy fast shifting customer needs.

Hewlett Packard contributes transformation of existing IT environments into more efficient, more productive and more secure ones, bridging the traditional to the new. We will enable organizations to act rapidly on ideas by creating, consuming and re-configuring new solutions, experiences and business models in The Idea Economy.

The pool of educated talent in the country combined with investments in technology will reaffirm Egypt's position as IT hub for Middle East and North Africa. Hewlett Packard Enterprise is proud to be part of the country's advance into Idea Economy.

Cloud Computing responds to the business requirement to provide fast access to infrastructure services (IaaS) for development, testing and production workloads.

Hewlett Packard Enterprise

رنيم الوليلي

(بطلة مصر فى لعبة الاسكواش ٢٠١٥)

رنيم محمد ياسر سعد الوليلي (مواليد ١ يناير ١٩٨٩ من الاسكندرية) بطلة مصر فى لعبة الاسكواش والمصنفة رقم ٢ عالمياً هى أهم بطلة عربية وأفريقية فى لعبة الاسكواش والتي نجحت الشهر الماضى فى تحقيق إنجاز تاريخى غير مسبوق لمصر بالفوز ببطولة الأبطال للأسكواش (جى بى مورجان) المقامة فى الولايات المتحدة الأمريكية لتضيف إنجازاً جديداً لسجل الإنجازات التي حققها ومازال يحققها لاعبو الاسكواش المصريون فى مختلف البطولات، وتكون رنيم هى أول مصرية تفوز ببطولة الأبطال.

المفاجأة أن رنيم وصلت إلى هذه الإنجازات بمجهود فردى تماماً دون أى مساعدة من الدولة أو اتحاد اللعبة لدرجة جعلها تتحمل نفقات سفرها إلى البطولات الدولية. رنيم قصة نجاح لبطلة رياضية لها ثقل عالمى، ونموذج مشرف للمرأة العربية، حاورناها لتقترب أكثر من نقاط النجاح والتميز فى حياتها وإلقاء الضوء على أفكارها وأحلامها وروشتة الوصول لهذا التميز والافتداد.

أهم إنجازات رنيم الوليلي:

فازت بلقب اتحاد المحترفات كأفضل لاعبة شابة فى عام ٢٠٠٤.

فازت ببطولة العالم للناشئات مرتين عامى ٢٠٠٥ و ٢٠٠٧.

فازت ببطولة إنجلترا المفتوحة للناشئين ٦ مرات.

حصلت على بطولة العالم المفتوحة للجامعات عام ٢٠٠٨.

لقب فريق سيدات العالم فى ٢٠٠٩.

ذهبية بطولة دورة الألعاب العربية ٢٠١١.

أحرزت لقب بطولة ماليزيا المفتوحة ٢٠١٢.

المركز الثانى فى بطولتى «كارل ويمر أمريكا المفتوحة» ٢٠١٢.

التصنيف الثانى على العالم ٢٠١٢.

بطولة كليفلاند كلاسيك الدولية المفتوحة للأسكواش ٢٠١٢.

بطولة هونج كونج المفتوحة ٢٠١٢.

المركز الثانى فى بطولة «مترو وإيندى سيتى» ٢٠١٤.

المصنفة الثالثة على العالم ٢٠١٤.

بطولة الأبطال للأسكواش المقامة فى الولايات المتحدة الأمريكية ٢٠١٥.

المركز الثانى بطولة كليفلاند كلاسيك ٢٠١٥.

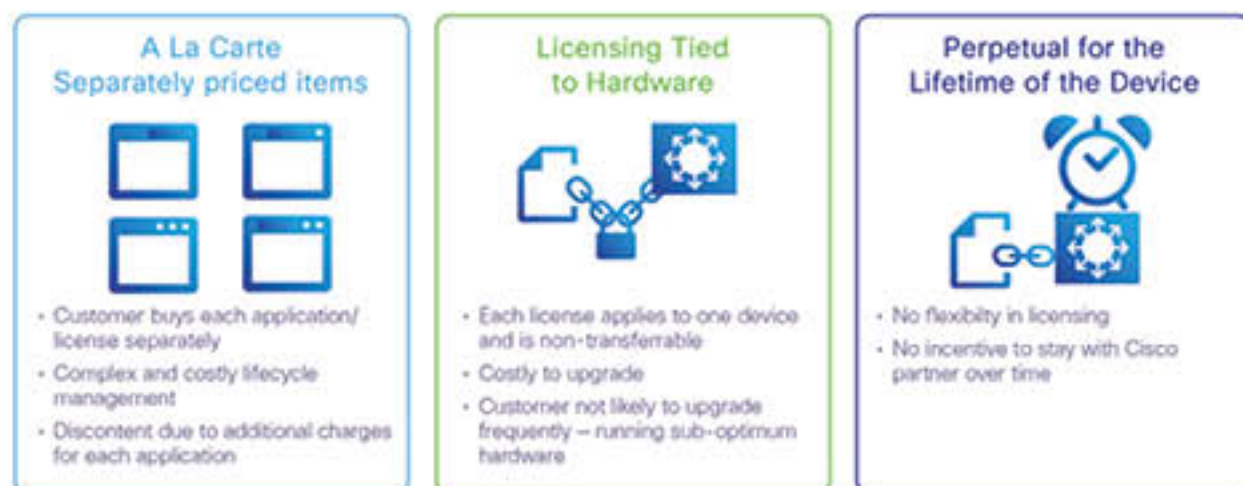


Cisco ONE Software Overview

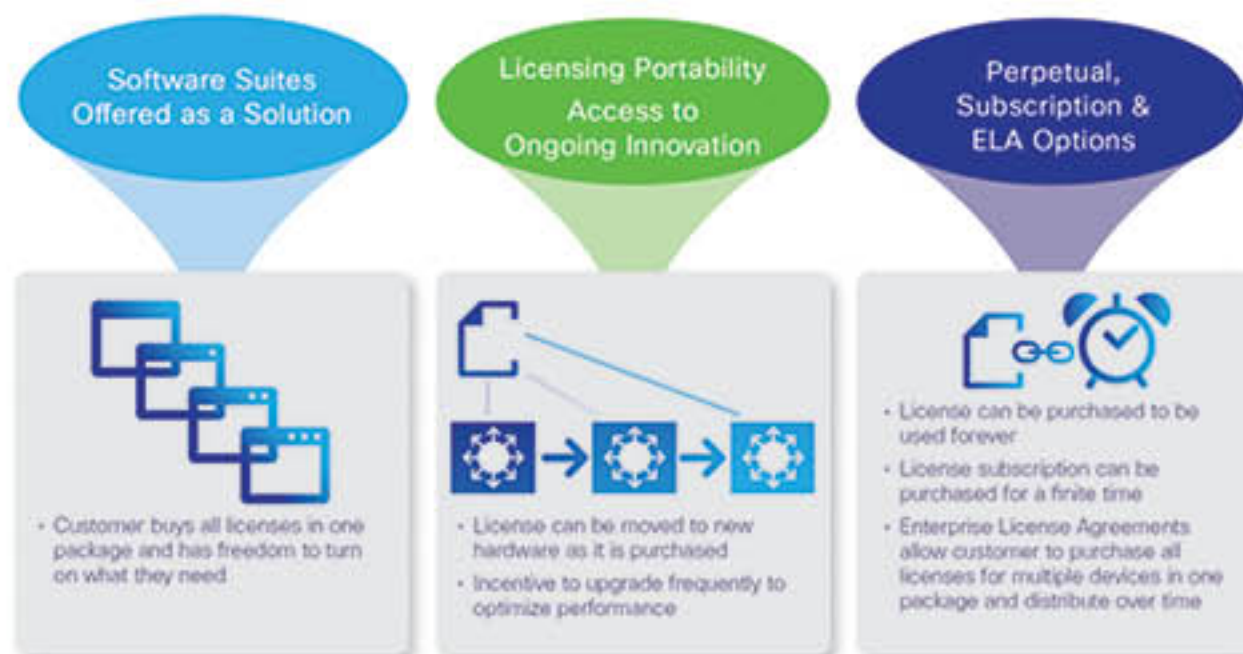


What is Cisco ONE Software?

The Old Way: Purchase Each Application/License for Each Device



The New Way – Cisco ONE Software:
Buy All Applications/Licenses as a Suite



Cisco ONE Software Overview



Value for Our Partners

Cisco ONE Software Helps Partners Offer More and Receive More



Cisco ONE Software Overview



Cisco ONE Software Elevates the Customer Conversation

	License Sale	Bundle Sale	Cisco ONE Software Sale	Cisco ONE Software Subscription Sale
Price	\$\$	\$\$	\$\$\$	\$\$\$\$\$
Value	\$\$	\$\$	\$\$\$\$	\$\$\$\$\$
Partner Sales Conversation	IT Manager What bundles do you need this quarter?	IT Manager What bundles do you need this quarter?	IT Director What solutions do you need in the next 12 months?	CEO What's your 3 year plan? What's your 5 year plan?
Partner Deal Economics	License features	Improved sales productivity	Increased deal size and services	Extended revenue and hardware pull through

Cisco ONE Software Economic Perspectives

	For Cisco & Partners	For Customers
Business Model Drivers	Cisco ONE drives MORE SALES	Cisco ONE IS A BETTER VALUE
Upsell	A higher software feature attach rate than when I sell Cisco software features standalone	More software at a bundled price that is lower than purchasing Cisco software a la carte
Competitive Spend	Capture additional customer budget that is historically spent on competitive products	Lower pricing compared to purchasing multiple solutions from multiple vendors, which often requires both hardware and software
License Portability	Opportunity to sell the next generation of hardware	Lower total cost of ownership over the life of the device

Learn How to Create Deep Roots and Improve Customer Stickiness

Visit cisco.com/go/one



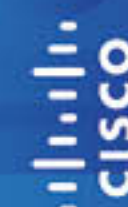
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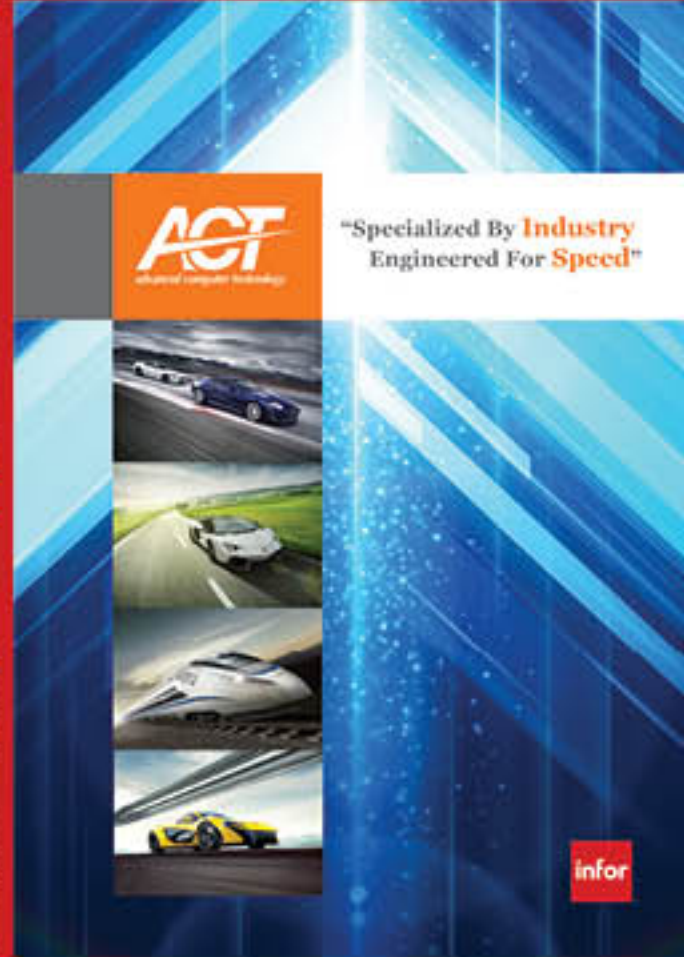
Egypt
July 2014 – July 2015

Edson F. Pires
Senior Vice President, Worldwide Channel



Validate this certificate at:
cisco.com/go/partnerlocator

In May 2015, ACT held an event in cooperation with Infor. With the title of:
“Specialized by industry... Energized for speed”
 event was run at Fairmont towers Heliopolis.



Event basically was emphasizing on a number of hot topics in the field of enterprise asset management and performance management that concern the industry.

Feedback on the event showed how effective was it and how it was organized in a good manner.



We have a standard methodology that identifies key development areas as per clients' needs. The process starts with assessment, to identify the gap of the current situation of employees or individuals (universities, students...).

Please introduce yourself and give us brief about New Horizons business and services.

I am Maha Fawzy, the director of the business skills training unit which includes management, soft skills and language training. We are a training provider offering so different lines of services: we have the IT training unit and the business skills, management and language training unit. We are specialized in training different segments such as companies including local and multinational, small, large and medium enterprises, government and university students.

To what extent do you think the training services contribute to leveraging employees' performance?

We actually contribute to the development of the skills in different segments whether for companies or employees in different levels starting from entry level employees moving up to senior levels, supervisors, managers, directors and top management. In addition to that and as part of our mission, we help youth, university students and fresh graduates to acquire employability skills that the market requires hence, increasing their employment opportunities and helping them build their careers. Government is also a segment that we cooperate with in efforts to help employees acquire the skills that improve the efficiency and effectiveness of their performance.

Can you tell us which methodology you adopt to overcome the gap between our educational system and the market needs?

We have a standard methodology that identifies key development areas as per clients' needs. The process starts with assessment, to identify the gap of the

current situation of employees or individuals (universities, students...). We use different types of assessment depending on the objective and the participants' level. Then we determine the competencies that need to be leveraged. Afterwards, we start designing the courses which are - most of the time - tailored to the client's needs. Finally, after designing the course based on the competencies, we ensure that the training methodology matches the objectives of the course and the competencies to be developed.

What are the new training trends and concepts that are being applied internationally?

Training trends nowadays focus a lot on "Experiential learning" or "learning by doing" which includes different methods like business simulations, game based learning, and task based learning. Social learning is also a new trend that is based on the utilization of different social media learning channels. Coaching and mentoring are also very effective trends that are being used widely nowadays to ensure behavioral development.

ACT and New Horizons have a strategic partnership that is highlighted in a long-term-program frame; can you tell us more about this partnership and these strategic programs?

We have been cooperating with ACT for the past four years. Our cooperation started with a simple idea. The idea was to assess managers' competencies in order to identify their strengths and potential as well as main areas of development. When we started working together we discovered a lot of potential for long term cooperation. We designed a leadership competency model for ACT. Then we



Ms. Maha Fawzy
Director of Business Skills Training Unit

all the leadership competencies needed. Hence, our long term relationship was established and we partnered with ACT to deliver development programs for their current and potential leaders. We enjoy working with ACT very much. Their staff is highly qualified and has a lot of potential for growth and development, and I would say that ACT's attitude is what helped us continue working with them, because if we are offering or proposing solutions that the client is not willing to listen to or invest time, effort and money in, then it is simply a waste of time. That's why ACT's Top Management strong belief in people development is the key factor in building our strategic and continuous relationship with ACT. We are always working very hard to ensure that our partner is satisfied because our partnership has always been a win-win relationship.

Can you elaborate more about the programs running in ACT?

We run leadership development programs that include competencies that are knowledge based, skill based and behavior based. Examples of knowledge

"believing in people development - is a key competitive advantage of ACT that holding on to will definitely maintain the success and growth of ACT." You develop people and they develop the business.

based competencies are strategic planning, project management, total quality management, risk and crisis management. Skills based competencies are like negotiation, communication, team building, conflict management, and emotional intelligence. While attitude or behavior based competencies include trust building, conceptual thinking, and objective judgment.

From your experience what's the impact of the programs on human resource development in ACT?

For ACT it's not just a training program, it's a long term development program. There's training, following up on training through coaching which is of huge importance to ensure implementation of action plans as well as sustainability of development. I believe the impact demonstrated was mainly in creating alignment and common language among leaders, being able to resolve problems with minimum escalation and working together as a team. Also, the competencies developed were incorporated and utilized in setting ACT's business plan.

What values did you find inside ACT since you started programs till now?

A core value that I can see inside ACT is the belief in people development, from all levels involved whether top management or directors and senior managers. Also I can see the family atmosphere which has even extended to the relationship between New Horizons and ACT teams. Another value which is clearly demonstrated in ACT is the high level of loyalty of its employees. All those who work for ACT love ACT and really want to do something better for it. This is a value that we don't find a lot in other organizations. Also, ACT's

staff have very strong passion for their jobs and love what they are doing which is a key factor of success. There is also agility and a high level of flexibility inside the organization that gets people to cope very quickly to the situation and be able to adapt to what's needed.

Referring to the Team Building program what was the outcome of it?

Team building was one of the competencies in the leadership development program. In the program, leaders are divided into 2 waves: current and potential leaders. That's one of the great things inside ACT which is succession planning. They are building a second layer or a pipeline of leaders which is a strategy that doesn't exist in some Egyptian companies. In the Team Building event, we grouped current and potential leaders together aiming to have different levels of leaders work harmoniously. Teams were also grouped cross functionally for the purpose of networking and reinforcing departmental and organizational communication as one team working towards one common goal. All this was done ensuring that the main theme of the day "Learning through fun" was achieved. The design of the day had different games with specific objectives to be achieved for each game. Teams have to reflect on the experience of each game; think about their performance; what they did well as a team, what they can do better, how they can understand each member's potential and be able to optimally utilize the team resources, how to divide team roles, how to solve a problem together, how to communicate and how to achieve together as a team. I truly believe that the objectives of the

day have been achieved and the performance of the teams was enhanced greatly.

Convey a message to ACT staff and Management.

My message to ACT staff is "focus on self-development". It is a continuous process and sky is the limit to learning and development. Always think about what you can do better and how you can develop more. Remember, people don't grow by accident and success never just happens. It is an outcome of a "can-do-spirit". Never lose that! Even leaders know that a main criterion to their success is "personal proficiency". Always work on that. I'd really like to thank the leaders we worked with for their high level of commitment, passion, and enthusiasm that they've always demonstrated and for being such a great team to work with. We enjoy working with everyone. So thank you for being such a wonderful team, and for being easy to work with. As for ACT management my message is "believing in people development - is a key competitive advantage of ACT that holding on to will definitely maintain the success and growth of ACT." You develop people and they develop the business.

Another value which is clearly demonstrated in ACT is the high level of loyalty of its employees.


New Horizons®
CHOOSE. LEARN. SUCCEED.®

Simphony – A Superior Advantage Expanding with your Business

Revolutionary Technology Enhancing Guest Satisfaction

Simphony™ ensures prompt food and beverage delivery, loyalty tracking, and general ease of service while satisfying guest expectations and increasing employee efficiency. The system features unprecedented enterprise management and reporting, allowing simplification of operational management. Simphony™ is exceptionally flexible and scalable, meaning it can grow with your developing business.

Bring immediate service to your guests with MICROS mobile devices for Simphony™. Process credit and loyalty card payments anywhere at a moment's notice. Increase speed of service and security - the credit card never leaves the guest's sight!

Improve communication between kitchen, management, and staff, with Simphony™ KDS (Kitchen Display System). Increase kitchen efficiency and improve operations through a cost saving paperless kitchen environment. View real-time operations with status, timers, and drill down capabilities for easy access to order-specific information. With KDS, performance data is captured for reporting and analysis allowing problem areas to be pinpointed and addressed.

Centrally manage your entire system from anywhere. Simphony™ can be deployed from a single site to thousands - across brands, time zones, and even continents. Our back of house software allows management from a single application.

Spend more time focusing on your guests. Let MICROS manage your technology for you by hosting in the cloud and improve your on-site infrastructure cost and server maintenance. Gain new or improved Simphony™ functionality with simplified upgrades, and reap the full benefits of your MICROS software purchase by completing patches and fixes quickly.

Increase your sales and control your labor and food costs with real-time web-based and interactive reporting capabilities. With a complete set of mobile reporting, auditing, and analysis tools designed to excel your business, Simphony™ can retrieve financial data at any level of your enterprise onsite or off, as well as drill down to very specific data without running multiple reports.

Profit From:

- Mobile capabilities for fast service anywhere
- Paperless Kitchen
- Superior architecture, scalability, resiliency, flexible configuration deployment options, and integration
- Actionable Reporting
- Adding advanced security to protect systems from theft, whether from employees or guests



Deliver the same great guest experience online or off. Simphony's™ resiliency allows seamless continuation of business operations in the event of a network failure.

Keep guests loyal and increase visit frequency. MICROS iCare supports gift cards and loyalty programs allowing your guests to take advantage of your services as well as track their purchase history and redemption points. We have third-party integration capabilities to fit all of your needs.

Increase security with a system that is PCI-DSS certified and ready for Point-to-Point Encryption with tokenization or EMV.

Find out more about how MICROS can help you grow

Get in touch with us for more information or speak with one of our trusted advisors.

Phone: 866.287.4736 (US and Canada)

MICROS Systems, Inc.

7031 Columbia Gateway Drive
Columbia, MD 21046-2289, USA

Sales information:

Phone: 443.285.6000

E-mail: info@micros.com

www.micros.com

Fast Casual with Simphony™

MICROS Simphony™ was intrinsically designed to serve and enhance the food & beverage industry. It features a multitude of functions created specifically for fast casual environments, including tools to improve order accuracy, speed of food delivery, loyalty tracking, and much more. In conjunction with superior real-time reporting and enterprise based configuration, Simphony™ Point-of-Sale is the preferred software platform for fast casual environments.

Increase speed of service with mobile app payment. Stand out from your competition by offering mobile payments that increase customer engagement and move them through the line faster. MICROS works with leading mobile payment providers like PayPal, Google Wallet, Isis, and more.

Unparalleled speed of deployment. Easily share Simphony™ configuration between sites streamlining to future locations.

Improve accuracy and speed of service with the conversational ordering feature. Orders may be entered into the POG in the sequence that they are given, greatly simplifying the ordering process.

Increase order entry speed with the automatic combo recognition feature. Simphony™ automatically recognizes combo meals based on items ordered, calculating special pricing to ensure discounts are never missed, and improving order entry time.



Profit From:

- Increased guest satisfaction with the mobile app payment feature
- Automatic combo recognition and conversational ordering increases ordering efficiency and accuracy
- Online and call ahead orders automatically sent



Boost guest loyalty with MICROS iCare. Reward and encourage repeat customers by allowing them to track their progress and take advantage of your services.

Simphony™ offers scanner and scale integration, ideal for a deli, buffet, or basic retail environment.

Your future orders will always be on time. Simphony™ automatically sends online and call ahead orders to the kitchen based on when they are needed.

ORACLE

The Internet of Things Move In

Would find value in smart HOME solutions

smartphone owners	65%
all consumers	55%
consumers willing to pay for smart home solutions	71%

SMART HOME % of most valued technologies

CONNECTED CAR % of most valued technologies

Would find value in connected CAR solutions

smartphone owners	72%
all consumers	63%
consumers willing to pay for connected car solutions	60%



Home Control
lights, heating and burglar alarms controlled by smartphone

47%

Home Monitoring
in-home camera footage viewed and controlled by smartphone

40%

Entertainment
entertainment systems display social media postings

20%

Appliance Control
sensors in appliances send notifications to smartphone

18%

Landscape Control
landscape systems measure plant moisture, watering only when necessary

9%

Younger Generations (18-24)

- 17%** Compared to other consumers surveyed, the youngest generation valued landscape control the most. Do they not want to do their chores?
- 16%** Surprisingly, the youngest generation is also the age group most interested in self-driving cars. Would they rather text than get behind the wheel?

Traffic/Weather
real-time traffic and weather updates displayed on in-car screens

40%

Navigation
mapping and route optimization

39%

Maintenance
automated diagnosis and tracking of vehicle's systems

28%

Access
remotely lock and track vehicle via Internet-connected device

23%

Entertainment
music streaming to in-car entertainment system

18%

Fuel Tracking
fuel efficiency tracking

18%

Automation
driverless operation

10%

While the least valued connected technology is the self-driving car, **60%** of all consumers would be willing to pay for one.

Get improved speed, flexibility, and performance

HP Helion Business Applications for Oracle

Protect your investment in Oracle applications by moving to a highly secure and cost-effective managed virtual private cloud.



Insights

- Deploy and manage Oracle applications in the HP industry-leading Helion Cloud
- Advisory services to plan your migration
- Rapid deployment, flexibility, and control
- Enterprise-grade security and performance for your mission-critical business applications
- Helion supports a broad technology stack that covers your enterprise IT footprint
- Certification compliance, including HIPAA, PCI, SOC2, IL3, and FedRAMP
- Regional and country-specific regulatory compliance

Options to consider

Are you looking for options to protect your investment in Oracle applications while getting the benefits of a cloud-based solution?

- Move your Oracle ERP footprint, including third-party applications
- Give yourself flexibility to grow and shrink on demand
- Get a platform to support mission-critical applications
- Improve your total cost of ownership
- Gain available support across a wide technology stack

HP Helion Business Applications for Oracle

HP Helion Business Applications for Oracle is a comprehensive solution to transform, deploy, and manage Oracle applications on the HP award-winning Helion Cloud platform.

Hewlett Packard Enterprise

As you look for ways to improve IT services for your business units, the HP approach to cloud-based solutions for Oracle applications provides another choice to lower costs and increase flexibility.

Choice of services

Moving to the cloud is an evolution of today's IT services. HP takes the time and care needed to prepare applications for the cloud by developing a set of services that help with the transition and provide support once your applications are migrated.

- **Application Transformation to the Cloud** addresses Oracle application migration and integration activities that need to be completed to enable your application to operate in a cloud model.

HP expertise in managing and integrating complex applications and infrastructure requirements within hybrid environments make it easier to achieve cloud transition.

- **Application upgrades** use HP methodology, along with Oracle best practices, to upgrade to the current supported release. This also builds the foundation for future enhancements and integration with cloud-based applications.
- **HP Application Management Services** enhances our existing industry-leading application management services for Oracle applications. Based on service-level agreements that align IT services to business metrics, the services include application monitoring and maintenance, ensuring you get the most from a cloud-based infrastructure.

This solution includes:

- Advisory services to plan your transformation to the cloud
- Application provisioning flexibility, making applications available in days rather than months—with the capacity to scale up or down as application and business requirements change
- Ready-to-use platform and architecture to rapidly deploy Oracle applications on HP Helion
- Support for most of the Oracle applications, middleware, and databases, including third-party products

This solution also provides a flexible pricing model that introduces applications-as-a-service for Oracle applications and databases. These cloud-based models enable you to pay only for the capacity you need so you are no longer required to make capital investments in hardware infrastructures. This shifts IT costs from capital expenses (CAPEX) to operational expenses (OPEX), enabling your company to invest in its core business and ultimately reduce IT costs.

We have done it before

- **A global offshore drilling services company** moved e-business suite applications, along with 30 third-party applications, to a virtual private cloud in less than six months, hitting its total-cost-of-ownership goals. HP is also providing its Application Management Services, covering end-to-end service needs.
- **A financial institution** providing a range of savings accounts, mortgages, and insurance products across the country recently migrated e-business suite applications to a virtual private cloud. The solution involved performing cross-platform migration from HP-UX to Linux and upgrading to support Release 12.1.3 at the same time.

Benefit from Oracle products and expertise

- E-business suite
- PeopleSoft
- Siebel Customer Relationship Management (CRM) and Oracle Business Intelligence (OBIEE)
- Oracle Commerce
- Oracle WebCenter
- Oracle Identity Management
- Oracle Fusion Middleware, including service-oriented architecture (SOA) and business process management (BPM)
- Oracle Fusion Human Capital Management (HCM)
- Oracle Hyperion
- Third-party integrated products

Use our expertise

- More than 80 HP global data centers, with 22-plus Virtual Private Cloud data center locations, to run local applications in-country for data sovereignty, data privacy, or reduced network latency requirements
- More than 4,200 Oracle applications professionals worldwide
- 140-plus Oracle applications clients globally
- More than 1,900 SOA consultants and architects
- 10,000-plus Oracle skilled personnel across HP
- 18 Oracle Centers of Excellence worldwide

Hewlett Packard Enterprise

Oracle's MICROS Workstation 6

The Next Generation of Workstation

The hospitality industry is increasingly more dependent upon technology. Oracle's MICROS understands this, and has developed the newest generation of POS workstation to provide the most advanced, modern, and robust point-of-sale workstation on the market. The MICROS Workstation 6 employs the latest in Oracle technology, features an aesthetically pleasing modern appearance and slim footprint, and has been designed to withstand harsh environments common in the hospitality industry for maximum efficiency and extended product life.

The MICROS Workstation 6 features the Microsoft Windows® Embedded 8.1 Industry Pro operating system which highlights the clean, modern style of Windows 8 applications. The all-in-one design of the MICROS Workstation 6 includes a full high definition wide screen LCD with multi-touch performance. The MICROS Workstation 6 can be mounted on its companion stand, which provides full adjustability, superior cable management and accommodation for peripherals and accessories. Alternatively, the slim, elegant design of the MICROS Workstation 6 is ideal for wall mounting, providing a discrete, attractive appearance in any environment.



Dependable, Attractive, Versatile. Tightly Controlled Quality for Superior Performance.

Outstanding Reliability

- Spill resistant and operational in temperatures ranging from 0 °C (32 °F) to 50 °C (122 °F)
- Thermally bonded processor dissipates heat, allowing for passive cooling.
- No moving parts for long-lasting durability.

Adaptability

- 15.6" Wide Screen FHD Display with multi-touch projected capacitive touchscreen can be attached to an adjustable stand or can be wall mounted for maximum flexibility.
- Adjustable stand is designed to accommodate printer power supplies and modular peripherals such as scanners and customer displays.
- Available wireless connectivity.

Fresh Design

- Sleek styling complements any décor with a smooth appearance, low profile, and small footprint.
- Constructed of aluminum alloy and hardened materials to provide a strong casework that will maintain an attractive finish for years.



The Technology

- Comes preinstalled with Microsoft Windows® Embedded 8.1 Industry Pro, the latest in a line of operating systems designed for use in point of sale.
- Runs on the latest Intel Atom processor for high performance and low thermal output.
- Features a modular integrated 3-track magnetic card reader that is capable of 3DES or AES encryption at the swipe.



Profit From:

- Heightened level of maintenance free reliability and the extended product life.
- Ability to adapt to changing operational requirements.
- Robust system processor designed for use in the hospitality industry.
- Simple installation for maximum efficiency.
- Modern appearance, and sleek look and feel.

Smart Suez

a journey to IT Intelligence



Sponsored by:



Under the title of "Smart Suez - a journey to IT intelligence"

a spectacular event of ACT/HPE has been held on the 24th of November, 2015 at Mercure hotel, Ismailia.



The reason behind holding the event was to discover new business opportunities with a key customer like Suez Canal Authority for the new business year 2016, and to give introduction for HPE solutions.

During the session ACT offered end-to-end integrated solution. Taking Jabal Ali as a success story to follow, and adopting techniques in the fields of business intelligence, mobility& communication, and mega project portfolio management to lead different areas of business have been discussed.



In a gesture of appreciation Suez Canal Authority board members Mr. Mahmoud Rezaq and Mr. Mohamed Saqr handed the Suez Canal Authority (trophy) to ACT & HPE, in return ACT gifted the Suez Canal authority ACT's trophy.



Eventually, Attendees' feedback reflected how well-prepared, organized and successful the event was. Overall, event was fruitful in a way that met its established objectives in a very professional satisfyingly manner.

مصطفى الجمل (بطل مصر فى رمى المطرقة ٢٠١٥)

ولد فى ١ أكتوبر ١٩٨٨ ويبلغ طوله ١,٩١ سم وبطل مصرى فى رمى المطرقة بدأ ممارسة لعبة رمى المطرقة فى عمر الـ ١٤ عاماً، عام ٢٠٠٢ ظهر لأول مرة خلال البطولة العربية للشباب عام ٢٠٠٦ التى أقيمت فى مصر، وفاز بالميدالية الذهبية فى البطولة الأفريقية للشباب عام ٢٠٠٧ ببوركينا فاسو، برقم قدره ٦٦,٣٦ متراً. وشارك فى بطولة أفريقيا لألعاب القوى للكبار وعمره ١٩ عاماً. حقق الميدالية الفضية لمصر خلال البطولة التى أقيمت فى أثيوبيا معقل ألعاب القوى فى القارة السمراء. فاز بالميدالية البرونزية برقم وصل إلى ٧١,٤٠ متراً فى بطولة أفريقيا بكينيا لعام ٢٠١٠. احتل المركز الـ ٣٠ فى بطولة العالم للكبار عام ٢٠١١ بكوريا الجنوبية. حقق الميدالية الذهبية فى دورة الألعاب الأفريقية فى ٢٠١١ بموزمبيق. فاز بفضية الدورة العربية لعام ٢٠١١ بقطر. حصل على المركز ٢٩ بين لاعبي الفئة (A) فى أولمبياد لندن. ٢٠١٣ فاز بالميدالية الذهبية لبطولة دورة ألعاب البحر المتوسط بتركيا، محققاً رقماً قدره ٧٦,٦٨ متراً، ثم دورة التضامن الإسلامى بإندونيسيا. توج بسهولة بالبطولة الأفريقية لألعاب القوى بالمغرب برقم قدره ٧٩,٠٩ متراً. حقق المركز الثانى والميدالية الفضية فى بطولة العالم للقارات بالمغرب برقم ٧٨,٨٩ متراً. اعترف الاتحاد الدولى برقمه القياسى ٨١,٢٩ متراً خلال تجارب المنتخب المصرى بstad القاهرة قبل عدة شهور بعدما كسر الرقم الأفريقى المسجل باسم لاعب جنوب أفريقيا كريس هارميس بـ ٨٠,٦٣ متراً. تأهل مصطفى الجمل، رامى المطرقة لاعب المنتخب الوطنى لألعاب القوى إلى أولمبياد ريو دى جانيرو ٢٠١٦ بالبرازيل رسمياً، وذلك بعد تحقيقه رقم ٧٩,٩٠ م فى تجارب المنتخب باستاد القاهرة.

2019

Exceed guests' expectations

For the hospitality industry, managing the infrastructure of buildings, facilities, and equipment is critical to the operational success of the hotel. At the same time, the hotel must comply with strict quality and safety guidelines, along with the many service level standards to meet the needs of their most valuable assets—their guests. Hotels focus on top line growth for revenue management, distribution strategies, and creating guest loyalty to grow their revenue. But, overall profitability cannot be measured without including the bottom line costs of building maintenance, facility costs, and energy consumption.

Hotels need a specialized enterprise asset management (EAM) solution that can help them understand and effectively manage all facilities, equipment, and energy costs—a solution that will help exceed their guests' expectations.

Deliver better guest service

Guest service is the hallmark of the hospitality industry, and exceeding guests' expectations each time they stay at your hotel increases their loyalty and keeps them coming back. Enterprise asset management plays a critical role in ensuring the service, safety, and comfort of hotel guests.

With more than 20 years of experience and one of the market's most comprehensive enterprise asset management solutions, Infor™ helps hundreds of hospitality organizations get the most out of their buildings, equipment, and facilities. Infor EAM Hospitality Edition has been developed specifically for your industry, meeting your complete needs, not just some of them. It does this by providing tools for:

- **Guest incident management**—Create, manage, and track work orders and service requests within the system to ensure guest requirements are completed quickly. Mobile solutions ensure that you'll expedite service more rapidly than ever.

Infor EAM Hospitality Edition provides you with knowledge about your business and helps you speed service to your guests.

- **Equipment reliability**—Scheduled maintenance, predictive maintenance, and accurate warranty and repair records ensure the reliability of all equipment.
- **Supporting green initiatives and asset sustainability**—Incorporating the consumption, costs, and environmental impact of natural resources—water, air, gas, electricity, and steam—into your asset management strategy reduces costs and ensures compliance with government regulations.
- **Risk management**—Key performance indicators (KPIs) and real-time performance monitoring proactively identify potential problems with high-risk equipment.
- **Regulatory compliance**—Documentation from calibration reports, electronic signatures, greenhouse gas (GHG) reporting, and asset tracking keep your organization audit-ready.

Specialized for your industry

Infor EAM Hospitality Edition is an advanced asset management system that combines best-in-class asset management modules, unique features for improving operations and performance, and advanced modules to ensure the best possible fit for your asset management needs.

As a web-architected system, Infor EAM Hospitality Edition allows you to access the functions through a standard Internet browser, anywhere and anytime.

It is also available as a hosted solution and can be deployed through a software as a service (SaaS) model, allowing you to significantly reduce your total cost of ownership and better manage cash flow.

Key features include:

- **Guest incident management**—Work orders or service requests can be created, assigned and tracked within the system. As soon as a work order or service request is created through the call center or service agent, the appropriate hotel personnel, such as service and maintenance employees, will be dispatched to complete the service quickly and efficiently to enhance guest experience.
- **Mobility**—Hotel service teams can expedite service throughout the hotel on modern mobile devices and smartphones, with information at their fingertips to speed service and efficiently manage guest requests. Managers can monitor workloads and assign tasks to the appropriate team member to manage accountability and expedite service.
- **Preventive maintenance**—Provides the ability for "metered and timed" notification to alert maintenance team members of routine maintenance that must be completed based on the number of times a room has been occupied. This helps you keep guest room equipment operating at peak performance, while at the same time ensuring that you're not using resources to perform unnecessary repairs or inspections.
- **Fleet management**—If your hotel or resort operates airport shuttles, limousine services, golf cars, or any vehicle type asset, you can establish maintenance and repair schedules to monitor and alert team members when routine fleet maintenance is required. This will help ensure that your vehicle assets operate effectively and the life of your assets is extended.
- **Green initiatives and asset sustainability**—Managing your properties in an environmentally responsible way is key to your industry. With Infor EAM Hospitality Edition, you can monitor and measure your energy consumption and compare those to estimates for your building type to apply and obtain the Energy Star rating certificate and symbol. By using this green certification as a marketing tool, you can promote your brand as environmentally friendly, attracting new guests and satisfying existing guests who are focused on "going green."
- **Equipment management**—With Infor EAM Hospitality Edition, you can manage risk, warranties, and change notices for any type of equipment in the property. Plus, you can monitor asset performance, initiate preventive maintenance measures, and easily collect data on your assets.

Infor EAM Hospitality Edition:

- Was developed specifically for your industry
- Delivers the advanced, specialized functions you need
- Helps you accurately prioritize equipment care
- Provides you with knowledge about your business
- Helps ensure your guests' service, safety, and comfort
- Is accessible through a standard Internet browser 24x7
- Helps you save money and increase profits
- **Call center management**—You can manage all service requests through a single call center. From guest services to maintenance technicians, each service employee can view their open requests.
- **Change notice management**—There is a constant flow of equipment in the hospitality industry—from replacing faulty or out-of-date equipment to implementing the most modern technology. Infor EAM Hospitality Edition helps you quickly and easily manage change notices that affect your equipment and operations, allowing you to take action and prevent potential hazards.
- **Multi-organization capabilities**—Infor EAM Hospitality Edition can help your organization incorporate assets into a management solution while maintaining autonomy between different maintenance groups. For example, guest services can use the solution to issue work orders for repairing televisions and maintaining guest rooms, while facilities managers can use it to service HVAC systems and automatic doors. The facilities teams can control purchase orders, evaluate vendors, and manage purchasing contracts, resulting in a more efficient and cost-effective operation. Each department has access only to the tasks it needs.
- **Regulatory compliance**—To meet guidelines set by key regulatory agencies, Infor EAM Hospitality Edition provides you with comprehensive tools for performing maintenance, documenting the work and history associated with a piece of equipment, and developing maintenance strategies.

- **Asset profile management**—Compile accurate information about equipment to analyze performance, meet audit requirements, schedule preventive maintenance, and reduce capital expenses. Plus, group equipment under predefined classifications.
- **Asset tracking**—Keep all information about any asset in the property—from televisions, to vehicles to bed linens—in one database for easy retrieval and for input on activities, movements, and maintenance. Ensure that information on highly mobile equipment is always up to date.
- **Barcoding and data collection**—Record and track equipment with barcoding technology for more accurate, efficient, and effective deployment. Use barcodes to accurately administer and track and locate mobile equipment.
- **Inspection management**—Document and protect inspection procedures on each piece of equipment and initiate inspections based on time, equipment performance, or previous work.
- **KPIs**—Monitor equipment with real-time, dashboard-like gauges for a precise snapshot of maintenance team and equipment performance to quickly identify potential problems and improve utilization. Set KPIs to monitor issues that are critical to your organization's continued compliance with regulatory requirements.
- **Mobile workforce**—Infor EAM Mobile extends the value of Infor EAM Hospitality Edition for field service workers as well as the managers, clerks, and schedulers who are connected directly to the solution. Personnel can move from room to room or site to site, and still access and record maintenance information, conduct inspections, and track inventory.
- **Outsourced maintenance services**—Record maintenance activities, compile equipment histories, and create invoices for services the maintenance department performs for other organizations.
- **Warranty management**—Tap into immediate savings with warranty management for both meter-and-date-based warranties and for automatic notifications on all work orders in the system that have a potential warranty claim.
- **Emissions compliance**—Capture and document the carbon footprint of your organization, and enforce stringent work management processes for hazardous material and fugitive emission handling.

Faster guest service and increased profits

Hotels, like yours, that focus on ensuring that guests receive the highest service level, build guest loyalty, grow top line revenue, and increase profitability. Infor EAM Hospitality Edition provides you with the specialized asset management functions you need to improve performance, increase savings, comply with regulations, and ultimately provide the best service to your guests.

With Infor EAM Hospitality Edition's extensive selection of multi-organization tools, your facility can manage several tasks and departments from one integrated solution. You'll be able to reduce costs through effective systems management, comprehensive work order functions, integrated purchasing, centralized call centers, and easy-to-use scheduling tools. In addition, the solution helps your organization avoid penalties, shutdowns, liability claims, and the damaging public exposure that follows loss of accreditation. Plus, Infor EAM facilitates asset sustainability by allowing you to incorporate the consumption, costs, and environmental impact of natural resources—water, air, gas, electricity, and steam—into your asset management strategy to reduce costs and help achieve Energy Star standards.

Infor EAM Hospitality Edition provides you with the specialized asset management functions you need to improve performance, boost savings, comply with Energy Star ratings, and increase profits.

Risk management

Hospitality organizations need their equipment to perform as expected in order to avoid damaging and expensive liability claims. Infor EAM Hospitality Edition helps ensure your facilities and equipment will function properly by:

- Compiling equipment histories
- Scheduling and performing preventive maintenance tasks
- Managing materials and inventory

Using Infor EAM Hospitality Edition, you can design risk assessment and ranking formulas based on criteria such as age of equipment, frequency of use, and sensitivity of functions performed. The equipment's risk ranking is attached to all work orders, maintenance histories, and equipment profiles, so personnel can instantly identify equipment as high risk and access the information needed to carry out maintenance tasks. As a result, your organization can accurately prioritize equipment care to ensure your guests can enjoy the highest possible service levels.

Risk management also includes:

- **Electronic record protection**—Using administrative tools, you can implement various levels of password protection, create authority checks to set user-specific accounts, control document distribution rights, and limit access for changing documentation.
- **Audit trails**—Any time a record is changed, administrators can track the user ID, altered fields, value changes, date and time of the change, and whether the change is a data insertion, update, or deletion.



ACT Talent
by: Sameha El-Khateeb

EMC[®]
BUSINESS
PARTNER



REDEFINE SIMPLICITY

Agile. Scalable. Trusted.

EMC[®] VSPEX BLUE[®] redefines simplicity by delivering virtualization, compute, storage, and management in an agile, scalable, and easy to manage hyper-converged infrastructure appliance. It is powered by Intel[®] Xeon[®] Processor Technology, VMware[®] EVO:RAIL[™] and EMC software. EMC VSPEX BLUE offers the fastest, lowest-risk path to virtualized environments.

AGILE

Speed time to deployment with a single, elastic pool of resources. Streamline operations with automated deployment upgrades and patches.



SCALABLE

Achieve linear scale-out with a small increment, cost-effective building block approach. Eliminate the need for pre-planned infrastructure purchases.



