

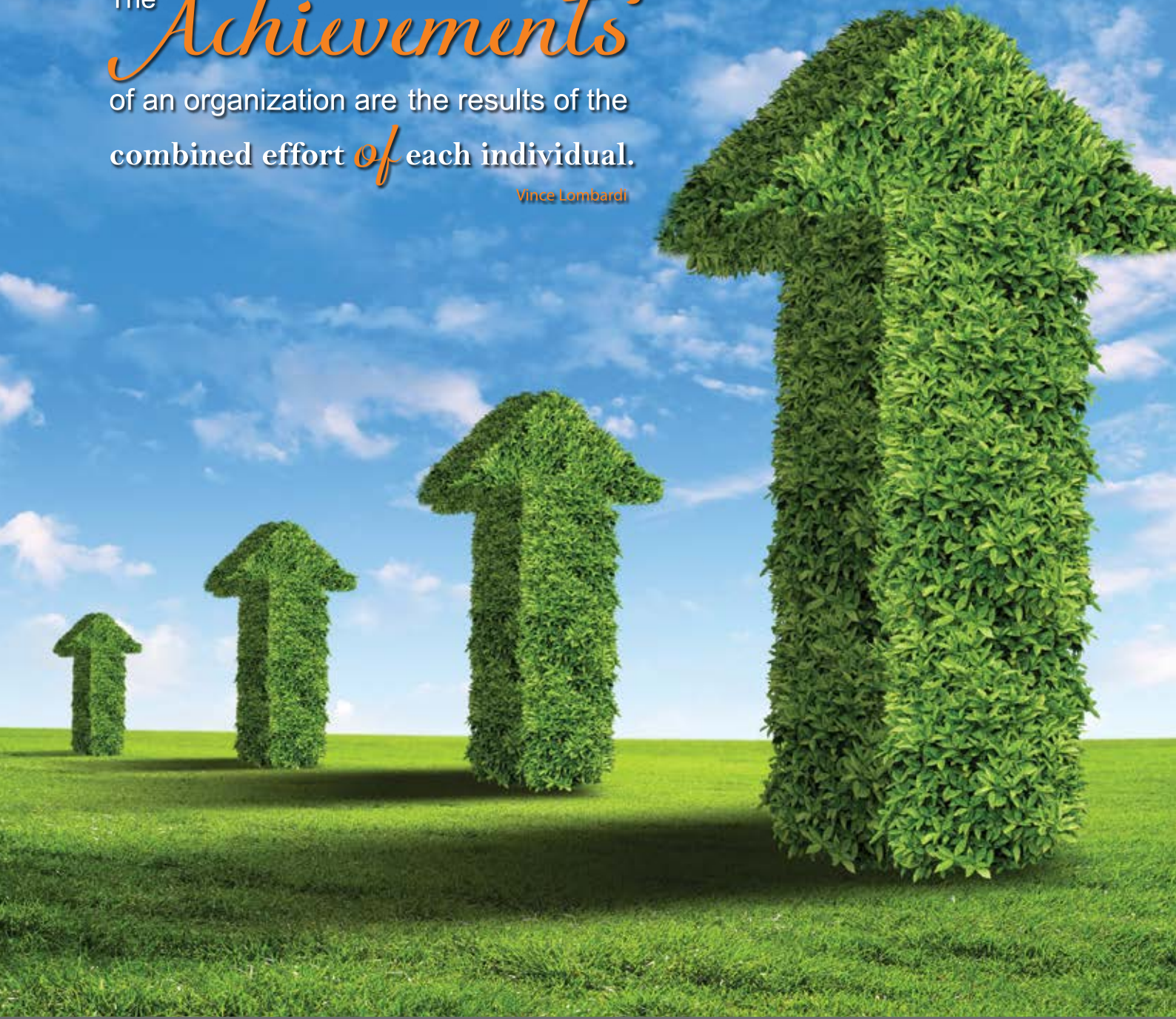
Balance Passion Focus Family Customers Strategy Integrity Leadership Wisdom Protection Technology Success Hardwork Customers Innovation People



Planning Success Power Leadership Innovation Vision Future Teamwork Vision Planning Innovation Power Services Balance Speed Hardwork Target Planning Vision Future Quality Mission Ideas Future Harmony Empowerment Family Quality Passion Vision Future Focus Motivate Integrity Customers Vision

The *Achievements*
of an organization are the results of the
combined effort *of* each individual.