TRUSTED

Experience built-in EMC data protection, replication, backup and recovery (RecoverPoint for VMs and vSphere Data Protection Advanced) all with the EMC 24x7 support experience.



EMC MAKES HYPER-CONVERGED APPLIANCES A SAFE CHOICE FOR CUSTOMERS AND THEIR DATA



Complete
Appliance



Power-On to VM
in 15 Minutes

Standardized
Product with
Pre-Defined
Configurations



Fully
Orchestrated
Installation,
Management,
Patches and
Upgrades



VSPEX BLUE DIFFERENTIATORS

EMC Unique Value Added Features

- EMC Cloud Array for On-Demand Public Cloud
- RecoverPoint For VMs
- EMC Secure Remote Services (ESRS) Monitoring, Diagnostics, and Repair
- 24x7 Remote Support And Repair Services

Integration With Other EMC Portfolio Products

- Centralized Backup and Recovery with VMware vSphere Data Protection Advanced and Data Domain
- Disaster Recovery with EMC RecoverPoint for Virtual Machines



Product Reliability
Consistent With EMC
Customer Expectations

VSPEX Reference
Architectures Pre-Sized,
Tested and Validated for
Virtual Desktops

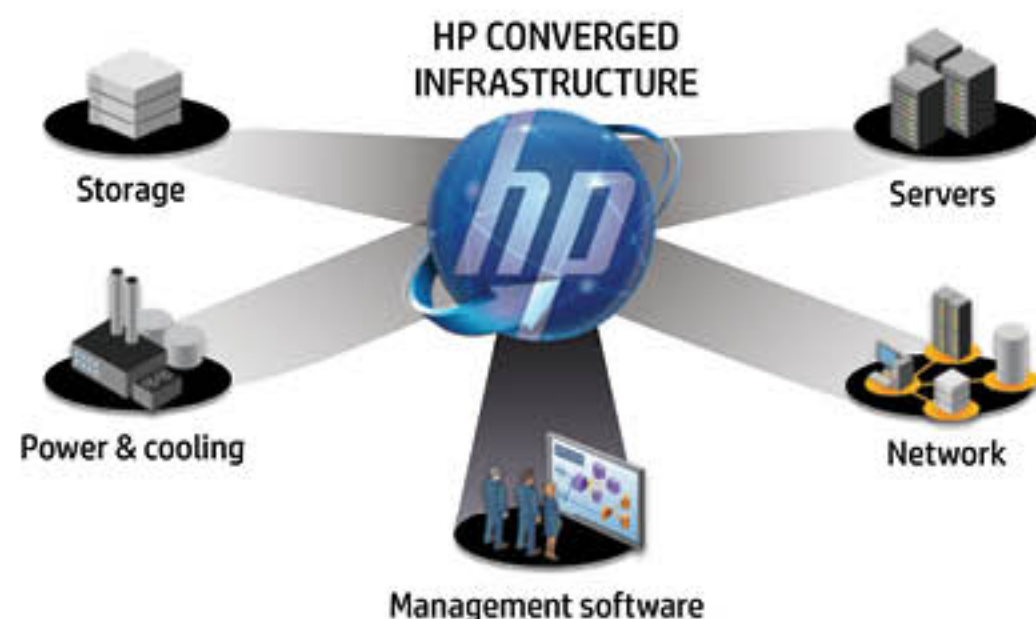
World Class, Global Support
Experience Consistent
With EMC Customer Expectations,
Including VMware Software Support



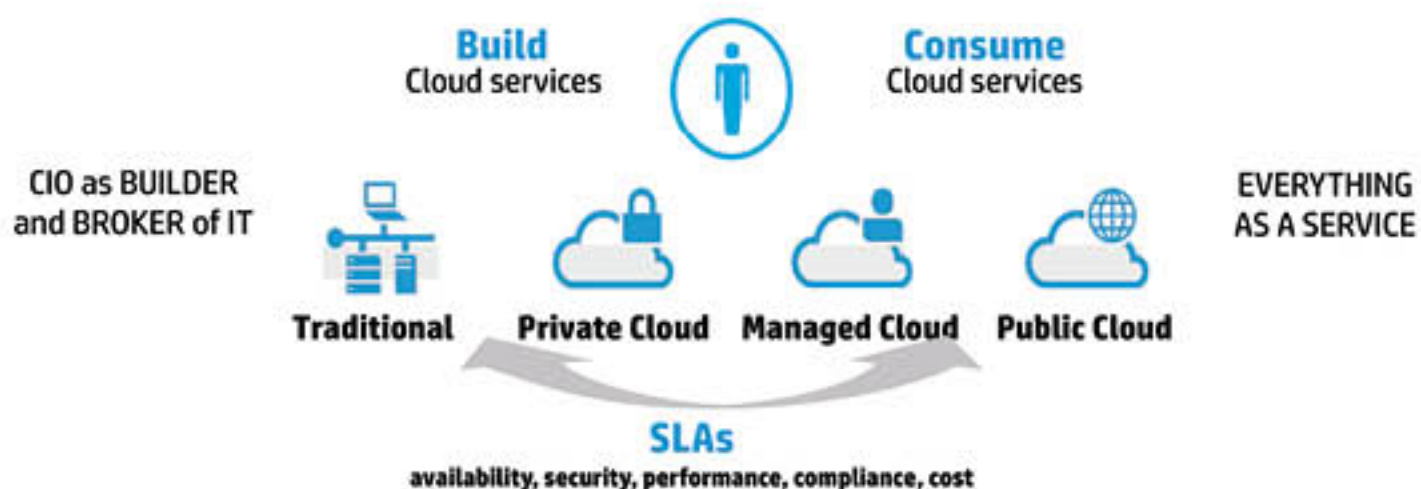
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#VSPEXBLUE

The Data Center of the Future will be built on a **Converged Infrastructure**

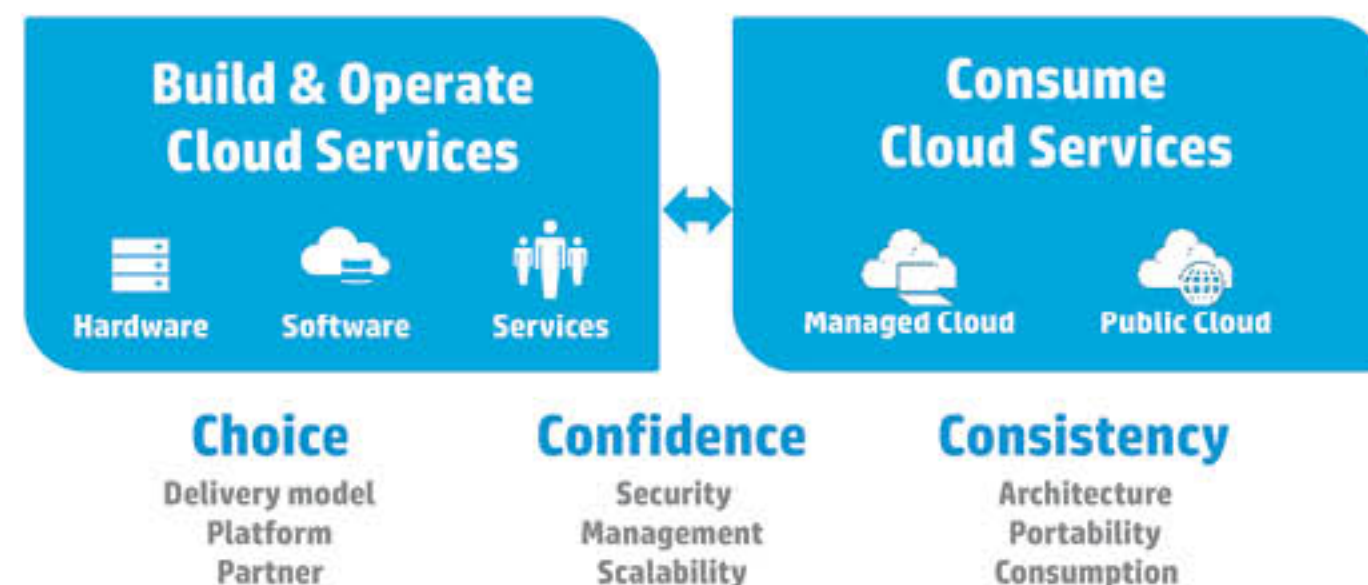


... Enabling The Journey Toward flexible sourcing and service delivery via Hybrid Cloud



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Enterprise

HP Converged Cloud: The Cloud Enterprises Rely On



HP Converged Cloud Solutions

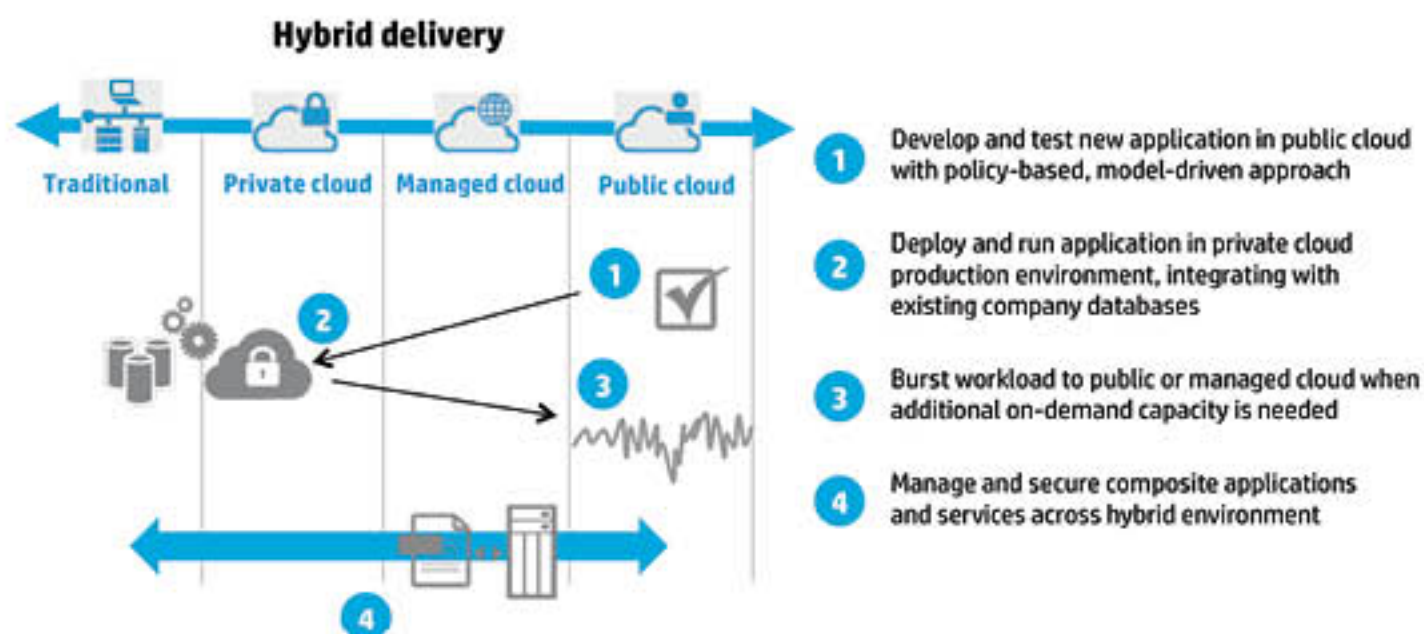
Build and Operate Cloud Services		Consume Cloud Services	
Best in class products	Integrated solutions	Managed Cloud	Public Cloud
<ul style="list-style-type: none"> IT Performance Suite <ul style="list-style-type: none"> Service & Portfolio Mgmt Application Lifecycle Mgmt Cloud Automation Business Service Mgmt Security Performance Suite <ul style="list-style-type: none"> Application Security Security Intelligence Network Security Converged Infrastructure <ul style="list-style-type: none"> Servers Storage Networks 	<ul style="list-style-type: none"> CloudSystem <ul style="list-style-type: none"> Matrix Enterprise Service Provider 	<ul style="list-style-type: none"> Enterprise Cloud Services IT Performance Suite Svcs Legal & Compliance Performance Suite <ul style="list-style-type: none"> Archiving & Compliance eDiscovery Enterprise Content Mgmt Data Protection Marketing Performance Suite <ul style="list-style-type: none"> Web Content Mgmt & Optimization Intelligent Contact Center Customer Interaction Analytics CloudAgile partner offerings 	<ul style="list-style-type: none"> HP Cloud Services <ul style="list-style-type: none"> Compute CDN Object storage Block storage Relational DB for MySQL Application PaaS CloudAgile partner offerings
Professional Services			
Strategy • Planning • Implementation • Support • Application Modernization • Financing • Education			

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Traction with customers and partners

1000+ HP CloudSystem customers	6000+ Public cloud users
200+ Managed cloud customers	3500+ Certifications
60+ HP CloudAgile service provider partners	

HP Converged Cloud in action




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Blackboard

SEE WHERE
EDUCATION
IS GOING.
AND HOW TO
GET THERE FIRST.

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

Blackboard.com

Office 365 Business is your familiar Office in the cloud

Office 365 Business is the Office you know and love, on all devices you use most whenever you need it, and virtually wherever you are.

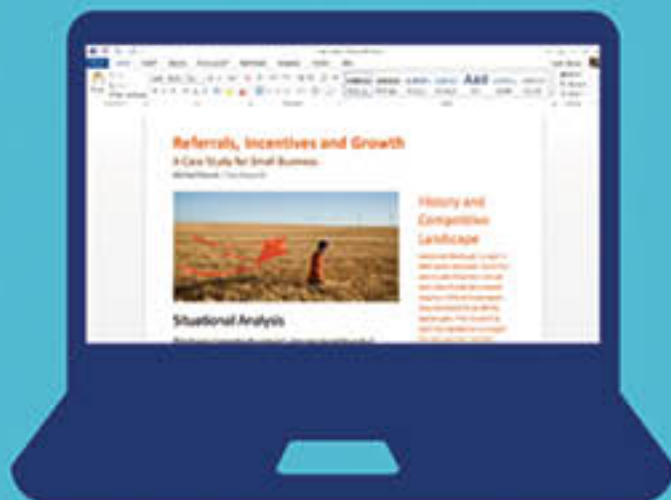


Get the full Office suite...

When purchasing Office 365, customers receive an always up-to-date version of the full Office desktop applications including:

- Outlook** Manage your email, schedules, contacts, and to-do items. Outlook is the one place to go to communicate with all of your important contacts.
- Word** Create documents with style, polish work with others easily, and enjoy the new reading experience on modern touch devices.
- PowerPoint** Easily work with others and design beautiful presentations. Presenting tools help you deliver your ideas and impress your audience.
- OneNote** All your notes together and with you anywhere. OneNote is your digital notebook for capturing to-dos, meeting notes, and anything else you need to remember.
- Excel** Excel gives you intuitive ways to explore your data. Quickly discover new ways to visualize your data, and see your information in new depths.
- Publisher** Use familiar, simple tools to create and share professional-looking, personalized publications that make an impact.

...plus great new benefits provided by the cloud



- Use on 5 PCs and Macs** Each user can use the Office desktop applications on 5 Windows PCs or Macintosh computers, at work or at home.
- Always up to date** With Office connected to the cloud, you always have the latest version of the Office desktop applications with unobtrusive updates.
- Use Office on your smartphone and tablet** Access your documents and make edits on the go with Office apps for iPad, Windows Phone, iPhone, and Android phones.
- Access your documents anywhere** Office saves to your online storage by default, so your files are automatically backed up and linked to you virtually anywhere you go.

Learn more at Office.com/business

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For further information, please contact:
Tel.: 02 3 301 02 10
www.act.eg
Microsoft@act.eg

Office 365 SUCCESS STORY



Introduction

One Office. Five Devices.

- As the Cloud solutions become a necessity in today business over the world, the Egyptian market also started to head for Office 365 Cloud Solutions because its rich features.
- ACT was one of the first companies in Egypt to provide office 365 solutions through its Microsoft business unit (MBU). ACT MBU is considered as a leader in designing, and implementing Office 365 in the Egyptian market. ACT MBU has offered office 365 Services for multiple companies with different sizes, and different fields.
- Following are some case studies for some companies that ACT MBU helped them to achieve their business needs With the Office 365 at lower costs, and minimal Management headache.

NILE AIR



The largest private schedule airline in Egypt operating a fleet of Airbus A320-200, The airline launched operations in August 2010, and in January 2011 it became the first private Egyptian airline to publish its schedule and flight availability on the Global Distribution System (GDS).

Business needs:

Nile Air was experiencing issues with their email solution provider (GoDaddy), they needed a comprehensive email system increasing collaboration and efficiency through shared scheduling, documents, and contacts to support its rapid growth rate. Whilst looking for an alternative email solution for the organization, one of Nile Air's priorities was to find a system that would cause minimal disruption to staff and to the organization as a whole. They therefore wanted a solution that required minimal training, minimal management and maximum usability.

Solution:

Nile Air engaged ACT to migrate 400 users from GoDaddy email services to office 365, using Microsoft Exchange Online (the messaging component within the Office 365 suite). For the majority of the deployment period, ACT worked behind the scenes to set up the necessary connections to facilitate a safe and secure migration to the cloud. The migration to Office 365 and rollout of Exchange Online took place seamlessly and Nile Air staff were soon able to access a reliable and familiar email interface.

ARMA Food Industries Company



Founded in 1992 in Cairo, ARMA was established as a result of HSA's vast experience for more than 25 years in the manufacturing of vegetable ghee and edible oils. As years passed, ARMA developed new markets in the Middle East, Africa and the Mediterranean countries. ARMA's initial business in Egypt in the nineties focused on producing vegetable ghee and edible oils products for the Egyptian market.

Business needs:

Arma was experiencing issues in managing, maintaining and troubleshooting their on premises servers, they needed to provide their employees with Microsoft productivity tools they needed without spending money on servers and backup. They understood that they could have more professional & consistent tools for communication and collaboration, increasing productivity and position itself for rapid growth while avoiding the resource requirements of an on premise deployment.

Solution:

After studying the public cloud systems on the market, Arma opted for Microsoft office 365, which contains all the productivity tools they need. To provide Arma with the smoothest migration to the Office 365 environment, ACT MBU implemented the hybrid model to preserve the value investment in Arma on-premises environment while allowing the transition of some workloads to the cloud. Now Arma had his mobile users and directors on Microsoft cloud getting benefits of all office 365 services such as Exchange, Lync, Share Point and office Proplus while the other users are resides on the Company servers.

Union Group



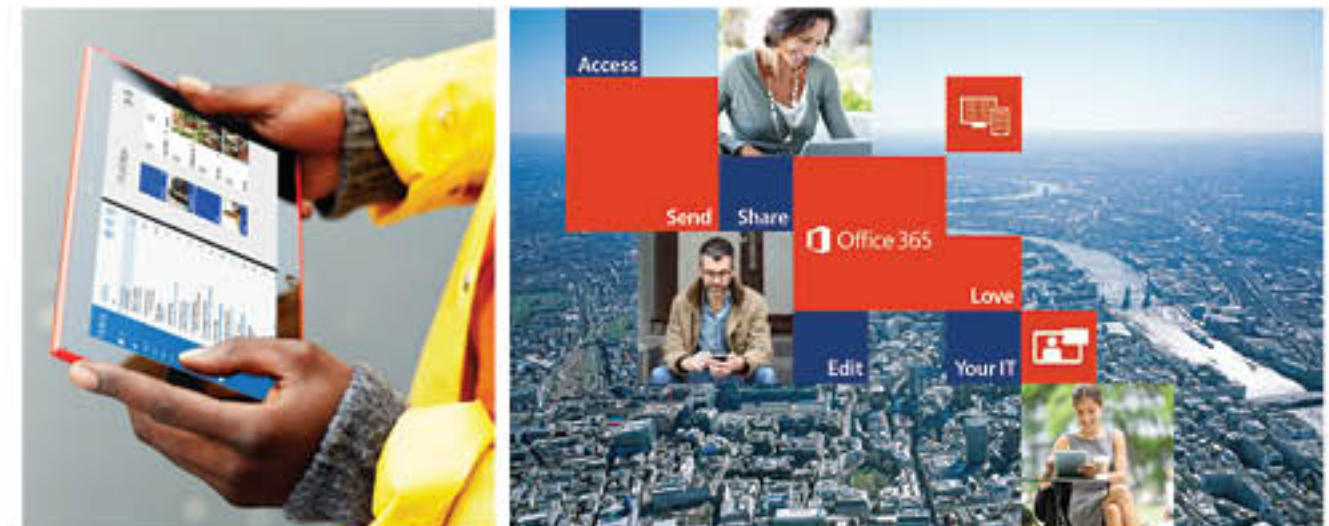
A leading company in distribution of telecommunication products as well as consumer electronics providing best in class services. Union Group was established in 2001, in 2009 Union Group launched Samsung partnership as a Hand-Held Products authorized distributor and in 2011 UG was awarded the distribution agreement for Samsung home appliances & Audio/Video products.

Business needs:

With offices and employees on different places, the company had to collaborate across multiple sites, they are searching for a solution can enable office-based staff and highly-mobile Directors to work effectively and stay in close contact at all times.

Solution:

Microsoft Exchange and Microsoft Lync Online [included in Office 365] are a great solution for unified communication given Union Group a reliable, secure email system, they can now access secure, business-class instant messaging, and audio and videoconferencing, along with the ability to share desktops and collaborate in real time.



Office 365 BENEFITS.

Cost efficiency

The beauty of the Office 365 was that it is all off-premises, you don't need to spend several thousand dollars on servers and backup. You will be charged for what you've used. Office 365 use per user, monthly or annually subscription model.

Scalability

You always able to change the number of users with just few clicks, adding or removing users was not this ease before. You faced large number of new hires that your current servers can't hold their resultant load, and you are out of budget to purchase new servers, or ordering new servers will take 3 months at least. Office 365 allows you to provide the new hires within an hour the services they need.

Support

Microsoft Provide Office 365 Customers with 24/7 free support.

Flexibility

Users can access Office 365 services from home, office, even on road. Office 365 can work on your Normal PC either it was Windows or Mac, in addition to the Smart Phones and tablets either it was iOS, Android, or Windows phone.

Up-to-date

With Office 365 you are always up-to-date, Microsoft always patch, and enhance Office 365 services to meet your business goals, and fix any issues. Microsoft deploy Updates to office 365 platform before releasing them to the on premises software, so with office 365 you're always up-to-date.

Security

Microsoft considered Security from the beginning by meeting multiple compliances such as HIPPA and ISO. Microsoft Provide layered defense in depth approach designed and maintained by best on field security engineers, which ensure that you have a higher security level than that you can ever achieve on your organization.

Conclusion

Either you're seeking simplified management, lower costs, better security, higher availability, or flexibility. Whatever was your business size and field, Office 365 with its broad benefits is the right fit for you.

ACT MBU with its highly skilled engineers who've done many successful Office 365 projects will always be at your service, providing consulting for the best solution for you, and Providing End-to-End planning & execution for Your Office 365 Service.

Solution you already familiar

Office 365 provides your users with the applications they used to use with no change on the user experience.

Easier management

As a hosted service, the headache of managing the different servers, storage, and network devices is now removed from your burdens. Keeping your IT staff focused on delivering service to your users.

High Availability

Microsoft ensures that the Office 365 services are 99.99% available, this is achieved via Providing Redundancy on data center components & replicating copies of data to different data center.

Infor Ming.le

Infor Ming.le makes collaboration natural and efficient.

Social business? **Essential** business.



Easy access to all systems

*Follow key people and objects

Communicate, collaborate and share information with colleagues

Stay connected with real-time alerts

BYOD



2017

By this year, half of the global employers will require their employees to supply their own device for work purposes

UNDERSTANDING THE GLOBAL LANDSCAPE



2016

By this year, worldwide shipments of smartphones will reach 480 million – with 65% being used in BYOD environments

What's in it for an SME?

Enjoy significant cost savings with BYOD in areas such as:

- + Hardware costs
- + Support costs
- + Telecom costs

SOURCES:
The Definitive Guide to BYOD by Avast Networks, IQ Research Services, IQ, Gartner, Gartner Institute Research Survey, Microsoft - prepare for connected enterprise, Avast Networks - BYOD in Europe, Global Corporate IT Security Risk 2013 survey by ECR International and Houghton Ltd.



85%

of organisations allow employees to bring their own devices to work

40%

of business say BYOD is the main concern when developing and managing smartphone/tablet apps and devices

38%

of companies expect to stop providing devices to workers by 2016

53%

of information workers use their personal devices for work

50+%

of organisations rely on their users to protect personally owned devices



69%

say their organisations allow some form of BYOD

67%

companies expressed concern regarding the growing BYOD trend and its potential threats



REGIONAL TRENDS – OPPORTUNITIES AND CHALLENGES

22%

of organisations in EMEA have more than 1 out of every 4 employees bringing their own device

70%

believe ensuring a secure connection is the main barrier to full adoption of BYOD

45%

are held back by how to enforce access rights based on user, device and application type

35%

of organisations need to improve coverage and capacity of their wireless network to support BYOD initiatives

53%

of organisations plan to increase investment in wireless to meet mobility demands of employees

48%

of companies are using antivirus solutions to integrate, protect and manage mobile devices on the corporate network

19%

plan to encourage the use of personal smartphones and tablets at work

30%

plan to prohibit the number and types of devices used

10%

say that their companies have suffered serious leaks of confidential data

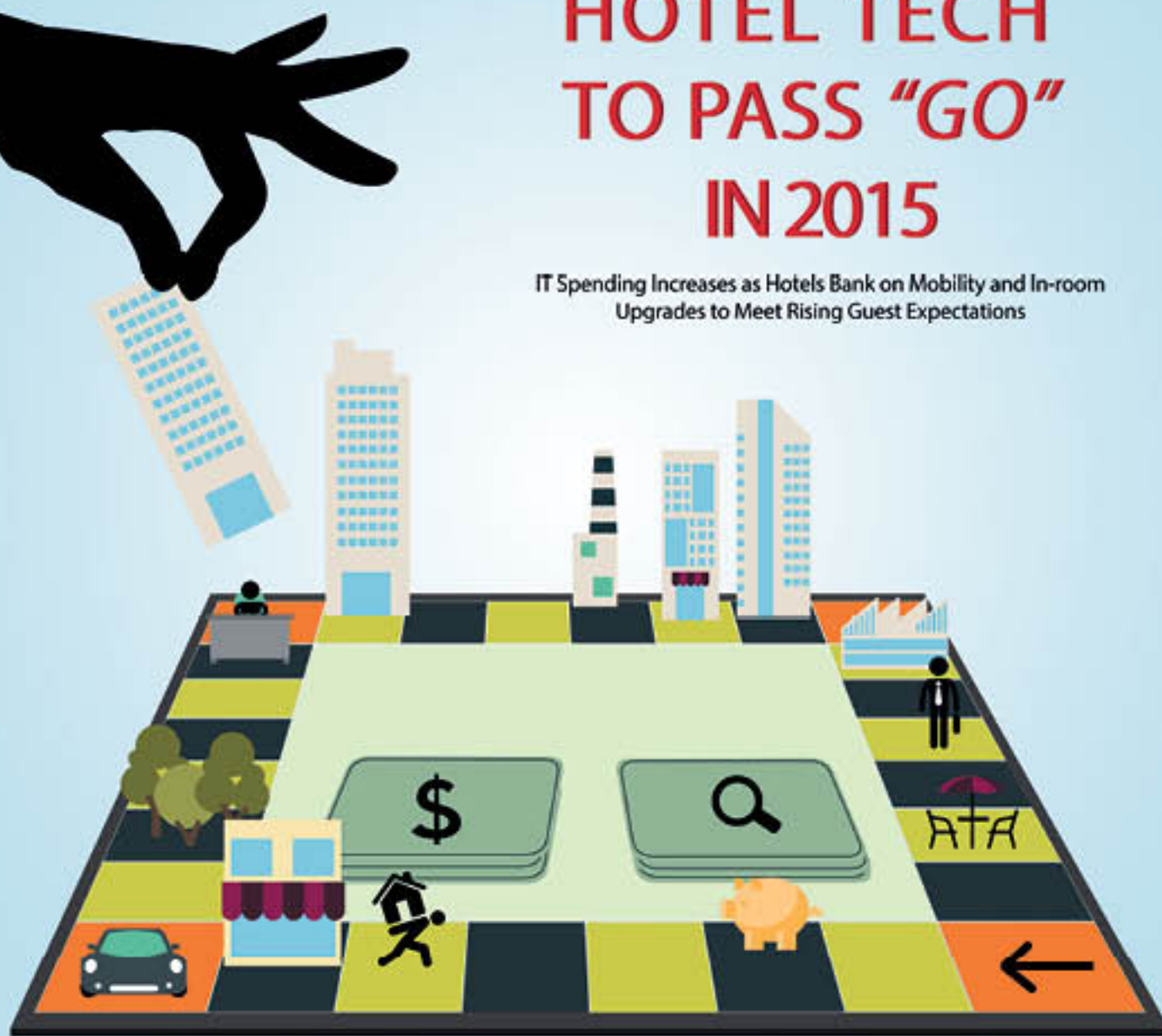
33%

of companies use mobile device management solutions

2015 LODGING TECHNOLOGY STUDY

HOTEL TECH TO PASS "GO" IN 2015

IT Spending Increases as Hotels Bank on Mobility and In-room Upgrades to Meet Rising Guest Expectations



BUDGETS & BUSINESS DRIVERS

2015 LODGING TECHNOLOGY STUDY

CHAPTER 1:

Hotels Increase Tech Spending to Meet Escalating Guest Expectations

Customer-Facing Mobility & Guestroom Upgrades take the Lead in 2015

Each year, *HT's Lodging Technology Study* places a laser focus on hotel technology budgets and the priorities that will drive IT investments. What business objectives do hotel IT executives need to meet? What is the size of their IT budget? How will those budgets be allocated in the year ahead? These questions and more are explored in the research. This year's findings show an overall increase in technology spending, particularly in guest-facing mobile solutions and in-room technology. Meanwhile, bandwidth remains a heavy investment area.

Technology priorities are coming at hotels from all angles: add mobility, add bandwidth, protect your data, move to the cloud. To track how hotels are prioritizing these and other technology-driven business initiatives, study participants were shown a list of projects and asked to choose which among them will top their must-do list in the year ahead. For 2015, hotels chose customer-facing mobile solutions as their top IT priority, garnering 39.5% of the vote and unseating "adding bandwidth," which occupied the top spot just one year ago.

Recent newsmakers support these findings as major brands race to add customer-facing mobile functionality. In November 2014, Starwood announced it would be offering door lock access via customers' mobile devices (mobile room key) in all of its 150 Aloft,

IT Budget as a Percentage of Revenue

3.5% Luxury
4.3% Upscale
6.6% Midscale
3.5% Economy

4.9%
INDUSTRY AVERAGE



Element and W Hotels by early 2015. In July 2014, Hilton announced a global mobile initiative that today includes both mobile-enabled check-in and room selection, and announced plans for mobile room key across its 11 brands globally by 2016.

Adding bandwidth came in a close second in this year's study, with 37.8% of the vote. Rounding out the remaining top priorities (in the same rank order as last year) are: prepping for changes in payment technology (28.7%), creating a secure framework for data (22.1%), migrating solutions to the cloud (21.6%), and leveraging mobility for employee-facing applications (20.5%). Hotels ranked payment- and security-related technologies behind mobility and bandwidth. This suggests that, despite the impending need to become EMV-ready and the ongoing requirements to secure data, hotels have a degree of confidence in their ability to do so. Conversely, keeping up with mobile trends and skyrocketing bandwidth demands are larger hurdles in the year ahead.

Interestingly, despite the first-place ranking for customer-facing mobility, the more general objective of "developing a digital strategy" came in last place in this year's list — the same last-place ranking when it debuted in last year's study — with just 20% of the vote for 2015. This suggests that hotels have either already outlined a digital strategy and have prioritized customer-facing mobility as a part of that; or it suggests that hotels are going after customer-facing mobility, but have yet to fold these sorts of initiatives into a broader digital strategy. Both scenarios are likely true across the industry. Hilton's and Starwood's announcements, for example, are part of broader global initiatives. However, research data from *HT's 2014 Customer Engagement Technology Study* found that more

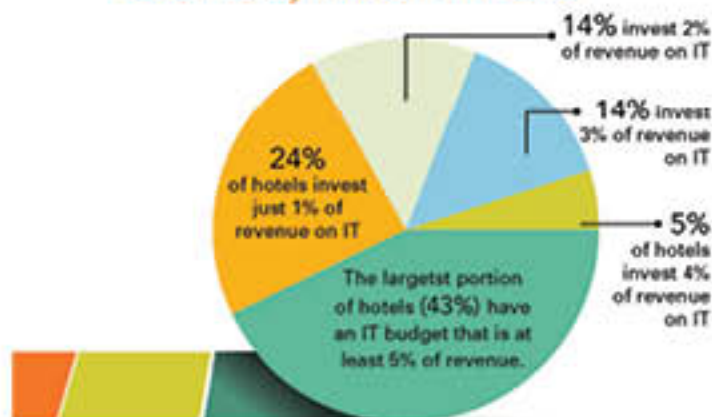
Hotels Reveal Top Tech Priorities in 2015



BUDGETS & BUSINESS DRIVERS

2015 LODGING TECHNOLOGY STUDY

Tech Budget as a Percentage of Revenue, by Investment Level



than half of hotel mobile apps lack the ability to make a reservation directly via the app. This suggests that these hotels moved quickly to get a mobile app into the market, but at the cost of functionality; and they have yet to go back and fold those mobile rollouts into a fully-developed digital strategy.

Tech Spending on the Rise as Guestrooms Go High-Tech

One of the core objectives of this study is to track technology investments. The research captures industry-wide average budgets, calculated as a percent of revenue spent on IT; and it measures how budgets are allocated across a variety of technology projects. The survey was fielded to hoteliers in Q3 2014, at a time when final budgets were not yet in place for the upcoming year. As such, the survey asked for 2014 actual budgets in order to report on the most accurate data available. In 2014, hotels increased their technology spending, having allocated an average of 4.9% of their overall revenue to IT. This is a marked increase over the 2.6% revenue allocation that went to IT in 2013. The highest investment levels took place in the midscale segment with an IT budget that's 6.6% of revenue. Luxury, upscale and economy hotels hovered much closer together, having invested somewhere between 3.5% and 4.3% of revenue on IT in 2014.

To measure trends in IT investments, the study asks participants to report on how their budgets will be allocated across a variety of specific projects in the year ahead. The results are broken into three categories: top-tier investments that receive 14% or more of the budget (and this year will collectively account for nearly half of all hotel IT spending); mid-tier investments that will account for between 8% and 13.99% of IT spending; and low-tier investments that account for less than 8% of IT spending.

Year-over-year results, going back to HT's inaugural 2011 Lodging Technology Study, confirm that hotels consistently allocate the largest chunk of their budgets to three areas: guestroom technology, networking/bandwidth, and property management systems. This year, these three areas again make up the top-tier of IT spend-

ing and will collectively account for 45.5% of the tech budget in 2015. Investments in guestroom technology are expected to edge up higher in 2015 compared to the prior year, pushing this category to the top of the list. Looking at specific guestroom technology investments, study results show that hotels are aggressively adding in-room bandwidth and wireless access to the guestroom, and those that haven't yet upgraded to flat screen televisions and HD content will do so in 2015. Looking longer term, next-gen locking will be a priority. Investments in networking will remain largely flat, but still will account for a sizable 15% of overall IT spending. Meanwhile, investments in property management systems will dip slightly, likely as more hotels move to a cloud-based PMS.

Looking at the second tier of allocations, this year's study shows a planned increase in spending for payment security technology as hotels allocate funding to EMV-ready solutions. There's also a planned increase in point-of-sale systems, likely to add tablets to the POS.

TECH BUDGET ALLOCATIONS

	2015	2014
TOP TIER		
Guestroom Technology	16.87%	15.27%
Networking/Bandwidth/Connectivity	14.59%	15.25%
Property Management System	14.11%	17.05%
MID TIER		
Payment Security/PCI Compliance	10.39%	6.87%
Point of Sale System	9.36%	7.25%
LOW TIER		
Customer Relationship Management	7.61%	5.31%
Revenue Management	7.2%	5.47%
Workforce Management	5.33%	5.77%

Customer relationship management will account for 7.61% of IT budgets, up more than 2% from last year. This increase aligns with the high priority that hotels are placing on customer-facing mobile solutions. With the continued reduction in the price of tablets, the accessibility of mobile app developers, and the fact that many mobile initiatives are carried out on guests' own devices, hotels anticipate they'll be able to add customer-facing mobile functionality within a modest budget.

Finally, the research finds that the distribution of hotel IT budgets still leans a bit more towards operating expenditures, which would include licensing and subscriptions, system maintenance, and compliance (at 54% of the overall budget) versus capital expenditures/new technologies (46%). However, this year's distribution does show a shift towards capital investments compared to prior years, when the opex/capex split was much closer to 60%/40%. This is on par with the shift towards adopting cloud and as-a-service solutions, which frees up IT resources for guestroom technology, mobile functionality, and bandwidth. ■

TECHNOLOGY INVESTMENTS

2015 LODGING TECHNOLOGY STUDY



The highest satisfaction scores went to bandwidth in public spaces, property management systems, and payment security technology. Topping the list for dissatisfaction is in-room bandwidth: 23% of hotels were dissatisfied, and 54% were satisfied. Despite this, investments trudge on. Hotels remain both frustrated with and committed to improving in-room connectivity. Hotels are also less-than-pleased with video-on-demand offerings (21% dissatisfied; 41% satisfied), and with existing cellular infrastructure (21% dissatisfied; 47% satisfied). The remaining percentages, in all cases, were neutral. Winning out in the "neutral" category are the use of tablets at the front desk: 56% are neutral. Interestingly, this was also one of the top growth areas for customer-facing technology, with 20% of hotels planning to add the technology in the coming 18 months. Time will tell if this technology measures up to expectations. ■

How Hotel Managers Perceive Technology

This year's edition of the HT Lodging Technology Study includes a unique opportunity to uncover similarities and differences in how hotel technology is perceived between corporate IT executives, and property-level general managers. As with prior years of this study, all of the analysis in the main report is based off of the HT readership base; they are largely senior IT executives at corporate, property management, and independent hotels. This year, a separate version of the same survey was fielded to members of the American Hotel and Lodging Association (AHLA). The respondents in the AHLA sample are largely general managers at the property level, or hotel owners. Working in conjunction with the AHLA Technology Committee, HT magazine analyzed the similarities and differences between the two groups.

There are a few areas where hotel IT executives and the managers they support are in lock-step: namely, the challenges they face in keeping pace with rising guest expectations. The groups also agree that guestroom upgrades will top their tech priority list in 2015. They differ, however, in how they plan to deliver guest satisfaction. At the property-level, it's largely about adding bandwidth, which addresses an immediate need. IT executives, however, are feeling pressure to deliver customer-facing mobile solutions. Property managers will likely appreciate mobile programs once available, but their immediate focus is on the guest in their hotel today, clamoring for more bandwidth. AHLA's members are, however, keenly aware of the need for more marketing savvy among IT executives – perhaps more so than IT teams themselves. The figure below shows how the two groups stack up across a variety of topics.

	HT Readers (IT Executives)	AHLA Members (Hotel Managers)
Tech priority in 2015: top choice	Leveraging customer-facing mobile solutions	Adding bandwidth
Tech priority in 2015: bottom choice	Developing a digital strategy	Migrating solutions to the cloud
Top technology challenge	Keeping pace with guest expectations	Keeping pace with guest expectations
Top IT investment area in 2015	Guestrooms (16.8% of IT budget)	Guestrooms (17.7% of IT budget)
What IT skills are most lacking in current teams?	Ability to manage complex integrations	Familiarity with technology-enabled marketing solutions & strategies
Are you satisfied with in-room bandwidth?	54% satisfied	67% satisfied
Are you dissatisfied with cellular infrastructure at your hotel(s)?	21% dissatisfied	32% dissatisfied

سارة سمير (بطلة مصر فى رفع الأثقال ٢٠١٥)

«سارة سمير» من مواليد يناير ٩٨ أصغر موهبة مصرية صاعدة تقوز ببطولة أفريقيا للناشئين فى رفع الأثقال بعد النتائج المتميزة التى حققتها فى البطولة الأفريقية التى اختتمت مؤخراً فى تونس ونجاحها فى الحصول على ٦ ميداليات ذهبية دفعة واحدة لرفع الأثقال للناشئين والناشئات تحت «١٧» و«٢٠» سنة والمصنفة رقم واحد فى التصنيف العالمى لوزن (٦٣) كيلو جرام.

حققت سارة سمير لاعبة المنتخب الوطنى لرفع الأثقال، ميداليتين فضيتين فى منافسات الخطف فى بطولة العالم للشباب المقامة حالياً فى بولندا فى منافسات وزن ٦٩ كجم برفع ١٠٢ كجم، بالإضافة إلى الفضية فى الكلين بـ ١٣٠ كجم والميدالية الفضية فى المجموع بمجموع ٢٣٢ كجم.



this is what the *SCHEDULES* of Successful People Look Like

Do you want to be more successful?

Many successful entrepreneurs share similar ideals and routines which play an intrinsic part in their success.

Here we look at 8 routines and beliefs successful entrepreneurs use every day:

1 They Have A Morning Routine

Author Laura Vanderkam extensively studied the schedules of various high achievers. She found one thing that they had in common; they got up early, and almost all of them also had a morning routine. Richard Branson is also an advocate of embracing the morning. Getting up early has lots of benefits. You get the chance to be available and present before demands are made of you, and before you need to start working on your goals. This can improve your mood, as you feel in control of your life. Getting up and completing your morning routine will help you to feel confident and in control, ready to handle the challenges that the day throws at you.

How To Adjust Your Schedule: Consider scheduling tasks you would normally do in the evening in the morning instead. For instance, try exercising before you go to work to help you feel revitalized and productive.

2 They Don't Panic When Things Go Slightly Wrong

Many people start to feel stressed and anxious when things don't go exactly to plan, but these things can happen on a daily basis. Successful people realize they cannot control everything, and anticipate mistakes. Dealing with problems is a big part of being a successful entrepreneur. Plan for mistakes, and you will deal with them rationally and efficiently as they arise.

How To Adjust Your Schedule: Factor in time every day to help you deal with any problems that arise. Half an hour at the end of your working day is ideal, as it means you can focus on the tasks you want to complete during the day.

3 They Work When They Don't Have To

First thing in the morning, the evenings and the weekend are all times that most people are not working. However, you could be wasting your productivity. Many successful entrepreneurs will work whenever inspiration strikes, as they know they will be more productive then than later. If you have a great pitch for work, strike while the iron is hot and get working – even if you're not in work.

How To Adjust Your Schedule: Plan two hours work you will do during your free time, from replying to emails to making important calls. This will help you to get ahead and stay ahead.

• Bill Gates



• Richard Branson



• Steve Jobs



4 They Do Important Work First

Many people arrive at the office and start their day with the little tasks, like emailing and admin. However, our brains are sharpest earlier in the day, so this is the best time to tackle the more creative work that challenges you. If you don't get the opportunity to work on your chosen tasks first thing, take matters into your own hands; do the work from home, or come into work early.

How To Adjust Your Schedule: Set your schedule for the next day while you are still at work. Plan your most important tasks for first thing in the morning, and then respond to your emails before lunch to guarantee a productive day.

5 They Keep Their Full Schedules In One Place

"It's crucial to make sure you record all your meetings and appointments in one place instead of having them scattered throughout different calendars, notebooks, and apps," says Alexandra Weiss, a partner at CA Creative in New York. Instead of planning parts of your schedule on your phone, laptop, work computer and notepad, gather everything together on one device. It won't seem intimidating – it will seem clearer and easier for you to understand. You don't have to worry about fitting everything in, as you can see your full schedule and arrange it as you please.

How To Adjust Your Schedule: Choose the device you are most comfortable with and use the most, whether it is your smartphone or a notebook. Keep it on you all day while you are at work, so you can adjust your plans accordingly throughout the day.

6 They Understand Teamwork

Many of the most successful companies in the world were started with teamwork; Google was founded by Larry Page and Sergey Brin, Apple was founded by Steve Jobs and Steve Wozniak, and Paypal was started by a team of five. Being successful is rarely about being completely independent – successful people are able to work with others, able to compromise, and accept other ideas.

How To Adjust Your Schedule: If you work in a team alongside others, schedule an email chain with your co-workers. Make a note to email your co-workers at lunchtime if you do work on a project for feedback. This will help your team to feel involved, encouraging them to share their opinions and get involved.

7 They Take Their Work Seriously

Successful entrepreneurs truly believe in their work and see value in what they do. It is difficult to work productively & become successful if you don't believe in your work. It is important to stay motivated and not to get side tracked by people who don't believe in you – remember that if you believe in your work, you shouldn't need the reassurance of others.

How To Adjust Your Schedule: At the end of your working week, set aside half an hour to review your goals and dreams, and see how you are progressing towards them. This will help you to achieve your goals, but more importantly – it will encourage you to truly believe in your goals.

8 They Relax When They Are Done

Worrying about work while you're not there can run you down, and actually make you less productive when you start again. Author Tim Ferris recommends writing down your working goal for tomorrow when you finish work, as this will help you to feel motivated for the next day – so you can actually switch off for now, and enjoy your evening.

How To Adjust Your Schedule: Write down three goals you want to achieve during your next working day. Write down how you will achieve them too, as this will help you to feel focussed, so you can switch off and enjoy your down time.

Nobody's PERFECT But a Team Can Be



ACT
TEAMS WORK

For too many years the search for successful management has been seen almost exclusively as a search for the right individual. Corporations have been preoccupied with the qualifications, experience and achievement of individuals. Yet all of us know in our hearts that the ideal individual for a given job cannot be found. Such an individual cannot be found because they cannot exist.

Any attempt to list the qualities of a good manager demonstrates why this person cannot exist: far too many qualities are mutually exclusive. They must be highly intelligent and yet not be too clever. They must be highly forceful and at the same time sensitive to people's feelings. They must be dynamic but also patient. They must be a fluent communicator and a good listener. They must be decisive but also reflective; and so on. And if you do find this jewel among managers, this paragon of mutually incompatible characteristics, what will you do when they step under a bus or go to live abroad, or leave to take up a better job with your principal competitor?



“But if no individual can combine all these qualities, a team of individuals certainly can - and often does; moreover, the whole team is unlikely to step under a bus simultaneously. This is why it is not the individual but the team that is the instrument of sustained and enduring success in management. A team can renew and regenerate itself by new recruitment as individual team members leave or retire, and it can find within itself all those conflicting characteristics that cannot be united in any single individual. It can build up a store of shared and collectively-owned experience, information and judgment that can be passed on as seniors depart and juniors arrive, and it can be in ten places at once.”

ACT has realized this truth since its foundation, hence one of its core values is Teamwork. Fostering teamwork has always been a top priority for ACT; ACT teamed up with New Horizon to organize one of the best teambuilding events in October 2015.

Our Teambuilding event was designed to align ACT's successors with our young leaders to assure a synergistic way of working, where the sum is greater than the parts. Properly managed, teamwork maximizes strengths, bringing out the best in each team member, a key theme in this company. These specific, possibly unique individual strengths are then complimented by the strengths of others, or of the team as a unit which lead to a sense of unity, all of this couldn't have been achieved except by addressing the ACT key core Teamwork values.

ACT key Core Teamwork Values

1. COMMITMENT

Commitment to the purpose and values of an organization provides a clear sense of direction. Team members understand how their work fits into corporate objectives and they agree that their team's goals are achievable and aligned with corporate mission and values.

Commitment is the foundation for synergy in groups.

Individuals are willing to put aside personal needs for the benefit of the work team or the company. When there is a meeting of the minds on the big picture this shared purpose provides a backdrop against which all team decisions can be viewed. Goals are developed with corporate priorities in mind. Team ground rules are set with consideration for both company and individual values. When conflict arises, the team uses alignment with purpose, values, and goals as important criteria for acceptable solutions.

2. COMMUNICATION

For a work group to reach its full potential, members must be able to say what they think, ask for help, share new or unpopular ideas, and risk making mistakes. This can only happen in an atmosphere where team members show concern, trust one another, and focus on solutions, not problems.

Communication: when it is friendly, open, & positive plays a vital role in creating such cohesiveness.



3. COOPERATION

Most challenges in the workplace today require much more than good solo performance. In increasingly complex organizations, success depends upon the degree of interdependence recognized within the team.

Leaders can facilitate cooperation by highlighting the impact of individual members on team productivity and clarifying valued team member behaviors.

The following F.A.C.T.S. model of effective team member behaviors (follow-through, accuracy, timeliness, creativity, and spirit) may serve as a guide for helping teams identify behaviors that support synergy within the work team.

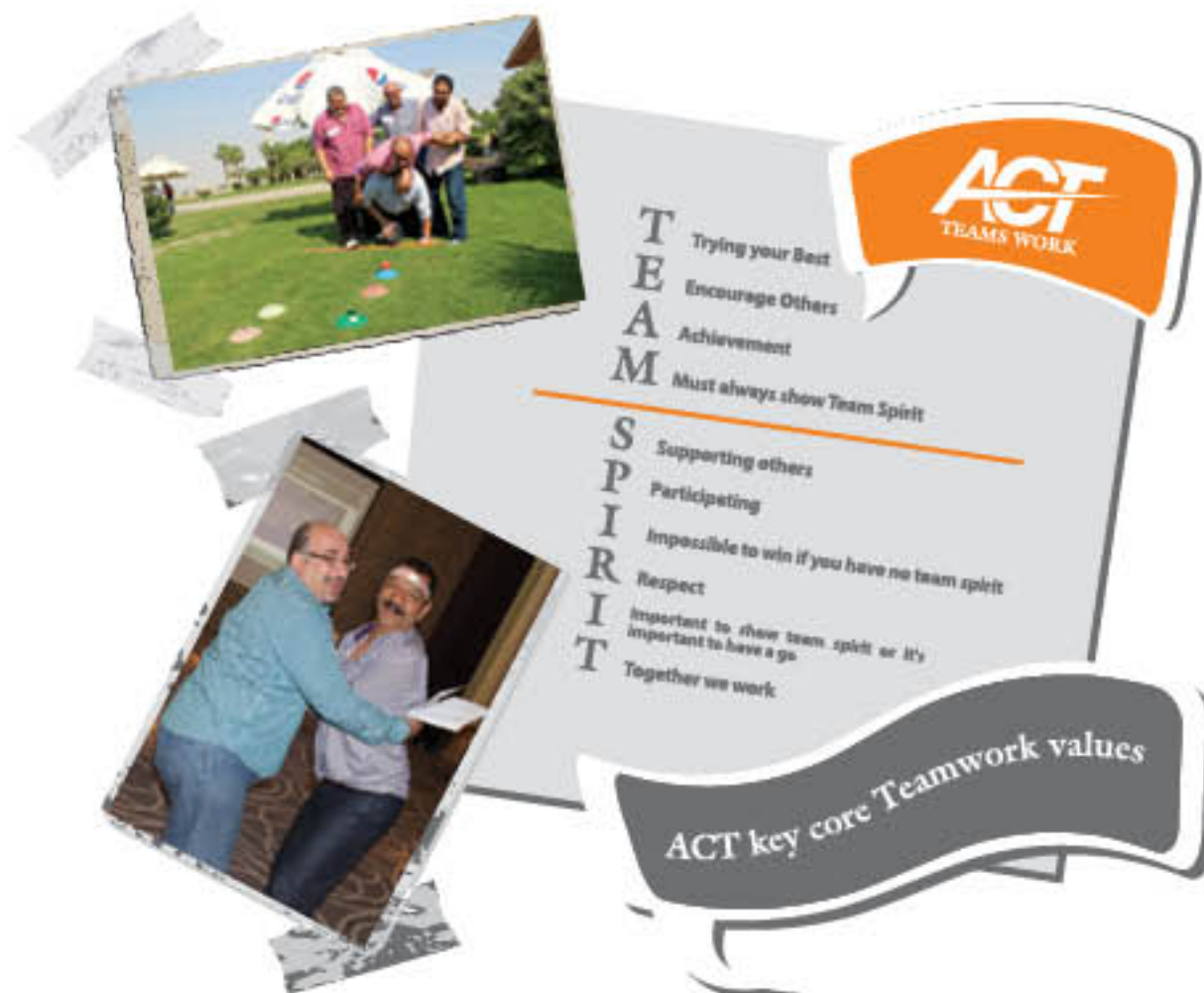
4. INNOVATION

Innovation flourishes on a team when individuals feel supported by colleagues.

Although taking the lead in a new order of things is risky business, such risk is greatly reduced in a cooperative environment where members forgive mistakes, respect individual differences, and shift their thinking from a point of view to a viewing point.



Simply We Could Summarize all of this in **ACT** Actual Practices for the Team Spirit



Finally Teamwork can be likened to two compounds, almost essential to modern life. It's the glue which keeps a team together, a bond which promotes strength, unity, reliability and support to maintain ACT position as one of the main system integrators in the market.

"Teamwork is the secret that make common people achieve uncommon results"

How Does SOCIAL MEDIA Affect the Hospitality Industry?

So many businesses within the hospitality industry rely on the word of mouth and good reviews from loyal customers that social media is a natural marketing tool. The use of social internet outlets have become widespread, travelers consistently use the media to brag about their great experiences as well as express displeasure with poor ones. Whether it is used intentionally or inadvertently, the leaders within the hospitality industry can not ignore the impact of the new internet phenomenon on their businesses. Here are some ways that companies use social internet platforms to market hospitality products and services as well as raise service quality by holding businesses accountable to their customers.



Marketing

The use of social internet platforms like Twitter and Instagram have evolved from a strictly peer-to-peer communication channel to one that allows businesses to effectively engage with clients. Although the methods of communication have changed somewhat, businesses still must apply the fundamental principles of marketing & promotion to get their messages across to their targeted audiences.

The difference is the speed & reach that can be achieved by the new digital tools. For instance, marketing professionals use information technology tools to determine how well a car rental agency is doing within a certain sector like business travel, and they can identify new markets for the hotel like weekend leisure travel through market analysis.

The market analysis can also reveal certain preferences of the new targeted audience like their tastes, styles, purchasing habits and preferred communication channels. These preferred communication channels often include social internet media platforms.

Car rental agencies can then launch creative internet marketing campaigns to encourage their new customer base to reserve rental cars when the agency has a full supply of them on the weekends.



Improving Customer Relationship Management



After they conduct promotional campaigns, businesses like the one in the car rental example can measure their success quantitatively. Analytic tools that are synced with chosen digital communication channel traffic can also help marketing professionals know what the new customers enjoyed about their car rental experience as well as what they disliked about it.

The digital nature of the communication channels often encourages greater transparency in consumer responses. The results are that businesses within the hospitality industry can readily engage with consumers and update their products or services for quick improvements that have big pay offs in the long-term.

Conducting Reputation Management

The use of social media goes beyond simple internet marketing campaigns that companies conduct one time to sell their product or service because companies use it to build ongoing relationships with consumers.

These digital communication channels become key tools used for continuous brand management. For instance, a customer who was attracted to stay at an upscale hotel for a weekend getaway with his spouse through a social internet media marketing campaign will also complain of a poor experience using the same platform. After they pursue traditional avenues for redress, these upscale customers have been known to take their complaints to the hotel's Twitter audience.

These consumers expect companies like the hotel in the example to address problems promptly since they are essentially engaged in a high-speed, personal relationship with the company.

The speed of the internet undoubtedly brings many opportunities to hospitality industry businesses.

A company with a great product or service does not have to wait long to reap the fruits of their marketing labors because their enthusiastic customers become members of a built in marketing team. Satisfied, social media savvy customers ease some of the marketing burden from businesses so that they can concentrate on improving their products and services.



"Flaming The FUTURE"

**Hewlett Packard
Enterprise**



ACT/HP event was held in June 2015. Discussions were shifting between HP compute, data management and next generation network infrastructure.

Location was at Fairmont towers Heliopolis, and audiences were mainly of the governmental sector.

Event was fruitful, uncovering work arounds and new techniques that's representing a gateway for customers' present and future queries.

Eventually Polaroid tablets were distributed to all attendees.



Big Data

The perfect pill to boost the hospitality industry

Over the past several years, we have heard so many definitions of Big Data, some say it's a...

Over the past several years, we have heard so many definitions of Big Data; some say it's a "collection of data sets so large and complex that it becomes difficult to process using traditional data processing applications", while others say it represents "the technologies and practice of handling large data sets." It doesn't matter how these definitions vary in depicting what exactly Big Data is, because in essence, "Big Data" is just another name for same old data. The biggest challenge every business faces these days is that they have piles of customer data in unstructured format and they struggle to find some meaningful insights out of it. Understanding the relationships between different pieces of information available in large

data sets is critical as they can give vital hints about the customer preferences and help businesses improve and deliver ultra-personalized services in turn meet customer expectations. This innate need to satisfy customers is the core goal for every business. Given big data helps elevate the quality of service to newer levels, it is swiftly being embraced by all sectors, and the hospitality industry is no exception. In fact, big data is identified as one of the major trends that is impacting the hospitality industry today. It offers unprecedented opportunities to improve the existing customer services, efficiency of operations, to design innovative marketing strategies and to enhance the overall growth and profitability.

The following are some of the specific areas where big data is transforming the world of hospitality.

Improving Customer Experience through PERSONALIZATION



To improve customer experience, businesses must work towards gauging preferences. What is the best way to know these preferences? Is that by collecting data about a customer from different sources especially Internet? There is likely to be an enormous amount of information about every person on the Internet, so the key is to mine this information, and get the most relevant details out of it.

For example:

A lodging business with multiple restaurants can analyze the transactional data of a customer to get an idea of his or her eating patterns. Also, it can mine for information on user-generated websites and through social media channels to know how the customer enjoyed his food at a particular restaurant. Analyzing information from these sources will give the business an insight into the culinary likes of the customer. When the customer books a hotel reservation the next time, the company can offer a reservation at his or her favorite restaurant too. Also, the company can offer menu choices based on their culinary likes.



Such a strategy is sure to improve the travel experience of the user, and he or she is more likely to book into the same hotel in the future too. As a result, the lodging business not only gets incremental revenue, but the customer is also satisfied with this personalized travel experience which in turn, will lead to better customer loyalty.

In another example, a person who posts photos of his new mountain bike on Facebook or Instagram would be interested in a mountain biking trip. Travel operators who offer packages can customize their deals to meet the needs of this mountain biker, and offer the best one to him. The customer is sure to take the offer, and more importantly, he will go back to the same operator for future trips too.

Marketing Strategies

Big data can help companies devise the best marketing strategies for each target segment, based on their activities and preferences. When businesses understand their customers well, they can devise the right strategies to reach out to them.

For example:

If a company knows that a particular target group is spending an average of thirty hours a week on social media, they can devise their marketing strategies through social media channels.

Such a strategy will give the greatest visibility for the company within their target group. With the right big data tools and techniques, it is possible to determine the optimal marketing spend across different marketing channels in real-time.

What this means is that businesses can stay on top of the changing preferences of consumers, and use it optimally to get the maximum coverage and higher engagement for their products and services. Further, big data can also help a business to understand marketing pitfalls, especially the areas where it is losing its customers to competitors.

For example:

If a company analyzes the path to purchase on a hotel brand's website, the web log will show the point where guests are abandoning the site to move on to competitors. This analysis of web log can help businesses to identify the problem, provide a solution, thus increase customer revenue.



COST & CAPACITY OPTIMIZATION



The unique feature about the hospitality industry is capacity constraints.

Most travel companies and hotels lose money when they are unable to predict the demand for their services. To avoid this financial loss, companies can use big data to get more information with higher frequency in real-time, so that they can make smarter and more dynamic pricing decisions, & optimized capacity planning. Businesses can get this information from a variety of sources such as social media, user-generated content sites, reservation and booking logs, call center logs, emails, photos, videos and so much more.

One of the leading international airline companies uses big data for its pricing and capacity strategy. They use different big data tools to add new destinations and connections based on the needs of its target markets. In addition they use big data to deliver the optimal seat-price combination for every customer. These pricing strategies have helped this international brand become one of the best airline companies within a span of ten years. This example showcases the potential of big data, and how companies can benefit from it.

Despite these advantages, there continues to be some challenges in big data implementation.

One of the key challenges is to constantly get new and actionable insights from the tons of data being generated every day. This mining of information requires top skills & knowledge, and given the complexity of this new technology, skillful talent is few and far between. Also, the traditional business structures make it difficult to work across functions in different departments like IT, marketing and finance.

Lastly, security concerns continue to exist, and this acts as a major roadblock for companies to collect data from the Internet. Companies and business consortiums around the world are working towards removing these obstacles, and they are likely to come up with the appropriate solutions in the near future. Big data will continue to evolve and transform the hospitality industry in many ways. It has opened up new opportunities for businesses in this industry to actively engage with customers, customize products and services, and help devise high impact marketing strategies.



These opportunities empower the players in the hospitality industry to improve their operational efficiency, competitiveness and profitability.

To conclude:

BIG DATA is the perfect Pill to boost Hospitality Industry!

Egypt's Hidden Treasures

Egypt is an amazing place to visit and there is a lot of Hidden places and secret getaways
"Some of Egypt's Unique Hidden Treasures"
 some may know these places, and some wouldn't.



"Le Riad" Hotel De Charme:
 Location: El Hussein, Cairo.



"Le Riad" is a home to everyone that seeks unrivaled experience of back in time. A Place where you hear stories and where you can tell a story.

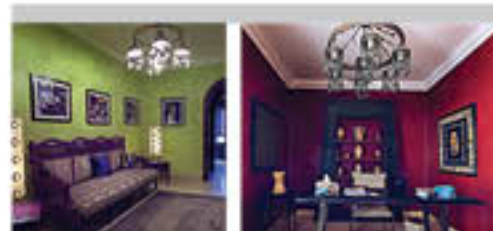
Within 200 metres from Bab Zuweila gate, Le Riad Hotel has spacious Oriental suites with private balconies facing El Darb El Asfar.

There are just 17 rooms, furnished in a variety of different styles including Bedouin, Mamluk, Ottoman, Pharaonic and Modern Arabic. Not all of these will be to everyone's taste but all are individual and certainly different from the standard business orientated hotel found in the rest of Cairo.

It has a rooftop garden with panoramic views of Cairo.

There are some places that are destined to stay in your memory, a short visit can become imprinted in your very psyche, such as the "Le Riad Hotel de Charme".

People must return to that iconic place and charming boutique establishment in the Heart of Islamic Cairo.



Adrère Amellal: Desert Ecolodge
 Location: The White Mountain, Ga'afar, Siwa.

Situated at the foot of the White Mountain, Adrère Amellal is a secluded desert ecolodge made of earth buildings that blend naturally into the landscape. Its pristine location offers direct access to the salt lake as well as the Great Sand Sea.

Each one of our hand-built 43 rooms is unique, combining distinction and authenticity. All the furniture and crafts pay tribute to nature and to talented local artisanship. With no electricity, the rooms are softly lit with a dozen beeswax candles and the starry sky.



Black Desert
 Location: Farafra.

The Farafra depression is the second biggest depression by size located in Western Egypt and the smallest by population. A little to the North of the White Desert, the Black Desert is closer to Bahariya than Farafra; approximately 50 km to the South of Bahariya. The mountains have eroded to coat the desert with a layer of black powder and rocks giving it its name. Towards the end of the Black Desert are black volcanic hills that ages ago erupted a dark volcanic material called dolerite, which is what the black rocks are made of. Climb up the English Mountain which is the highest point in the Black Desert and you will be awarded with an amazing view of the strange landscape. The Black Desert can be seen as you pass the road from Bahariya to Farafra, but if you want to venture in to its depths a tour guide is advised, tours can easily be arranged from either Bahariya or Farafra.

Djara Cave - Western Desert
 the largest limestone cave in the Sahara
 Location: SIWA.

Once the Sahara was a lush savannah, full of plants, water, life. There is a place, in the Egyptian desert, which reminds us that once the rains and the shallower aquifers were quite abundant and constant, even in the desert. A 160 km east of Farafra, submerged by sand, opens in the ground Djara Cave, the largest limestone cave in the Sahara. He was discovered by German Gerhard Rohlfs in 1883 during a journey that would take him from the Nile up to 'oasis of Kufra, Libya, and since then, for about 120 years there were no more news of him until his rediscovery in 1989 by another German, a modern explorer, Charles Bergman, who crossed several times in the Egyptian desert camel. The cave is a wonderful example of paleo karst and, because of its position unattended in the Western Desert, was unfortunately prone to acts of vandalism, including the breaking of stalactites.



Wadi El-Gemal National Park
 Location: Hamata.

Wadi el Gamal National Park or Wadi el Gamaal - Hamata National Park is a IUCN Category II park, established in 2003 national park in Egypt. It is 7,450 sq km (2,880 sq mi) in size, including 4,770 sq kms (1,840 sq mi) of land & 2,100 Sq km (810 sq mi) of marine space.

The coastal area features coral reefs with 450 species of coral and over 1200 species of fish. Approximately 17% of the marine life is native to the Red Sea. It also includes five islands, including Wadi El-Gemal Island. These islands are a breeding ground for 13 bird species, and local sea grasses are important sources of food for the endangered dugong and green turtle. The inland area is home to many animals, including the Dorcas gazelle and the Nubian ibex.

The park is the site of prehistoric rock art, as well as Ptolemaic and Roman ruins, and the mountain Mons Smaragdus is the site of small mining communities that date back to Pharaonic Egypt.



Ras Abu Galoum Protected Area
 Location: Red Sea.

The Managed Resource Protected Area at Abu Galum, covering an area of 400 km squared, protects varied coastal and mountain ecosystems unique on the Gulf of Aqaba. The area differs dramatically from the other Protectorates on the Gulf.

The coastal area contains undisturbed coral reefs with high diversities of coral reef fish and associated flora and fauna. Evidence of the richness of the area can be seen on the shorelines covered with shells of various mollusk groups.

The reef at Abu Galum supports an active Bedouin artisanal fishery. Fisherman from Nuweiba and Dahab practice subsistence fishing and also supply local restaurants with fish and shellfish products. The fishery is now being regulated by the EEAA to reduce damage to the coral reef.

Abu Galum is among the most picturesque Protectorates in the country. With its high mountains, narrow sinuous valleys (wadis), freshwater springs, coastal sand dunes, gravel alluvial fans, raised fossil coral reefs and low lying saline sabkha, it's not surprising that this small area of the Sinai peninsula houses 165 plant species.

Of these, 44 species are seen only in this Protectorate and tend to increase in density towards central and northern Sinai.





Best performance
and protection in its class¹



The Dell Storage SCv2000 takes entry-level to a new level.

Many low-cost storage arrays are designed to maximize performance and minimize the bottom line. The Dell Storage SCv2000 Series does all that, offers more data protection than any other array² and keeps your options open.

The entry-level Dell Storage SCv2000 Series, powered by Intel® Xeon® processors, accelerates apps with over 85,000 IOPS in just 2U¹ and improves data recovery with up to 2,000 snapshots.²

Accelerate critical applications

Storage performance often comes at a premium. And application response times can lag if there is a storage latency issue. The Dell Storage SCv2000 Series delivers over 85,000 IOPS in an efficient 2U¹ form factor at an extremely low cost per terabyte. The result is affordable high-performance applications.

Advance data protection

You can't put a price on data protection, but many entry-level arrays do just that. With up to 2,000 snapshots and 500 replications,² improving your recovery point objectives (RPOs) and recovery time objectives (RTOs) is just that easy. Lightweight snapshots and intelligent redundant array of independent disk (RAID) tiering emphasize data protection while optimizing storage area network (SAN) capacity. And snapshots integrate completely with common application environments to simplify recovery.

Streamline management

Many low-cost storage arrays are siloed solutions. The Dell Storage SCv2000 Series shares the same management interface as every array in the SC Series family. So you can start with the SCv2000 and grow to manage an entire SC Series enterprise from a single pane of glass.

The SCv2000 Series offers more performance than other entry-level arrays, but also includes the most advanced data protection in its class¹ and unified management that scales from entry-level to enterprise.

Accelerate applications:

Over **85K** IOPS
in just **2U**¹

Improve RPOs:

Up to **2K**
snapshots²

Enhance data protection:

Up to **500**
replications²

Future proof data:

1-time
data migration option

at [CONTACT INFORMATION].

¹ Based on a February 2015 competitive review and Dell performance testing of the SCv2000 SC array with 24 write-intensive solid-state drives (SSDs) using Iometer with (IK) random reads. Actual performance will vary on the workload and drive type.

² Based on February 2015 Dell performance of the SC661 SCv2000 array. Actual performance will vary on the workload and drive type.

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[PARTNER TO INSERT LEGAL TEXT OR TERMS AND CONDITIONS HERE]



Performance and protection beyond entry level



Dell Storage SCv2000 Series



1) IT Projects Manager

Job Description:

- Runs and delivers Mega projects (IT Infrastructure - Networking & IP telephony, Network Security and Management - Integrated Solutions).

Job Specifications:

- **Education:** Communication & Electronic Engineering/Computer Science OR equivalent.
- **Training:** PMP (Project Management Professional Certified).
- **Experience:** 6 years in Project Management field.
3 years of experience in IT Business Process Support.

2) IT Sales Account Manager

Job Description:

- Manage out IT products, pricing and margins according to agreed aims.
- Maintain and develop existing and new customers through appropriate propositions and ethical sales methods.

Job Specifications:

- **Education:** University Degree.
- **Experience:** 4 - 6 years of experience in a similar or related Position in system integration company.

3) HW Presales Senior Specialist

Job Description:

- Provide consultative support and mentor other less experienced Systems Engineers in assigned territory.
- Support sales team and channel partners in technical issues.

Job Specifications:

- **Education:** Communication & Electronic Engineering /Computer Science OR equivalent.
- **Experience:** 4 - 6 years of experience.

4) Networking Presales Senior Specialist

Job Description:

- Provides Sales Team with pre-sales activities in educating clients with different products.
- Provides product demonstration to include.

Job Specifications:

- **Education:** Communication & Electronic Engineering /Computer Science OR equivalent.
- **Experience:** 4 - 6 years of experience.

5) Microsoft Senior System Specialist

Job Description:

- Inspects Systems environments for a variety of platforms.
- Installs planned operating system such as Microsoft, and all dependent Software.
- Follow up Customer Calls & Verify correct system operation.

Job Specifications:

- **Education:** Communication & Electronic Engineering /Computer Science OR equivalent.
- **Experience:** 4 - 6 years of experience.



6) Oracle Database Administrator

Job Description:

- Install planned operating system such as Novell Netware, Microsoft, and all dependent Software.
- Responds to client inquiries concerning operation systems and diagnoses system hardware, software, and operation problems.

Job Specifications:

- **Education:** Communication & Electronic Engineering /Computer Science OR equivalent.
- **Training:** OCP Certified.
- **Experience:** 1 - 2 years of experience.

7) Financial Application Installer

Job Description:

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

Job Specifications:

- **Education:** B.Sc. of Commerce, Business Administration, computer Science or equivalent.
- **Training:** SQL, PLSQL, Oracle forms and reports, Crystal Reports, C#, ASPnet.
- **Experience:** 1 - 2 years of experience.

8) POS Junior Support Engineer

Job Description:

- Sales of company products, services & offering in the assigned sector.

Job Specifications:

- **Education:** University Degree.
- **Experience:** 4 - 6 years of experience.



9) Applications Sales Account Manager

Job Description:

- Provides technical support and periodic preventive maintenance activities related to point of Sales systems products (mainly POS hardware) located at customer sites (Hotels & Restaurants across Egypt).

Job Specifications:

- **Education:** Engineering (Electronics, Communication or equivalent).
- **Training:** PL/SQL, Forms, Reports builder, Crystal reports, Windows 2003/8 Server.
- **Experience:** 2- 3years of experience.

10) Quality Assurance Auditor

Job Description:

- Ensures effective implementation of communicated audit procedures which are included but not limited to: - Scheduling, audit reporting cycles, audit reviews & steps for resolution of discrepancies found during audit.
- Provide all appropriate quality assurance, quality control & root cause documents to meet or exceed customer requirements.

Job Specifications:

- **Education:** Engineering (Electronics, Communication or equivalent).
- **Training:** CCNA.
- **Experience:** 2- 3 years of experience in Networks.



For more information please visit us on

www.act.eg

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

Enterprise Cloud Suite

Enabling productivity across all devices, from anywhere.



In the modern workplace, employees are always connected and always moving. They have more devices with more data, and they expect tools to support collaboration and collective creation. The Enterprise Cloud Suite (ECS) can help you deliver on these expectations.

- **Unify environments** that span operating systems and enable seamless collaboration for workers across all of their devices.
- **Secure your content**, on both personal and managed devices, without compromising productivity.
- **Get the best value** as you transition to the cloud.



Office 365

Great productivity platform across devices and platforms

Modern productivity platform: Provides seamless integration of the productivity tools you use every day, including email and calendar, voice and messaging, social collaboration, content creation and more.

Ubiquitous collaboration: Office 365 helps shift you to a world of real-time, anytime, anywhere, collaboration and collective creation.

Personalized insights: Create personalized insights for everyone in the organization and use those insights to make smarter decisions.

People-centric compliance: Stay protected without sacrificing efficiency on business processes by making security and compliance as easy and seamless as possible.



Windows

Powering the best business tablets and PCs

Run Windows 8.1 Enterprise and get Windows 10 when it's available including:

Productive experiences. With a familiar interface that adapts to the task and device at hand, Windows 7 customers can be immediately productive with Windows 10.

Protection from modern security threats. Protect sensitive corporate data and reduce reliance on passwords for a more secure sign in even if your network is breached.

More flexible device management. Upgrade in place to Windows 10, and manage all your Windows devices with a single mobile device management solution.

Deliver feature updates in mixed environments. Maintain enterprise grade control over mission critical systems, while simultaneously being able to deliver the latest innovations.

EMS

Management and information protection for a mobile world

Unify Identities: With Azure Active Directory Premium, you can maintain a single identity for each user across on-premises and the cloud and enable single sign on, reducing IT burden of creating and managing multiple device identities.

Device and app management: Windows Intune provides an integrated management system that can ensure users have the application they need on any device with greater security protection.

Protect Data: With Azure Rights Management, IT has the power to classify and further protect data to meet compliance and security needs across the cloud or a hybrid model.



Enterprise Agreement

Enterprise Cloud Suite



Thriving in a cloud-first, mobile-first world

In the modern workplace, employees are always connected and always moving. They have more devices with more data and they expect tools to support ubiquitous collaboration. To support this workplace, IT needs a solution to protect data, manage the growing number of mobile devices, unify environments that span operating systems.

The Enterprise Cloud Suite (ECS) brings together Office 365, Enterprise Mobility Suite and Windows Software Assurance (SA) Per User. The combined power of these three offerings empowers users with best-in-class productivity across devices while providing IT security and control.

Enterprise Platform Per device/hybrid

Office Professional Plus
Enterprise CAL Suites
Windows Enterprise

Enterprise Cloud Suite Per user

Office 365
Enterprise Mobility Suite
Windows Software Assurance per User

Best Value

Smartest way to buy cloud services
Buying ECS as a suite is more cost effective than buying each piece separately. Your Software Assurance gives you additional discounts which can be used for online services.

Flexible

Put users at the center with per user licensing
Users get a consistent productivity experience on any device and on any OS. A range of ECS licensing options are available to help you move at any time.

Manageable

Simplifying cloud licensing in the Enterprise
With a pure per user licensing model you will no longer need to count devices for the Platform EA and cloud services. ECS let's you move to the cloud without modifying your EA while getting rid of bridge CALs and complex True-up requirements.

How it works

ECS is for organizations with 250 or more users or devices, and is available via the Enterprise Agreement or Enterprise Subscription Enrollment. It's simple for existing Enterprise Platform customers to move to ECS.

The following licensing options are available:



- ECS USL:** For users who are not covered by an existing Enterprise Platform or would like to transition to full user based licensing at renewal
- Includes Enterprise Products and Enterprise Online Services
 - For users who have no existing fully paid licences with active Software Assurance (SA) and need online services
 - No SA Benefits

The USL lowers initial licensing costs because you subscribe to the rights to use Microsoft products and services instead of purchasing a perpetual license.



- ECS Add-on:** For users who are covered by an existing Enterprise Platform.
- Includes Enterprise Products and Enterprise Online Services
 - You retain existing licences
 - SA benefits are earned through underlying on-premises SA

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

Licensing per user

ECS allows you to move to a pure per user licensing model for your entire platform EA and cloud services.

You save by licensing users rather than devices, which is valuable in a world where employees often carry more than one device. User based licensing further simplifies licensing management by removing the need to count devices.

Windows SA Per User

Windows SA Per User is an entirely new way to license Windows, putting users at the center of their devices.

All of the user's devices are covered through Windows SA Per User - including those running iOS and Android operation systems. Only the user's primary work PC needs to be running a qualified OS (i.e. Windows Pro). With Windows SA Per User, Windows Enterprise Edition can be delivered across the user's devices. This provides simpler license management by allowing you to count just users with primary PCs, instead of every single device.

Next steps

1. Learn more: <http://www.microsoft.com/ecs>
2. Participate in an evaluation to understand your current licensing position and future needs. Find your preferred Microsoft Authorized Enterprise Software Advisor (ESA) or Microsoft Licensing Solution Provider (LSP) or contact your Microsoft Account Representative.
3. Work with us to customize an ECS for your organization.

ECS empowers users with best-in-class productivity across devices while providing IT security and control

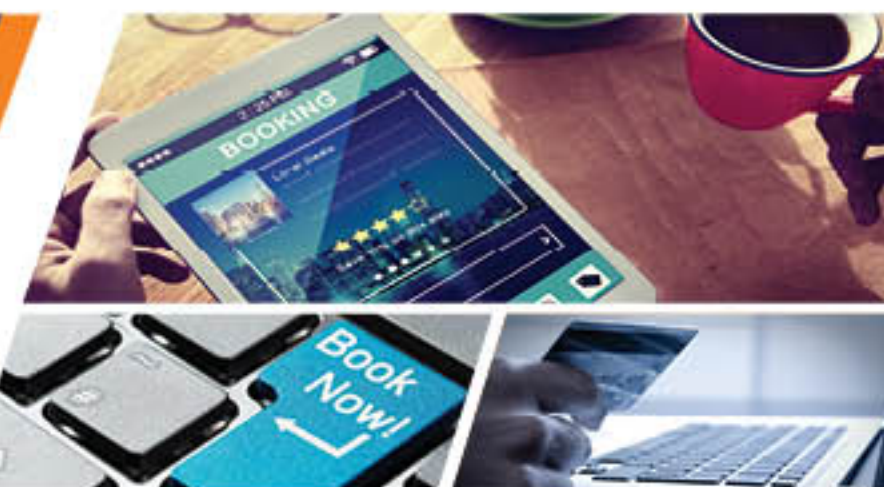
Office 365
Enterprise Mobility Suite
Windows Enterprise



For further information, please contact:
Tel.: 02 3 301 02 10
www.act.eg
Microsoft@act.eg

4 WAYS

Hospitality Can Flourish with MOBILITY



* Mobility has greatly impacted the way we work and interact on a daily basis with our coworkers and customers. Mobile devices have empowered consumers to make informed decisions & take charge of their purchasing power. Likewise, enterprises have given employees the means to be more productive, accurate and efficient in their jobs. The rise in mobility has significantly changed the way many industries do business today.

* One industry that is truly harnessing the power of mobility is hospitality. Before the age of mobile devices, tired, often impatient travelers waited for hotel staff to manually search for reservations, assign a room and process requests for upgrades and extra services. The procedures for training hotel staff, responding to maintenance requests and fulfilling room service orders were not streamlined, which impacted the value of customer service provided to guests.

* The introduction of mobility enables hotels to provide a better guest service, which ultimately boosts revenue. The added volume of guests during peak seasons puts strain on hotel staff to provide excellent customer service as quickly as possible to more people than usual. Today's tech-savvy guests expect personalized, premium services and are quick to share their experiences - both good and bad - with the world via social media apps and sites. This move could impact future business in a big way. Here are four ways to include mobility into the day-to-day operations of hotels from AirWatch.

Seamless Check-ins

Fortunately, smart devices can be seamlessly integrated into existing processes and backend infrastructure to keep guests coming back. Ensuring a quick, seamless check-in by greeting guests at the door with a smart tablet is a welcomed interaction compared to long lines at the front desk.

Mobile devices can also give hotel employees the opportunity to display images of an upgraded room or service to guests, an easily executed gesture that could result in additional revenue.

Guestroom amenities Increase sales and satisfaction

In-room devices can enable guests to control the TV, order room service, request maintenance, make restaurant reservations and more without calling a concierge.

Tablets in the room can also be used for scheduling wake-up calls, displaying the morning weather and aggregating local news and events to keep guests informed. With mobile devices, guests are more empowered to customize their own experience.

Restaurants go Mobile to improve Service

Restaurants on property can also benefit by employing mobile devices. Smart devices can be used to book tables, submit food orders, train employees, provide on-table kids entertainment, maintain recipe consistency and deliver faster food and beverage services to guests.

The opportunities to upsell increase, as well. For example, if a guest orders a particular menu item, the device can prompt him or her to purchase a bottle of wine or side dish that pairs well with the meal. Recently, a restaurant used smart devices to facilitate drink orders for customers who just walked in. The restaurant had impressive results: Beverage arrival time from bar to table dropped from 17 minutes to just three minutes. Mobility integration, no matter how small, can drastically improve food service processes.

Mobile All the Way to CHECKOUT

To continue the seamless guest experience, mobile devices can be implemented during the check-out process. Guests can use tablets provided in their rooms to complete the process and submit payment information without requiring a stop at the front desk. Once a payment is received, the housekeeping department can be immediately alerted that the room is available for cleaning. Because the alert is sent in real-time, housekeeping can prepare rooms more efficiently for the next guests. As any hotel manager knows, this is particularly important during peak times when staff is focused on checking in guests and assigning rooms. Moreover, smart devices can be updated when rooms are cleaned, providing employees with accurate, timely room information to provide to guests.

Using the power of mobility, hotels and resorts can provide the best experience possible for guests. Hotels and restaurants that have incorporated tablets into their business platforms have enhanced customer satisfaction, decreased wait times, improved sales and increased employee productivity. Hospitality organizations willing to embrace mobile devices and integrate them into day-to-day operations are likely to outpace competitors and enhance customer satisfaction year-round.

علاء الدين أبو القاسم (بطل مصر فى سلاح الشيش ٢٠١٢)

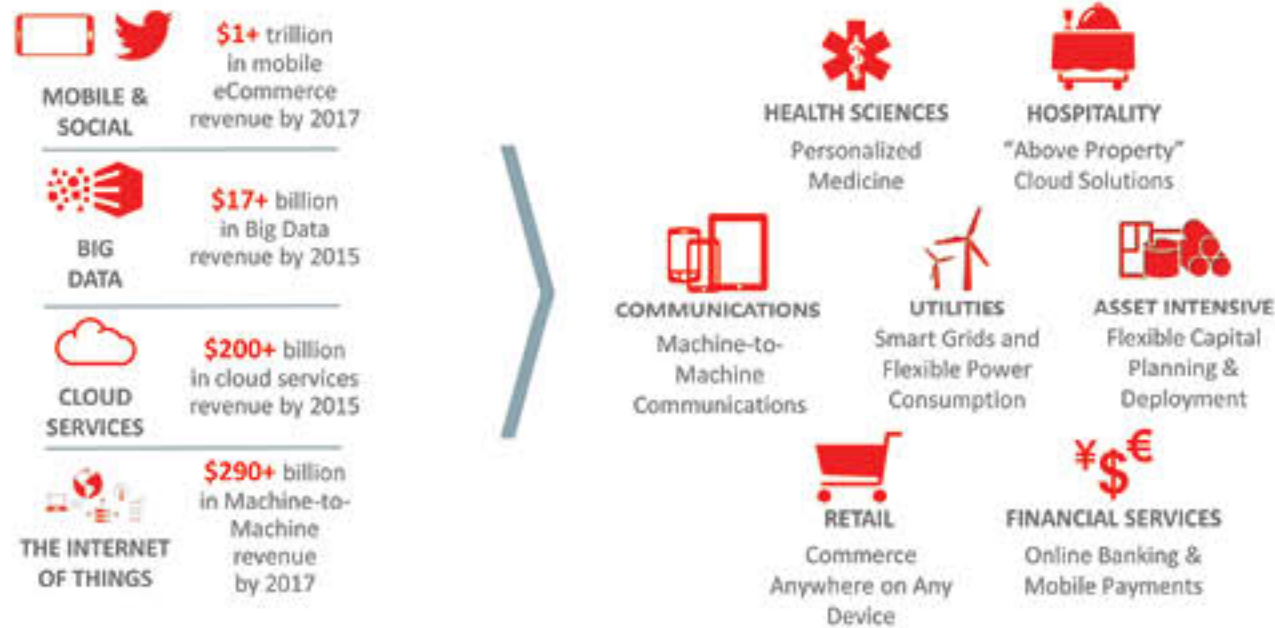
علاء الدين أبو القاسم (٢٥ نوفمبر ١٩٩٠) هو رياضى مصرى من أب مصرى وأم جزائرية يمارس لعبة المبارزة والحائز على الميدالية الفضية فى منافسات فردى سلاح الشيش بالألعاب الأولمبية الصيفية ٢٠١٢ المقامة بلندن. ومن ثم أصبح أول مصرى وعربى وإفريقى يحقق ميدالية أوليمبية فى لعبة المبارزة. كما حقق الميدالية الذهبية فى كلا المنافسات الفردية والفرق للشيش فى دورة الألعاب العربية الثانية عشرة ٢٠١١.

أبو القاسم



Oracle Buys Micros

Impact of Digital Technologies Transforming How Industries Create Value



Hospitality and Retail Industry Transformations are Underway



MICROS is a Technology Provider in Hospitality and Retail Delivering Innovative Solutions to Modernize Businesses

- Provides industry-specific solutions in Hotel, Food & Beverage and Retail segments
- Integrated software, hardware and services solutions
 - Cloud, on-premise and hybrid deployments
 - Available across the world
 - Strong momentum in cloud solutions
 - New mobile and tablet solutions gaining significant traction

Food & Beverage	Hotel	Retail
<ul style="list-style-type: none"> 200k+ sites Table Service Quick Service Stadiums/Arenas Theme Parks Cruise Ships/Airports 	<ul style="list-style-type: none"> 30k+ sites Chains 20k+ sites Luxury Resorts Limited Service Casinos Cruise Ships 	<ul style="list-style-type: none"> 100k+ sites Specialty Retail Hard Goods Grocery Petro/Convenience Omni-Channel

Customer Information and Logo Provided by MICROS



Oracle Enables Industry Transformations

Industry Applications + Business Applications + Technology

- Run mission-critical operations with Oracle industry applications
- Engage customers across channels with Oracle Marketing & Social
- Improve revenue cycles with Oracle Customer Experience
- Reduce expenses and turnover with Oracle Human Resource and ERP
- Delivered in the cloud, on-premise, or via a hybrid model on Oracle



RETAIL

- Merchandise Management
- Commerce
- Store Operations
- Supply Chain
- Retail Analytics



HEALTH SCIENCES

- Clinical Trial Management
- Drug Safety
- Translational Research
- Health Sciences Network



ASSET INTENSIVE

- Project & Portfolio Management
- Capital Planning
- Project Analytics



HOSPITALITY

- Revenue Management
- Reservations
- Property Management
- Point-of-Sale
- Enterprise Operations
- Fraud & Loss Prevention



FINANCIAL SERVICES

- Core Banking
- Insurance
- Analytics & Risk Management



COMMUNICATIONS

- Billing & Revenue Management
- Service Fulfillment
- Policy Management
- Network Operations



UTILITIES

- Billing & Revenue Management
- Smart Grid
- Infrastructure Management
- Analytics

Micros to be a Dedicated Business Within the Oracle Industry Organization

Oracle Industry Organization Overview

- Dedicated global business units (GBU)
 - Product Development, Sales, Services
 - Over 18,000 industry employees
 - Deep industry domain expertise
- Focused investment
 - \$500+ million annual R&D investment in industry applications
 - Includes approximately 30 acquisitions
 - Utilize Oracle technology, infrastructure, operations, and global scale

MICROS Operating Plan

- Enhance Oracle's GBU organization with the addition of MICROS
 - MICROS' Hotel and F&B offerings to anchor Oracle's Hospitality solutions
 - MICROS' Retail offerings to complement Oracle's existing Retail solutions
- Accelerate investments in products and services
 - Drive cloud, mobile, social and big data adoption
 - Protect and enhance customers' existing investments in software and hardware
- Expand using Oracle's global scale and reach



★ 2016 ★

May this New Year be a wonderful year to you and your beloved ones; a year full of achievements for **ACT** and for its Partners. And may God bless our Egypt & lead it towards a brighter future.