Vince Lombardi



Insertions Section



ACT Magazine

is a Not-for-Sale Magazine

Published by:

Advanced Computer Technology

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Hassanien Tawfiq

Marketing Deputy Director

Hazem Mansi

Marketing Communication & Production

Unit Team Leader

Marwa Saber

Our Special Interviews



Farouq El Hefnawi Interview
ACT General Counsel



Hazem El Tahawy Interview
Chairman



Kevin McCarthy Interview
Program Director Commercial Systems
at Mövenpick Hotels & Resorts



Kinda Baydoun HPE Interview
ME Channel & Territory Manager



Maged Taha Interview
ACT Bright - General Manager



Ashraf Momen Interview
AGS General Manager



Ashely Fernandes Interview
Chief Financial Officer

Thanks to:

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Message from ACT Management

The Value of People...

Mr. Hassanein Tawfiq - ACT Managing Director



Since the foundation of ACT back in 1988, I was privileged to work with professional calibers that believed in the company's vision, mission and values.

Together we have worked on generating new business, adapting new technologies, serving more industries and most of all on recruiting and mentoring professional calibers who helped build the company's image, while reaching their own personal and professional goals.

Throughout the years, I have worked with great people, whom I consider as family. As the company continues to grow, I feel truly proud to have worked with leaders who have built a culture of intrapreneurship within the company.

Driven with the belief in people, family and commitment; ACT has established a strong base on which to build for the future. Our model of training which focuses on nourishing and empowering our young professionals has been tried and tested, and we have engaged a growing network of partners who share our passion, values and goals.

In 2016, we announced our five-year Transformation Strategy, which truly reflects our limitless ambitions and determinations. The first milestone for this strategy is the establishment of a holding company which aims to invest in IT companies that provide integrated IT services globally through qualified teams to enable customers to achieve their business goals in the best way possible. In rise of this establishment, three existing companies will be placed as subsidiaries under the holding, namely:

Advanced Computer Technology (ACT), for System Integration, Advanced Global Services (AGS Egypt - AGS Dubai), for Outsourcing Hospitality Services worldwide, ACT Bright, our vehicle to provide End-to-End Business Solutions in Qatar.

Moreover, we have set an objective to establish five more subsidiaries by the end of 2020 that will enable us to offer Business Applications, Hospitality System Integration, Low Voltage and Light Current Solutions, IT Managed Services, Cloud Solutions, as well as E-Marketing Solutions. Our aim was to be successfully present across the wide-spectrum of the Information & Communication Technology field. And we believe that matching our strategy with the ever-changing, yet high potential technology trends will be one of the key elements to our success.

Nevertheless, the main pillar to our success is our true capital, our people. They are the fuel that will ensure the development and progress of our business vehicles. And that is why, over the past year, we have made significant progress in growing the capabilities and potentials of our people through launching ACT Academy in which 250 leaders, managers and entry level employees across the company were enrolled in, to develop their soft and technical skills.

Aiming to build other companies is out of our belief in Entrepreneurship, yet aiming to build the capabilities of our people is out of our commitment for Intrapreneurship. Both are two sides of ACT's success through the years and will always embody our core values.

Finally, I would like to acknowledge that our business field is full of tough challenges, yet I carry our shareholders firm belief that with the correct development, optimum support and right tools, ACT's Family will be the unstoppable force that will guarantee the achievement of our futuristic goals.