Insertions Section



Microsoft



WELCOME TO THE

Internet of Everything

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

cisco.com/ioe

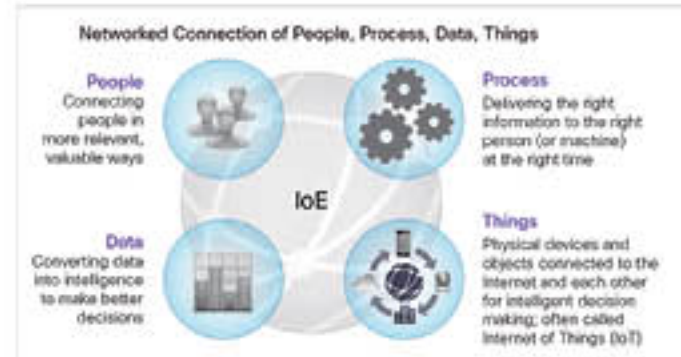


Internet of Everything

Connect the Unconnected with IoT

People, Process, Data, Things. Yesterday, they functioned independently. Today, the Internet of Everything (IoE) brings them all together by combining machine-to-machine (M2M), person-to-machine (P2M), and person-to-person (P2P) connections.

Information extracted from these networked connections creates new capabilities, richer experiences, and incredible economic opportunity. Cisco delivers architectures, solutions, technologies, and consulting services that help you capture the value of IoE.



Changing Our World Through New and Better Connections

Imagine a sensor on a car or medical device that sends information through the network to a database in real time. Here, data is analyzed and the results are used to automatically improve fuel efficiencies or enhance patient care. This is the new IoE reality.

Cisco predicts that between now and 2022, US\$19 trillion in value is at stake for organizations willing to take advantage of the immense IoE opportunity.¹ But to realize the potential of IoE, you will need to act quickly, powered by an efficient infrastructure. Technology architectures need to be streamlined – to create the ability to keep pace with rapid change. The infrastructure must help you gain insights from IoE data to help your organization anticipate trends. And in an environment of increasing connectedness, it is essential to deal with security threats in a comprehensive and proactive manner.

Why Cisco?

The future is here. Get ready to take your share of IoE Value at Stake. From next-generation networks to industry-leading mobility, cloud, and video, Cisco provides the integrated architectures that connect people, process, data, and things. Our security solutions are designed for the IoE era, and they provide high-performance end-to-end coverage that is intelligent and proactive. Our proven portfolio of solutions creates the foundation for a wide range of IoE-ready vertical and horizontal offerings. And through Cisco Consulting Services, we will help you develop the customized strategies and solutions needed to take full advantage of the IoE opportunity.

Learn More

For more information, visit [Tomorrow Starts Here](#).

Industry Use Cases

As the physical world connects to the Internet and everyday objects become intelligent, the result is incredible opportunities. Are you ready to embrace IoE? The following use cases reveal what's possible.

IoE in Action: Retail

A customer enters a store. She selects a pair of jeans for purchase. Weight sensors on the shelf communicate through the cloud to the retailer's data center that product inventory has changed. Inventory is replenished based on real-time analytics and trends.

Table 1. IoE Possibilities for Retail

New Connections	What They Mean
Machine-to-Machine	
• Shelf sensors	• Inventory visibility
• Parking-space sensors	• Automated ordering process
• IR motion sensors	• Flexible payment options
• Weight mats	• Energy optimization
• Environment sensors	
• Door sensors	
• Mobile payment	

Solutions of Value

Cisco can help you capture your share of IoE opportunity:

- **Connect the unconnected:** Support M2M, M2P, and P2P connection types with our scalable, high-performance, and efficient next-generation networking and mobility solutions.
- **Gain insight:** Unlock IoE data to help predict customer behavior, asset performance, and business outcomes using network-based and real-time streaming analytics, as well as Cisco® Big Data solutions.
- **Be agile:** Automate tasks and service provisioning. Deliver applications faster. Simplify management across environments. And automatically adapt to changes in demand. Cisco ONE, Cisco Unified Framework, and Cisco Cloud Portfolio make it possible while using less hardware and reducing IT complexity.
- **Be fast and secure:** An integrated, platform-based security solution means you no longer have to trade off performance for security. Protect all your connections and data with security that is proactive, dynamic, intelligent, and scalable.
- **Seek expert guidance:** Address your business challenges and identify unique IoE opportunities by taking advantage of the expertise of Cisco Consulting Services. We help you develop a customized IoE roadmap to improve profitability, accelerate innovation, manage risk, and much more.

Real-World Benefits

What benefits can you expect from IoE solutions powered by Cisco technology?

- Faster path to strategic insights and increased profitability
- Rapid delivery of differentiated IoE-enabled services and experiences
- Security that helps enable IoE business because it's integrated, open, continuous, and pervasive
- Sustainable competitive advantage

"It is up to all of us to get involved to ensure that the Internet, as IoE unfolds, continues to be a powerful force for improving people's lives."

– Dave Evans, Chief Futurist, Cisco

New Connections	What They Mean
Machine-to-People	
• Digital signage	• Behavioral insight
• Connected cameras and analytics	• Personal-Social/Local/Mobile content
• Wi-Fi badges	• Endless side omnichannel
• Gesture recognition	
• Point-of-sale	
• iCoke	
People-to-People	
• Shopper mobile devices	• On-demand expert advice
• Store associate mobile devices	• Collaborative development
• Immersive video	• On-demand training
• Social media	
• Contact center	
• E-commerce site	

IoE in Action: Manufacturing

In a manufacturing plant, assets are affixed with wireless sensors. Using remote monitoring technology, plant managers locate and track production inventory on the plant floor and within the supply chain in real time.

Table 2. IoE Possibilities for Manufacturing

New Connections	What They Mean
Machine-to-Machine	
• Smart factories (machine connectivity and sensors)	• Predictive maintenance
• Remote asset monitoring	• Reduced production delays
• Wireless inventory tracking	• Real-time inventory visibility
	• Real-time energy optimization
Machine-to-People	
• Fleet and transportation monitoring	• Operational efficiencies
• Product sensors	• End-user insight
• Mobile marketing	• Increased revenue
People-to-People	
• Video collaboration	• Faster innovation
• Mobile plant-floor collaboration	• Employee productivity
• Connected learning	• Lower costs

The Internet of Everything

How More Relevant and Valuable Connections Will Change the World

Dave Evans



While the Internet is not a cure-all, it is the one technology that has the potential to rectify many of the challenges we face.

This is the first in a series of three Cisco papers that will describe the impact of the Internet of Everything on enterprises, individuals, and countries now – and in the future. Upcoming papers will analyze the "Value at Stake" for enterprises, driven by the Internet of Everything; and provide an "IoE Value Index" – based on an exhaustive global study – for evaluating enterprises' readiness to realize the full value of the Internet of Everything.

Even with amazing advances in science, medicine, communications, and other disciplines, maladies like hunger, access to potable water, and diseases are still with us. As evidence, consider that over the past 50 years, the human population has nearly tripled, while industrial pollution, unsustainable agriculture, and poor civic planning have decreased the overall water supply.¹

In addition, fragilities in the global financial system threaten to stall, if not reverse, years of economic progress. The rising cost of energy is causing instability among countries, increasing expenses for businesses, and adding to the financial burden of consumers. And rapid climate change, regardless of the cause, threatens our way of life by impacting the weather, agriculture, and much more.

While the Internet is not a cure-all, it is the one technology that has the potential to rectify many of the challenges we face. Already, the Internet, which has gone through several stages in its relatively short life span,² has benefited many individuals, businesses, and countries by improving education through the democratization of information, allowing for economic growth through electronic commerce, and improving business innovation by enabling greater collaboration.

So, what's next? How will the Internet evolve to continue changing and improving the world? The purpose of this paper is to address this important question in order to provide industries, individuals, and countries with the information they need to begin planning and making strategic decisions for the coming decade.



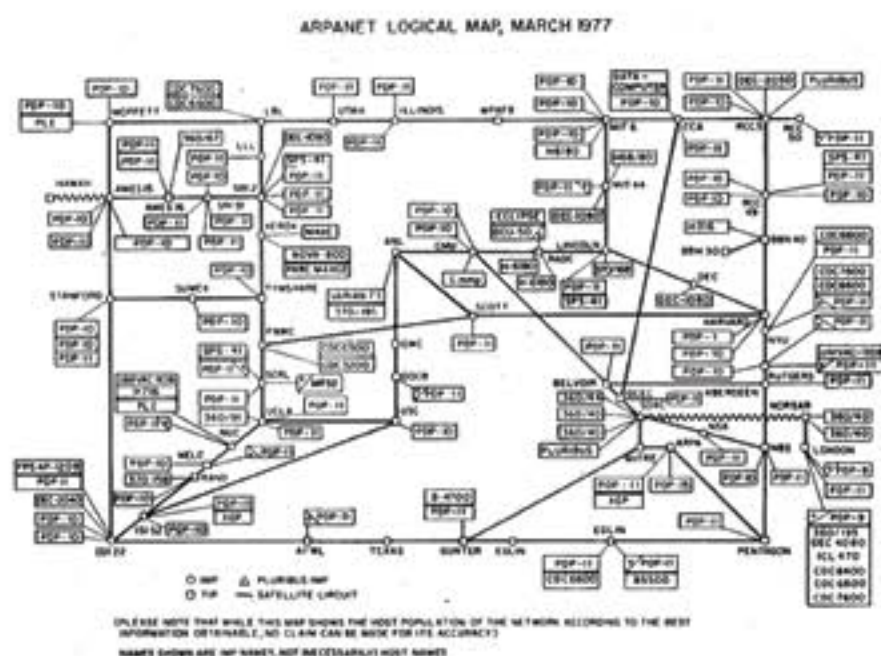
Internet Business
Solutions Group (IBSG)

As these "things" add capabilities like context awareness, increased processing power, and energy independence, and as more people and new types of information are connected, we will quickly enter the *Internet of Everything (IoE)* – a network of networks where billions of connections create unprecedented opportunities as well as new risks.

Where Are We Today?

As soon as the Internet was developed, there was a desire to connect more "things" to it. From the handful of computers that made up the Advanced Research Projects Agency Network (ARPANET) shown in Figure 1, the Internet now connects anywhere from 10 billion to 15 billion devices.³ Even so, less than 1 percent of things are connected to the Internet today.⁴

Figure 1. ARPANET – The Internet Is Born.

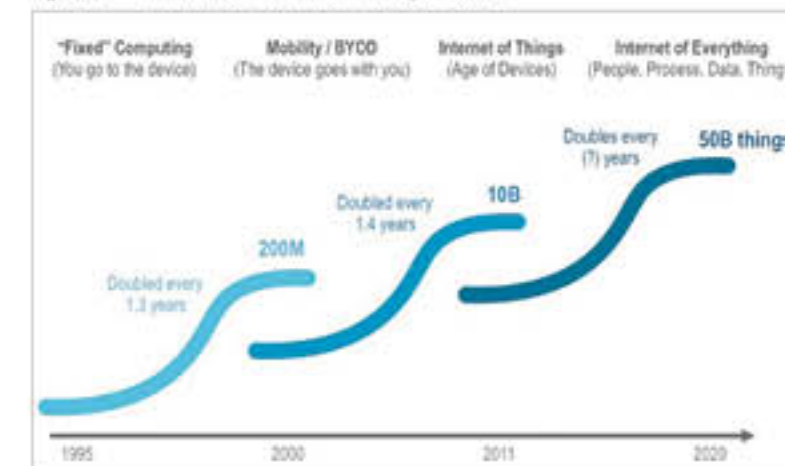


Source: ARPANET Completion Report, January 4, 1978.

In terms of phases or eras, Cisco believes that many organizations are currently experiencing the Internet of Things (IoT), the networked connection of physical objects and one of the many technology transitions creating greater value for organizations that embrace the Internet of Everything (IoE) (see Figure 2). As things add capabilities like context awareness, increased processing power, and energy independence, and as more people and new types of information are connected, IoT becomes an Internet of Everything – a network of networks where billions or even trillions of connections create unprecedented opportunities as well as new risks.⁵

Cisco believes IoE brings together people, process, data, and things to make networked connections more relevant and valuable than ever before – turning information into actions that create new capabilities, richer experiences, and unprecedented economic opportunity for businesses, individuals, and countries.

Figure 2. Internet Growth Is Occurring in Waves.



Source: Cisco IBSG, 2012

The Internet of Everything: Connecting the Unconnected

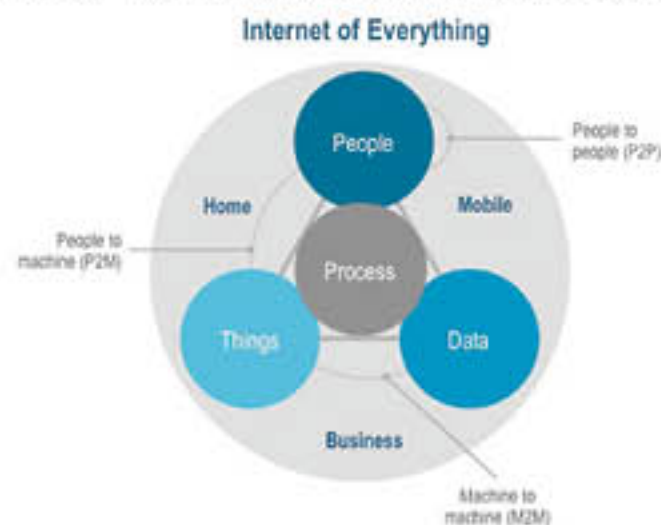
Before discussing IoE in more detail, it is important to come to a consensus around a common definition. Cisco believes IoE brings together people, process, data, and things to make networked connections more relevant and valuable than ever before – turning information into actions that create new capabilities, richer experiences, and unprecedented economic opportunity for businesses, individuals, and countries (see Figure 3).

To better understand this definition, we must first break down IoE's individual components.

- **People:** In IoE, people will be able to connect to the Internet in innumerable ways. Today, most people connect to the Internet through their use of devices (such as PCs, tablets, TVs, and smartphones) and social networks (such as Facebook, Twitter, LinkedIn, and Pinterest). As the Internet evolves toward IoE, we will be connected in more relevant and valuable ways. For example, in the future, people will be able to swallow a pill that senses and reports the health of their digestive tract to a doctor over a secure Internet connection. In addition, sensors placed on the skin or sewn into clothing will provide information about a person's vital signs. According to Gartner, people themselves will become nodes on the Internet, with both static information and a constantly emitting activity system.⁶

Rather than just reporting raw data, connected things will soon send higher-level information back to machines, computers, and people for further evaluation and decision making. This transformation from data to information in IoT is important because it will allow us to make faster, more intelligent decisions, as well as control our environment more effectively.

Figure 3. The What, Where, and How of the Internet of Everything.



Source: Cisco IBSG, 2012

- **Data:** With IoT, devices typically gather data and stream it over the Internet to a central source, where it is analyzed and processed. As the capabilities of things connected to the Internet continue to advance, they will become more intelligent by combining data into more useful information. Rather than just reporting raw data, connected things will soon send higher-level information back to machines, computers, and people for further evaluation and decision making. This transformation from data to information in IoT is important because it will allow us to make faster, more intelligent decisions, as well as control our environment more effectively.
- **Things:** This group is made up of physical items like sensors, consumer devices, and enterprise assets that are connected to both the Internet and each other. In IoT, these things will sense more data, become context-aware, and provide more experiential information to help people and machines make more relevant and valuable decisions. Examples of "things" in IoT include smart sensors built into structures like bridges, and disposable sensors that will be placed on everyday items such as milk cartons.
- **Process:** Process plays an important role in how each of these entities — people, data, and things — works with the others to deliver value in the connected world of IoT. With the correct process, connections become relevant and add value because the right information is delivered to the right person at the right time in the appropriate way.

"The 21st century will be equivalent to 20,000 years of progress at today's rate — about 1,000 times greater than the 20th century."⁷

Ray Kurzweil,
Futurist, Inventor, Author,
and Entrepreneur

'Network Effects': The Power of Connections and Exponential Growth

With IoT, networks of networks, built upon billions — and someday trillions — of connections create unprecedented opportunities, as well as new risks. Why? The answer lies in the exponential power of networks — commonly referred to as "network effects." Network effects are often associated with "Metcalfe's law," named after well-known technologist and 3Com founder Robert Metcalfe, which in its basic form states that the value of a network increases proportionately to the square of the number of users. Cisco believes the competitive dynamics of the next decade will fundamentally be shaped by organizations' efforts to harness network effects through the new (and deeper) connections afforded by IoT.

In fact, a core construct of IoT in the context of a "connections economy" is that value will accrue to those who best foster, embody, and exploit network effects. Much of contemporary management thinking, by contrast, focuses on linear responses to change. Simply put, humans tend to think in linear terms. Exponential change, as we see with the advent of the IoT, however, demands that our responses to change must themselves be exponential. Business and government leaders must move from being buffeted by chaotic network effects to generating and directing them to constructive ends.

While competitive dynamics are clearly being transformed, so too are the lives of individuals. As citizens, consumers, and businesspeople, we all encounter network effects in our daily lives: the World Wide Web, communicable diseases, tipping points, the wisdom of crowds, file sharing, social media, user-generated content, and financial contagion are all manifestations of network effects that have entered the popular consciousness in recent years. In a manner of speaking, a simple network effect is generated when participants (or "nodes") within a network are connected in a manner makes "the whole greater than the sum of its parts." *Network effects are at the heart of IoT.*

By combining people, process, data, and things, the exponential power of the Internet will allow us to create exponential responses to the extraordinary challenges faced by individuals, businesses, and countries.

The Internet of Everything in Action

The true measure of success will be the benefits delivered to humanity by converging people, process, data, and things. Because IoT will evolve over the next 10 years, it is important to explore both current and future examples. We also believe that IoT will impact individuals, businesses, and countries in different ways.

- **Individuals:** People experience the world through their senses (hearing, touch, sight, taste, and smell). In this context, IoT becomes an exponential proxy for sensing, understanding, and managing our world. With IoT, things that were silent now have a voice.

"When the history of IoE is written, its success or failure will be determined by answering one question: How did IoE benefit humanity? In the end, nothing else matters."

Dave Evans,
Cisco's Chief Futurist;
Chief Technology Officer,
Cisco IBSG

- **Businesses:** Succeeding in business is all about delivering a profit. IoE will help businesses achieve this goal by creating new opportunities for greater optimization and efficiencies.
- **Countries:** While there are many forms of government, transparency is critical for countries to deliver services to their citizens. When correctly applied to ensure privacy, safety, and security, IoE will allow all levels of government to increase the level of transparency so that everyone benefits.

IoE Today

Transforming the World's Largest Cities. To revitalize the world's largest cities, City24/7 – a company committed to making public communications more accessible to everyone, everywhere – in collaboration with Cisco IBSG and the City of New York has launched an interactive platform that integrates information from open government programs, local businesses, and citizens to provide meaningful and powerful knowledge anytime, anywhere, on any device. In short, City24/7 delivers the information people need to know, where and when it helps them most.

Located at bus stops, train stations, major entryways, shopping malls, and sports facilities, City24/7 Smart Screens incorporate touch, voice, and audio technology to deliver a wide array of hyper-local (about two square city blocks) information, services, and offerings in real time. The Smart Screens can also be accessed via Wi-Fi on nearby smartphones, tablets, and laptop computers.

The overarching goals of the City24/7 Smart Screens are to:

- **Inform** by instantly connecting people with information that is relevant to their immediate proximity
- **Protect** by giving local police and fire departments a citywide sensing, communications, and response network that can direct needed personal and resources exactly where and when they are needed
- **Revitalize** by increasing levels of commerce, investment, and tourism

Once the Smart Screens have reached critical mass in New York City, City24/7 will start the second phase, which includes expansion to several major cities in the United States and around the world.

IoE Tomorrow

Conquering Climate Change. While it may seem out of reach today (and possibly laughable to some), IoE will eventually allow us to become better stewards of our finite resources by improving how we sense, understand, and even manage our environment. As billions and even trillions of sensors are placed around the globe and in our atmosphere, we will gain the ability to literally hear our world's "heartbeat." Indeed, we will know when our planet is healthy or sick. With this intimate understanding, we can begin to eradicate some of our most pressing challenges, including hunger and ensuring the availability of drinkable water.

To overcome these challenges, government organizations, standards bodies, businesses, and even citizens will need to come together with a spirit of cooperation.

- **Hunger:** By understanding and predicting long-term weather patterns, farmers will be able to plant crops that have the greatest chance for success. And, once the fields are harvested, more efficient (and, therefore, less-expensive) transportation systems will allow for the distribution and delivery of food from places where there is abundance to places where there is scarcity.
- **Drinkable Water:** While IoE may not be able to create water where it is needed most, it will have the ability to fix many of the problems that reduce our clean water supply, such as industrial waste, unsustainable agriculture, and poor urban planning. For example, smart sensors located throughout a city's water system will detect when there is a leak and automatically divert water to avoid unnecessary waste. The same sensor will alert utility personnel so that the problem can be fixed as soon as resources are available.

While these examples may seem "Pollyanna," consider how people, businesses, and countries could contribute to and benefit from all of the various components and processes that need to come together for this scenario to become a reality. The opportunities are nearly limitless.

Overcoming Barriers

Of course, IoE will face many hurdles as it comes to fruition over the next 10 years. Some of these challenges will be familiar, including security, privacy, and reliability, while other problems will require us to have open social and political discussions.

In addition to these challenges, many technical barriers will need to be overcome as IoE pushes the boundaries of what we know is possible today with regard to network protocols, storage, and analytics. For example, IPv6 must become a reality as the number of connections moves from billions to trillions. Other challenges include finding energy sources for powering the huge number of miniature (even microscopic) devices.

To overcome these challenges, government organizations, standards bodies, businesses, and even citizens will need to come together with a spirit of cooperation.

What Now?

In a world where the rapid pace of change has nearly rendered five-year business plans useless, why consider next steps? Simply stated, the more you can prepare for the future, the better off you will be when it arrives. And because of the tremendous amount of transformation and disruption IoE is expected to create, it is not too early to start planning for a world where more people, information, and things will be connected than ever before.

Because of the tremendous amount of transformation and disruption IoE is expected to create, it is not too early to start planning for a world where more people, information, and things will be connected than ever before.

Here are several thought-provoking questions to get you started:

- How do I set priorities to match the opportunities that will exist in the connected world of IoE?
- Given the impact the Internet already has had on my business, what happens when new categories of things are connected at exponential rates?
- What are the potential benefits and risks of IoE for my business or government organization?
- How should organizations be structured around information and processes?
- How will governance, control, and responsibility change in an IoE world?

As you consider your responses to these and many other questions, remember that IoE operates in an exponential world. The time to prepare is now.

The author would like to thank Michael Adams, Jeremy Hartman, James Macaulay, Bob Moriarty, Ewan Morrison, Kathy O'Connell, and Noelle Resare for their valuable contributions to the development of this paper.

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Join the conversation:
#InternetofEverything
#IoE

Embracing the Internet of Everything To Capture Your Share of \$14.4 Trillion

More Relevant, Valuable Connections Will Improve
Innovation, Productivity, Efficiency & Customer Experience

Joseph Bradley
Joel Barbier
Doug Handler



To get the most value from IoE, business leaders should begin transforming their organizations based on key learnings from use cases that make up the majority of IoE's Value at Stake.

Executive Summary

- The Internet of Everything (IoE) creates \$14.4 trillion in Value at Stake – the combination of increased revenues and lower costs that is created or will migrate among companies and industries from 2013 to 2022.
- The five main factors that fuel IoE Value at Stake are: 1) asset utilization (reduced costs) of \$2.5 trillion; 2) employee productivity (greater labor efficiencies) of \$2.5 trillion; 3) supply chain and logistics (eliminating waste) of \$2.7 trillion; 4) customer experience (addition of more customers) of \$3.7 trillion; and 5) innovation (reducing time to market) of \$3.0 trillion.
- Technology trends (including cloud and mobile computing, Big Data, increased processing power, and many others) and business economics (such as Metcalfe's law) are driving the IoE economy.
- These technology and business trends are ushering in the age of IoE, creating an unprecedented opportunity to connect the unconnected: people, process, data, and things. Currently, 99.4 percent of physical objects that may one day be part of the Internet of Everything are still unconnected.
- To get the most value from IoE, business leaders should begin transforming their organizations based on key learnings from use cases that make up the majority of IoE's Value at Stake. These use cases include smart grid, smart buildings, connected healthcare and patient monitoring, smart factories, connected private education, connected commercial (ground) vehicles, connected marketing and advertising, and connected gaming and entertainment, among others.
- Robust security capabilities (both logical and physical) and privacy policies are critical enablers of the Internet of Everything Economy. The IoE Value at Stake projections are based on increasingly broad adoption of IoE by private-sector companies over the next decade. This growth could be inhibited if technology-driven security capabilities are not combined with policies and processes designed to protect the privacy of both company and customer information.



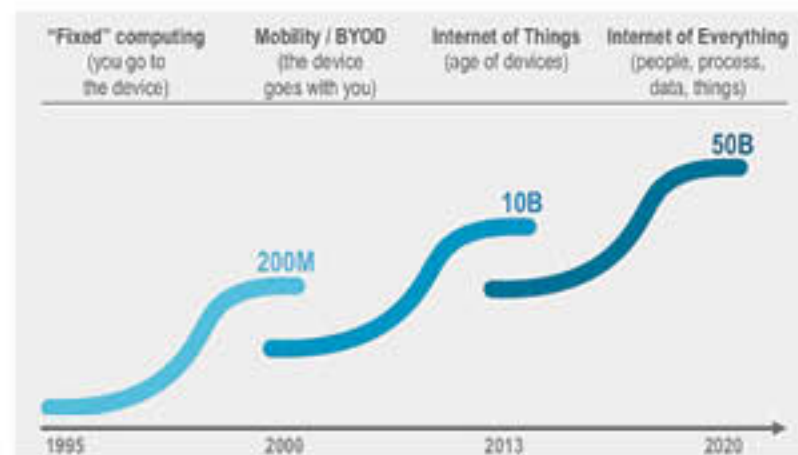
The next wave of dramatic Internet growth will come through the confluence of people, process, data, and things – the Internet of Everything.

The Internet of Everything Is Happening Now

Cisco estimates that 99.4 percent of physical objects are still unconnected.¹ Conversely, this means that only about 10 billion of the 1.5 trillion things globally are connected.² At a more personal level, there are approximately 200 connectable things per person in the world today.³ These facts highlight the vast potential of connecting the unconnected.

Even so, the growth of the Internet has been unprecedented (see Figure 1). Cisco estimates that there were about 200 million things connected to the Internet in the year 2000. Driven by advances in mobile technology and the “bring your own device” (BYOD) trend, among others, this number has increased to approximately 10 billion today, putting us squarely in the age of the Internet of Things (IoT). The next wave of dramatic Internet growth will come through the confluence of people, process, data, and things – the Internet of Everything (IoE).⁴

Figure 1. Rapid Growth of the Number of Things Connected to the Internet.



Source: Cisco IBSG, 2013

IoE is further being driven by several factors. First, powerful technology trends – including the dramatic increase in processing power, storage, and bandwidth at ever-lower costs (Moore's law still at work); the rapid growth of cloud, social media, and mobile computing; the ability to analyze Big Data and turn it into actionable information; and an improved ability to combine technologies (both hardware and software) in more powerful ways – make it possible to realize more value from connectedness.

Second, barriers to connectedness continue to drop. For example, IPv6 overcomes the IPv4 limit by allowing for 340,282,366,920,938,463,463,374,607,431,768,211,456 more people, processes, data, and things to be connected to the Internet. Amazingly, IPv6 creates enough address capacity for every star in the known universe to have 4.8 trillion addresses.

Value at Stake . . . is the potential bottom-line value (higher revenues and lower costs) that can be created or will migrate among companies and industries based on their ability to harness IoE.

Third, form factors continue to shrink. Today, a computer the size of a grain of salt (1x1x1 mm) includes a solar cell, thin-film battery, memory, pressure sensor, and wireless radio and antenna. Cameras the size of a grain of salt (1x1x1 mm) now have 250x250-pixel resolution. And, sensors the size of a speck of dust (0.05x0.005 mm) detect and communicate temperature, pressure, and movement. These developments are important because, in the future, things connected to the Internet may be hard for the human eye to even see.

Finally, IoE reflects the reality that business value creation has shifted to the power of connections and, more specifically, to the ability to create intelligence from those connections. Companies can no longer rely solely on internal core competencies and the knowledge of their employees; instead, they need to capture intelligence faster, from many external sources. This will occur through connections enabled by the Internet of Everything.

IoE Creates \$14.4 Trillion of Value at Stake for Companies and Industries

Value at Stake, according to Cisco, is the potential bottom-line value (higher revenues and lower costs) that can be created or will migrate among companies and industries based on their ability to harness IoE. Cisco predicts that the IoE Value at Stake will be \$14.4 trillion for companies and industries worldwide in the next decade (see Figure 2).⁵ More specifically, over the next 10 years, the Value at Stake represents an opportunity to increase global corporate profits by about 21 percent.⁶

In other words, between 2013 and 2022, \$14.4 trillion of value (net profit) will be “up for grabs” for enterprises globally – driven by IoE. IoE will both create new value and redistribute (migrate) value among winners and laggards, based on how well companies take advantage of the opportunities presented by IoE. Those that harness IoE best will reap this value in either of two ways (see “Use Case” section for specific examples):

- By capturing new value created from technology innovation
- By gaining competitive advantage and grabbing market share against other companies less able to transform and capitalize on the IoE market transition⁷

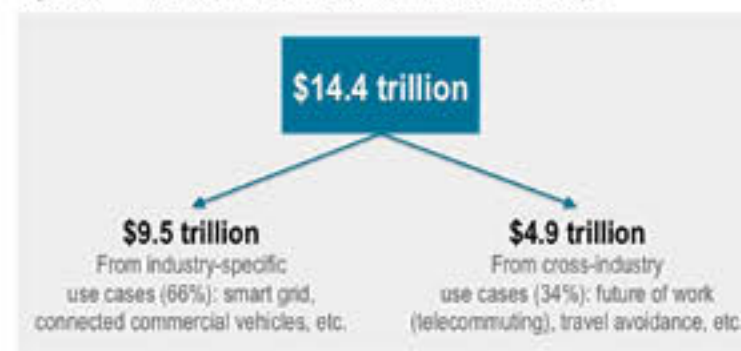
Cisco's analysis shows that most of the potential Value at Stake (66 percent, or \$9.5 trillion) comes from transformation based on industry-specific use cases such as smart grid and smart buildings. The other 34 percent, or \$4.9 trillion, is produced by cross-industry use cases such as the future of work (telecommuting) and travel avoidance. It is important to note that Cisco is focusing on the amount of private sector Value at Stake to make the findings and insights relevant and actionable for businesses and industries. While a significant number on its own, the \$14.4 trillion does not include potential Value at Stake from the consumer or public sectors, or from societal benefits that are beyond the scope of this analysis.

Cisco calculated the Value at Stake by taking a bottom-up approach considering the value created by more than 50 use cases in the private sector only – both industry-specific and cross-industry – and consolidating them into the 21 most material and

There are five main drivers of the \$14.4 trillion of IoE Value at Stake. These findings allow business leadership to begin planning how they can benefit from IoE.

value-generating examples. Top-down analysis was also performed as a cross-check to validate the completeness and order of magnitude of the more thorough bottom-up approach. Finally, care was taken not to double-count value across use cases.⁸

Figure 2. How Much Value Is at Stake in the IoE Economy?



Source: Cisco IBSG, 2013

5 Drivers Fuel IoE Value at Stake

There are five main drivers of the \$14.4 trillion IoE Value at Stake. These findings allow business leaders to begin planning how they can benefit from IoE. The amount of Value at Stake is somewhat evenly distributed across each of the five drivers.

- **Asset utilization (\$2.5 trillion)** – IoE reduces selling, general, and administrative (SG&A) expenses and cost of goods sold (CoGS) by improving business process execution and capital efficiency.
- **Employee productivity (\$2.5 trillion)** – IoE creates labor efficiencies that result in fewer or more productive man-hours.
- **Supply chain and logistics (\$2.7 trillion)** – IoE eliminates waste and improves process efficiencies.
- **Customer experience (\$3.7 trillion)** – IoE increases customer lifetime value and grows market share by adding more customers.
- **Innovation, including reducing time to market (\$3.0 trillion)** – IoE increases the return on R&D investments, reduces time to market, and creates additional revenue streams from new business models and opportunities.

The fact that each of these areas has roughly the same amount of Value at Stake suggests that firms must examine how IoE can impact every aspect of their business processes – including both cost-cutting and revenue-raising activities.

In addition, to benefit from IoE, firms must combine technology-enabled security capabilities (both logical and physical) with policies and processes designed to protect the privacy of company and customer information. IoE's growth potential in the private sector over the next decade will rely heavily upon the success of companies' security and privacy efforts.⁹

The bottom line is that the IoE Economy is about enabling people to be more productive and effective, make better decisions, and enjoy a better quality of life.

Which Connections Matter Most?

By definition, IoE includes three types of connections – machine-to-machine (M2M), person-to-machine (P2M), and person-to-person (P2P). Combined, P2M and P2P connections will constitute 55 percent of the total IoE Value at Stake by 2022 while M2M connections make up the remaining 45 percent (see Figure 3). It is important to note that while M2M connections are fast becoming a sizable source of value, the end result of these connections is ultimately to benefit people. The bottom line is that the IoE Economy is about enabling people to be more productive and effective, make better decisions, and enjoy a better quality of life.

Figure 3. P2M and P2P Still Make Up the Majority of Internet Connections.



Source: Cisco IBSG, 2013

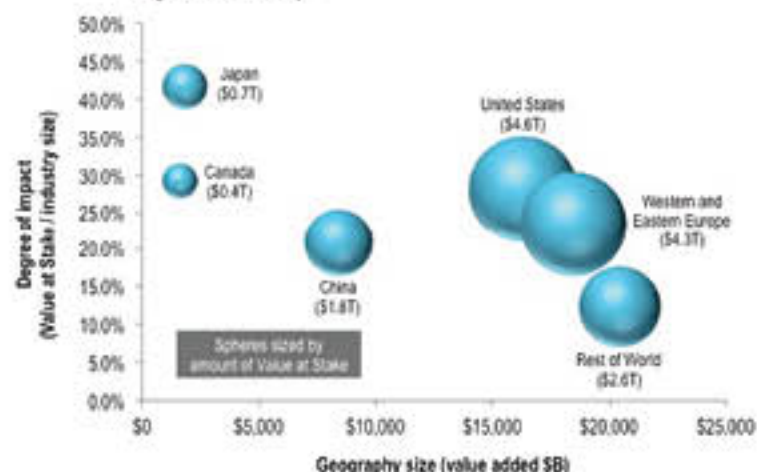
Connected healthcare and patient monitoring provide a great example (more details in the use-case section below). By enriching the connections between medical devices and both patients and doctors (M2P), and among patients and doctors themselves (P2P), better hospital-level care can be provided at patients' homes. This improves quality of life, increases positive medical outcomes, and reduces costs for both providers and patients.

Value at Stake by Geography and Industry

It is also interesting to look at Value at Stake by geography and industry. By geography, the amount of Value at Stake is well distributed across the major geographies (see Figure 4). Figure 4 also shows the degree of beneficial impact for each geographic region, as determined by dividing the Value at Stake by the size of each region's output. The geographic and industry distributions of Value at Stake are very heavily driven by each region's relative economic growth rate and by the relative size of each industry sector in each region. For example, China's Value at Stake is very heavily derived from its relatively rapid economic growth and its large share of this growth in the manufacturing sector. In the United States and Europe, Value at Stake opportunities are more prevalent in the services areas.

From an industry perspective, four out of 18 industries make up more than half the total Value at Stake.

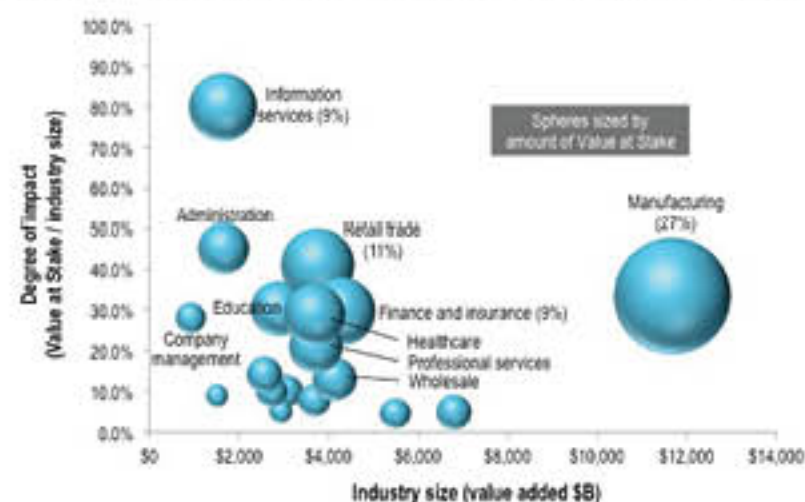
Figure 4. Value at Stake Is Well Distributed Across Geographies, Yet Impacts Regions Differently.



Source: Cisco IBSG, 2013

From an industry perspective, four out of 18 industries make up more than half the total Value at Stake (see Figure 5).¹⁰ The amount includes manufacturing at 27 percent, retail trade at 11 percent, information services at 9 percent, and finance and insurance, also at 9 percent. The remaining 14 industries range between 7 percent and 1 percent.

Figure 5. The Top Four Industries Make Up More than Half of the Total Value at Stake.



Source: Cisco IBSG, 2013

To receive the most value from IoE, business leaders should begin transforming their organizations based on key learnings from use cases that show how IoE works in the real world.

The industry distribution of Value at Stake is very heavily driven by specific use cases. For example, much of the Value at Stake for manufacturers comes from factory automation. Additionally, a large amount of the Value at Stake for retailers comes from connected marketing and advertising. The top five industries in terms of potential IoE impact represent 63 percent of the total Value at Stake.

Real-World Use Cases Show the Impact and Potential of IoE

To receive the most value from IoE, business leaders should begin transforming their organizations based on key learnings from use cases that show how IoE works in the real world. The eight use cases featured in this paper, which represent \$6.17 trillion of the \$14.4 trillion total Value at Stake, were selected for their usefulness in helping business leaders determine how to move forward with regard to their companies.¹¹

Each of these use cases includes a general description, the amount of contribution to the total Value at Stake, and a comparison of the key use-case attributes in both 2013 and 2022 to highlight the impact of IoE. In addition, each use case describes the value of connections, top IoE drivers, types of connections, IoE technology enablers, and whether value is created or migrated.

1. Smart factories: \$1.95 trillion of total Value at Stake

Adding connectivity to manufacturing processes and applications increases factory automation, reduces inventories with real-time inventory supplies, and cuts average production and supply-chain costs.

Smart factories represent one of the two largest use cases in terms of Value at Stake. The value is largely derived from more intelligent machines that incorporate better sensors, improved connectivity to other machines, and more intuitive interfaces with people. These new capabilities allow machines to be programmed more easily and make them more adaptable to their conditions so they can be more efficient at doing their work. In addition, back-end connections to the cloud for analytics enable more effective integration of labor, capital, and technology.

2013 Current state (without IoE)	2022 Potential with IoE
Automated assembly machines are expensive and complicated to create and install	Reduced costs as automated tools become less expensive to manufacture and implement
Often inflexible and costly product-line changes	Revenues increase with ability to produce multiple products with variations in inputs. Allows for greater customization of products and smaller product line runs.
Quality controls rely on human perception and dexterity	Sensors complement humans to improve product quality
Reliance on low-cost manufacturing countries. Employees with IT and data interpretation skills are costly, scarce.	Socialization of knowledge flattens the skills curve; IoE maximizes access to human talent pools at lower cost
Inefficient use of key inputs for production. Lack of flexibility among assembly locations.	Reduced waste (materials, energy). Greater freedom and agility to reallocate production and optimize inputs.

Value in smart factories is obtained from cost-cutting, revenue growth, and better workforce collaboration.

- **IoE value created:** More intelligent design of machines; greater control of instrumentation and production conditions
- **Main IoE driver(s):** Asset utilization, supply chain and logistics
- **Type of IoE connection(s):** Machine-to-machine
- **IoE technology enabler(s):** Machine design tools, production sensors, employee training
- **Value created or migrated:** Migrated from inefficient producers and countries

Value in smart factories is obtained from cost-cutting, revenue growth, and better workforce collaboration. With this in mind, manufacturing leaders should accelerate adoption of IoE technologies and consider initiatives that focus on improved collaboration among workers to make employees more efficient.

2. Connected marketing and advertising: \$1.95 trillion of total Value at Stake

Broad IT and social applications for marketing and advertising transform the way companies engage with customers, analyze their behavior, and optimize the impact of their interactions. Examples include location-based services, viral marketing, and mobile advertising.

Today, it is very difficult to create and implement cohesive marketing and advertising strategies across numerous and disparate channels (TV, radio, Internet, point of sale). IoE will enable companies to have a complete view of their customers (behaviors, preferences, demographic profile) and deliver individually targeted messages and offers to them on any device at the time and location where they will have the most beneficial impact. Within this new paradigm, companies can react more quickly by assessing and reacting to their markets in real time; increase profits by offering pricing based on customers' situation and ability to pay; and grow revenues by bundling their offerings with other products and services based on a holistic assessment of customers' wants and needs.

2013 Current state (without IoE)	2022 Potential with IoE
Missed or unidentified sales opportunities	Increased sales from real-time market assessments and reactions
Inefficient geographical selling	Increased sales from location-based selling
Inflexible product lines	Increased sales from better use of Internet-driven "freemium" market segmentations
Lost sales due to shifting competitive pressures and poor timing	Increased sales by directly tying pricing to current selling situation and customers' ability to pay
Little holistic assessment of customers' wants and needs	Increased sales from improved coordination with other products and services (two-sided markets)

Data-driven business agility is at the core of achieving the Value at Stake from connected marketing and advertising.

- **IoE value created:** Assimilation and analysis of customer demographic and purchase histories from multiple sources
- **Main IoE driver(s):** Customer experience, innovation
- **Types of IoE connection(s):** Machine-to-machine, person-to-machine, and person-to-person
- **IoE technology enabler(s):** Cloud computing, Big Data, real-time decision tools, security
- **Value created or migrated:** Both

Data-driven business agility is at the core of achieving the Value at Stake from connected marketing and advertising. Leaders should focus on IoE initiatives that use Big Data and cloud computing to improve decision making across the company. To succeed, every customer-facing department, including marketing, sales, service, and support, must be able to adapt more quickly to rapidly changing customer demands in the IoE Economy.

3. Smart grid: \$757 billion of total Value at Stake

An effective smart grid uses network connections – from production to customers – to better understand user behavior and improve the reliability, economics, and sustainability of the production and distribution of electricity.

Utility companies today typically operate on a "best effort" infrastructure: they generate and place energy on the electrical grid without taking full advantage of their assets. This makes the grid vulnerable to faults and allows only for a one-way flow of electricity – from producers to consumers. In addition, the system is inefficient because power generation cannot be easily adapted to fast-changing energy usage cycles. IoE will improve the electric grid by automatically detecting and repairing problems, controlling electrical flows based on real-time demand, improving generator utilization, and enabling more sustainable energy sources such as wind and solar power.

2013 Current state (without IoE)	2022 Potential with IoE
Vulnerable to breakdowns and security threats	Automated detection and self-healing improves reliability of the electricity network
One-way electricity flow	Ability to shape the flow of electricity enables more flexibility and distributed power generation capabilities
Production calibrated only for peak demand, requiring reserves and causing inefficiencies	Demand-side management improves generator utilization and grid efficiencies
Variability in renewable energy sources prevents widespread adoption	Enables more sustainable energy sources such as wind and solar to contribute to the power grid

Value at Stake from the smart grid will come mostly from improved efficiencies and increased reliability of the electrical delivery system.

- **IoT value created:** Connects sensing, measurement, and controls in real time to improve supply and demand alignment, increase reliability, and reduce costs
- **Main IoT driver(s):** Supply chain and logistics
- **Type of connection(s):** Primarily machine-to-machine
- **IoT technology enabler(s):** Integrated network architecture, smart sensors and meters, private cloud computing, security
- **Value created or migrated:** Net reduction in energy costs for all private sector stakeholders

Value at Stake from the smart grid will come mostly from improved efficiencies and increased reliability of the electrical delivery system. For this to happen, however, significant regulatory changes are required. Assuming these changes take place, utility company leaders must be ready to implement initiatives that allow for more flexibility, improved demand-side management, and the enablement of more sustainable energy sources.

4. Connected gaming and entertainment: \$635 billion of total Value at Stake

This use case includes service provider (SP) and software vendor revenues and cash flows from all applications of online gaming and entertainment; it does not include non-revenue-generating gaming activities (such as subsidized advertising).

Connected gaming and entertainment encompasses a wide spectrum of products and services, including games such as FarmVille from Zynga, streaming video from Netflix, and gambling from bwin.party in the United Kingdom. IoT will provide a whole new way for consumers to entertain themselves by allowing them to play with others remotely, select what they want to use on demand, and choose the device they want to use (any device, anytime, any location).

2013 Current state (without IoT)	2022 Potential with IoT
Asset-heavy, dedicated hardware	Asset-light, any Internet-enabled device
Pay for ownership	Pay for access or free
Offline or dedicated networks (cable and TV)	On-demand streaming
Considerable space requirements (casinos)	Digital
Alone or co-located	Together, collaborative, remote, and social

- **IoT value created:** Enhance gaming and entertainment experience with remote collaboration, rich media, and on-demand programs
- **Main IoT driver(s):** Innovation – increased revenue from new business models
- **Types of IoT connection(s):** Person-to-machine and person-to-person
- **IoT technology enabler(s):** Next-generation network, including intelligence, video, collaboration, BYOD, security

For leaders in the gaming and entertainment industries, this use case highlights the importance of focusing on the delivery of content to any device, anywhere.

- **Value created or migrated:** Mix of new value and value migration from traditional providers

For leaders in the gaming and entertainment industries, this use case highlights the importance of focusing on the delivery of content to any device, anywhere. It also shows that close partnerships with SPs are critical to delivering the seamless, high-quality experience customers will expect, and even demand, in the IoT Economy.

5. Smart buildings: \$349 billion of total Value at Stake

Smart buildings comprise an intelligent and converged IP network of electronic devices that monitor and control facilities services, including mechanical, electronics, HVAC, and lighting systems in a building, to achieve greater energy efficiencies and cost savings, along with an improved experience for occupants.

IoT allows buildings to create value by bringing together operations that are currently siloed into a single IP-based platform. IoT reduces waste (energy) by greatly increasing the efficiency of building management (HVAC, lighting, safety). Smart buildings also make more efficient use of available space by maximizing occupancy. For example, Cisco estimates that IoT can reduce space requirements for the same number of employees by 40 percent.

2013 Current state (without IoT)	2022 Potential with IoT
Inefficient use of energy leads to high amount of waste and increased costs; energy use not based on true demand or building occupancy	Reduces energy costs by using sensors and energy-efficient systems
Physical monitoring of building systems	Labor savings and increased staff productivity from remote monitoring
No scaling of building management infrastructure across facilities	Costs savings by utilizing shared infrastructure and open protocols
Inconvenience to tenants due to frequent breakdowns and repairs	Improved equipment life from continuous, proactive monitoring and timely maintenance
"One size fits all" occupant experience	Building automation delivers a personalized experience for each occupant

- **IoT value created:** Lower energy costs, lower management and maintenance costs, lower capital expenses
- **Main IoT driver(s):** Asset productivity
- **Type of IoT connection(s):** Machine-to-machine
- **IoT technology enabler(s):** Sensors, cloud computing, video, physical security
- **Value created or migrated:** Value created from next-generation networked systems; value migrated from stand-alone systems and lower staffing requirements

This use case will have a tremendous influence on the commercial real estate and construction markets in the next 10 years. As Smart Building initiatives come to

While the main benefits from connected commercial ground vehicles come from improved logistics, there is also an opportunity . . . to improve service quality and consistency, and to realize environmental benefits through lower energy consumption and carbon emissions.

fruition, lower operating costs should lead to reduced rents, providing benefits for both building owners and tenants. The IoE Economy should lead to more building renovation and new construction, which will also lead to faster building obsolescence. Commercial real estate and construction leaders will need to begin preparing for these significant shifts in their respective industries.

6. Connected commercial ground vehicles: \$347 billion of total Value at Stake

This use case is based on commercial fleet (ground) vehicles that use an integrated platform of control systems to automate tasks such as navigation, path optimization, and logistics improvements.

As vehicles become more connected with their environment (road, signals, toll booths, other vehicles, air quality reports, inventory systems), efficiencies and safety greatly increase. For example, the driver of a vending-machine truck will be able to look at a panel on the dashboard to see exactly which locations need to be replenished. This scenario saves time and reduces costs.

2013 Current state (without IoE)	2022 Potential with IoE
Lost time, money, and fuel due to traffic congestion	Reduced congestion from traffic management and optimization of transportation infrastructure
Reduced fuel efficiency due to sudden acceleration and braking	Improved fuel efficiencies from vehicles intelligently adjusting driving speeds
High accident rate due to human error	Lower accident rates due to vehicle-to-vehicle and vehicle-to-infrastructure communication
High vehicle insurance costs	Insurance premiums based on actual driving patterns
Ad-hoc routing of vehicles	Lower fuel and maintenance costs due to optimized delivery routes

- **IoE value created:** Reduced time lost in congestion, lower accident rates, lower fuel and repair costs
- **Main IoE driver(s):** Supply chain and logistics, asset utilization
- **Type of IoE connection(s):** Machine-to-machine
- **IoE technology enabler(s):** Telematics, sensors, cloud computing, security
- **Value created or migrated:** Both

While the main benefits from connected commercial ground vehicles come from improved logistics, there is also an opportunity for business leaders to improve service quality and consistency, and to realize environmental benefits through lower energy consumption and carbon emissions.

Connected healthcare and patient monitoring involve a fundamental shift in how healthcare providers deliver their services. Billing and insurance processes will also have to change for this Value at Stake to come to fruition.

7. Connected healthcare and patient monitoring: \$106 billion of total Value at Stake

IoE will enable better-connected devices and data-driven patient management, resulting in improved healthcare effectiveness and efficiencies.

Many of the inefficiencies in healthcare today are the result of siloed sources of knowledge and information – it is difficult to access all of the relevant knowledge available at the point of care. In addition, many measurements and tests are administered manually. The greater number of sensors and connections in IoE will allow for shorter hospital stays due to smarter home monitoring systems and improved care from standardized treatments that conform to all known best practices.

2013 Current state (without IoE)	2022 Potential with IoE
Long hospital stays to ensure patients can thrive at home after discharge	Reduced costs and improved quality of life from shorter hospital stays, with home monitoring systems that ensure health
Limited number of health conditions with home monitoring capabilities	Wider number of health conditions with home monitoring capabilities
Uncoordinated and manual collection of patient test records	Improved decision making from single electronic collection of patient records
Ad-hoc interpretation of medical test results and conditions	Improved patient care from standardized treatments that conform to best practices
Multiple doctors offer care in an uncoordinated manner	Improved patient care and health outcomes from consolidated, patient-centric views of all treatment aspects

- **IoE value created:** Continuous monitoring of health conditions in a less-expensive home setting; all care aspects consolidated and coordinated
- **Main IoE driver(s):** Asset utilization, supply chain and logistics, and customer experience
- **Types of IoE connection(s):** Machine-to-machine and machine-to-people
- **IoE technology enabler(s):** Medical devices, home IT connections, security
- **Value created or migrated:** Both

Connected healthcare and patient monitoring involve a fundamental shift in how healthcare providers deliver their services. Billing and insurance processes will also have to change for this Value at Stake to come to fruition. Given these changes, business leaders will need to focus on both new technology-driven initiatives and change management, while addressing patients' privacy concerns.

The IoE Economy will give private educational institutions the ability to scale instruction and provide it at a significantly lower cost than not-for-profit institutions

8. Connected private college education: \$78 billion of total Value at Stake

Better application of technologies helps scale teachers, faculty, and educational content; increases new ways of learning; and transforms the educational model – giving students curriculum flexibility to learn at their own pace, anywhere, anytime, using any device.

Today, education is mostly a “physical” experience where professors teach students in classrooms using books. IoE will allow private companies to challenge this traditional model. Even now, early adopters are breaking down physical barriers to make education available to people who previously didn’t have access. IoE will enable new business models, extend professors’ reach, and reduce textbook costs.

2013 Current state (without IoE)	2022 Potential with IoE
Physical classroom environment	Improved access to education by scaling professors and highest-quality content to any device, anywhere
One-time instruction in a single location	Greater accessibility from scaling content and providing nonverbal and reproducible instruction anytime, at any venue
Static, linear content with limited control	Improved quality of education by learning at your own pace, focusing only on relevant content, and viewing richer, interactive material
Accessible only during university and library hours	Improved education from greater availability of professors and content
Search for content (pull vs. push); costly textbooks; designed for one-size-fits-all	Improved education from proactive content (push vs. pull), free materials, and ability to customize curriculum

- **IoE value created:** Extend professors’ reach and scale; enable new business models; scale globally without physical venue constraints; reduce textbook costs
- **Main IoE driver(s):** Customer experience, asset utilization
- **Types of IoE connection(s):** Person-to-person and machine-to-machine
- **IoE technology enabler(s):** Video, mobility, BYOD, collaboration tools, security
- **Value created or migrated:** Increased penetration of the online education model (migration)

The IoE Economy will give private educational institutions the ability to scale instruction and provide it at a significantly lower cost than not-for-profit institutions, which will give for-profit organizations a significant competitive advantage over not-for-profit establishments. And while video and online media are not new to education, in the IoE Economy, they will offer remarkable new capabilities both to improve academic outcomes and extend the reach of quality education to people who have not had access to it. This will have a significant economic impact, for example, by helping address the more technical skills that will be required in the IoE Economy.

“You can’t win if you don’t play. As technology and connectedness accelerate the pace of determining the winners and losers, preparing for IoE is not a question of if, but of when.”

Joseph Bradley,
General Manager and Senior Director,
Cisco IBSG Global Research &
Economics, Communications, and
Planning Practices

How To Get Started

While the scope of IoE may seem daunting, there are actually some very simple steps you can take to begin capturing your share of the IoE Value at Stake:

- **Determine where your business is today with regard to IoE.** With the huge number of connections that need to be made among people, data, and things, companies must assess their strengths and weaknesses in the areas of technology skills, business process management, data analytics, connectedness, and security.
- **Understand the role of IT in enabling your company to benefit from IoE.** Using IT to reduce costs has diminishing returns; investing in IT to strengthen and grow the customer base has greater upside potential.
- **Take steps now to maximize your firm’s capabilities in the areas of security and privacy:** As mentioned previously, security and privacy are essential enablers – and potential inhibitors – of IoE’s Value at Stake. IoE security will be addressed through network-powered technology: devices connecting to the network will take advantage of the inherent security that the network provides (rather than trying to ensure security at the device level). Privacy, on the other hand, will require that companies combine technology with effective processes and policies. To benefit from IoE, firms will need to identify new privacy models that meet company and customer expectations.

Most important, firms will need to consider their own internal cultural changes that are necessary to embrace IoE. The value of any IT investment will be determined by the capabilities it enables outside the IT department. The IoE Value at Stake emanates from the marketing, HR, finance, production, sales, and other corporate departments. Therefore, a company’s IT decisions must consider the requirements of these departments. Corporate policies on employment, input-sourcing, and in customer-facing areas may need adjustment to embrace these IoE-driven best practices.

The Game Is on . . .

Challenges abound for today’s business leaders. The rapid pace of change creates confusion and misinformation, which often leads to poor decision making or, worse, inaction. When combined with price transparency and global supply chains, many of the same technology trends that are ushering in the IoE era are also enabling new entrants to become viable threats in just weeks and months rather than years.

In this environment, winners and losers are determined faster than ever before. With \$14.4 trillion Value at Stake, IoE presents an important opportunity to increase market share, gain competitive advantage, strengthen and grow your customer base, and increase profitability. And because the stakes are high – over 10 years, companies stand to lose more than a year of profits if they do not embrace IoE – the time to act is now.

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Endnotes

1. Source: Cisco IBSG, 2013.
2. Ibid.
3. Ibid.
4. Cisco defines the Internet of Everything as bringing together people, process, data, and things to make networked connections more relevant and valuable than ever before – turning information into actions that create new capabilities, richer experiences, and unprecedented economic opportunity for businesses, individuals, and countries.
5. Value at Stake differs from Internet Market Size, or total addressable market (TAM). Value at Stake is a forecast of the potential bottom-line value that can be created or that will migrate among companies and industries globally based on their ability to harness the Internet of Everything over the next decade (10-year net present value). Cisco estimates this value at \$14.4 trillion over the next 10 years. By contrast, the Internet Market Size, or TAM, is projected to reach \$4.1 trillion in annual revenue for all participating vendors by 2016. Beyond relevant information and communications technologies (ICT), it includes e-commerce and advertising. Cisco will address \$258 billion (6 percent) of this Internet market (source: Cisco SMO, 2012). Value at Stake includes shifts of benefits among competing firms in an industry; shifts of benefits among different industries; new-to-the-world revenue growth from innovation; cost savings from more efficient processes; and allowances for implementation costs. Value at Stake does not include extent of losses at firms that don't transform; consumer or government benefits; social benefits; and value estimates for reduced risk of operations.
6. We selected a period of 10 years because it is a reasonable amount of time for companies to identify, design, and implement changes to capture their share of the IoT Value at Stake. The \$14.4 trillion number is the net Value at Stake. The gross Value at Stake is \$18.7 trillion. In other words, an investment of \$4.3 trillion is required to achieve the net Value at Stake of \$14.4 trillion over 10 years. In addition, Cisco estimates that the \$14.4 trillion in Value at Stake represents an increase in aggregate corporate profit of about 21 percent over 10 years.
7. Cisco estimates that 59 percent of Value at Stake will be new value resulting from technology innovation, while 41 percent will be generated by companies capturing market share from the competition.

8. To illustrate how Value at Stake was calculated, we'll use the example of the "Connected Commercial Ground Vehicles" use case. Cisco's analysis considered two factors: 1) lower costs for fleet owners and 2) the potential revenue increase for service providers. We also projected the penetration of commercial ground vehicles as a percentage of the total global commercial fleet – from lower penetration today (6.3 percent) to estimated penetration of 24.5 percent by 2022. Using research, we then estimated the IoT benefits per commercial vehicle (including fuel efficiency and driver productivity) at \$970 annually. From these benefits, we deducted one-time and recurring costs. We also considered SP revenue opportunities. Based on the same penetration numbers, the analysis also considered new revenue opportunities for SPs, including connectivity and value-added services. To estimate the Value at Stake for SPs, we assumed a conservative average margin of \$12-\$15 monthly. The overall Value at Stake number – \$347 billion – reflects the combined net present value of the benefits for fleet owners and service providers. We believe Cisco is the only company to take this kind of use-case-driven, bottom-up approach to evaluate the opportunity offered by the Internet of Everything.
9. The critical need for security and privacy in IoT is underlined by U.S. President Barack Obama's executive order on cybersecurity, signed on February 12, 2013, which encourages all network operators, companies, and consumers to be cybersmart and cybersecure (<http://www.whitehouse.gov/cybersecurity>).
10. Sources: Global Insight, American Productivity and Quality Center, U.S. Bureau of Economic Analysis, U.S. Bureau of Labor Statistics (all 2012), and Cisco IBSG, 2013. The 18 industries measured for the amount of Value at Stake, in order of size, include: 1) manufacturing; 2) retail trade; 3) information services; 4) finance and insurance; 5) healthcare; 6) educational services; 7) professional, scientific, and technical services; 8) administrative and waste management services; 9) wholesale trade; 10) arts, entertainment, and recreation; 11) other services except government; 12) agriculture, forestry, fishing, and hunting; 13) construction; 14) transportation and warehousing; 15) management of companies and enterprises; 16) real estate, rental, and leasing; 17) mining; and 18) utilities.
11. The \$14.4 trillion in Value at Stake comprises the following use cases and values: 1) smart factories, \$1.95 trillion; 2) connected marketing and advertising, \$1.95 trillion; 3) smart grid, \$757 billion; 4) connected gaming and entertainment, \$634 billion; 5) smart buildings, \$349 billion; 6) connected commercial ground vehicles, \$347 billion; 7) connected healthcare/patient monitoring, \$106 billion; 8) connected private college education, \$78 billion; 9) innovative payments, \$855 billion; 10) wealth management, \$451 billion; 11) improved time to market, \$1.03 trillion; 12) business process outsourcing, \$742 billion; 13) virtual attendants, \$163 billion; 14) supply chain cost savings, \$697 billion; 15) smart farming, \$189 billion; 16) digital signage, \$38 billion; 17) next-generation workers (BYOD, mobile collaboration, telecommuting, VDI), \$2.16 trillion; 18) travel avoidance, \$980 billion; 19) physical and logical security, \$1.09 trillion; 20) next-generation retail bank branches, \$20 billion; 21) next-generation vending machines (digital malls), \$49 billion.



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We're driven by the knowledge that as we help to build better education systems, we're helping to achieve meaningful outcomes! By creating engaging experiences, we can help raise student engagement and graduation rates. Our ability to scale allows us to help students in the most marginalized communities develop skills that are in demand—leading to a more prepared, skilled workforce ready for the jobs of tomorrow.

Access

In order to become effective citizens of the 21st century, children need access to educational content, curricula, and communities that will prepare them to thrive in today's global economy. Parents are looking for schools that can provide access to content, curriculum and learning communities on an unprecedented scale, enabling their child to breach the boundaries of their classroom. This information—and the people responsible for delivering it—must also be accessible whenever, wherever, and however they are needed. Advanced Learning Experience allows you to give a relevant and personalized learning experience, while ensuring they are safe and secure. The solution is affordable, easy to deploy and supportable. Let HP help you transform teacher student interactions and help students realize their full potential.





Connected Essentials

According to a recent study, the largest problem that remains in education today is connecting technology to Curriculum content and learning process. Advanced Learning Experience puts the puzzle together and allows you to provide your teachers with training on how to personalize the curriculum to meet the needs of individual students. It provides students with the tools and resources that are needed to turn them into analytical thinkers and problem solvers

ready for the Knowledge Economy of the 21st Century. Our solutions are Cloud based and will allow you to turn your school into a Digital School with minimal effort. We have created three packages so that no matter your readiness Advanced Learning Experience has the right package to address your strategic goals and vision for the future of your students and school.



Classroom Manager

Classroom control, management and collaboration with easy-to-use education software.



Take control of the classroom by managing student PCs and Android™ devices with Classroom Manager 2.0. You will enjoy an intuitive, easy-to-use experience with the array of Classroom Manager digital tools designed to redefine the digital classroom, prevent unwanted distractions, and enhance student learning.

Take control

With Classroom Manager you can take control of student desktops to deliver content, as well as restrict applications, hardware devices, and web access. Form student chat groups to discuss topics either one-on-one or in groups. Convert optical drives, USB devices, and other external drives to read-only mode to help avoid the introduction of unauthorized materials and viruses or the theft of classroom content.

Monitor students

Classroom Manager is like an extra set of eyes helping you keep track of your students. Watch student progress and promote engagement by monitoring open applications, web usage, and even student keyboard strokes and keyword tracking to ensure comprehension. You can even capture and review previous student activities with web, application, IM, and printing histories.

Foster collaboration

Classroom Manager encourages collaboration with the ability to share student work across all systems. Enrich student learning through collaborative sharing of instant messages, group chats, websites, documents, and more. You can even compile a PDF Journal throughout the day to help students keep track of the day's activities and assignments.

Aid instruction

Classroom Manager helps teachers get organized and stay that way. Easily and quickly develop lesson plan and maintain a record of

all classroom content and discussions. You can even add chapters or create bookmarks to help you stay on track. Distribute and collect assignments digitally. Designate a student leader to help guide the class and create student work groups to keep students focused on individualized tasks and assignments.

Assess performance and progress

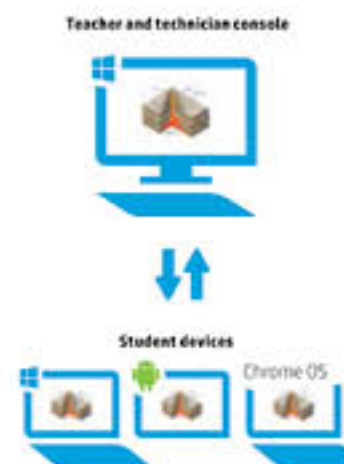
Classroom Manager lets you tap into a portfolio of customizable formative assessment tools. Gauge comprehension levels with response surveys. Deploy game show-style question-and-answer quizzes to promote collaborative learning. Create multiple choice, true/false, and essay tests with audio and video files, and track student scores in real time. Use the audio-monitoring feature to capture and play back student voice recordings—ideal for language lab settings.

Efficiently manage

Classroom Manager allows you to control student computers from the teacher or technician console. Centrally start them so they are ready to go when class starts and shut them all down after class to conserve power. Keep printing costs in line by viewing and managing student printing activities and exchange files.

Integrated support

Classroom Manager's technician console helps your school's IT staff deliver integrated support to the classroom. The tech console allows IT administrators to take remote control of connected PCs and remotely monitor website activity and application usage with detailed hardware and software reports. Easily establish firewalls, distribute files, and update and install software on all network PCs simultaneously. The "Get Support" button on the teacher console makes it easy to support teachers who need IT assistance.



"The personalized and private interaction [provided by Classroom Manager] makes the relationships between teacher and student easier. Students do not notice another student being corrected, which could result in students laughing at others. It is a positive experience for student motivation. It's also a way of interaction that is not as intrusive as the more physical approach."

— Edgar de León, Computer Science teacher, Instituto Justo Arosemena



Assessment Management Solution:

SwiftAssess - an assessment management solution platform by GamaLearn to redefine the assessment experience by bringing new dimensions to the way teachers author, deliver, and track their assessments on daily bases with an outcome-based strategy to empower and understand student progress, measure knowledge intake and manage marking.



The teacher experience:

Authoring:

- Build your curriculum objectives and set your assessment strategy by creating your course outcomes and lessons' indicators to deliver a successful journey of a school year.
- We help you maintain and full-fill international accreditation standards.
- Explore our question bank with 25+ question types including a media library of audio, images, and video for a much more interactive assessment.
- Full control of authorizing admins, teachers, and auditors into your system, as well as assigning roles and responsibilities.
- Unlimited continuous assessment and survey authoring.



Delivery:

- Empowering mobility by delivering on both desktop & tablets.
- Keep your students engaged with in book practices through assessment widgets.
- High stake secure exams delivery through our tablet secure app, and secure lockdown browser.

Grading:

- Automated standardized rubric grading option.
- More than 2/3 auto-graded types of questions.
- Evidence of delivery and correction.



Tracking:

- Analytics made beautiful with real-time interactive dashboards to gain insights at a glimpse with the capability to drill down.
- International statistical analysis, to help you evaluate class performance and outcomes achievement.
- Multi dimensional tracking methods influencing major decisions with a reflection on the curriculum, students, assessment, down to each question item.
- Share and export your visual reports

The student experience:

- Mobility, desktop or tablets full flexibility for student satisfaction.
- Continuous practice anywhere anytime, learning never stops at your classroom borders.
- Immediate Performance Feedback.
- Answer offline and submit online, to solve unstable connectivity.

The Parent experience:

- Better understanding of the student academic status.
- Continuous feedback on progress and knowledge intake.
- Results dashboard for every assessment.

Other benefits:

- Enhancing career path development through different performance indicators.
- Multilingual interface including the authoring and delivering process.
- A reduction in administrative tasks through streamlined curriculum planning, lesson planning, compliance and quality management



HP Elite PCs. For your most important work.

HP notebooks, tablets, desktop PCs and printers

Built for business  Windows 8 Pro



Expand your point of sale.

HP Mobility. Built for retail.



HP MPS (Managed Print Service) empowers technology vision

Objectives:

Translate print improvements to environmental benefits.
Eliminate cost and budget over runs.
Achieve quality service levels.
Set a foundation for electronic content management and digital workflow.

IT Matters:

Help reduce devices by two-thirds by replacing fax machines, copiers and desktop printers with high-volume HP printers and multifunction devices.
Help reduce the numerous device model numbers by multiple manufacturers to a standardized HP fleet.
Automate toner delivery and improve printer reliability with HP Original Supplies.
Help eliminate toner leakage and poor print quality from refilled cartridges.

Business Matters:

Help eliminate capital budgeting requirements through "print as a service".
Help reduce ongoing print/copy/scan/fax annual spend.
Simplify vendor management by consolidating three suppliers to one, and eliminating two copier contracts.
Provide secure print solution with HP MFP PIN printing features and separate print projects with MFP job holding and storage options.
Help increase business efficiency by replacing manual document printing/copying and shipping with digital sending.
Establish on-ramp to implement digital content management strategy for competitive efficiency.
Empowered data-driven decision making through customized HP reporting and ongoing business reviews.



Achieve a higher level of Security & Control

Introducing:
HP Jet Advantage Pull Print
in the cloud, on demand

What if you Could:

Increase security for print documents at the device or in transit?
Help cut costs and reduce waste by limiting unnecessary print jobs and accidental printing on expensive specialty media?
Eliminate the need to purchase and manage additional on-site servers, storage, and software by switching to a cloud-based solution?
Manage print queues from mobile devices— virtually anytime, anywhere?
Enhance productivity in a shared print environment without sacrificing document confidentiality?



Solution Overview

HP Jet Advantage Pull Print is a cloud-based, secure pull printing app bundled with HP printers & MFPs1
The solution allows companies of all sizes to safeguard printed documents even in shared print environments. Only authorized users can retrieve documents from an HP device including HP LaserJet and OfficeJet devices, reducing the risk of documents ending up in the wrong hands.



HP Access Control solutions:

- **Secure Authentication**
Restrict access to devices.
- **Secure Pull Printing**
Have users collect prints actively.
- **Job Accounting**
Get detailed usage data.
- **Intelligent print management (IPM)**
Create print rules and set conditions.
- **Intelligent user rights management (IRM)**
Control access and monitor device activity

Secure Pull Printing protects documents and reduces risk:

- Encrypt documents to protect confidential information.
- Allow users to print to enabled networked devices for greater productivity.
- Limit device/document access to ensure security.
- Control access to device functions to reduce waste.



Job Accounting data enables effective fleet management:

- Capture printing volumes to understand, reduce, and share printing costs.
- Enable bill-back to users, departments.
- Set printing quotas to control costs and reduce waste.
- Use accurate data as the basis for meaningful plans/projections.



You get the level of control you need for effective fleet management

- Route jobs to the most cost-efficient devices.
- Set printer defaults to conserve consumables.
- Use opt-in/alerts to notify users who aren't in compliance with print policies.
- Capture device data essential to meaningful use projections.





HP Office Jet
Enterprise Color
MFP X585z



HP Laserjet
Enterprise
Flow M830z

Some of HP Supported Printers



HP Color LaserJet
Enterprise
MFP M680z



HP Color LaserJet
Enterprise
M855xh

HP Color LaserJet Pro M252DW



> Ideal for teams of one to five people printing 250 to 2,500 pages (RMPV) per month that need improved workflow.



> Print quickly up to 18 pages per minute this printer wakes up from sleep mode and prints faster than any other printer in its class.



2-sided printing

> Create professional-quality colour documents and speed through tasks with fast, automatic two-sided printing.



> Print with just a touch of your NFC-enabled mobile device - no network needed class.

HP Color LaserJet Enterprise M552DN



> Ideal for workgroups of 5-15 printing 2,000 to 6,000 (RMPV) pages per month who need affordable colour.



> Manage jobs and settings quickly with the 4-line colour display and use the 10-key pad for PIN printing.



> This printer uses exceptionally low amounts of energy - thanks to smart media sensing and toner technology.



> Cover your team's needs with advanced and innovative HP JetAdvantage solutions that simplify your printer fleet management and help make printing secure.

HP Color LaserJet Pro MFP-M277DW



> Choose the MFP that's the smallest in its class and prints from sleep mode faster than comparable devices.



Wireless direct

> Count on wireless direct printing in the office - from mobile devices - without accessing the company network.



> Print to this MFP with just a touch of your NFC-enabled mobile device - no network needed.



Easy access USB

> Easily print Microsoft® Word and PowerPoint® documents - now directly from your USB drive.



> Stay ahead of schedule with this swift and versatile printer up to 65 pages per minute (ppm).



> Print with just a touch of your NFC-enabled mobile device to this printer - no network needed.



> Ideal for enterprise teams of 10 to 25 people printing 5,000 to 20,000 (RMPV) pages per month that need a full suite of productivity and mobility solutions



Wireless direct

> Enable wireless direct printing in the office from mobile devices without accessing the network.

HP LaserJet Enterprise M604dn



> Boost productivity with this versatile printer up to 52 pages per minute (ppm).



> Monitor jobs and settings quickly with the 4-line display and use the 10-key pad for PIN printing.



2-sided printing

> Meet high-volume demands. Add automatic two-sided printing and versatile paper trays- up to 3,600 sheets.



> Easily print from a variety of smartphones and tablets generally no setup or apps required.

Case Studies



Cancer Treatment Centers of America

HP Managed Print Services supports holistic patient care

Industry
Healthcare

Objective

- Improve existing quality, service, and cost challenges
- Eliminate print challenges interrupting staff workflow
- Meet user satisfaction with responsive service delivery

Approach

- Deepen existing successful HP relationship
- Engage HP Managed Print Services
- Address optimization opportunities
- Review increased digital workflow options
- Standardize on a few models of HP printers

Business matters

- Promote quality of patient care with printed life-impacting medical information
- Support patient-centric appointment workflow with print efficiency
- Improve service levels and printer uptime with HP MPS
- Save approximately 2,000 hours of IT staff time annually with HP MPS
- Streamline workflows with digital capabilities easily integrated with Allscripts EHR
- Increase digital workflow through partner deployment of RightFax
- Optimize printer fleet utilizing accurate HP MPS data
- Realize excellent ROI in printer refresh of targeted devices identified through MPS data
- Reduce toner costs through right sizing for volume and features
- Ensure proactive on-demand toner delivery through HP MPS



Winning the fight against cancer, every day.



“HP MPS ensures all our printing needs are met to support our teams in successfully delivering on our promise of passionate, integrative cancer care that never quits.”

— Chad Eckes, Chief Strategy Officer & Chief Information Officer, Cancer Treatment Centers of America

Since 1988, Cancer Treatment Centers of America (CTCA) has helped patients fight cancer using advanced technology with a personalized approach. CTCA runs a national network of five cancer hospitals and one clinic. These hospitals provide advanced diagnostic tools; targeted radiation therapies; minimally invasive surgical techniques; and new targeted drug therapies. CTCA employs approximately 4,500 healthcare professionals nationwide and relies on HP for its technology products from desktops, notebooks and servers to office printers. Facing ongoing challenges with its mission critical printing needs, CTCA turned to HP Managed Print Services (MPS) to deliver a reliable print infrastructure to support its exemplary patient care.

Cancer Treatment Centers of America incorporates its motto into all of its systems and processes to deliver "care that never quits." All focus is on the patient, and every function is life impacting. Printing is integral and vital in daily operations.

When a patient arrives for treatment, he or she receives a personalized booklet providing details regarding scheduled appointments. Over the course of a stay, a patient might receive additional documents such as printed prescriptions or post-surgical instructions. Clinicians too rely on printed material.

"Our purpose here is to save lives and every cog in the wheel matters. A printer out of service can bring a hospital to a standstill."

—Chris Downs, Vice President, Information Services, Cancer Treatment Centers of America

Since CTCA operates on a pod concept—caregivers go to patients instead of making patients search out various offices—physicians receive daily printed schedules indicating which patients they are seeing, as well as when and where. Administrative departments generate documents such as reports, spreadsheets and presentations essential to hospital business functions. Roughly 90% of the 4,500 CTCA employees rely on printers in their daily jobs, printing approximately 30 million pages annually. What's more, the CTCA print infrastructure provides a digital on-ramp for streamlined document workflows—from scanning medical records to communicating with insurance companies.

"From both a healthcare perspective and an administrative function, communicating through documents is absolutely mission critical," says Chris Downs, Vice President, Information Services, CTCA. "Our purpose here is to save lives and every cog in the wheel matters. A printer out of service can bring a hospital to a standstill."

Printer downtime interrupts workflow

The technology goal for CTCA is 100% uptime for all its IT assets, from software to printers. But that was a challenge prior to the HP Managed Print Services solution. "Printers would break down and not be fixed for long periods of time. We were constantly running out of toner, and costs were exceeding targets," Downs says. "It was impacting patient care negatively."

In one example, a printer was down for 20 days or longer, recalls Eric Sato, Director of Infrastructure, CTCA. End users complained. CEOs and CFOs of individual hospitals started asking what was going on. Even corporate Chief Strategy Officer and CIO Chad Eckes heard about it—and wanted the problem fixed fast. "You can imagine the frustration of a busy physician or nurse who has to walk to another part of the hospital to print a document," Sato says. "Their workflow was interrupted, as was their ability to do their jobs efficiently. We were getting complaints from multiple hospital floors that printers were down or printing poorly because of low toner. It had to stop."

HP MPS delivers world-class service

When CTCA needed a solution, they naturally thought of HP, which already delivered excellent desktop and notebook PCs supported with excellent service. After investigating service and printing options, CTCA ultimately chose HP MPS.

"We had numerous reference calls with other customers who had migrated over to HP MPS, and their feedback was overwhelmingly positive," Sato says. "Plus, we liked the tailored service approach HP was going to give our hospitals. Previously, the toner would ship to our doorsteps but we still had to load it and maintain the printers; it was more labor-intensive for our team. With HP MPS, the HP service team is automatically notified when the toner is low. They arrive with the replacement



HP Standard Desktop, Notebook PCs Printers, Supplies Servers

toner, clean the printer, replace the toner and remove the used cartridge. That is world-class service. We never touch the printer."

"Printing is like electricity. You never think or worry about it until it's a problem. We found we didn't have a printer problem. We had a service problem. Now we have world-class service with HP MPS."

—Chris Downs, Vice President, Information Services, Cancer Treatment Centers of America

HP MPS has broad geographic reach. Unlike many healthcare providers, CTCA operates in several U.S. states. "When we talked to some other vendors, they were able to provide local support, but we wanted something on a national level to match our business model," he says. "Since we rely on HP for a broad range of technology solutions, it was a logical extension of our existing relationship."

Comprehensive HP solutions

CTCA runs mission-critical applications such as Allscripts Electronic Health Records (EHR) on HP ProLiant servers with HP Care Pack warranty extensions. Employees who need mobile PCs are equipped with HP EliteBook Notebook PCs, chosen for their speed,

performance and business-rugged design. Downs himself uses one at his desk every day, docking it into a larger monitor when he's not on the road. CTCA also standardizes on HP desktop PCs, most recently the HP Compaq Elite 8300 Business PC Small Form Factor. "We selected high-performance Elite series desktops and notebooks because we put a lot of tools on these devices," Sato says. "We have full disk encryption, McAfee anti-virus, websites, and PowerBroker for Windows®. We run security solutions that place a lot more overhead than you would see in a typical environment."

Standardizing on HP printers

For printers, CTCA has standardized on six models, chosen to match the hospitals' workgroup and functional needs. "We brought in test models and validated that the printers work well with our applications and our Citrix environment," Sato says. "We looked at things like color, energy consumption, size and digital capabilities."

CTCA patients often bring their medical records in hard-copy form. The hospital scans these into the Allscripts medical record. This system receives paper and electronic documents from other healthcare providers and merges all documents into its digital workflows. Records can be viewed online and shared as necessary with insurance providers. CTCA meets all HIPAA compliance requirements and uses PIN codes to help ensure secure printing.

Customer at a glance

Application

Printing, scanning, copying and faxing of patient, clinician and administrative documents

Hardware

- HP Color LaserJet Enterprise Multifunction Printers
- HP LaserJet printers
- HP Elite Series Desktop and Notebook PCs

HP services

- HP Managed Print Services

HP supplies

- Original HP Supplies

HP data drives ongoing benefits

HP MPS provides CTCA with detailed usage reporting and meets quarterly with the organization to drive ongoing optimization. "HP sits down with us, walks us through the data and offers advice," Downs says. "We right-size our printing fleet and optimize the use of printers, which may be as simple as swapping devices identified as under-utilized and over-utilized. In many cases we don't even have to buy anything new."

Approximately 56% of CTCA printing is monochrome and 44% is color—reflecting the need to deliver clear customer-facing documents. CTCA is incorporating monochrome printing when possible to save money. In one instance, usage review found CTCA could save \$15,000 annually by turning off color in one printer where it wasn't needed. In another instance, CTCA replaced an over-utilized inkjet printer that required \$400 a month in ink with a device intended for higher volumes reducing toner costs 75%. Total cost savings from the previous spend exceeded an estimated \$200,000 annually. In its goal to streamline workflows and reduce paper consumption, CTCA has engaged with an HP partner implementing RightFax fax server software.

"The HP MPS people not only bring and replace toner, they also do proactive maintenance and stock replacement parts in their trucks. Printer downtime is near zero."

—Eric Sato, Director of Infrastructure, Cancer Treatment Centers of America

Uptime has improved with HP MPS, meeting or exceeding all service expectations. Downs estimates that help desk service tickets are down as much as 90%. With help requests going directly to HP, the CTCA staff can concentrate on other more critical projects. The HP MPS contract, he estimates, is saving CTCA approximately 2,000 hours annually in previously required IT staff time. And complaints from clinicians have ceased; the infrastructure runs so smoothly users take it for granted—all thanks, reportedly, goes to HP. "It's a true collaboration," Downs says. "HP is right by our side on the front lines, fully engaged and committed to our success."

"Printing is like electricity. You never think or worry about it until it's a problem," Downs explains. "We found we didn't have a printer problem. We had a service problem. Now we have world-class service with HP MPS."

Steuerberatungsbüro Naumann makes printing less taxing

HP OfficeJet printers help reduce costs and improve office efficiency

Industry

Tax consultancy

Objective

Fast, error-free scanning of incoming post and accounting records

Approach

Testing the HP OfficeJet Enterprise Color MFP X585z with inkjet technology

IT matters

- Workflows can be created easily via the operating system

Business matters

- Scanning processes are 75 to 90 per cent faster
- Double-sided documents can be scanned more quickly
- Employees find the device easy to use as the buttons on its display are pre-programmed with workflows
- Colour printing costs per page have been reduced by 43 per cent
- Managed Print Services contract makes ordering toner easy

NAUMANN >>>
Steuerberater



"The HP OfficeJet printer is very quiet and doesn't disturb anyone in the office. It is quick to startup and, at up to 70 pages per minute, the print speed for general office documents is unbelievably fast. The print quality is very high and the printer is so small that it fits under the desk no problem."

—Volker Naumann, general manager, Steuerberatungsbüro Naumann

Permanent, resilient printouts with up to 50 per cent lower printing costs per page compared to colour laser printing

Steuerberatungsbüro Naumann is German tax consultancy. It values efficiency. HP OfficeJet printers have helped reduce print costs, while streamlining the supply and disposal of ink cartridges. The result is 70 per cent cut in costs and a better experience for users.



Challenge

The value of efficiency

Steuerberatungsbüro Naumann seeks to make success less taxing. The tax and business consultancy firm based in Erkrath, Germany, ensures clients receive a monthly consultation, either in person or online, giving them an exact overview of where they are with their business.

General manager Volker Naumann places a great deal of value on a relaxed way of working. For him that means a professional and fully-functioning IT environment for the ten-strong team. "We want to have pleasant working conditions here, so we value the best working materials. It's why everyone has their own printer. Once they print something, all they need to do is grab the document right next to them and carry on working," says Naumann.

Although the majority of Steuerberatungsbüro Naumann's processes are electronic, many documents are required to be printed. The company prints an average of 10,000 pages per month, including letters to clients and financial authorities, and monthly and annual statements.

As well as a high print quality, Steuerberatungsbüro Naumann requires low noise levels and print permanence. The latter is essential: tax records are required by law to be retained for at least ten years. And the desire for quieter devices is a reasonable one given the contemporary, open office environment.

What's more, the printers need to support duplex and colour printing: Steuerberatungsbüro Naumann prints its blue logo, address and other details on its typed documents rather than using pre-printed letterheads.

In the past, colour laser printers would be used for this. "But then I read somewhere that inkjet printers can also now guarantee print permanence and are also significantly cheaper to run, something which sparked an interest and encouraged me to look into these printers in more detail," explains Naumann. "Research told me that HP offered the most advanced inkjet technology on the market."

Solution

Quiet, clean, fast

Steuerberatungsbüro Naumann began by testing the HP OfficeJet Enterprise Color X555dn, working alongside Ribbex, a HP partner.

"We printed a variety of documents using the test printer to see if it could meet our requirements – and it did," says Naumann. "The printer is very quiet and doesn't disturb anyone in the office. It is quick to startup and, at up to 70 pages per minute, the print speed for general office documents is unbelievably fast. The print quality is very high and the printer is so small that it fits under the desk no problem."

The price of ink cartridge prices has been fixed for two years, and used cartridges are disposed of in an environmentally-friendly manner through the HP Planet Partner Program.

Customer solution at a glance

Hardware

• HP OfficeJet Enterprise Color X555dn



Benefits

70 per cent lower costs

"The best thing about it is that fine dust emissions in the office are a thing of the past – plus costs for supplies are down by a good 70 per cent compared to before," says Naumann.

Lasting for up to 10,000 pages, ink cartridge costs have been halved against comparable laser printers. There are also energy savings of around €90 per year to factor in; the HP OfficeJet Enterprise Color X555dn runs much more economically than a laser printer since there is no need to heat up the print rollers and therefore waste energy on stand-by.

"This was not only the hardware, but the complete printing service package," Naumann continues. "We have one point of contact for supplies and support. One invoice. It works perfectly."

Steuerberatungsbüro Naumann has knocked another significant chunk of costs off its bill: storage costs. "We have reduced our stock of supplies by 90 per cent, equating to several thousands of euros," says the general manager.

"With HP OfficeJet Enterprise Color X555dn printers, we are able to print out a lot more quickly, which makes working very efficient," he explains.

What makes things even more efficient is the large, 500-sheet capacity paper trays and low output. "That means we can now easily print out 10 copies of a 30 to 40-page statement in one go without individual copies being mixed up with each other," says Naumann. "That wasn't something we could do before, so employees had to send multiple print jobs one after the other. Now I can print large volumes of statements at the click of a single button. Then I can grab a coffee – and come back to find everything printed out perfectly."