ACT's Family will be the unstoppable force that will guarantee the achievement of our futuristic goals.



“Driven with the belief in people, family and commitment; ACT has established a strong base on which to build for the future”.



For the
WE
surrender the me

Good colleagues are those who know that WE is more powerful than ME.



Good colleagues are those who understand that team goals are more important than egos. Thanks for being one.

Talent wins games, but teamwork and intelligence win championships.



No team works out teamwork.





7 Ways to Work Smarter in the Cloud



Efficient collaboration and communication are vital components in the success of every business. Luckily, Office 365 makes it easier than ever to work smarter, not harder, so you can do your best work. With Office 365 apps like Word, Excel, PowerPoint, and Outlook, as well as other productivity apps, you can redefine how you communicate and collaborate. Features such as coauthoring in real time, instant messaging (IM), video, and voice make it easier to create, share, and work together wherever you are, across your favorite devices.

In this ebook, you'll learn seven ways Office 365 can help you improve communication and teamwork to make your business more effective, collaborative, and successful.



Increase Productivity by Working Together in the Cloud

Businesses of all sizes are taking advantage of the convergence of cloud and mobile technology to enhance collaboration and productivity, accommodate different work styles, and reduce costs. Many companies now let employees work from anywhere, provide cloud-based productivity tools so those workers can communicate and collaborate more effectively, and encourage them to use their own devices for work.

In a March 2014 Dimensional Research survey of 300 SMB information technology professionals, 97 percent said that anytime, anywhere access to data and applications makes employees more effective.³ Enabling employees to work where, how, and on the devices they prefer can lead to greater

productivity and improved collaboration—especially when they are empowered to work together using Office 2016.

With the new Office 2016 apps, you and your employees can use a mix of business and personal devices to access trusted business applications while benefitting from a consistent experience across your favorite desktops, laptops, smartphones, and tablets running iOS, Android, and Windows operating systems. Office 2016 gives you the flexibility to securely access and edit documents in real time across devices, so your team is always working from the latest version with everyone's changes saved. Your company will benefit from the collaboration boost that comes from sharing documents fluidly and holding productive meetings from multiple locations.



"Our employees can install Office programs on up to five devices, which really helps them stay productive when mobile,"

—Rick Owens, McClone Construction

Go Mobile

The world reached a new milestone in 2014, as mobile devices began to outnumber people for the first time. Mobile technology is now multiplying five times faster than the global population, at a rate of about 10 new devices every second.⁴ In addition, more than 260 million people who work in small businesses now telecommute or use cloud-based services.

Meanwhile, the emerging global generation is mobile by nature. As mobile technology continues to redefine how and where people communicate and collaborate, businesses have the opportunity to tap into this developing market and to capitalize on the evolving mobile workforce as their business grows.

Office 2016 offers you and your team full-fidelity viewing and editing of Office documents across Windows, Android, and Apple devices. That means you and your team can review, edit, analyze, and present with a consistent, familiar user experience optimized for your preferred devices. You can also switch easily from one device to the next without missing a beat. With the Office apps' integration with Microsoft OneDrive for Business, you can access documents from anywhere, pick up where you left off on whatever device you were working on last, and even coauthor with others when you are on the go.



Synchronize Your Business

It's rare to find a business today that sticks to strict 9:00-to-5:00 operations. The most successful businesses have become much more fluid, using cloud and mobile technology to broaden their reach and compete within the market. These businesses often need to communicate and share information with customers, partners, and suppliers in different time zones or different countries.

Cloud storage synchronizes information across different devices, so you and your colleagues are always viewing the latest version of a file no matter where you're working or what device you're using. When you use cloud-based productivity and collaboration tools, you can stay on the same page with distant partners and offsite employees, who can see the most up-to-date content. The cloud also provides high-level security and privacy while ensuring the access control you need.