Get the right HP Care Pack at your fingertips

Download the HP Cirrus mobile app to easily match the right HP Care Pack to your device



Cirrus mobile app

Download the Cirrus mobile app on your Android or iOS phone or tablet and get all the information you need to support your sales journey. Use the latest mobile technology to get recommendations on the HP Care Pack Service that best fits your customer's needs. Edit prices (see "Override prices" below), check a product's warranty status, share information with customers and receive notifications on new training offerings and promotions. What's more, you can keep track of all the latest HP Care Pack news thanks to automatic updates.

Features and benefits

Easy access to information

Select the hardware you are looking to associate a HP Care Pack Service with by browsing product families. Or use the smart search capability by typing the product name or SKU, or scanning the product's barcode.

HP Care Pack selection

Cirrus gives you three ways to choose your HP Care Pack Service based on the selected hardware product:

- Top recommendation: automatically displays the three HP Care Pack Services that best fit your product.
- Assisted search: find the most appropriate HP Care Pack Service for your customer by answering a few simple questions.
- All HP Care Pack Services: by clicking on "View all", you can access all HP Care Pack Services related to a hardware product.

You can also add additional or multiple HP Care Pack Services for the same hardware (or new hardware products), and save these in a cart to retrieve later.

More information

Get a full description and price for each HP Care Pack Service. You can also perform a "reverse search" by HP Care Pack Service to get the list of compatible hardware products.

Override prices

You can override the price list to reflect any discussions you may have with your customer.

Note: this is a tool intended to help guide your selection of HP Care Pack Services – it is not intended to replace HP's official pricing and ordering tools.

Export and share your cart

Save your cart and use the share functionality to export it to any of your applications – including Dropbox, Google Drive, mail, print, Kindle, etc. as well as Bluetooth.

Warranty coverage search

Scan your product or enter the SKU and check its warranty coverage.

Notifications

Receive push notifications about new training offerings, events, promotions and the latest news – even when the application is running.

Geo-localised

Settings for language, country and currency will default to your current location; you can override this if needed.

See POS from a new POV.

HP RP2 Retail System. The stylish, all-in-one POS that fits your business and your budget. This sleek all-in-one system with ~14inch diagonal touchscreen fits in, yet stands out, anywhere—even in the smallest spaces. Adjust for maximum tilt, monitor height, and angle flexibility. Then choose operating system, choice of touch technology, storage, and HP point-of-sale peripherals to meet your specific business needs. And it's all backed by a reliable HP limited warranty. The new RP2: Making a sale has never looked like this before. Learn more at [insert URL here](#)



Opening New Windows





Office 365 is your modern business in the cloud.

With Office 365, you get the latest Office applications – and much more.

At its heart is Office itself—the familiar Office applications businesses use everyday—now offered as a cloud service, so it's always up to date. But Office 365 is also so much more. It's about bringing enterprise-grade services to organizations of all sizes, from online meetings to sharing documents to business-class email.

Office 365



- Always up to date. Never buy a new version of Office again!
- Each user can install Office on up to 5 PCs or Macs.
- Save to the cloud for backup and anywhere access.
- Use Office on your smartphone and tablet.

Business-class email Gain large, 50GB mailboxes that can send messages up to 25MB in size, with contacts shared calendars, and spam and malware protection that stays up to date. Built with Exchange email technology, the leading email solution for business around the world. Use your own custom domain for your professional email address, connect with Outlook for fully featured offline support, and access email via any modern web browser. Available on your PC or Mac, as well as Windows Phone, iPhone, Android, and Blackberry devices.

Online meetings Hold scheduled or ad hoc online meetings for up to 250 participants, with screen sharing, audio and video, virtual whiteboards, polls, and shared notes. Partners and customers can fully participate through any HTML5 browser.

Online document storage and file sharing Get 1TB of space in the cloud to store, backup, and easily share files. Files are accessible from almost any device, also synchronized offline and available without an Internet connection.

Private social networking and collaboration Set up a social network that helps your company stay connected, share information across teams, and make faster, more informed decisions.

Technical support Have confidence knowing that your Office 365 subscription comes with 24/7 technical support by a global network of experts, with 1 hour response time for critical, service-impacting events.

Simplified IT management Reduce headaches by reducing your IT infrastructure. Content lives safely in globally-distributed datacenters with continuous backup and disaster recovery abilities.

Financially-backed SLA Get peace of mind knowing your services are available when you need them with a financially-backed 99.9% uptime service level agreement.

Business is better with Office 365.

Office 365

Office 365 changes how work is done...

Get work done from anywhere Wherever your people are, online or offline, they can get to—and work with—the most up-to-date versions of the files and tools they need to get things done. And they can do it on virtually any device.

Work better together—simply Office 365 offers business-class email, shared calendars, IM, web conferencing, and access to the most up-to-date documents stored in the cloud. You can work together in real time without compromising security.



...and how companies consume IT.

Reduce your capital expenditure Office 365 is available as a simple monthly subscription. Avoid large up-front costs for new software while moving the cost of IT from capital to operating expense.

Be always up to date Since Office 365 is in the cloud, it is always up to date. No patches or software upgrades necessary. Microsoft is adding new value and capabilities on a monthly basis.

Cut hardware and energy costs Without servers to run for email, websites, and document storage, you can reduce energy costs and save by no longer purchasing new server hardware.

License per user Simplify licensing while providing each user access to business critical technology on 5 PCs/Macs and 5 mobile devices. Save money when compared to traditional, per-device licensing.

Scale your business quickly Office 365 grows with you. Adding a new user is as simple as buying an additional license.

License what you need Office 365 provides many plans to fit the right capability needs and price points for each user in your organization.

Office 365 is your modern business in the cloud.

You've got big plans. That's why you need technology that can grow alongside with you, offering power, agility, and protection, all the while giving you the freedom to work how you and your team work best.



Choose between **flexible plans** that let you mix and match services for your people

Gain peace of mind with a financially backed

99.9% uptime guarantee

43%

of SMBs' employees work at more than one location


70%

of SMBs are looking to the cloud for collaboration



Learn more at Office.com/business
Join the conversation at #modernbiz

Microsoft

Business is better with  Office 365

 Office 365

Office 365 Business is your modern Office

ACT

Microsoft

ACT

Advanced Computer Technology

"We need **anywhere and anytime** access to files and business tools to **serve our customers** and **stay competitive**."

"We need to stop spending on soon-to-be-obsolete technology. We need **solutions that evolve with us**."

"We need to be prepared for the **unexpected**."

"**Zero downtime** is a must."

"Our team works from many locations. We need to **stay connected no matter what**."

"Our **data has to be secure**. I need to know my company is protected from viruses, malware, theft, etc."

"We need to be using the cloud to our advantage – **and save money along the way**."

"We need **modern solutions** that help us **collaborate** and get work done **more efficiently**."

Here's what you told us



Office 365 Business is your modern Office



Full, installed Office applications on up to 5 PCs or Macs

Office for smartphones and Windows tablets and iPads®

Online versions of Office—Word, Excel, OneNote and more

1TB of OneDrive for Business storage

 Office 365

A modern Office that meets your needs

Office where & when you need it



The best & latest version of Office



Built-in sharing & cloud storage



Office when & where you need it



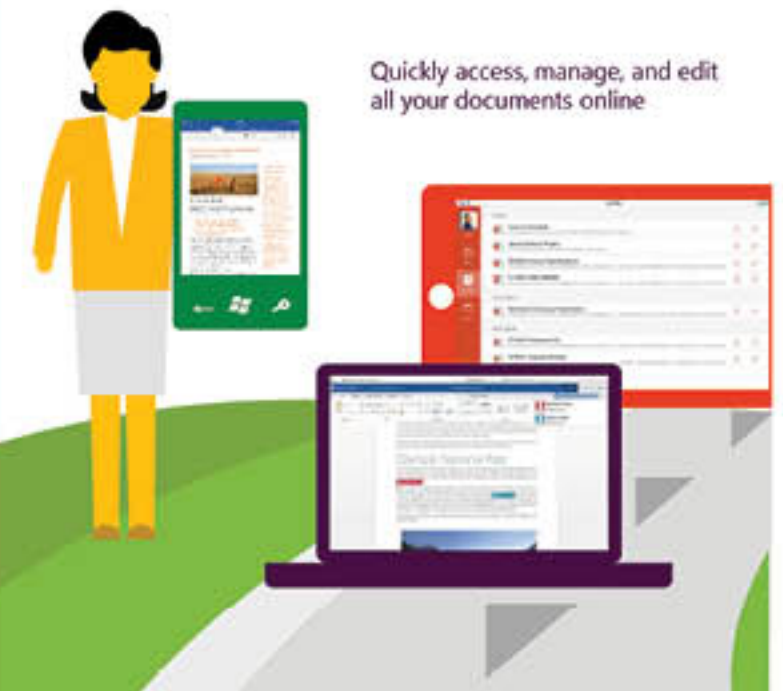
Your Office apps anywhere

Install the full Office desktop applications on up to 5 PCs/Macs and 5 mobile devices or Windows tablets and iPads®

Be more productive with one consistent, device optimized experience

Meet all working styles with an intuitive touch and mobile experience across smartphones and tablets

Quickly access, manage, and edit all your documents online



Get to your Office from any browser

Login to your Office Online account to access and edit the most up to date version of your files from any browser

Quickly access, edit, and share all your documents online

Pick up right where you left off with a seamless transition between your desktop and online applications

Gain rich and familiar editing options in Office Online



The best & latest version of Office



Be productive offline

Maximize productivity by working offline on your familiar Office desktop applications

Sync files to your devices for offline access so you can take your work anywhere

Automatically re-sync edits when you reconnect to the internet

Sync files to your PC for offline access



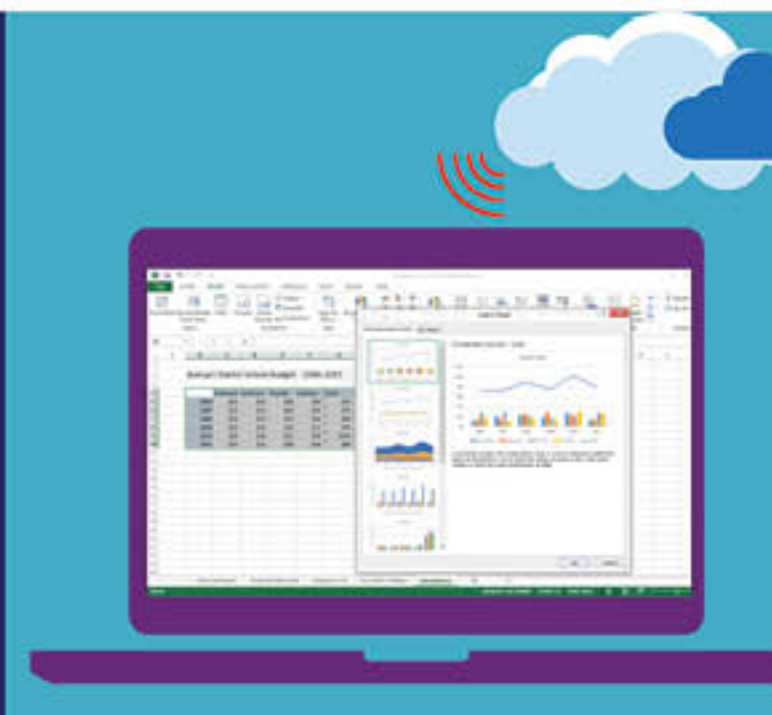
Your familiar Office

Get the familiar, installable Office on your laptop or PC along with the best-in class Office tools on all your devices

Get all the latest version of the Office features you need automatically updated to all your Office apps

Spend more time building insights and less time managing data in Excel with Flash Fill

Create beautiful presentations in PowerPoint with professional charts and templates



Office is the leading solution for business

From Fortune 500 companies to your favorite shops, Office is the productivity solution of choice for millions of businesses around the world.

With 1.3 billion Office users today, work on documents with others inside and outside your organization without losing rich file formatting.



Built-in sharing & storage

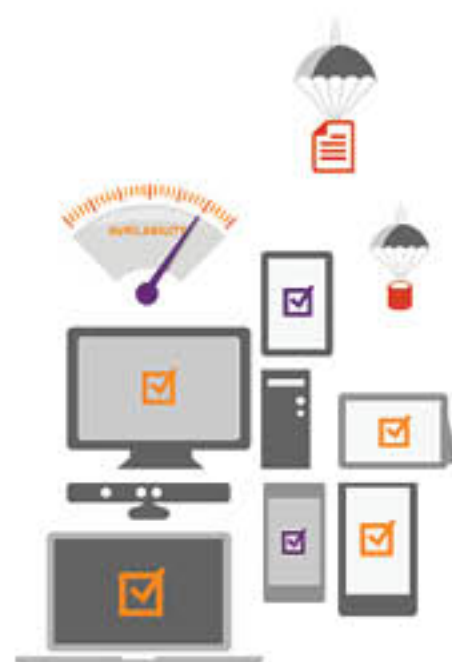


Never be out of date again

Save time and effort with a guided setup and deployment process.

With regular updates that occur automatically in the background, Office makes running your business a little less work.

Focus your efforts on your business and let Microsoft handle updates and security patching.



Work together in real-time

Work on the same document with others on any device and see edits as they happen.

Work with people outside your organization even if they don't have Office.

Add comments or track changes while you work with others on Word, Excel, and PowerPoint.



Keep your files secure in one place

Save and backup files to the cloud with 1TB of cloud storage so you can access your files from anywhere

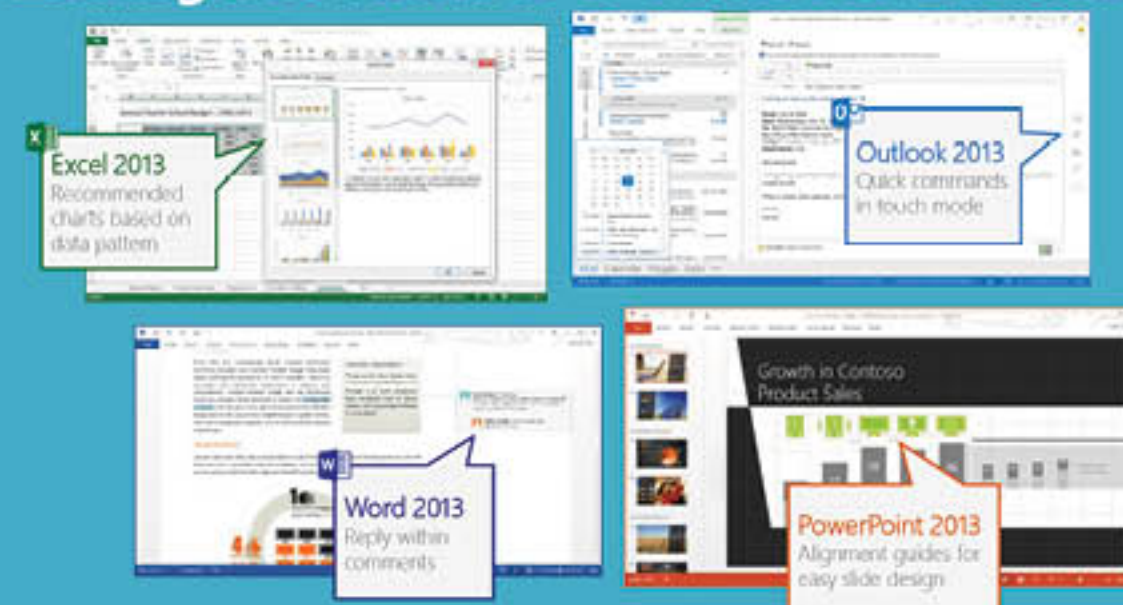
Recover quickly from the unexpected by safeguarding critical business and customer data

Keep your online files safe with a financially backed 99.9% uptime guarantee

Share and edit the most up to date documents



Exciting new features of Office 365 Business



Simple & secure sharing

Content is private by default so you control who can view and edit your files

Share documents from any device with built-in sharing options that allow you to share folders, files, or document links in seconds

Share documents directly from your Office app through OneDrive for Business



Get more done without leaving your Office Apps

Save time by signing or sending documents for eSignature without ever leaving Microsoft Word using DocuSign.

Use the PayPal Invoicing app in Excel to create and email professional invoices in just minutes, complete with a Pay button your customers can click to pay you online.

Easily see key information on the people you email and meet directly within Outlook using LinkedIn for Outlook.

Customize with your logo and business information



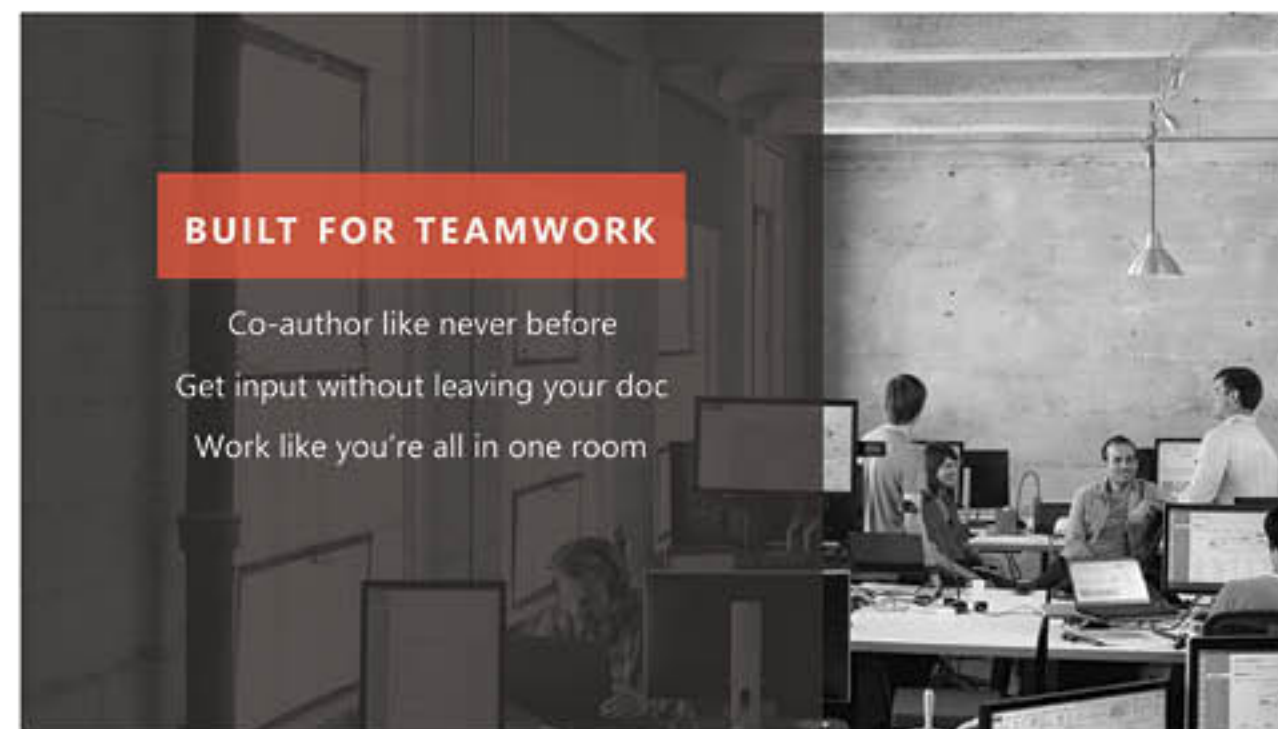
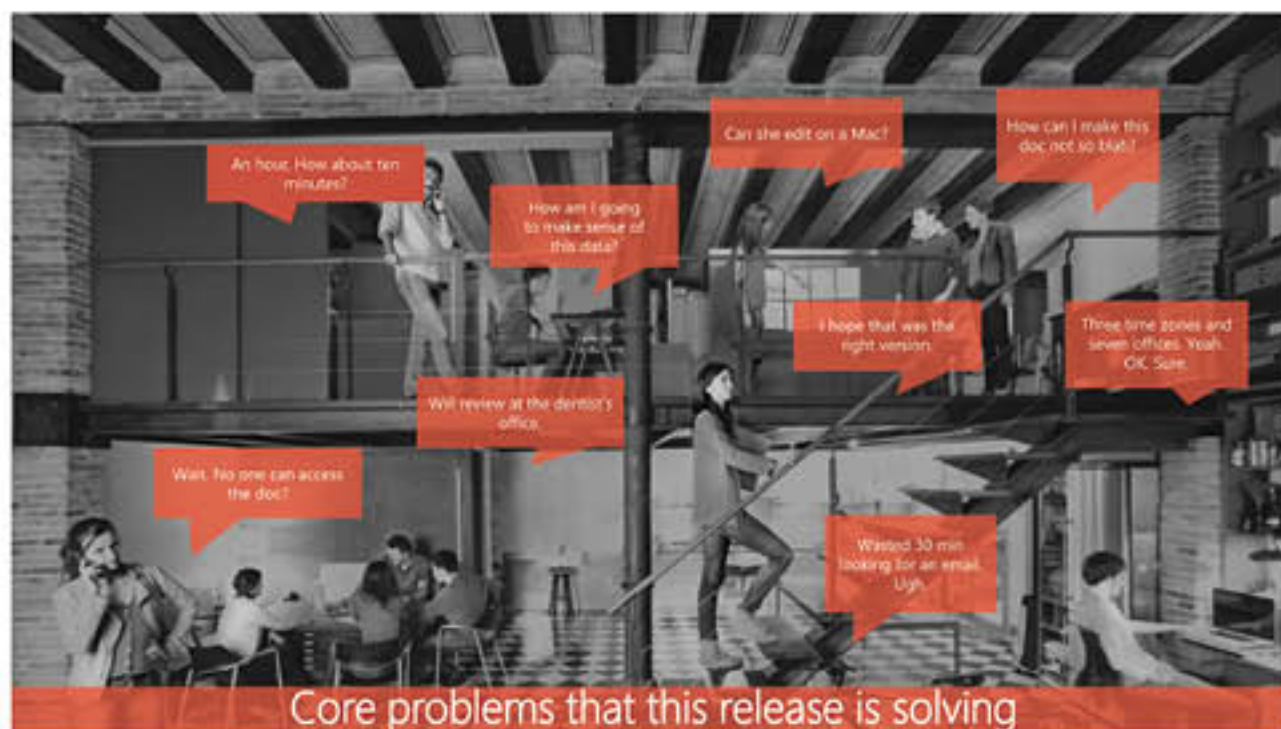
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The New Office 2016 Apps

BUILT FOR TEAMWORK		PERFECT WITH WINDOWS 10		WORKS FOR YOU	
Co-authoring	Skype Meetings	Cortana + Office	Single Sign On	Powerful Analysis	Tell me
OneNote shared notebooks	Office Anywhere	Office Mobile Apps	Continuum	Smart Lookup	Recently Used Documents
					Modern Attachments



The New Office 2016 Apps



Co-authoring & Real-time Typing



• Co-author like never before in Word, PowerPoint and OneNote. Real-time typing in Word lets you see other's edits as they make them.

OneNote Shared Notebooks



• All your team's ideas and latest info in one place. With OneNote shared notebooks, you have one place to share and see up to the minute notes, tasks, photos, videos and more.

Skype in-app integration



• Get input without leaving your doc. Thanks to Skype in-app integration, you can IM, screen share, talk or video chat right in your docs.

BUILT FOR TEAMWORK

BUILT FOR TEAMWORK

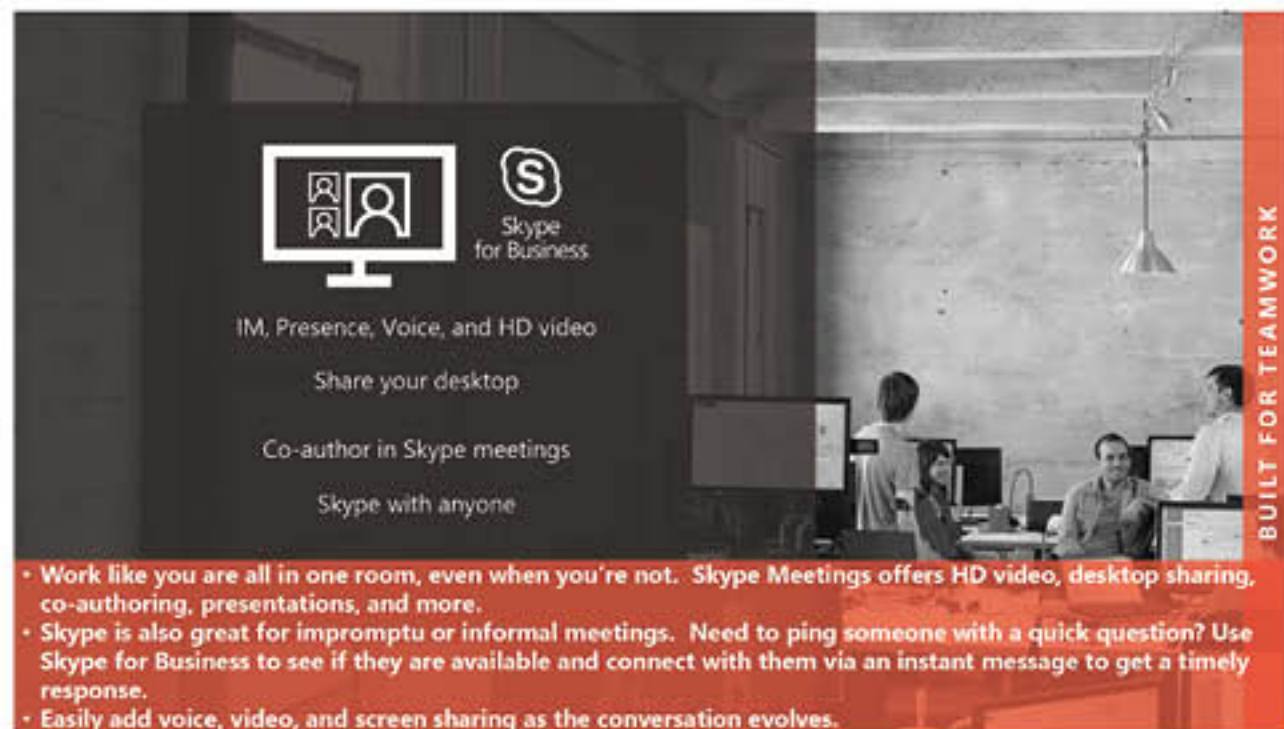
Co-author like never before
Get input without leaving your doc
Work like you're all in one room



Office across devices

Take your Office anywhere in full fidelity with a set of Office mobile apps across Windows, Android, and iOS devices. The Office applications are optimized for each device while maintaining a consistent, familiar user experience across devices.

BUILT FOR TEAMWORK



BUILT FOR TEAMWORK

Skype for Business

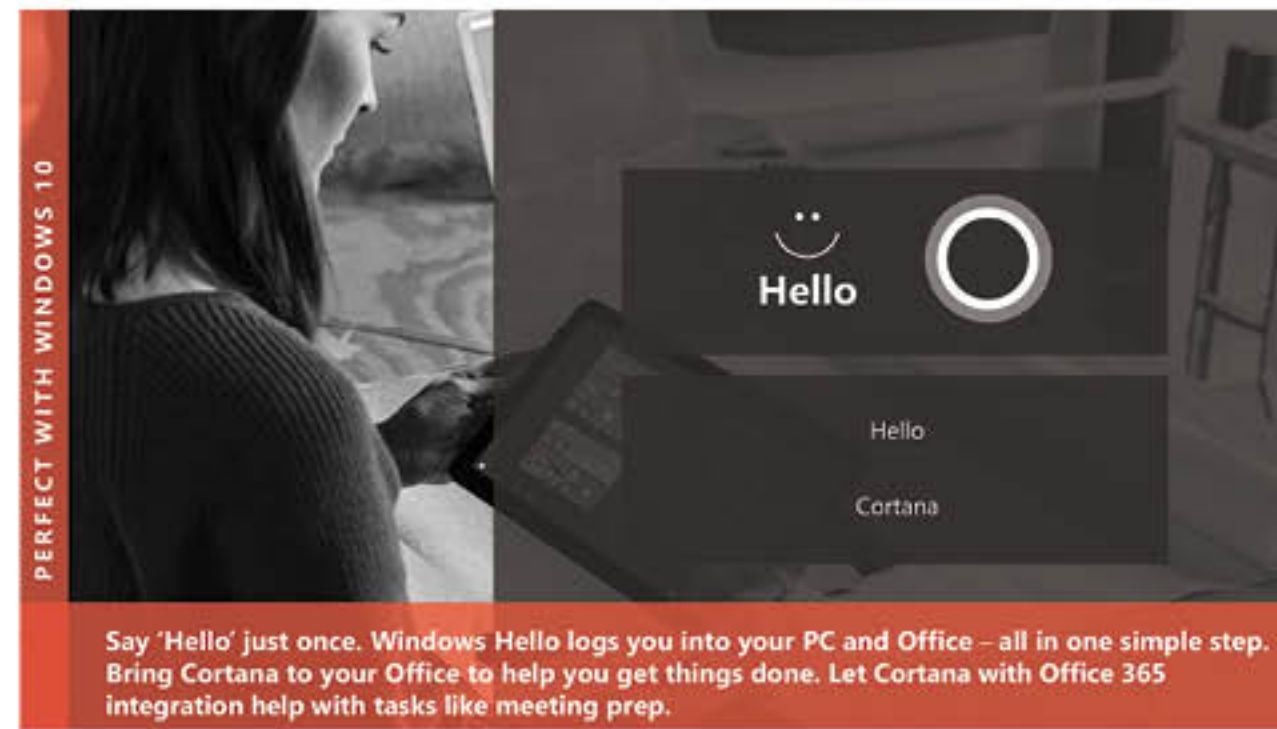
IM, Presence, Voice, and HD video

Share your desktop

Co-author in Skype meetings

Skype with anyone

- Work like you are all in one room, even when you're not. Skype Meetings offers HD video, desktop sharing, co-authoring, presentations, and more.
- Skype is also great for impromptu or informal meetings. Need to ping someone with a quick question? Use Skype for Business to see if they are available and connect with them via an instant message to get a timely response.
- Easily add voice, video, and screen sharing as the conversation evolves.



PERFECT WITH WINDOWS 10

Hello

Cortana

Say 'Hello' just once. Windows Hello logs you into your PC and Office – all in one simple step. Bring Cortana to your Office to help you get things done. Let Cortana with Office 365 integration help with tasks like meeting prep.



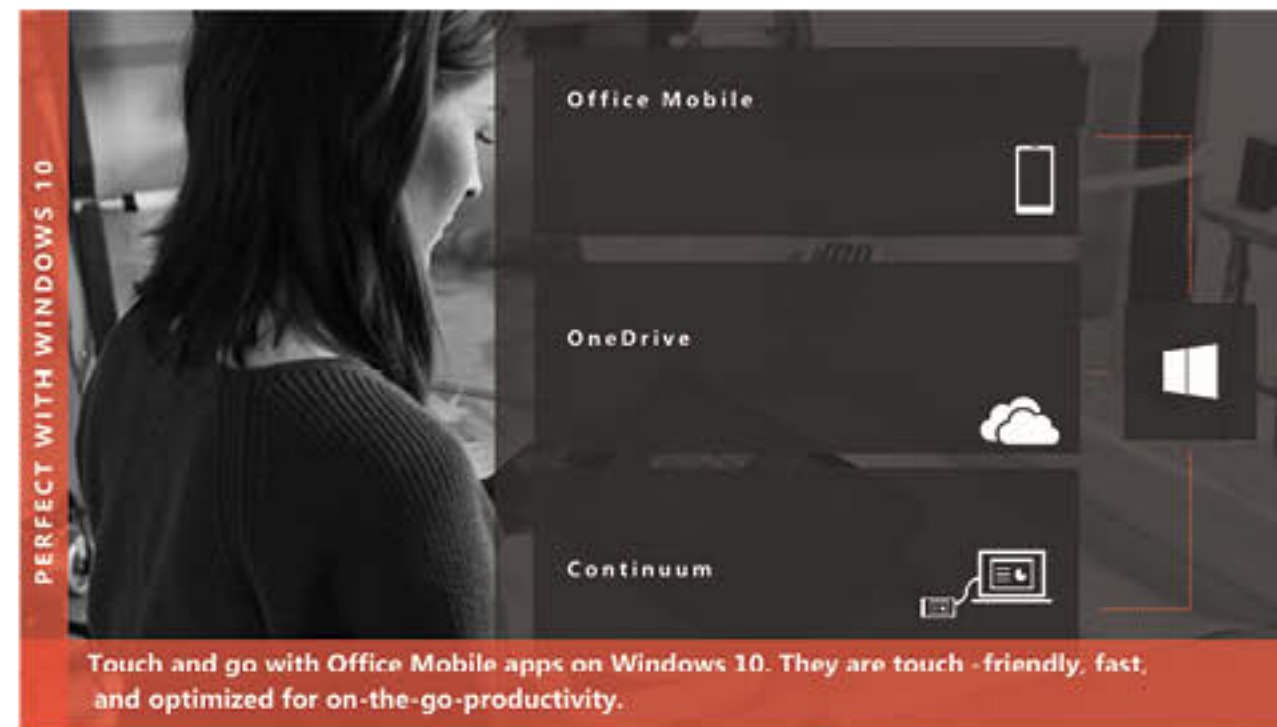
PERFECT WITH WINDOWS 10

The most complete solution for doing

Touch and go

Go from pocket to powerful

The new Office 2016 applications will run on Windows 7 and later. Users are going to have the best experience however when they are running Office on a Windows 10 PC.



PERFECT WITH WINDOWS 10

Office Mobile

OneDrive

Continuum

Touch and go with Office Mobile apps on Windows 10. They are touch-friendly, fast, and optimized for on-the-go-productivity.

WORKS FOR YOU

The smartest inbox ever

Stay in the know

Pick up right where you left off

For the vast number of users who cherish any thing that helps them get better results with fewer steps, Office 2016 really delivers.



WORKS FOR YOU

Recently Used Documents



Tell Me



Smart Lookup



Pick up right where you left off, as your recently used documents list travels with you across your devices. Find the right command, fast. Just type the word and Tell Me takes you directly to the feature you need. Look it up in one click with Smart Lookup to bring insights from the web right into your Office docs.

Improved Outlook Search



Clutter



Modern Attachments

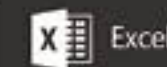


WORKS FOR YOU

The smartest inbox ever. Outlook 2016 is built to give you lightning fast search, remove low priority mail automatically, and make sure everyone on the To: line has the right access with modern attachments.



WORKS FOR YOU



New charts

One Click Forecasting

Improved modeling and data analysis

Publish to Power BI

Excel 2016 is the most powerful analysis tool in your arsenal with integrated publishing to Power BI and new modern chart-types to help you make the most of your data.



OFFICE 2016 FOR IT

The most secure office
Flexible click to run options
Improved Outlook performance

FLEXIBLE CLICK TO RUN OPTIONS

Deferred updates
Background Intelligence Transfer Service (BITS)
Simplified activation management

With deferred updates, you choose when you update—once a month or every three months and validate up to four months prior to deployment.

Improved integration with System Center Configuration Manager for efficient distribution of updates.

New Background Intelligence Transfer Service (BITS) provides better network traffic management.

Simplified activation management, with new controls in Office 365 Admin Portal that allow admins to manage device activations across users.

THE MOST SECURE OFFICE

Data Loss Prevention
Multi-factor Authentication
Information Rights Management

Data Loss Prevention helps significantly reduce the risk of leaking sensitive data, by giving IT admins tools to centrally create, manage and enforce policies for content authoring and document sharing. (Word, Excel, PowerPoint, Outlook) **Multi-factor Authentication** allows you to securely access content anywhere – even when away from the corporate network. (Word, Excel, PowerPoint, Outlook) **Information Rights Management** helps you encrypt your data online and off. (Word, Excel, PowerPoint, Outlook, New in Visio)

IMPROVED OUTLOOK PERFORMANCE

Enhanced Exchange/Outlook connectivity
Elimination of foreground network calls
Reduced time to download messages
Better device storage management

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ModernBiz

Microsoft solutions designed to drive business success



Safeguard your business

Enterprise-grade protection made affordable. Built-in everywhere you do business. It's just there.



Get advanced data protection built-in, at every level of your IT

Easy, affordable data backup—ready when you need it

Be back online in minutes when the unexpected happens

Reduce risk with easier compliance

Is your business protected?



A mobile workforce... the cloud... how do I know my data is protected?

How do I make sure everything is backed up without spending a fortune?

How long would it take my business to get back online after a fire, flood, or break-in?

How can I keep pace with changing compliance demands?

Get advanced data protection, built-in at every level of your IT

34%

increase in average financial losses (\$2.7M) reported by businesses in 2014 due to security incidents¹



Safeguard your business



1. PWC, "Global State of Information Security Survey 2015," <http://aka.ms/ssi2015>

Easy, affordable data backup—ready when you need it

39%

of businesses worldwide are planning to use cloud-based backup solutions¹



Safeguard your business

1 Always have access to your latest files

Keep your files synchronized across your devices and access them anywhere, anytime, both online and offline, with [OneDrive for Business](#), where you have the confidence that your data is continuously backed up in Microsoft's geographically distributed datacenters.

2 Easily back up business applications

Get peace of mind knowing your data is backed up and that you can restore your information quickly with [Azure Backup](#), which provides scalable, secure backup services and up to 99 years of data retention for legal compliance.

3 Protect your database

Protect critical information in your SQL Server databases by automating [database backups to Microsoft Azure](#), with encrypted backup files and the ability to restore your backup to the cloud if your main servers are unavailable.

1. Techradar 2015 SMB Cloud Adoption Trends Study

Be back online in minutes when the unexpected happens

40%

of business hit by disaster never reopen¹



Safeguard your business

1 Know you're open for business, even if disaster strikes

Get your business back up and running in minutes when the unexpected happens with [Azure Site Recovery](#), which offers an automated disaster recovery solution in the cloud—without requiring major capital expense.

2 Have confidence you won't lose your work

Always access your latest files from any device with [OneDrive for Business](#). So if you accidentally leave your laptop at home, you can easily access your files from another PC at work—and then all of your changes will automatically sync back to your laptop at home.

3 Have peace of mind if mobile devices are lost or stolen

Know that lost or stolen laptops are automatically protected with [BitLocker](#) encryption. Remotely wipe data from a lost device with easy-to-use tools in [Enterprise Mobility Suite \(EMS\)](#). [Automatically sync your data, settings, and apps](#) to a new Windows device to get back up and running fast.

1. FEMA, 2013

Reduce risk with easier compliance

4 out of 10

business decision makers say that ensuring compliance is one of the biggest challenges in supporting mobile workforce¹



Safeguard your business

1 Business controls to help ensure compliant behavior

Office 365 includes controls that help stay compliant, like [Data Loss Prevention](#) Policy Tips, which triggers an alert when sensitive information is about to be sent via email.

2 PC and device compliance with Windows 10

Windows 10 is able to be deployed in a compliant manner, as Microsoft is continually working to deliver technology that helps customers meet the latest industry and regional certifications.

3 Compliance-ready cloud

Meet a range of country and industry compliance requirements with [Microsoft Azure](#) and [Office 365](#), which are independently verified to maintain compliance with a broad range of standards.

1. Techradar 2015 SMB Mobility Adoption Trends Study

Safeguard your business

Solutions built on Microsoft products & technologies

Get advanced data protection built-in at every level of your IT



Azure

Easy, affordable data backup—ready when you need it



Enterprise Mobility Suite

Be back online in minutes when the unexpected happens



Office 365

Reduce risk with easier compliance



Windows 10

Enterprise-grade protection. Built-in. Integrated across your business.



Why Microsoft for safeguarding your business?

Modern protection for evolving threats. Built in. Integrated across your business.

Enterprise-grade protection made affordable	Microsoft solutions and services, designed for security and data privacy, are trusted by many of the world's leading enterprises and government agencies. Get peace of mind knowing that your data is stored in Cloud datacenters owned and operated by Microsoft.	
Integrated across your business	Microsoft offers a complete platform with end-to-end security that works together to protect your business across mobile devices, applications, on-premises, and in the cloud. For example, Azure Backup let's you back up data whether running on-premises or in the cloud.	
Business Applications 	PCs & Devices 	Cloud 
...Working together in a trusted platform from Microsoft designed to safeguard your business		

Azure global datacenters



The cloud platform for the modern business

Microsoft Azure is a flexible cloud platform that helps you grow with greater efficiency and be more responsive to change.

With Azure, you can be up and running fast, scale up or down as needed, and avoid high capital costs—paying only for what you use.



Microsoft Azure

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The cloud: extending your IT infrastructure



The cloud is about instantly expanding your IT capabilities

The cloud is ideal when you need to:

- Get apps up and running fast
- Scale instantly
- Pay only for what you use
- Leverage enterprise-level security

With Microsoft, you choose the combination that's right for your business



Physical Server




Virtualization



Cloud

Get simple, reliable backup in the cloud with Microsoft Azure



Back up your files and data to the cloud, simply and affordably



Avoid capital expense for storage hardware & media

Scale up or down as needed and pay for what you use

Get enterprise-grade data protection

Have the peace of mind that you're open for business—even when the unexpected happens



Know you're covered—get your business back up and running in minutes



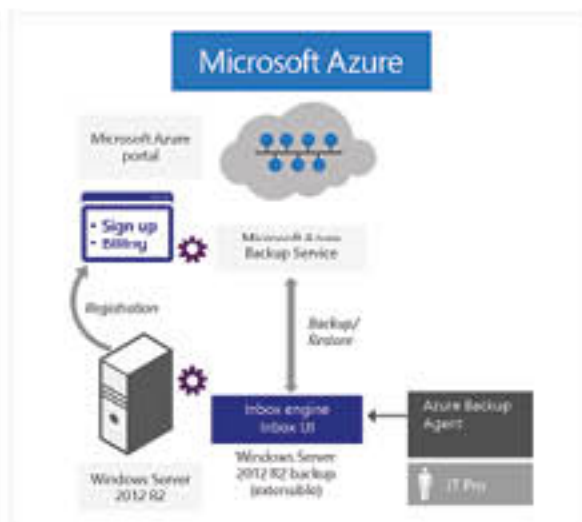
Avoid capital expense and significantly reduce operational costs

Automated recovery to reduce application downtime, and near-zero data loss

Greater peace of mind with ongoing testing and monitoring

Microsoft Azure Backup

- Recover data in case of disasters (server destroyed/stolen, disk crash)
- Recover data in case of data loss scenarios such as data accidentally deleted, volume deleted, viruses
- Simple installation and configuration
- Reduced cost for backup storage and management
- Ideal for small businesses, branch offices, and departmental business needs
- Use either the Microsoft Online Backup Service Agent or the Online Backup Windows PowerShell cmdlets



Microsoft Azure Site Recovery

Get easy, affordable disaster recovery in the cloud

- Use Azure as your DR site
- Automated VM protection & replication
- Remote health monitoring
- Customizable recovery plans
- No-impact recovery plan testing
- Orchestrated recovery of tiered applications

On-premises to Microsoft Azure protection



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Windows 10 Pro

Windows 10 Pro is designed to empower you and your business to do great things.

Familiar and productive user experience

Light-touch management that scales

Enterprise-grade security

Range of innovative devices



Windows Defender

Windows Defender is included with Windows and helps protect your PC against malware, including viruses, spyware, and other potentially unwanted software. Windows Defender helps keep malware from infecting your PC in two ways:

1. **Providing real-time protection.** Windows Defender notifies you and blocks malware that tries to install itself or run on your PC. It also notifies you when apps try to change important settings.
2. **Providing anytime scanning options.** Windows Defender automatically scans your PC for installed malware on a regular basis, but you can also start a scan whenever you want. Windows Defender automatically quarantines or removes anything that's detected during a scan.



Windows Hello & Microsoft Passport

1. Convenient multi-factor authentication

Windows 10 offers a flexible multi-factor authentication that allows users to use either biometrics or a PIN plus a trusted device to access business networks and resources, while IT can ensure strong identity is used organization wide instead of passwords.

2. Microsoft Passport

Microsoft Passport is the flexible two-factor authentication solution that acts as an alternative to a password, and has enterprise grade security much like a SmartCard. Use your PC or your mobile phone, whether it's an Windows Phone, iOS, or even an Android device, as one of the factors. The other factor will be biometric or a PIN.

3. Windows Hello*

Windows Hello* is a biometric alternative to a PIN when unlocking a device and using your Microsoft Passport. Users can use their face, iris or fingerprint to unlock their device, Microsoft Passport, and other types of credentials.



Enterprise Data Protection

1. Enterprise Data Protection

Enterprise Data Protection (EDP) provides data separation and containment capabilities and provides a strong foundation for DLP. With EDP, Windows can automatically identify corporate apps and data and protect them with file level encryption while at the same time preventing corporate content from leaking unprotected to unauthorized locations. It has full control of keys and protected data and can remote wipe data on demand.

2. Seamless integration into the platform

EDP is fully integrated into the mobile and desktop platform so there is no need to switch modes, move to secure locations, use containers, or special apps to protect data. Windows seamlessly integrates the protection behind the scenes so users can protect data without being interrupted by the process. This seamless integration is a major differentiator vs. 3rd party solutions that typically offer security at the expense of the user experience. With EDP you can have both!

3. IT Control

With EDP Windows acts as an access control broker that gates user and app access to protected data based on the policies that you define. It has full control of keys and data and can remote wipe corporate data on demand while leaving personal data untouched.



Windows BitLocker

- For organizations with additional management and security needs beyond just device encryption, BitLocker protection can be added to devices running Windows 10 Pro or Enterprise.
- You can use BitLocker Drive Encryption to help protect your files on an entire drive.
- BitLocker can help block hackers from accessing the system files they rely on to discover your password, or from accessing your drive by physically removing it from your PC and installing it in a different one.



Synchronized settings across devices.

With Windows 10, when you use your Microsoft account or an Office 365 ID, your account, preferences, favorites, settings, and apps synchronize between devices.



For further information, please contact:
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Microsoft@act.eg

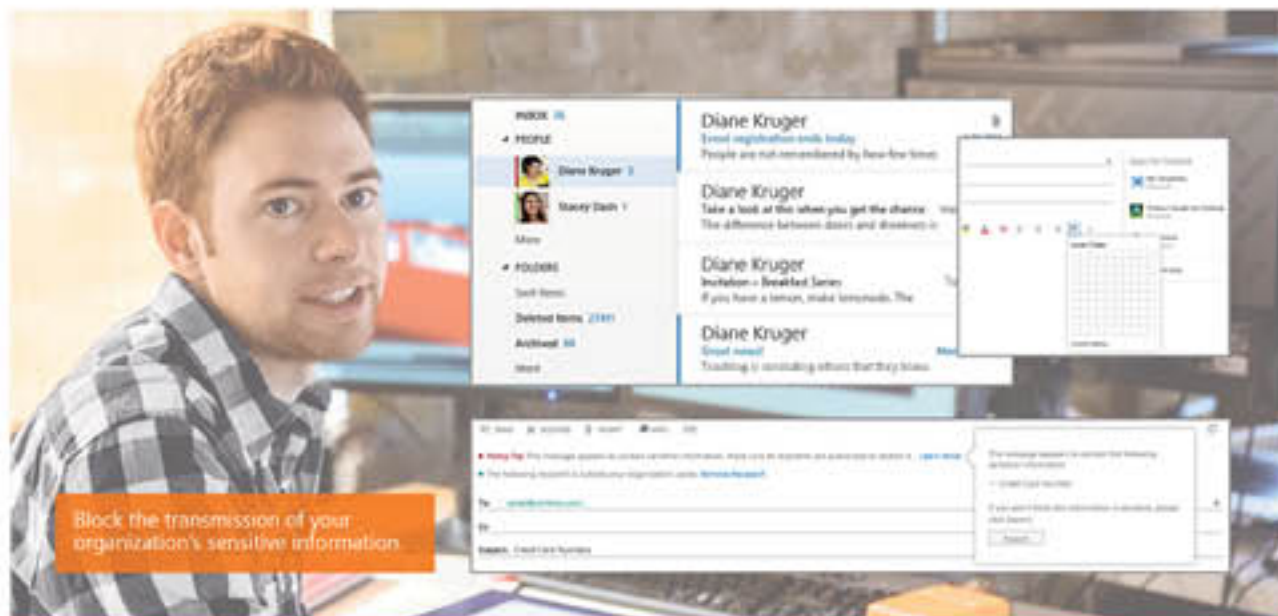
Word Easy reading, easy writing, on every device.	Excel Create order, organize data, share insights.	PowerPoint Make your point, with clarity, your style.
Outlook Stay productive and connected.	OneNote All your notes on all your devices.	Publisher Create something that helps you stand out.

The gold standard for your business. **Office 365**

OneDrive for Business

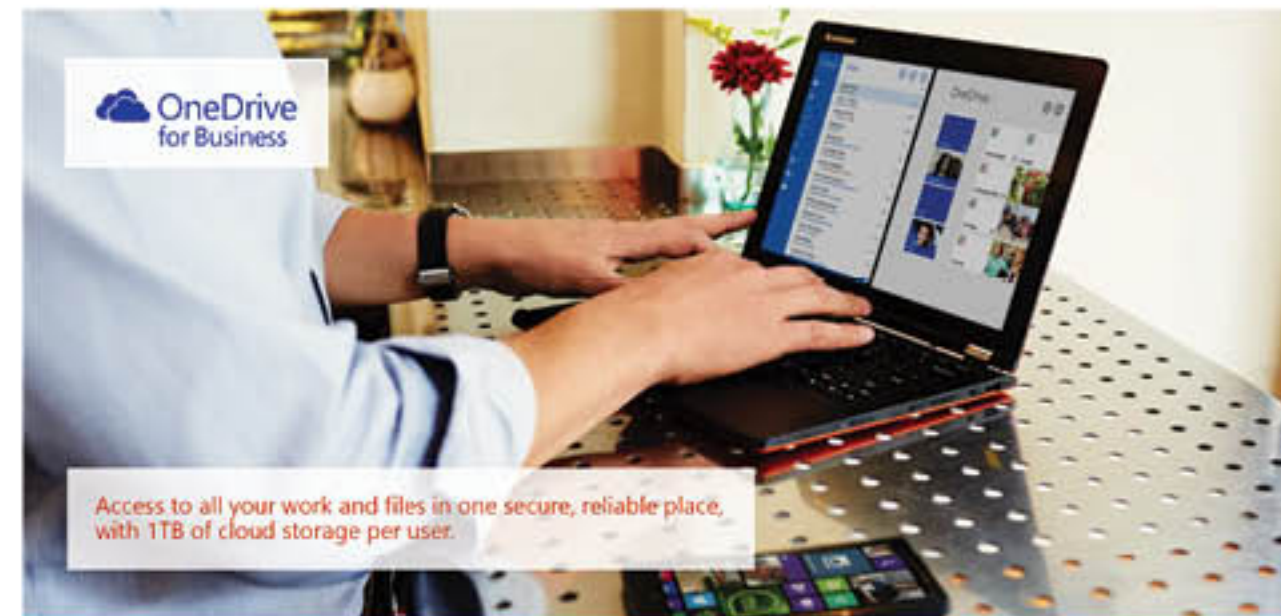
Access to all your work and files in one secure, reliable place, with 1TB of cloud storage per user.

OneDrive for Business **Office 365**



Data Loss Prevention

Office 365



OneDrive for Business

Office 365



Get the tools you need for today's business.

Office 365

Empower your mobile workforce with greater protection and control of access, devices, and data

A single low-cost solution: Get unparalleled value with three products combined into one cloud-based solution—all for an affordable subscription.

Enterprise Mobility Suite (EMS)

Azure Active Directory Premium

Microsoft Intune

Azure Rights Management Service

Microsoft Advanced Threat Analytics



Microsoft Azure Active Directory Premium

Connect the right people to the right information and resources

Make access easier for those who should have it—and prevent access for those who should not.

Available as part of the Enterprise Mobility Suite (EMS)



Give employees a single sign-on to access all of their apps, across PCs and devices, with a consistent identity.

Easily control who can access what, based on multiple levels of authentication.

Reduce IT helpdesk costs by providing self-service functionality to employees.

Sales reps ride into new era

Integrated CRM solution supports customer relationships for Trek Bicycles



Watch

"All of a sudden it was like, BOOM—all of this information is all in the open, transparent, things were getting done because everyone had a new kind of awareness."

Steve Novoselac, BI and .NET development manager, Trek Bicycles

Microsoft Azure Rights Management Service (RMS)

Protect your information, wherever it goes

Enable information sharing, while keeping data protected.

Microsoft Azure Rights Management Service (RMS)



Data protection stays with your files and information, regardless of the location—inside or outside your company.

Protect information sent in email by preventing viewing, editing, and forwarding.

Restrict editing, copying, and printing files to specific people and groups.

Reach out to customers.

Staying connected to your customers inspires loyalty and uncovers opportunities

Easily contact your customers the way they want – choose from email, IM, phone, video – all in a single click from within your CRM solution.



Increase your sales.

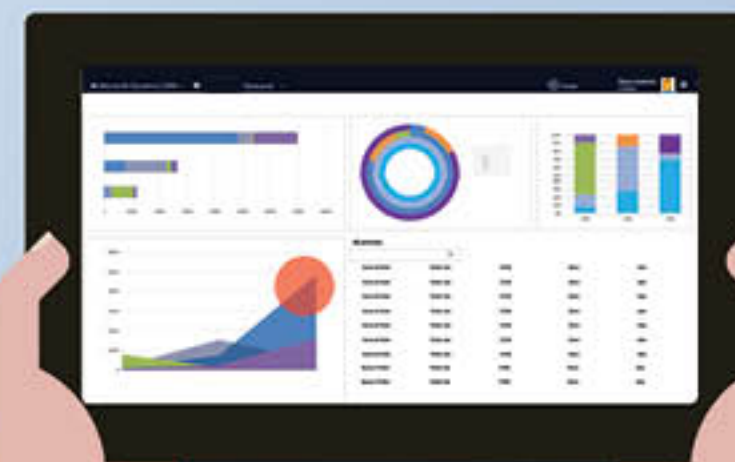
See what happens when the world's most powerful business apps come together

Having a strong connection with your current customers and prioritizing the right leads makes your sales teams more effective. Provide the power of enterprise capabilities to help grow your business.



#modernbiz

Zero in on the customers and opportunities that will help grow the company



Connect with customers

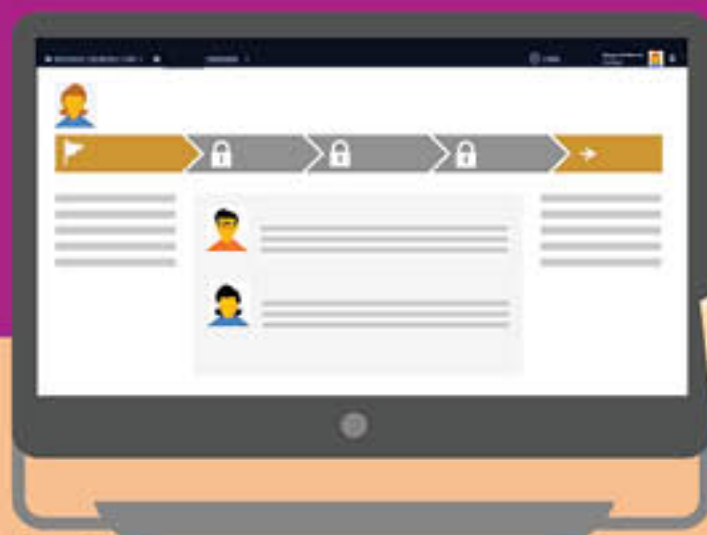
Focus on what matters.

Get control of your business by prioritizing opportunities

Create rich, interactive dashboards, data visualizations, and presentations so you can track and monitor opportunities and focus on what is important.

Make your team more effective at prioritizing and driving leads to close.

Drive sales and service best practices across your organization



Connect with customers

Reach your goals.

Role-specific business processes help your sales and service teams stay on track

Follow a guided sales and service experience with built-in best practices.

Drive toward successful outcomes, ensure consistency, and easily adapt when changes are needed.



Business anywhere

Access your customer information and all the data you need with the same seamless experience on a variety of devices, including PCs, phones, tablets, and laptops.

Always be in touch.

Get your teams up and running quickly with a solution that is easy to adopt

Provide a familiar experience across your PC, phone, tablet, and laptop, allowing you to be productive at home, in the office, or on the road.



Work from the device you love.

Save costs by letting your workers use the devices they already own

Microsoft Dynamics CRM Online works across phones and tablets (Windows, Android, iOS).

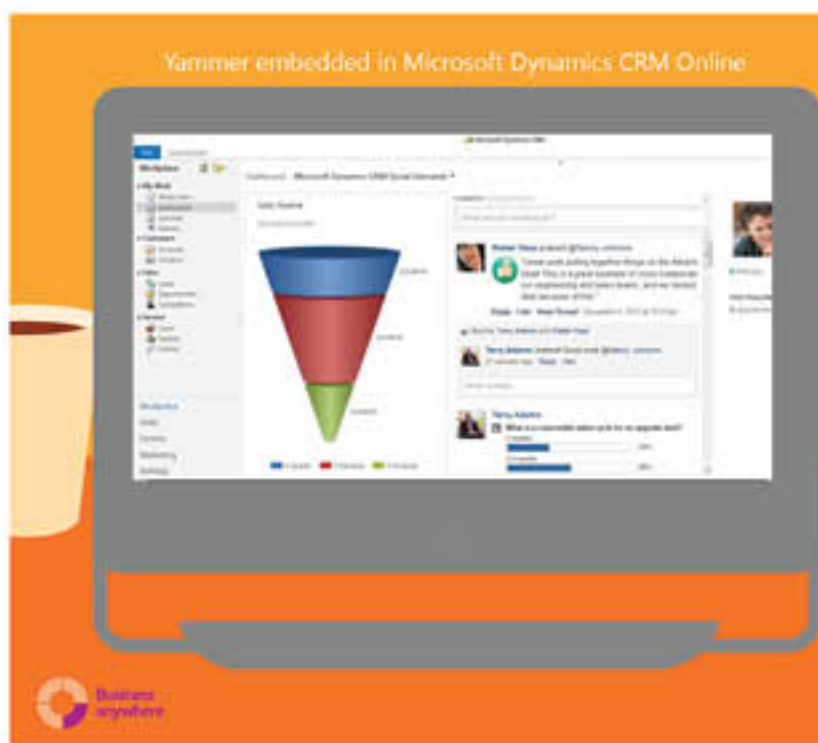


Document co-authoring and version control

Working together on documents is a snap.

Keep moving forward even when you're far apart

Co-author documents and quickly collaborate with others with Office 365.



Yammer embedded in Microsoft Dynamics CRM Online

Work with the right people, in the context of what you are doing.

Get work done faster by making collaboration easy

Instantly view contacts' online status to quickly set up or join meetings.

Access your team for help on sales proposals and customer inquiries right away.



Grow with CRM

Microsoft Dynamics CRM

"[Microsoft Dynamics CRM Online] allows me as chief executive, when I'm out in the field visiting clients, to get a **sense of the overall relationship** with the client. That's something I couldn't do before."

Bob Gopel, CEO, Integrate

"Microsoft Dynamics CRM Online allows us to manage, monitor, and support our sales teams remotely."

Nick Cassidy, Managing Director, Law Cost Management

"The insight we're now able to gather [from Microsoft Dynamics CRM Online] is helping us identify changing market trends and **spot new opportunities**."

James Fleming, Group IT Director, Virex

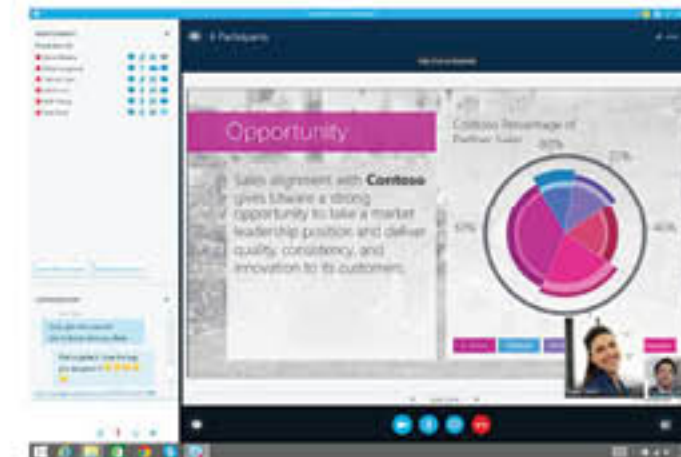
"It's all about integration. Dynamics CRM caps the stack, but behind the scenes we make sure that Yammer drives the conversations within the business; we use SharePoint to drive our knowledge-management systems; we use Lync to surface the presence of our colleagues — Office 365 is the backbone of our office infrastructure."

Paul Marlow, Chief Commercial Officer, Metro Bank





Meeting experiences

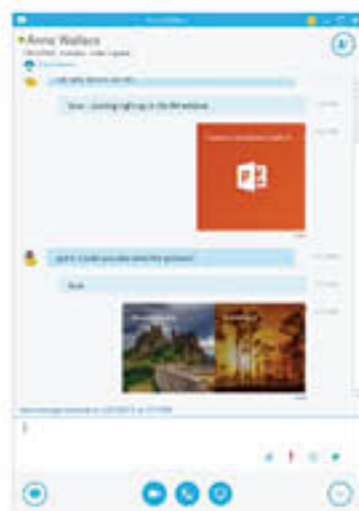


- 2 Integrated meeting notes
Hangouts does not have a fully integrated note-taking experience such as OneNote
- See content AND presenter
Hangouts does not show the presenter during content sharing – not a collaborative experience
- Meetings size to 250 natively
Hangouts supports up to 15 people and then requires a view only experience via YouTube
- Consistency across platforms
Hangouts does offer a chat function within a meeting but various mobile platforms such as iPad and Android cannot see that chat causing a very confusing experience for attendees

Bottom line

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

Collaboration experiences



- 1 Easy file sharing
Hangouts meetings does not offer file sharing through IM
- Upload / preview
Hangouts does not offer pre-loading of slides
Hangouts does not allow users to preview slides
Hangouts does not offer easy sharing of Office files
- Polls, inking, white boarding
These tools do not exist natively in Hangouts

Bottom line

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

Enterprise expectations



- 3 Control your data
Hangouts does not recognize secure content
Users are allowed to share anything
- Office integration
Hangouts lacking full support of Office
Hangouts has poor experiences in Windows (IE)
- Enterprise voice
Hangouts can make and receive a phone call

Bottom line

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

Skype Room Systems



CRESTRON Polycom SMART Microsoft

SKYPE ROOM SYSTEMS

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

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

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

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

Bottom line

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

Full Lync feature set

Design inspired by Skype

Skype for Business

Server, hybrid, and cloud

Enterprise grade

Recent Press

<p>Why it never works</p> <ul style="list-style-type: none"> • Hangouts issues • Problems with IE • Device support lacking • Alert Overload • Plug-in disappears • Video problems <p>http://www.pcworld.com/article/208331/why-google-hangouts-never-works.html</p>	<p>MS and Google Swap</p> <ul style="list-style-type: none"> • Google losing focus • Mobile progress lacking • Chromecast not updated • Google+ a ghost town • "Moonshot Projects" distract Google from customer focus <p>http://www.forbes.com/sites/steveaoki/2015/02/16/microsoft-google-swap/</p>	<p>Hangouts Shutdown</p> <ul style="list-style-type: none"> • Lasted barely 15 months • Didn't develop the platform very much after the original launch • Hard to find services – categories too broad <p>http://www.eweek.com/story/google-hangouts-shutdown-why-it-failed</p>	<p>Chrome performance</p> <ul style="list-style-type: none"> • Chrome Windows Woes • Drains laptop batteries • Sets itself to high priority • Does not allow CPU to idle • Firefox and IE does not have this problem <p>http://www.forbes.com/sites/steveaoki/2015/02/16/google-chrome-with-batteries-is-losing-again-laptop-battery/</p>
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For users



Skype look-and-feel for easy adoption

Voice and video connectivity to the entire Skype network

Full enterprise communications feature set

- Instant messaging and presence
- Online meetings, with voice, video, content
- Enterprise voice

Cross platform support, from small to large

- iOS, Android, Windows, Mac
- Smartphones, Tablets, PCs
- Skype Room Systems and Surface Hub



أكت تفخر بأن تعلن رسمياً أول منتج تجاري لها،
مايسترو لإدارة الموارد البشرية



ما هو مايسترو؟

نظام برمجي واحد قادر على أن يدير جميع عمليات الموارد البشرية وإدارة كافة البيانات للموظفين، من التوظيف إلى التقاعد.



السبب وراء مايسترو؟

الشركات تعمل من خلال الموارد البشرية ويتطلب اقتصاد اليوم دوراً أكثر نشاطاً وإستراتيجية من قسم الموارد البشرية.

الخصائص العامة



نظام

نظام متعدد الملكية في قاعدة بيانات واحدة.



لغة

يأتي في لغتان مختلفتان: العربية والإنجليزية.



تقويم

يأتي في تقويمين مختلفين: الهجرية والميلادية.



تطبيق

مصمم للعمل في مصر وجميع الدول العربية.

مايسترو لإدارة الموارد البشرية يقدم لعملائنا 11 نموذج مختلف



سابقة أعمال
مايسترو



كل عام وانتم بخير

2016

تمنياتنا أن يكون العام
الجديد مليء بالسعادة لكم
ولأحبائكم، عام مليء
بالنجاحات لـ **ACT** وشركائها.
ونتمنى ان يحمى الله مصر
ويرشدها لمستقبل أكثر إشراقاً.

ACT
advanced computer technology

وأريد ان أوضح بعض الحقائق العلمية نحو عقل الانسان ونركز خاصة على العقل الباطن

ان العقل الباطن لا يعقل الاشياء مثل العقل الواعي فهو ببساطة يخزن المعلومات ويقوم بتكرارها فيما بعد كلما تم استدعاؤها من مكان تخزينها ، فلو حدث أن رسالة ترمجت في هذا العقل لمدة طويلة ولمرات عديدة مثل أن تقول دائماً في كل موقف ... أنا خجول أنا خجول ... أنا عصبي المزاج ، أو أنا لا أستطيع موازنة الرياضة ، أنا لا أستطيع ترك التدخين وهكذا فإن مثل هذه الرسائل ستترسخ وتستقر في مستوى عميق في العقل الباطن ولا يمكن تغييرها ، ولكن يمكن استبدالها ببرمجة أخرى سليمة وإيجابية .

وحقيقة أخرى هي أن للعقل الباطن تصرفات غريبة لا يد أن تنتبه لها ، فمثلاً لو قلت لك هذه الجملة : « لا تفكر في حصان اسود » ، هل يمكنك ان تقوم بذلك وتمنع عقلك من التفكير . بالطبع لا فانت غالباً قد قمت بالتفكير في شكل حصان اسود لماذا ؟ ؟ .

إن عقلك قد قام بالغاء كلمة لا واحتفظ بباقي العبارة وهي : فكر في حصان اسود اذا هل ممكن ان نستغل مثل هذه التصرفات الغريبة للعقل.

دعونا الآن نقدم لكم خلاصة القول وندع الدكتور ابراهيم الفقى يقول لنا كما ذكره في كتابه قوة التحكم في الذات القواعد والبرنامج العملي للبرمجة الايجابية للذات يقول:

والآن إليك القواعد الخمس لبرمجة عقلك الباطن:

يجب أن تكون رسالتك واضحة ومحددة .

يجب أن تكون رسالتك إيجابية (مثل أنا قوي . أنا سليم أنا أستطيع الامتناع عن ...)

يجب أن تدل رسالتك على الوقت الحاضر . (مثال لانقول أنا سوف أكون قوي بل قل أنا قوي)

يجب أن يصاحب رسالتك الإحساس القوي بمضمونها حتى يقبلها العقل الباطن ويبرمجها.

يجب أن يكرر الرسالة عدة مرات إلى أن تبرمج تماماً .

والآن إليك هذه الخطة حتى يكون لديك مع الذات ذو قوة إيجابية:

دون على الأقل خمس رسائل ذاتية سلبية كان لها تأثير عليك

مثل : أنا إنسان خجول ، أنا لا أستطيع الامتناع عن التدخين ، أنا ذاكرتي ضعيفة ، أنا لا أستطيع الكلام أمام الجمهور ، أنا عصبي المزاج.

والآن

دون خمس رسائل ذاتية إيجابية تعطيكَ قوة وأبدأ دائماً بكلمة «أنا»

مثل : « أنا أستطيع الامتناع عن التدخين » .. « أنا أحب التحدث إلى الناس » .. « أنا ذاكرتي قوية » ... أنا إنسان ممتاز .. أنا نشيط وأتمتع بطاقة عالية .

دون رسالتك الإيجابية في مفكرة صغيرة واحتفظ بها معك دائماً .

والآن خذ نفساً عميقاً ، واقرأ الرسائل واحدة تلو الأخرى إلى أن تستوعبهم .

أبدأ مرة أخرى بأول رسالة ، وخذ نفساً عميقاً ، واطرد أي ثور داخل جسمك ، اقرأ الرسالة الأولى عشر مرات بإحساس قوي ، أغمس عينك وتخيل نفسك بشكلك الجديد ثم أفتح عينك .

ابتدئه من اليوم احذر ماذا تقول لنفسك ، واحذر ما الذي تقوله للآخرين واحذر ما يقول الآخرون لك ، لو لاحظت أي رسالة سلبية قمر بالغائها بأن تقول « ألغي » ، وقمر باستبدالها برسالة أخرى إيجابية .

تأكد أن عندك القوة ، وأنتك تستطيع أن تكون ، وتستطيع أن تملك ، وتستطيع القيام بعمل ما تريده ، وذلك بمجرد أن تحدد بالضبط ما الذي تريده وأن تتحرك في هذا الاتجاه بكل ما تملك من قوة ، وقد قال في ذلك جيم رون مؤلف كتاب « السعادة الدائمة » : « التكرار أساس المهارات » ... لذلك عليك بأن تتق فيما تقوله ، وأن تكرر دائماً لنفسك الرسائل الإيجابية ، فأنت سيد عقلك وقبطان سفينتك ... أنت تحكم في حياتك ، وتستطيع تحويل حياتك إلى تجربة من السعادة والصحة والنجاح بلا حدود.

البرمجة السلبية والإيجابية للذات

ان معظم الناس ترمج منذ الصغر على ان يتصرفوا أو يتكلموا أو يعتقدوا بطريقة معينة سلبية ...

ولكنهم حتى يصبحوا سجناء ما يسمى «البرمجة السلبية» التي تحد من حصولهم على اشياء كثيرة في هذه الحياة . فنجد ان كثيراً منهم يقول أنا ضعيف الشخصية ، أنا لا أستطيع الامتناع عن التدخين ، أنا ضعيف في الإملاء ، أنا ونجد انهم اكتسبوا هذه السلبية إما من الأسرة أو من المدرسة أو من الأصدقاء أو من هؤلاء جميعاً. ولكن هل يمكن أن تغيير هذه البرمجة السلبية وتحويلها إلى برمجة إيجابية . الإجابة نعم وألف نعم . ولكن لماذا نحتاج ذلك ؟ .

نحتاج ان نبرمج أنفسنا ايجابيا لكي نكون سعداء ناجحين، نحي حياة طيبة. لنحقق فيها احلامنا وأهدافنا. وخاصة واننا مسلمون ولدنيا وظيفة وغاية لا بد ان نصل اليها لنحقق العبادة لله سبحانه وتعالى ونحقق الخلافة التي استخلفنا بها الله في الارض .

قبل ان نبدأ في برنامج تغيير البرمجة السلبية لا بد أن نتفق على أمور وهي:

لا بد أن نقرر في قرارة نفسك أنك تريد التغيير.

فقرارك هذا هو الذي سوف يغير لك الطريق إلى التحول من السلبية إلى الإيجابية . تكرار الافعال والاقوال التي سوف تتعرف عليها ، وتجعلها جزءاً من حياتك .

الآن أول طريقة للبرمجة الإيجابية هي:

التحدث الى الذات:

هل شاهدت شخصاً يتحدث مع نفسه بصوت مرتفع وهو يسير ويحرك يديه ويتمتم وقد يسب ويلعن. عفوا نحن لا نريد أن نفعل مثله .

أو هل حصل وان دار جدال عنيف بينك وبين شخص ما وبعد أن ذهب عنك الشخص ، دار شريط الجدال في ذهنك مرة أخرى فأخذت تتصور الجدال مرة أخرى وأخذت تبدل الكلمات والمفردات مكان الأخرى وتقول لنفسك لماذا لم اقل كذا أو كذا...

وهل حصل وانت تحضر محاضرة أو خطبة تحدثت الى نفسك وقلت . أنا لا أستطيع أن اخطب مثل هذا أو كيف أقف أمام كل هؤلاء الناس ، أو تقول أنا مستحيل أقف أمام الناس لأخطب أو أحاضر.

ان كل تلك الاحاديث والخطابات مع النفس والذات تكسب الانسان برمجة سلبية قد تؤدي في النهاية الى افعال وخيمة. ولحسن الحظ فانت وأنا وأي شخص في استطاعتنا التصرف تجاه التحدث مع الذات وفي استطاعتنا تغيير أي برمجة سلبية لاجلال برمجة أخرى جديدة تزودنا بالقوة .

ويقول أحد علماء الهندسة النفسية: (في استطاعتنا في كل لحظة تغيير ماضينا ومستقبلنا وذلك بإعادة برمجة حاضرتنا).

اذا من هذه اللحظة لا بد ان نراقب ونتنبه الى النداءات الداخلية التي تحدث بها نفسك . وقد قيل:

راقب أفكارك
لأنها ستصبح أفعالاً

راقب أفعالك
لأنها ستصبح عادات

راقب عاداتك
لأنها ستصبح طباعاً

راقب طباعك
لأنها ستحدد مصيرك



البورصة AGT تتعاقد مع "البترول" و"بتروبل" لتقديم حلول تكنولوجية متكاملة

تعاقدت شركة الحاسبات المتقدمة "AGT" مع كل من الهيئة العامة للبترول وشركة "بتروبل" لتقديم حلولها التكنولوجية في مجال البترول. وقال المهندس حازم منسي، مدير تسويق الشركة لهالبورصة، إن هذا التعاقد جاء بالشراكة مع شركة HP للحاسبات المتخصصة في مجال الحاسبات لتقديم جميع الحلول والخدمات التكنولوجية للهيئة العامة للبترول وشركة بتروبل.

أوضح «منسي»، أن شركته تستهدف الوصول بحجم أعمالها في السوق المحلي لما يقرب من ٤٦٠ مليون جنيه، وتحقيق نمو في المبيعات لا يقل عن ٤٠٪ بنهاية العام الجاري.

تابع أن "AGT" تتفاوض حالياً مع إحدى الشركات المتخصصة في الحلول السحابية لإنشاء شركة باستثمارات تقدر بنحو ٢ مليون جنيه. وحول توسعات "AGT" الخارجية، أشار «منسي» إلى أن الشركة افتتحت مقراتها في قطر لتقديم حلول تكنولوجية لخدمات جميع الفنادق والشركات العقارية والتجمعات السكنية. وقال مدير عام تسويق الشركة، إن خطة "AGT" للعام الجاري تركز بشكل كبير على تطبيقات الحوسبة السحابية، والتمكن من تقديم حلول لخدمات جميع المستشفيات والفنادق، بالإضافة إلى حلول تسهم في تيسير إدارة «الدلائل ستر» من خلال شركاتها، وأبرزها مايكروسوفت وإتش بي ونيتل وسيسكو وأوراكل.

البورصة AGT تفوز بإنشاء «داتا سنتر» لمركز معلومات «الداخلية»

فازت شركة الحاسبات المتقدمة "AGT" بالتعاون مع شركات HP، EMC، وMicrosoft، بالمنافسة التي طرحتها وزارة الداخلية لإنشاء «داتا سنتر» لمركز معلومات إدارة الأزمات بالوزارة، بتكلفة تقدر بنحو ٢٦ مليون جنيه. أوضح المهندس حازم منسي، مدير تسويق الشركة لـ «البورصة»، أن AGT تقدمت للمنافسة بالشراكة مع الشركات الثلاث، لإنشاء «داتا سنتر» لمركز معلومات إدارة الأزمات بوزارة الداخلية، وتوفير حلول تكنولوجية تغطي قواعد البيانات والتخزين والخوادم.

وأضاف أن حجم مبيعات "AGT" بلغ ٢٩٠ مليون جنيه حتى نهاية الربع الثالث من ٢٠١٥، مستهدفاً تحقيق ١٠٠ مليون جنيه، و٣٠٪ نمواً خلال الربع الأخير من العام الحالي، نتيجة التوسع في حجم تعاملاتها مع الشركاء والتعاقدات الجديدة.

وكشف «منسي» عن زيادة حجم أعمال التعاون المشترك بين "AGT" و"HP"، والذي بلغ ٢٥ مليون جنيه خلال الفترة الأخيرة، عبر تقديم حلولهما التكنولوجية في كل من قطاعي الحكومة والبترول، بينما وصل التعاون مع "Microsoft" لـ ٢٠ مليون جنيه في القطاع الحكومي وقطاع الاتصالات بنهاية الربع الثالث من العام الحالي. وأضاف «منسي»، أن "AGT" تعاقدت مع مستثمر سعودي لتدشين فرع بالرياض لتقديم حلولها التكنولوجية، باستثمارات تقدر بنحو ٥ ملايين ريال مطلع العام الحالي، وسيتم البدء في التشغيل مطلع ٢٠١٦. وقال مدير عام تسويق الشركة، إن خطة "AGT" للعام الحالي تركز بشكل كبير على تطبيقات الحوسبة السحابية، والتمكن من تقديم حلول لخدمات جميع المستشفيات والفنادق، بالإضافة إلى حلول تسهم في تيسير إدارة «الدلائل ستر» من خلال شركاتها.

AGT في الصحافة IN PRESS

اليوم السابع

شركة الحاسبات المتقدمة تدعم مبادرة الابتكار للجامعات والمعاهد البحثية

أعلنت شركة الحاسبات المتقدمة AGT عن رعاية مبادرة «الشباب هم الأمل» والابتكارات هي الحل» التي تركز على دور الشباب كأحد أهم الثروات البشرية لدى مصر في محاولة لتطوير هذا الدور واستغلاله للتنمية. وقال حازم منسي رئيس قطاع التسويق بالشركة إن أول أنشطة هذه المبادرة، هي مسابقة أفضل ١٥ ابتكار للجامعات والمعاهد البحثية المصرية لعام ٢٠١٥، ويشارك في المسابقة الكليات والمعاهد البحثية في التخصصات «هندسة وصيانة وحاسبات ومعلومات وتطور وزراعة». وأوضح أن المسابقة ستتم على مرحلتين التنافسية الأولى داخل كل كلية أو معهد بحثي حيث يتم من خلالها إعلان الفائز الأول والثاني والثالث على مستوى الكلية أو المعهد، ويشارك الفائز الأول في المرحلة الثانية وتتم التنافسية بين الفائزين الأوائل من كل الجامعات والمعاهد البحثية على مستوى الجمهورية، ويحصل الفائز الأول والثاني في كل تخصص على جوائز مالية ويحصل الفائز الثالث على شهادات تقدير وهدايا. وأشار رئيس قطاع التسويق بـ «AGT» إلى أن الفائز الأول من كل تخصص سيشارك في حل مشكلة مجتمعية أو اقتصادية جاهز وقابل للتنفيذ العملي السريع، ستكون هناك فرصة لاختضاره أو توفير مستثمر أو شريك أو راعي لتنفيذ مشروعه وخروجه إلى حيز النور ليستفيد منه المجتمع وصاحب العمل. وأشار إلى أنه سيتم الاهتمام بالفائز وتعليمه وتوعيته وتحفيزه وإحتشاده مع تبنى تنفيذ أفكاره وأبحاثه وابتكاراته ومشاريعه الإيجابية التي تساهم في تحسين أسلوب وسنوى الحياة من خلال حل الكثير من التحديات المجتمعية والإقتصادية سعياً إلى التنمية الشاملة والمستدامة. وأضاف منسي، أنه سيتم تخصيص ٢٠٪ من الدرجات للتصويت المجتمعي عن طريق شبكة كونكت أرابز للابتكار.

اليوم السابع

شركة «أخت» تتعاقد على توريد حزم برمجيات مايكروسوفت لـ ٣ شركات

أعلنت شركة «أخت» للتكنولوجيا عن التعاقد مؤخرًا على توريد حزم برمجيات مايكروسوفت المتخصصة في مجال ميكنة إدارة الأعمال باستثمارات بلغت ١٥ مليون جنيه، لثلاث شركات، وهي «إلى فارس» و«مجمعة المهندسين الاستشاريين» و«المقاولون العرب»، وتستغرق مدة تنفيذ المشروعات الثلاثة ٣ سنوات. بحسب حازم منسي رئيس قطاع التسويق بالشركة، وقال حازم منسي، إن «أخت» تستهدف بناء منظومة إلكترونية تربط بين مكاتب المقاولين بأسواق مصر، والمنطقة العربية، ومنطقة المشروعات وإعداد التقارير، وأن المشروع الآن هو تخزين وأمن قواعد بيانات عملاء شركة تشغيل المنشآت المائية E-Force، لمساعدة المستثمرين على اتخاذ القرارات المالية. أما المشروع الأخير فيتمثل تحديث برنامج البريد الإلكتروني داخل فروع E-Force، وأشار إلى استهداف شركته التركيز على ٦ قطاعات رئيسية في ٢٠١٥، هي البترول، والسياحة، والتعليم، والطيران، والاتصالات، والبنوك، لافتتاح فرص استثمارية جديدة في هذا الصدد. يذكر أن الشركة افتتحت العام الماضي، فرعاً بالأسواق السعودية، كما اقتضت مجموعة مشروعات كبرى أبرزها إنشاء بنك شبكة البنية التحتية للاتصالات لصالح الشركة المصرية لإنتاج الألياف وشبكة «إيكتيك» باستثمارات تقدر بنحو ٣.٥ مليون دولار.

المقال

٢٠٠ مليون جنيه أعمالاً لـ AGT

على صعيد آخر، ذكر أن الشركة تسعى لزيادة أعداد موظفيها ٤٠٠ موظف بنهاية ٢٠١٥ من خلال الاستعانة بالشباب حديثي التخرج، مضيفاً أن AGT مستمرة في دعم خطط منظمات المجتمع المدني العاملة بقطاع تكنولوجيا المعلومات لتنمية الطلب المحلي، وفتح فرص استثمارية جديدة أمام الشركات الصغيرة والمتوسطة.

يذكر أن الشركة قامت خلال المرحلة الماضية بعدة مشروعات أبرزها توريد مكتبة الإسكندرية بشبكة الترتيت واي فاي بتكلفة مليون جنيه، علاوة على تركيب حلول للشبكات باستخدام تكنولوجيا الـ IP لصالح فندق «فيرمونت نايل سيتي» بـ ٣ ملايين جنيه، علاوة على تطوير المنظومة التشغيلية لصالح الأكاديمية العربية للعلوم والتكنولوجيا اعتماداً على حلول مايكروسوفت باستثمارات تقدر بنحو مليون جنيه.

كشف حازم منسي، رئيس قطاع التسويق بشركة الحاسبات المتقدمة «AGT» للحلول التكنولوجية، أن الشركة حققت أعمالاً خلال النصف الأول من العام بلغت حوال ٢٠٠ مليون جنيه، بنسبة نمو قدرها ١٨٢ مقارنة بنفس الفترة من ٢٠١٤.

وقال منسي لهالبورصة إن AGT تدرس التوسع بالأسواق الخليجية والكتيبة بداية العام المقبل باعتبارها أسواقاً أفريقية واعدة عن طريق تكوين تحالفات مع شركات أخرى أو افتتاح مكاتب تشغيلية هناك، منوهاً بأن الشركة اقتضت مؤخراً مشروعاً لتوريد حلول وتطبيقات مالية لبعض الجهات الحكومية والخاصة في ليبيا.

وأوضح أن شركته نفذت مشروعات تكنولوجيا عبر شركاتها وهم HP، ومايكروسوفت، وأوراكل، وسيسكو، ونيتل، وأزوا بقيمة ٢٠ مليون دولار، بجانب إبرام تعاقدات في قطاع الاتصالات بـ ٢٠ مليون دولار، و٢٠ مليون جنيه مع القطاع الحكومي.



وزير الاتصالات: ٤.٥ مليار جنيه استثمارات المصرية للاتصالات في بنيتها التحتية

أشاد المهندس ياسر القاضي وزير الاتصالات لأداء قطاع الاتصالات مؤكداً أنه يحلم أن يصبح هذا القطاع القاطرة الأولى للتنمية الاقتصادية في مصر، مشيراً في لقاءه للبرلمانيون مع الإعلامية ليلي عسل أن الشركة المصرية للاتصالات استثمرت ٤.٥ مليار جنيه لتحديث بنيتها التحتية على مدار عامين - أضاف أن هناك مشاورات مع المستثمرين على النصرة للاتصالات لتعزيز العائدات من الكابلات البحرية - لتصبح مصر مركزاً عالمياً للمعلومات والبيانات .

مايكروسوفت تطلق أكاديمية «فري لانس» لتنمية مهارات الشباب



في إطار دورها الاجتماعي تجاه السوق المصري ، واستمراراً لبرامجها في سوق العمل والتوظيف، نظمت شركة مايكروسوفت مصر بالتعاون مع برنامج الأمم المتحدة الإنمائي، ووزارة الشباب والرياضة ملتقى العمل الحر عن طريق مبادرة Freelance والتي أطلقتها الشركة مؤخراً.

أعربت غادة خليفة مديرة مشاريع تنمية المجتمع بشركة مايكروسوفت مصر بالبنجاحات التي حققتها المبادرة منذ أنطلقتها في فبراير الماضي، وقالت «إننا سعداء بأن تكون جزءاً من هذه المبادرة التي تعتبر حلاً مبتكراً يعالج مشكلة البطالة بين الشباب»، مؤكدة :«أن هذه المبادرة أطلقتها الشركة بالتعاون مع وزارة الشباب والرياضة وبرنامج الأمم المتحدة الإنمائي بهدف تطوير مهارات وخبرات الشباب المصري ودعم الشركات الصغيرة والمتوسطة الحجم، والعمل على محاربة البطالة وتنمية مهارات الشباب لتلبية إحتياجات سوق العمل».

أضافت :«أن هذه المبادرة تشتمل على إطلاق موقعاً إلكترونياً www.freelance.net والذي يعد البوابة التي تربط الشباب بالآلاف الفرص المتاحة والشركات العاملة في السوق».

وفي إطار المبادرة أطلقت مايكروسوفت مصر بالشراكة مع كل من وزارة الشباب والرياضة وبرنامج الأمم المتحدة الإنمائي وعدد من الشركات المحلية مثل : أرابيز ، اميرلا للتواصل أول أكاديمية (أكاديمية فري لانس مي) لأصحاب الأعمال الحرة بهدف تنمية مهارات الشباب الموهوب وتشجيعهم على البدء في العمل كأصحاب أعمال حرة محترفين، كما تهدف الأكاديمية إلى دعم الشباب الطموح والموهوب في مجالات تكنولوجيا المعلومات والوسائط المتعددة والترجمة من خلال تقديم دورات تدريبية تقنية وحياتية لتعزيز من إنتاجيتهم وتأهيلهم للمنافسة في السوقين المحلي والإقليمي.

وزير الاتصالات يبحث مع رئيس الاتحاد العام للغرف التجارية سبل تفعيل الشراكة بين الجانبين

التقى المهندس ياسر القاضي وزير الاتصالات وتكنولوجيا المعلومات بـ أحمد الوكيل رئيس الاتحاد العام للغرف التجارية المصرية والمهندس خليل حسن خليل رئيس الشعبة العامة للحسابات الآلية والبرمجيات وعضو مجلس إدارة الاتحاد العام للغرف التجارية، وبحضور المهندس محمد عزام المدير التنفيذي للشعبة العامة. حيث تم خلال اللقاء تناول أهم أوجه التعاون بين وزارة الاتصالات والاتحاد العام للغرف التجارية وكذلك الشعبة العامة للحسابات الآلية والبرمجيات.