Work Out Loud

A growing number of forward-thinking businesses are taking collaboration to a new level by adopting Microsoft OneNote shared notebooks to provide a centralized place where they can share all project information, including photos, videos, drawings, typed or handwritten notes, screen clippings, and web pages. When team members work together in the same notebook, OneNote syncs their changes within seconds. With powerful search and versioning, everyone can quickly find just what they're looking for.

In addition, the adoption of social technologies like Yammer, an enterprise-grade social network, can connect remote employees and enhance collaboration. Organizations that use social technologies see a 37 percent improvement in project collaboration,⁵ and almost 70 percent of users agree that social technology improves collaboration across remote locations.⁶ With the right set of social technologies to support open communication and seamless collaboration—no matter where people work—companies can respond more quickly to changing market conditions.

These real-time collaboration tools can not only help your employees work better internally, but also with those outside of your business. Yammer and files created in OneNote shared notebooks in Office 2016 can be shared with external partners, suppliers, and customers. According to a 2013 Yammer survey, companies that use such technologies experience a 20 percent improvement in supplier and partner satisfaction.⁷



"Being able to meet online will become even more important as we expand geographically. We can hold effective meetings without our managers spending time commuting back and forth."

—Ted Vu, Tastea

Meetings, Simplified.

Meetings are an important part of business, providing valuable opportunities for people to brainstorm, collaborate, strategize, and share information. According to information compiled by Atlassian, most employees attend 62 meetings a month, including the 31 hours they spend in unproductive meetings. Those unnecessary meetings carry a high price, costing US businesses \$37 billion annually.⁸

New communication and collaboration tools like Skype for Business make it easy to conduct modern meetings that are more efficient and productive by providing familiar, easy-to-use features plus enterprise-grade security, compliance, and control.

It can be tough for growing businesses to get everyone together in the same room. Using Skype for Business HD video calling, co-

authoring, app sharing, and presentations, the members of your team who need to actively participate can do so from anywhere. Host or join a meeting from any of your favorite devices—whether you're running on iOS, Android, or Windows—and easily present, share, and collaborate on documents or a virtual whiteboard during the meeting.

Need to ping someone for a quick question? Use Skype for Business IM, and then add voice, video, and screen sharing as the conversation evolves. With just a click or two, you can initiate an IM chat, share documents, or set up an online meeting where team members in different locations can meet face-to-face and view the same information, without spending the time or money to travel to meet in person.



Turn Your Data Into Valuable Insights

An increasing number of businesses are using business intelligence (BI) solutions to spot trends, identify risks, and find new opportunities. One-click forecasting in Office 2016 helps SMBs quickly turn historical data series into an analysis of future trends. New Treemap and waterfall charts in Office 2016 make it easier to visualize complex data, and they can be published directly to Microsoft Power BI from Excel.

Use these new tools to connect, view, and shape data from multiple sources, including tables from websites, unstructured sources like Hadoop, and services like Salesforce. The improved Power Pivot features can help you map different data sets with drag-and-drop ease, and calculate hundreds of millions of rows of data with the new analysis functionality.

By using business intelligence tools, your business can transform dense company data into easily digestible insights and make informed decisions to help you help maintain a competitive edge. According to a study by IBM and MIT Sloan Management Review, organizations that achieve a competitive advantage with data analytics and business intelligence are 2.2 times more likely to substantially outperform their industry peers.⁹



"I think we need Office to go to the next level, because it's really imperative that we're all communicating, and we're all on the same page."

—Julie Gaines, Fishs Eddy

Co-author Documents in Real Time

Competitive markets move fast, and businesses that rise to the top do too. To keep up with the pace, employees often need to work together on the same documents, such as sales reporting spreadsheets and marketing plans. An important collaboration feature of productivity tools like Office 2016 and Office Online is real-time co-authoring, which makes it possible for you and your team to edit and contribute to documents at the same time. These cloud-based features automatically save as you go. When you work

together on a Word document, you will see everyone's edits to text and formatting exactly when they are made. Use the version history to refer back to snapshots of the document throughout the editing process. Because Office 365 supports mobility and flexible work styles, it doesn't matter whether you and your team members are working on the web, a desktop, a laptop, or a mobile device. Every change will be synced in the document, automatically saved to the cloud, and made visible to the team.