وأكد القاضي على أن الفترة القادمة ستشهد دوراً متنامياً لقطاع تكنولوجيا المعلومات والاتصالات كقاطرة محفزة لتنمية الاقتصاد الوطني ورفع كفاءته نحو مزيد من التنافسية، وكذا زيادة مساهمة القطاع في الناتج القومي، ثم خلال اللقاء مناقشة عدد من المقترحات المقدمة من الاتحاد العام لتوطين التكنولوجيا في القطاعات التجارية والصناعية والخدمية المختلفة مثل مشروع «توكيد التجار» باستخدام تكنولوجيا الباركود والتي من الممكن أن ينتج عليها العديد من التطبيقات التكنولوجية بما يساهم في دفع عجلة الاقتصاد المحلي، وكذلك نشر منظومة «نظم المعلومات الجغرافية الاقتصادية» بكافة الغرف التجارية اعتماداً على الخبرات التي تم اكتسابها في المشروع التجريبي الذي نفذته الوزارة بالفرقة التجارية بالإسكندرية، هذا بالإضافة إلى نشر وتفعيل منظومة «التجارة الإلكترونية».

من جانبه قال أحمد الوكيل بأن التعاون بين الغرف التجارية واتحادها العام مع وزارة الاتصالات مستمراً بقا عليه منذ إنشاء الوزارة عام ١٩٩٩ وحتى الآن، وأن وزارة الاتصالات قد قامت بالعديد من المشروعات لصالح الغرف التجارية واتحادها العام لتحديث البنية المعلوماتية بها لتقديم خدمات أفضل لأكثر من ٤٠٢ مليون تاجر وصانع ومقدم خدمات من منسوبي الغرف.

وأشار المهندس خليل حسن خليل إلى أن اللقاء قد تناول أيضاً مناقشة أوجه التعاون بين هيئة تنمية صناعة تكنولوجيا المعلومات (إيتيدا) والشعبة العامة، وأن هناك الكثير من الخدمات تقدم لصالح الشركات الأعضاء بالشعبة العامة بصفة خاصة ومجتمع المعلومات المصري بصفة عامة من خلال اتفاقية التعاون بين الهيئة والشعبة العامة لرفع كفاءة الشركات ومساعدتهم على امتلاك تكنولوجيات متطورة تساهم في زيادة الصادرات المصرية، وأنه جاري طرح مبادرة جديدة بالتعاون مع إيتيدا لحل المشاكل التي تواجه المحافظات تكنولوجياً في أربع محافظات كمشروع أولي.

وفي نهاية اللقاء تم التأكيد على أهمية وجود منظومة للتكامل بين مصلحة السجل التجاري والغرف التجارية وتوحيد قواعد البيانات بينهما لتقديم خدمات مميزة لجميع شرائح الاقتصاد المصري، وكذلك ضرورة تحويل مبنى الاتحاد العام الجديد إلى مبنى ذي يليق يواجه التجارة والصناعة في مصر، وخاصة أن هذا المبنى يضم أيضا الاتحاد الأفريقي للغرف التجارية والصناعية والزراعية والمهن، حيث أن مصر هي دولة المقر والرئيس الحالي للاتحاد الأفريقي. مشدد على أن التعاون بين الوزارة والاتحاد العام للغرف التجارية كممثل للتجار والصناع ومقدمي الخدمات في كافة المجالات الاقتصادية سوف يساهم في دفع عجلة الإنتاج ودعم الاقتصاد الوطني ورفع درجة التنافسية للاقتصاد المصري، وجذب وتشجيع الاستثمارات المباشرة سواء الخارجية أو الداخلية.

القاضي : قطاع الاتصالات ثامن أكبر قطاع في تحقيق العائدات

أكد لمهندس ياسر القاضي وزير الاتصالات وتكنولوجيا المعلومات أن قطاع الاتصالات يعد ثاني قطاع بعد قطاع بعد التشييد والبناء في العائدات التي يحققها، مشيراً في برنامج تلفزيوني على قناة الحياة مع الإعلامية ليلي عسل أن قطاع الاتصالات كان من أبرز القطاعات مساهمة في الازدهار العامة للبلاد .

أضاف أن خدمات المحمول والاتصالات المقدمة لا ترتقي للمستوى الذي ينتظره المواطن العادي ، مؤكداً أن القطاع يخطى باهتمام ودعم القيادة السياسية للبلاد ، مضيفاً المنطقة أنه يعمل في إطار منظومة متكاملة مع شركات المحمول والشركة المصرية للاتصالات لتقديم أفضل مستوى من الخدمات .



CRYPTOMATHIC تستعرض الحلول الآمنة والمبتكرة لإدارة مخاطر إصدار البطاقات المصرفية



قامت CRYPTOMATHIC، إحدى الشركات المتخصصة في مجال حلول البرمجيات الأمنية لقطاع الأعمال، مؤخراً برعاية القمة السنوية الخامسة للإبتكار المصري في الشرق الأوسط (MEBIS)، الحدث الأول لتكنولوجيا المصارف في دول مجلس التعاون الخليجي والشرق الأوسط.

وقد استضافت CRYPTOMATHIC ندوة «استراتيجية الدفع الذكي: إدارة المخاطر بشكل مرن وبسيط»، والتي قام بإدارتها عمرو قطب، نائب رئيس CRYPTOMATHIC في الشرق الأوسط وأفريقيا، بالإضافة كل من: دكتور هارون داري، نائب رئيس ومستول التكنولوجيا والمشاريع بنك دبي الإسلامي، إحسان أحمد، رئيس خدمات التجارة العالمية والاستراتيجية بنك نور، غاري كولنز، مدير العمليات المصرفية عبر الجوال، بنك وستباك باسيفيك، جاسر التميمي، رئيس قسم حلول الدفع والإبتكار، بنك دبي التجاري.

يقول عمرو قطب نقدر رؤية عالمية متمعة أهلتنا للعمل مع الشركات ذات المتطلبات الأمنية المتطورة والمهنية بالتصدي لتحديات العملة وتحسين الربحية من خلال التعاون المستمر، خلق علاقات قوية والاستثمار في الابتكار في الأسواق الجديدة».

وأضاف قطب لدينا بعض الأسواق في منطقة الشرق الأوسط وأفريقيا وقد سبقت مثيلاتها من الأسواق الأوروبية في الابتكار في التكنولوجيا المصرفية، ومن هذه الأمثلة مشروع تقديم الخدمات البنكية عبر الهاتف الجوال في كينيا (M-PESA) مع انتشار تكنولوجيا جديدة للدفع الإلكتروني بجاناً مقدمي الخدمات والبنوك إلى التقنيات والتطبيقات المتطورة وفقاً لأعلى معايير الحماية للحفاظ على بيانات العملاء واحد من الهجمات الإلكترونية.

وأكد يأتي الابتكار والإبداع محفوفاً بالمخاطر، ولكنه يتطلب في الوقت نفسه بذل الوقت والاستثمارات الصحيحة لتحقيق النجاح المرجو. تحرك التكنولوجيا بوتيرة سريعة جداً، ويتعين على المصارف في بعض الأحيان، مجاراتها خاصة في الأسواق التي تعمل بها طبقاً للتوائح المتصوص عليها. وتوفر CRYPTOMATHIC أفضل الممارسات لتطبيق وتفيد الاستراتيجيات الأمنية بشكل آمن ومرن يمكن ملائمتها بسهولة لتكيف مع متطلبات وتطورات السوق.

وتعد القمة السنوية الخامسة للإبتكار المصري في الشرق الأوسط (MEBIS) الحدث الأكبر من نوعه في المنطقة، يتم من خلالها تقدير نظرة تحليلية للمشكلات والتحديات الحقيقية في المجال المصري وإلقاء الضوء على الحلول المبتكرة في هذا المجال في الشرق الأوسط.

ندوة بـ «اتصال» تطالب بالاسراع في تطبيق تشريعات التجارة الالكترونية في مصر



طالب المستشار القانوني فاروق الحفاوي بشروط الإسراع في تطبيق تشريعات الإنترنت والتجارة الإلكترونية في السوق المصري ، مؤكداً أن حجم التجارة الإلكترونية في مصر في ازدياد مستمر .

وتوقع خلال ندوة نظمتها جمعية اتصال (نواة منظومات المجتمع المدني لقطاع الاتصالات وتكنولوجيا المعلومات) تحت عنوان «مقدمة لقانون البرمجيات وتكنولوجيا المعلومات» وأدارها نائب رئيس شعبة البرمجيات المهندس أيمن خليفة ، أن يرتفع حجم المبيعات في صناعة التجارة الإلكترونية في العالم العربي من ٩ مليارات دولار أمريكي في عام ٢٠١٢ إلى ١٥ مليار دولار أمريكي في عام ٢٠١٥، أما بالنسبة لتجارة عبر الهواتف المحمولة فمن المتوقع أن ترتفع المبيعات التي تدر عيرها من ٩٠٠ مليون دولار أمريكي في عام ٢٠١٢ إلى ٣ مليارات دولار أمريكي في عام ٢٠١٥، الأمر الذي يعكس الإمكانات الشخية التي تمتاز بها هذه القناة التجارية في المنطقة.

واستعرض الحفاوي نشأة وتطور قانون البرمجيات، وأهمية البرمجيات في اقتصاديات الدول ، وكيف نظهر العالم المتقدم الأحكام القانونية لهذا القطاع الوليد ، حيث أفرد لها في أوروبا مثلاً تشريعاً مستقلاً يتناسب والطبيعة الخاصة لهذا القطاع.

كما استعرض أيضاً التطورات العالمية في المال الإلكتروني والتخزين في السحابات الإلكترونية والأمن المعلوماتي وغيرها، وفدوم مقارنة سريعة بين التشريعات الدولية والتشريعات الوطنية في مصر وكيف أن الفجوة تكاد تكون كبيرة بين التطورات العالمية والواقع المصري. وأكد أنه لن يكون هناك نمو لهذا القطاع بدون إطار تشريعي متميز يستجيب لتطلعات العاملين في هذا القطاع كما قدم مقترحاً برنامجاً تشريعياً من خمسة موضوعات للتعريف بقانون وعقود البرمجيات وتكنولوجيا المعلومات للعاملين في هذا القطاع تبناه جمعية اتصال .



«فودافون» تقدم خدمة تحويل الفليكسات لأول مرة في سوق المحمول



واصلت شركة فودافون مصر تقديم باقات وأنظمة وخدمات غير مسبقة تلبي احتياجات العملاء وتطويعهم في استخدام المحمول بسهولة تامة، حيث أطلقت لعملاء كودترول فليكس خدمة «تحويل الفليكسات» لتمنح عملائها القدرة على تحويل الفليكسات إلى أي رقم فودافون على أنظمة «الكارت أو فليكس أو أيزي» من خلال طلب *٨٨٠*.

أكد كريم عبد، مدير إدارة التسويق للأفراد بفودافون مصر أن إطلاق هذه الخدمة الجديدة يأتي في إطار حرص فودافون على الوفاء بوعدها لعملائها بمنحهم مميزات وخدمات لن يستمتعوا بها إلا مع نظام كودترول فليكس، الذي يعد النظام الوحيد الذي يمتاز بمرونة فريدة من نوعها في سوق المحمول. وأوضح أن خدمة «تحويل الفليكسات» تختلف عن خدمة تحويل الرصيد، فهي تمنح العميل المرونة لتحويل وحداته أو «الفليكسات» الخاصة به، إلى أي رقم آخر حتي وإن لم يكن الرقم الآخر على نظام كودترول فليكس، ويمكن للمستقبل استخدامهم في الرسائل والمكالمات لأي شبكة بالإضافة إلى الموبايل انترنت.



وزير الاتصالات: أحوال المصرية للاتصالات تغيرت للأفضل

قال المهندس ياسر القاضي وزير الاتصالات وتكنولوجيا المعلومات إن هناك حالة من الاستقرار شهدتها المصرية للاتصالات خلال الأيام الماضية على عكس ما كان خلال الـ ١٥ يوما الماضية ، مشيراً في لقاء تليفزيوني مع الإعلانية لتي عمل أن هناك خطط موضوعية وملفات يتم دراستها منها أسعار الإنترنت ، مؤكداً أن الدولة تبحث طرح رخص كثيرة سواء للتليفون المحمول أو الإنترنت أو رخص لتواي ماكس.

وأوضح أنه لا يزال يقصر عمر الحكومة وأنه يعمل من أجل الدولة المصرية ومصلحة القطاع أولاً وأخيراً ، مشيراً إلى أنه التقى بعدد من رؤساء الشركات العالمية خلال الأيام الماضية حيث أبدت هذه الشركات استعداداتها للتعاون .

شركة امريكية تستحوذ على شركة SILICON VISION المصرية

أعلنت هيئة تنمية صناعة تكنولوجيا المعلومات «إيتيدا» عن ضخ استثمارات أمريكية بسوق تكنولوجيا المعلومات المصري حيث رعت عملية استحواذ شركة Synopsys الرائدة عالمياً في مجال برمجيات ميكينة تصميم الإلكترونيات، وشراؤها الأصول الخاصة بشركة Silicon vision المصرية المتخصصة في مجال تصميم دوائر الاتصالات اللاسلكية والإلكترونيات.

وقامت الهيئة بتقدير كافة التسهيلات وأشكال الدعم اللازم لإنتاج المفاوضات وإتمام صفقة استحواذ الشركة الأمريكية التي تمتلك حوالي ٩٢ مكتب مبيعات، وخدمة عملاء ومركز تطوير على مستوى العالم، على تطبيقات ومبتجات شركة Silicon Vision المصرية المتعلقة بتكنولوجيا «بروتوكول الإنترنت لأنظمة الاتصالات اللاسلكية منخفضة الجهد» Low power wireless IP مع الحفاظ على الاسم التجاري للشركة المصرية وتوجيه كافة تعاملات الشركة بالكامل في هذا المجال لصالح شركة Synopsys الأمريكية.

• وجاءت صفقة الاستحواذ عقب نجاح شركة Silicon Vision المصرية في تطوير تكنولوجيا Bluetooth* Smart wireless IP solution وهي تقنية فريدة فيما يخص تطبيقات بروتوكول الإنترنت الذكية لأنظمة البلوتوث IP Bluetooth Smart والتي تمثل نقلة نوعية في مجال تصميم دوائر الاتصالات اللاسلكية والإلكترونيات، الأمر الذي جذب شركة Synopsys الأمريكية للاستحواذ على تلك التكنولوجيا.



«انقذني» و «عبقري» يحصدان جوائز البرمجيات المفتوحة المصدر



في مسابقة تصميم وتطوير البرمجيات مفتوحة المصدر المعنية بالمساهمة في تحقيق أهداف التنمية المستدامة Open Source Code Camp for Sustainable Development Hackathon فاز بالجائزة الأولى مشروع الخدمات المسجلة «الفلبي» (Save me) والذي يهدف إلى تنفيذ برمجيات للهواتف المحمولة والحوسبة السحابية لربط غرف الطوارئ وغرف العناية المركزة بالمستشفيات عن طريق شبكة الكترونية مع إتاحة تقدير الخدمة للمواطنين باستخدام الهواتف الذكية. جاء ذلك الفوز بدعم لقي ومعرفي من فريق الصندوق المصري لتكنولوجيا المعلومات التابع للإدارة المركزية للتنمية المجتمعية بوزارة الاتصالات وتكنولوجيا المعلومات عقب انتهاء فعاليات «معسكر البرمجيات الحرة مفتوحة المصدر للتنمية المستدامة» الذي ينظمه الصندوق المصري لتكنولوجيا المعلومات والاتصالات والبرامج الإنمائي للأمم المتحدة وبرنامج الأمم المتحدة للمتطوعين بالتعاون مع شركة أوبن-إت. Open

وعلى مدار ستة أيام قام فريق الصندوق المصري لتكنولوجيا المعلومات والاتصالات بالتوعية والتوعية بأهداف التنمية المستدامة ٢٠١٥ وأهمية تضافر الجهود الوطنية والدولية من أجل تحقيقها، وتمثل هذا في صورة المشاركة في تدريب الحضور من الشباب على برمجة تطبيقات الإنترنت باستخدام مصادر الأكواد مفتوحة المصدر بالإضافة إلى التعريف بنظام التشغيل لينكس. هذا وقد أكدت المهندسة هدى دحروج الفائز بأعمال الإدارة المركزية للتنمية المجتمعية بوزارة الاتصالات والمدير الإقليمي للصندوق المصري لتكنولوجيا المعلومات والاتصالات التابع للبرنامج الإنمائي للأمم المتحدة على أن نشر ثقافة البرمجيات الحرة المفتوحة والاستدامة في الإبداع في مجال تصميم وتطوير في الحلول التنموية من أهم الأولويات نحو بناء مجتمع المعرفة. وأعلنت المهندسة/ هدى دحروج عن تقدير الصندوق منحة تدريب متقدمة في البرمجيات الحرة مفتوحة المصدر، بالإضافة لتقديم الدعم التقني والمعرفي اللازم للفريق الفائزة بعد انتهاء المعسكر. جدير بالذكر أن الفائز بالمركز الثاني في المسابقة مشروع «عبقري» والمعني بتعريف الأطفال بأساسيات البرمجة وطور الحاسب باستخدام تقنيات Gamification وهي تطبيقات في صورة لعب متطورة تهدف لأغراض تعليمية.



• وكان المهندس حسين الجريزلي قد استقبل بولكريم كنكل النائب الأول لرئيس شركة Synopsys الأمريكية العالمية وذلك لبحث فرص زيادة استثمارات الشركة في مصر، وذلك بحضور المهندس طارق العسيلي الرئيس التنفيذي لشركة Silicon vision المصرية وهو من رواد الأعمال في الصناعة بالإضافة إلى فريق عمل الاستثمار الدولي وتطوير الأعمال بالهيئة.

• وقام فريق العمل بعرض قصص النجاح التي حققتها مصر باعتبارها دولة رائدة في مجال صناعة التعهيد، واستعراض الميزات التنافسية التي تتمتع بها مصر فيما يخص تقدير الخدمات التي تأتي في أعلى سلم القيمة المضافة ومن أهمها تصميم الدوائر الإلكترونية وذلك إلى جانب التأكيد على التزام الحكومة القوي بتبني استراتيجية تنموية في مجال تكنولوجيا المعلومات والاتصالات.

ومن جانبه، أكد المهندس طارق العسيلي رئيس شركة Silicon Vision على أن استحواذ شركة Synopsys الأمريكية العالمية على تكنولوجيا Bluetooth* Smart wireless IP solution يعد بمثابة قصة نجاح حقيقية لشركة "Silicon vision" التي بدأت منذ عام ٢٠١٧ ولتبت نجاحها على المستوى العالمي.

وأشار إلى دور الهيئة في رفع وتطوير القدرات المؤسسية للشركة منذ إنطلاقها وحتى مرحلة الاستحواذ من خلال برامجها ومبادراتها المتنوعة حيث شاركت في برنامج تطوير المنتجات الخاص بمبادرة دعم التعاون البحثي "TTRAC" وبرنامج دعم الصناعات، ودعم المشاركة في المعارض الدولية، وبرنامج دعم تصميم الإلكترونيات آياً وهو برنامج مصمم لدعم الحصول على رخص تصميم الإلكترونيات، وهو ما ساعدها على تطوير منتجاتها واختراق أسواق جديدة وساهم في تعزيز القيمة السوقية لأصولها والوصول لهذا النجاح.

• الشركة الأمريكية بالاستعانة بجهود الكوادر المصرية المبكرة لتطبيقات Bluetooth Smart IP في خدمة عملاء الشركة في الأسواق العالمية، وزيادة عدد العاملين المصريين الذين يقومون بخدمة عملاء شركة Synopsys Inc. بالخارج من مصر من ٥٠ متخصص إلى عدة مئات خلال السنوات الثلاث القادمة. وسيتم هذا الاستحواذ للشركة أيضاً بتوسيع نطاق أعمالها في مجال أنظمة تصميم بروتوكول الإنترنت الخاص ب «إنترنت الأشياء» IP for the DesignWare* IP المتعلقة بالإنترنت (IoT) وكذا الاستجابة للمتطلبات المتزايدة لصناعة الاتصالات اللاسلكية المتعلقة بالطاقة ذات الجهد المنخفض (low-power system-on-chips (SoCs)) والتي يتم الاعتماد عليها بشكل متزايد في تطبيقات المنازل الذكية، وأجهزة الاستشعار اللاسلكية، والأجهزة الملحقة والإكسسوارات الذكية التي يمكن ارتداؤها وغيرها.

• وقد وقعت الهيئة اتفاقية تعاون مع شركة Silicon Vision تقوم الهيئة بموجبها بدعم الشركة المصرية الرائدة من خلال برامج الهيئة المختلفة وبحث استحداث برامج جديدة مخصصة لدعم صناعة تصميم الدوائر الإلكترونية المصرية بهدف التصدير والاستجابة المرونة لمتطلبات تلك الصناعة الواعدة.

وتذكر المهندس/ حسين الجريزلي، الرئيس التنفيذي لهيئة تنمية صناعة تكنولوجيا المعلومات "إيتيدا" أن عملية الاستحواذ واستقطاب شركة عالمية مثل شركة Synopsys Inc. للتواجد بالسوق المصري تعكس استمرار لفة المستثمر الأجنبي في الكوادر العاملة بالقطاع وسوق تكنولوجيا المعلومات المصري وقدرته على استقطاب كبرى الشركات العالمية لتصدير خدماتها من مصر في مجال صناعة التعهيد وخدمات تكنولوجيا المعلومات وبالأخص خدمات القيمة المضافة ذات العائد الاقتصادي المرتفع مثل خدمات تصميم الدوائر الإلكترونية.



جدير بالذكر أن صفقة الاستحواذ تتماشى مع التوجه الاستراتيجي للدولة وهيئة تنمية صناعة تكنولوجيا المعلومات لدعم وجذب الاستثمارات الأجنبية المباشرة في مجال صناعة الإلكترونيات، لما لهذه الصناعة من آثار اقتصادية واجتماعية إيجابية هائلة ومتزايدة باستمرار في جميع أنحاء العالم، واستغلال الميزات التنافسية التي تتمتع بها مصر ومن أهمها وجود كفاءات تجارية أثبتت نجاحها من خلال كوادرها البشرية المتميزة في هذا المجال.

وتعتبر صناعة الإلكترونيات واحدة من أكبر الصناعات في العالم حيث تجاوز حجم السوق العالمية للمعدات الإلكترونية ٢٠١ تريليون دولار أمريكي في ٢٠١٢، وهو يمثل ١٤ أضعاف سوق النفط والغاز والمعادن كما تمثل ٢٢٤ إلى ٢٣٠ من الناتج المحلي الإجمالي الخاص بدول النور الأسبوية بالإضافة إلى العديد من البلدان النامية والبلدان المتقدمة.



"إي فاينانس" راعياً لمؤتمر الابتكار في الحكومات

علنت شركة تكنولوجيا تشغيل المنشآت المالية "إي فاينانس" عن مشاركتها كراع لمؤتمر الابتكار في الحكومات، تحت رعاية وتنظيم وزارة التخطيط والمتابعة والإصلاح الإداري على مدار يوم ١١ و ١٢ أكتوبر الحالي، بحضور كل من الدكتور أشرف العربي، وزير التخطيط والمتابعة والإصلاح الإداري، والمهندس ياسر القاضي، وزير الاتصالات وتكنولوجيا المعلومات، والمهندس طارق قابيل، وزير التجارة والصناعة.

أكد إبراهيم سرحان، رئيس مجلس إدارة شركة "إي فاينانس" أهمية مشاركة الشركات الوطنية في مثل هذه الفعاليات المهمة، والتي تعكس توجه القطاع الخاص والحكومة المصرية نحو دعم منظومة الإبداع والابتكار، مشيراً إلى أن الشركة تولي أهمية كبيرة بالمبتكرين والمخترعين في مجال التكنولوجيا والمدفوعات الإلكترونية.

وتشارك "إي فاينانس" في جلستين نقاشيتين خلال اليوم الأول بحيث تجميع الجلسة النقاشية الأولى بين كل من الدكتور أشرف العربي، وزير التخطيط، وإبراهيم سرحان، رئيس مجلس إدارة الشركة، وعلى قرياي، نائب رئيس شركة مايكروسوفت العالمية لمناقشة كيفية تقوية وتحسين الأداء في الحكومة، كما يتحدث أيضاً، خلال اليوم الأول للمؤتمر عمرو خاطر، رئيس قطاع حلول الأعمال بشركة "إي فاينانس" عن الوضع الحالي لنظام الحكومة الإلكترونية في مصر.

أما عن فعاليات اليوم الثاني للمؤتمر فيتناول هيثم طراييك، رئيس قطاع الإستراتيجيات وتخطيط الأعمال بالنقاش عن كيفية مساعدة الدفع الإلكتروني في حلول الكثير من المشاكل وتيسير مساعدة المواطنين.

الجدير بالذكر، أن حلقات النقاش بالمؤتمر تدور حول ثلاثة محاور رئيسية هي: الابتكار في الإستراتيجيات، الابتكار في الموارد البشرية، والابتكار في الأنظمة الحكومية. وستقوم الكيانات المقيمة من دول مثل الصين وألمانيا وماليزيا وكوريا الجنوبية بتسليط الضوء على خبرات نجاحها حتى تصل إلى إستراتيجيات مبتكرة لتنمية الاقتصاد المصري.

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لم تطول التكهات حول استحواذ شركة ديل على EMC فبعد ان طالعنا الاخبار صباح اليوم بأن محادثات الاستحواذ في مراحل متقدمة جالت الآن الاخبار الرسمية وإتمام صفقة الإستحواذ الأكبر في تاريخ التكنولوجيا هل أنت متشوق لمعرفة الرقم ؟ حسناً ..
الصفقة كلفت شركة ديل ٦٧ مليار دولار وهو رقم كبير للإستحواذ على شركة إسماها غير مألوف ولكنها تقدم الكثير من الخدمات والحلول في مجالات مختلفة .
الصفقة ستسمح لديل بالإستحواذ بشكل كامل على كافة منتجات والشركات المنضمة تحت لواء شركة EMC بالإضافة إلى الخدمات السحابية والحلول التحليلية لشركات قطاع الأعمال كما ستتملك ديل بشكل كامل شركة الحفول الأمنية RSA بالإضافة إلى خدمات التصوير المقدمة من شركة VMware



إطلاق تطبيق "حكومتى" لبرامج الحكومة الإلكترونية نهاية العام الجارى



قال أحمد عكاشة، المدير الإداري لشركة فوري، إن تطبيق حكومتى أول تطبيق لبرامج الحكومة الإلكترونية، لتسهيل أداء الخدمات الحكومية للمواطنين، سينا أن التطبيق مشروع حكومي خالص وستقوم شركة «فوري» بوضع البنية التحتية لنظام التطبيق وربط الخدمات الحكومية.
وقال عكاشة، على هامش مؤتمر الابتكار في الحكومات، إن التطبيق موجود حالياً على الهواتف المحمولة، ولكن سيتم الإعلان عن بدء الخدمة قبل نهاية العام الحالي.
وأضاف أن تطبيق «حكومتى» عبارة عن محفظة الكترونية يستطيع من خلالها المواطن دفع مقابل ٨٠ خدمة سواء حكومية أو للقطاع الخاص، أبرزها دفع فواتير المياه والكهرباء والهواتف وتجديد تراخيص السيارات وتحويل الأموال، وأن المواطن يمكنه وضع الأموال داخل محفظته الإلكترونية من خلال مكاتب البريد وسك التنمية والائتمان الزراعي ومتافدا فوري التي تصل إلى نحو ٥٠ ألف منفذ.

ولفت مدير المنتجات لشركة فوري، إلى أن الحكومة لديها خطط بتوجيه رواتب الموظفين إلى محفظته الإلكترونية، باعتباره الحل الأسهل لدفع مقابل الخدمات إلكترونية، بدلاً من الانتظار حتى تعميم منظومة الكروت الذكية للرواتب والمدفوعات الحكومية، التي تحتاج إلى افتتاح البنوك لفروع عديدة وتوفير مكينات لصرف الرواتب، خاصة أن غالبية المواطنين لديهم هواتف محمولة.



"A15" للتكنولوجيا الرقمية تستهدف ضخ ٢ ملايين دولار محلياً

قال فادي الطائي الرئيس التنفيذي لشركة "A15" إن المناخ الاستثماري في مصر يشهد نمواً كبيراً خلال الفترة الحالية، و إن انتشار ثقافة ريادة الأعمال في المجتمع المصري ارتفع بنسبة كبيرة . وأصبح عليها تركيز من جانب الشباب . ومن جهة أخرى من جانب المستثمرين.
وأشار الطائي إلى أن شركة "أكسيليرو كابتال" قامت بالاستحواذ على شركة "أو بي فيشرز" من اوراسكوم للاتصالات بحوالي 1٤٠ مليون جنيه، وقامت بنقل استثمارات "أو بي فيشرز" تحت مظلة شركة A15 الجديدة. وعن خطه الشركة الاستراتيجية قال الطائي أن A15 تدرج تحت قائمتها العديد من الشركات. وتسعى لدعم هذه الشركات، وتوفير المناخ المناسب للابداع والابتكار.

استكمل أن A15 تستهدف ضخ استثمارات في الشركات التي أثبتت ذاتها في السوق وتنمو بشكل إيجابي، كما أنها ستتركز من على تطوير موظفيها، وتبني أفكارهم وتوفير المناخ المناسب لها لتنمو وتنافس في سوق ريادة الأعمال.

أضاف الطائي إن A15 تسعى لضخ استثمارات بقيمة ٢ مليون دولار إلى ٢ مليون دولار في حوالي ٤ شركات محلية خلال العامين القادمين ، مشيراً إلى أنه يمكن ضخ استثمارات تبدأ من ١٠٠ ألف دولار وحتى أكثر من مليون دولار وذلك حسب نمو الشركة وانتشارها .

وقال الطائي أن شركة "إلعب" هي واحدة من أهر الشركات التي تم الاستثمار بها. مؤكداً أنها ستواصل نموها السريع خلال العام القادم.

وعن الشرط الواجب توافرها في الشركات الناشئة التي تقوم A15 بضخ الاستثمارات بها لوضح الطائي أن من أهمها هي وجود فريق عمل قوي وتميز للشركة ، بالإضافة إلى وضع خطة تسويقية قوية لدراسة السوق من حيث المنافسين وطرق التسويق وغيرها.

وعن التوسع الجغرافي لـ A15 قال الطائي ان الشركة تسعى للتركيز على منطقتي شمال إفريقيا والخليج خلال الفترة القادمة.

يذكر أن شركة A15 هي شركة جديدة، لديها أكثر من ١٥ كيان تجاري. ويعمل بها حوالي ١٠٠٠ موظف ولديها ٢١ مكتباً، كما تقدم أكثر من ٢٠ سوقاً وتمتلك الشركة خبرة واسعة في وسائل الإعلام الرقمية والتقنيات في المنطقة مع سجل حافل من قصص النجاح. وتقدر حجم إستثمارات الشركة في مصر والشرق الأوسط بقيمة تتراوح بين ١٠٠ مليون إلى ٢٠٠ مليون دولار على مدار عامين ، ويتقارب حجم أعمال الشركة من ١٠٠ مليون دولار .

"SAP" العالمية تسعى لتدريب ٢ الاف طالب بمصر

أطلقت شركة "SAP" فعاليات أسبوع إفريقيا للبرمجة ٢٠١٥ في مصر، وذلك بمقر الجامعة الأمريكية بالقاهرة، ويجمع المثقي بين جهات في القطاعين العام والخاص، بجانب مؤسسات أكاديميه ومنظمات غير حكومية من إفريقيا.

وقال مؤمن سليمان مدير برنامج تحالف الجامعات بشركة "SAP" أن الشركة تهدف إلى تخرج قوي عاملة مدربة على اعلي مستوى. كما تسعى "SAP" إلى التقرب من الجامعات والمدارس، لتوفير العديد من التدريبات التي تنمي مهارات المدربين والشباب لتأهيلهم لسوق العمل .

أضاف أن "SAP" تستهدف التفاعل مع ٢٠ ألف طالب ، وتدريب ١٥٠٠ مدرس من أرجاء إفريقيا. مستهدفاً تدريب ٥ ملايين طالب و ٢٠٠ ألف مدرس على المهارات البرمجية وذلك بحلول عام ٢٠٢٥.

وأوضح سليمان أن علاقه الشراكة التي تجمع بين "SAP" وبين المؤسسات التعليمية المختلفة، إلى تدريب ٢ الاف طالب في مصر، تتراوح أعمارهم بين ٨ إلى ٢٤ عام على مهارات برمجية محددة.

وقال أنه تم تدريب حوالي ٢ الاف مدرس من مراحل الدراسة الاساسية، والثانوية والجامعية، وتأهيلهم لتدريب الطلبة بواقع ١٠ طلاب لكل مدرس. وذلك من خلال دورات تدريبية مبتكرة عبر الانترنت.



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"موبينيل" تطلق الاكاديمية القانونية لموظفي مجموعة "أورنج"

أعلنت شركة موبينيل إحدى شركات مجموعة أورنج الفرنسية، إطلاق البرنامج التدريبي لموظفي الشئون القانونية التابعين لمجموعة أورنج حول العالم تحت اسم "أكاديمية أورنج القانونية".

تقام الدورة الأولى في مصر بمقر شركة موبينيل وتضم برامج تدريبية متخصصة في المجالات القانونية المختلفة وتم تصميمها لرفع مستوى موظفي الشئون القانونية للمجموعة .

وستوفر الأكاديمية لموظفي الشئون القانونية لمجموعة أورنج الأدوات والتدريب اللازمة لتعزيز مستوى أدائهم ودمجهم بين موظفي الإدارات في مختلف فروع المجموعة.

وقال بيان لشركة موبينيل ان إطلاق الأكاديمية من مصر تأكيداً على لقة مجموعة عالمية مثل أورنج في امكانيات موبينيل كونها واحدة من أكبر المشغلين التابعة لها.

يشارك في هذا البرنامج التدريبي ، الذي ينقسم الى ثلاث مستويات ، ١٠ من موظفي الشئون القانونية والذي يتم اختيارهم من جميع فروع مجموعة أورنج حول العالم لحضور التدريب الاساسي في الأكاديمية القانونية في مصر.

ويتعين عليهم النجاح في كل مستوى على حدة للانتقال الى المستوى الذي يليه ، بالإضافة الى أن هذا البرنامج يعنى بتدريب الموظفين تدريباً نظرياً يليه تدريب عملي ميداني أثناء العمل ، ويتم في نهاية البرنامج التدريب بتوزيع شهادات معتمدة يكمل البرنامج التدريبي على الموظفين الذين اجتازوا المستويات كافة.

وقال أمين عصام مدير عام الشئون القانونية والعلاقات الخارجية بموبينيل ورئيس مجلس ادارة أكاديمية أورنج القانونية : " أن الهدف من الأكاديمية القانونية توفير كل ما من شأنه تعزيز قدرات موظفي الشئون القانونية في مجموعة أورنج ومساعدتهم على أداء واجباتهم الوظيفية بأريحية وسهولة، واكتساب خبرات قانونية عديدة ومتنوعة من خلال الاندماج مع موظفين في نفس المجال من دول مختلفة حول العالم".

"مايكروسوفت" تخفض سعر النسخة الأولى من "Microsoft Band"



خفضت شركة مايكروسوفت سعر النسخة الأولى من سوارها الذكي «Microsoft Band» إلى ١٠٠ دولار، بعد أن كان سعرها الأصلي ٢٠٠ دولار.

ويأتى هذا التخفيض من الشركة بعد أن أعلنت قبل أيام عن النسخة الثانية Microsoft Band ٢، والتي جاءت مع عدد من التحديثات عن النسخة الأولى بما فيها شاشة العرض المنحنية، ومن المتوقع أن تنزل قريباً في الأسواق بسعر ٢٥٠ دولاراً، وهي حالياً متاحة للطلب المسبق عبر موقع الشركة.

يذكر أن Microsoft Band ٢ تأتي مع شاشة ١.٤ بوصة بوضوح ٢٢٠ × ١٠٦ بكسل، ومزودة بمجموعة من أجهزة الاستشعار المختلفة، وتتميز بوجود بطارية بسعة ١٠٠ مللي أمبير. ويتوافق السوار مع أجهزة الويندوز بنشمار ويندوز موبيل ٨.١ أو الأحدث منه كما تتوافق مع نظامي الأندرويد والآي أو إس.



هواوى تطلق هاتف Honor7 و سوار Honor Band Z1

علنت شركة هواوى يوم أمس عن اثنين من منتجاتها الذكية الجديدة، حيث كشفت الشركة الصينية عن هاتفها الذكي Honor 7 بسعر ٢٥٤ دولار، وسوف يكون متاح حصرياً من خلال موقع فليبكارت ابتداءً من ١٥ أكتوبر، بالإضافة إلى سوار ذكي يدعى Honor Band Z1 بسعر ٨٥ دولار.

ويأتى Honor 7 بجسم معدني بالكامل، بشاشة LCD Full HD بحجم ٥.٢ بوصة كامل بمعالج كيرين ٩٢٥ ثمانى النواة أربعة منها بردد ٢.٢GHz والأربعة الأخرى بردد ١.٥GHz بذاكرة وصول عشوائي بسعة ٢ جيجا، وذاكرة داخلية بسعة ١٦ جيجا يمكن توسيعها من خلال بطاقة Micro SD.

الكاميرا الخلفية بدقة ٢٠ ميجابكسل مزودة بفلتر LED مع ضبط تلقائي للصورة وقادرة على التقاط الفيديو بدقة ١٠٨٠ بكسل، فيما ستكون الكاميرا الأمامية بدقة ٨ ميجابكسل وببطارية ٣1٠٠ ملي أمبير، ويملك الجوال مستشعر لبعصات الأصابع.

وتأتى Honor Band Z1 المخصصة لأغراض اللياقة البدنية بشاشة OLED دائرية مقاومة للخيار والماء، وتعمل مع أجهزة الآي أو إس والأندرويد، وستكون متاحة بحلول نهاية شهر أكتوبر تشرين الأول.

وأعلنت الشركة بأن هذه الأجهزة الجديدة ستكون متاحة في أسواق الهند، ولم تذكر الشركة في حال كانت ستطلق هذه الأجهزة الذكية في اسواق أخرى.



رسالة من الإدارة

رسالة ثقة في مستقبل أكثر إشراقاً...

أ. حسنين توفيق - العضو المنتدب لشركة أكت



بمناسبة الاحتفال بمرور ٢٧ عاماً على إنشاء شركة «أكت» تحتفل مصر في نفس الوقت بهديتها إلى العالم أجمع وهي قناة السويس الجديدة وهذه القناة ليست فقط قناة السويس ثانياً إنما هي بمثابة قناة من الأمل وهي خطوة حيوية تجاه مستقبل أكثر إشراقاً واقتصاداً مستديماً ومتزايداً. لقد كان الانتهاء من شق قناة السويس الجديدة بمثابة المهمة المستحيلة من حيث تنفيذها في إطار الوقت المقرر لها في ظل وجود الأزمة الاقتصادية ومحاربة الإرهاب الذي تواجهه ، وكما يثبت التاريخ دائماً فإن المصريين دائماً ما يتحدوا أمام الصعاب ويتغلبوا على العواقب التي تواجههم وهم يتطلعون دائماً لغد أفضل ومستقبل أكثر إشراقاً. وهذه التجربة الرائعة منذ بدايتها وحتى يوم افتتاحها العظيم تعتبر بمثابة درس ملهم لنا جميعاً، درس للفخر والتراث والحضارة والامكانيات، درس ليعلمنا ضرورة التغلب على التحديات التي تواجهنا في الحياة وذلك بالعمل الجاد المستمر.

ونحن في شركة «أكت» منذ بداية عملها عام ١٩٨٨ م ونحن نعيش هذا الدرس الملهم في كل يوم وفي كل وقت، فنحن نتحدى أنفسنا في كل وقت. وبالتأكيد نحن نتحدى أنفسنا لنحافظ على العمل مستمراً في ظل الأوقات العصيبة التي كانت تواجهها مصر في الآونة الأخيرة.

نحن جزء لا يتجزأ من مستقبل مصر

فمن خلال وجود شركة «أكت» منذ أكثر من سبع وعشرين عاماً، استطاعت أن تحقق الأهداف العامة الاقتصادية لمصر و الاتخاوط في مجال التعاون التقني من خلال العلاقات الثنائية والمتعددة الأطراف مع المنظمات الدولية الرائدة لتكنولوجيا المعلومات والاتصالات. ففي خلال السنوات الماضية استثمرت شركة «أكت» في الأعمال التجارية وأسهمت في توفير فرص عمل مضمونة وتوفير التعليم والتدريب وكذلك تقديم مساهمات إلى العديد من المنظمات الصديقة.

وباعتبارنا جزء من دولة نامية فنحن نعتبر أن الارتقاء والإسهام الفعال لنمو وتطور البلد هو مسئوليتنا. نحن أيضاً نؤمن بأن واجبنا هو أن نقدم يد المساعدة للمنظمات الأخرى والتي لها نفس الأهداف وتعتبر شركة «أكت» عضو بارز في العديد من المنظمات الغير حكومية والتي تهدف إلى المساهمة في تطوير وتنمية صناعة تكنولوجيا المعلومات والاتصالات في مصر. نحن نؤمن بأن صناعة تكنولوجيا المعلومات والاتصالات تعتبر واحدة من أهم دعائم الاقتصاد المتنامي في مصر، وأنها تتحمل المسؤولية لتكون جزء من بناء هذا المستقبل. ولهذا السبب فنحن ملتزمون منذ البداية بأن نتقل ونقدم أفضل الحلول في صناعة تكنولوجيا المعلومات والاتصالات والتي بدورها سوف تخدم معظم الصناعات المصرية في المجالات المختلفة مثل :- القطاع الطبي والعقارات والبنوك، المصارف والبتروك والغاز الطبيعي، والتعليم إلى أخيرة.....

نحن نؤمن بمساعدة تلك الصناعات في كل وقت تصبح أكثر إنتاجية وكفاءة ونجاح بسبب اعتمادها الرئيسي على حلول تكنولوجيا المعلومات، و مما لا شك فيه، فإن ذلك سوف يؤدي إلى تقدم البلد وبالتالي تصبح مصرنا أكثر إنتاجية ونجاحاً ورخاءً وازدهاراً.

وأخيراً فإن شركة «أكت» قد تعلمت على العديد من التحديات عبر السنوات الماضية وتعلمت الكثير من الدروس والخبرات حتى في أحلك الظروف فقد صمدت الشركة لكي تنمو وتتوسع لمواجهة ظروف السوق الصعبة والتحديات التقنية وسوف تستمر في استثمارها وفي توفير فرص العمل الجديدة وتدريب وتطوير موظفيها في البحث عن طرق جديدة ومبتكرة لتحسين أدائهم في العمل.

بمناسبة الاحتفال بمرور ٢٧ عاماً على إنشاء شركة «**AGT**» تحتفل مصر في نفس الوقت بهديتها إلى العالم أجمع

”وهي قناة السويس الجديدة وهذه القناة ليست فقط قناة السويس ثانياً إنما هي بمثابة قناة من الأمل وهي خطوة حيوية تجاه مستقبل أكثر إشراقاً واقتصاداً مستديماً ومتزايداً.“

لقد كان الانتهاء من شق قناة السويس الجديدة بمثابة المهمة المستحيلة من حيث تنفيذها في إطار الوقت المقرر لها في ظل وجود الأزمة الاقتصادية ومحاربة الإرهاب الذي تواجهه ، وكما يثبت التاريخ دائماً فإن المصريين دائماً ما يتحدوا أمام الصعاب ويتغلبوا على العواقب التي تواجههم وهم يتطلعون دائماً لغد أفضل ومستقبل أكثر إشراقاً.



”تعلم من الماضي وعيش للحاضر وتمنى للمستقبل...“

المهم أن لا تتوقف عن الاستطلاع

ألبرت اينشتاين

Insertions Section



أكت نيوز

هي مجلة غير مخصصة للبيع



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