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- ² The Science of Teams and Teamwork, Lifetime Reliability Solutions, 2014
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- ⁴ There are now more gadgets on Earth than people, CNET, October 6, 2014
- ⁵ Inside Communication, 2012
- ⁶ Business Trends Customer Survey, Yammer, 2013
- ⁷ Ibid.
- ⁸ You Waste a Lot of Time at Work, Atlassian
- ⁹ The New Intelligent Enterprise, MIT Sloan Management Review and IBM Institute of Business Value, 2011

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ACT Family Sohour

ACT this year has made it's yearly Sohour event in the 15th of June in Mena-House Hotel located in the most substantial ancient place in the world - and the most mysterious, The Pyramids of Giza. This day was distinguished by the warmth and uniqueness of the atmosphere



مَصْلَحَةُ كَرِيمٍ

I knew ACT long time ago as we were partners on account of my prior positions. For about a year I was an external legal counsel and consultant for the management board. One of the main reasons that made me accept joining ACT was the business plan offered by the marketing consultants.

Biography

Dr. Farouq El Hefnawi graduated from Faculty of Law, Cairo University and he was from the top 10 graduates all over Egypt in 1970. Then, he has stated his career path by working in the Council State, one of the high judicial authority in Egypt. Throughout his life he was known to be a great adventurer, he was never afraid to take risks and that was totally correspondent to his limitless ambition. Thus, he has made a dramatic change in his whole career, he has started to follow his passion in the IPRs field (Intellectual Property Rights) which are legal rights that protect intellectual creations and/or inventions resulting from intellectual activity in the industrial, scientific, literary or artistic fields. He has stayed in the United States of America for about 6 months focusing on getting the basics of the IPRs of the common law legal systems and then London for 3 months for the same purpose.

After that, He used to travel to London once or twice a year sometimes in business trips for business meetings or seminars and workshops, meanwhile visiting all the legal bookshops and collect the new editions in the field. His friends and family members were surprised by such decision of how He gave up his prior prestigious position and how he easily gave up his judicial immunity privilege to start a new chapter in his career.

A new chapter in my career path

I'm an expert legal counsel with an extensive international and regional exposure. Overall, I have more than forty years of experience in the legal field. In the last twenty years, I have gained a profound practical experience being a group legal counsel, providing legal consultancy to higher-level management officials and managing in-house legal department in an IT multinational organization. During my career, I have negotiated and concluded many software and IT contracts in different industries.

As a resale of my vast experience and as part of responsibility towards my community, I have published 4 books. In 2001 and 2002, I was honored to produce three books (in Arabic language) titled "Software Law," "Software Contracts," and "IT Contracts." The last book was drafted in English language and published in London. It is focused on titled "Risk and Exposure in IT Projects. My Last position before joining ACT was in Huawei. I was a Legal Director of Huawei Middle-East legal team, based in Dubai. Huawei is one of the largest telecommunication equipment manufacturer and service provider in the world.

Corporate Affairs and its application in ACT

Back to Egypt in 2015, I knew ACT long time ago as we were partners on account of my prior positions. For about a year I was an external legal counsel and consultant for the management board. One of the main reasons that made me accept joining ACT was the business plan offered by the marketing consultants. Actually, when I came back to Egypt I was planning to continue in updating my books, but I've believed in the



Farouq El Hefnawi

ACT General Counsel

Finally I believe that "legal knowledge is at its best when utilized to help my business colleague to avoid legal caveats and perils thrown in their way before hand."

transformation plan of ACT and I wanted to be part of it. I've defined a new area inside ACT known as the corporate affairs because the core of our business is providing complicated and integrated IT system to major and strategic clients in Egypt through an IT projects. In fact, The IT industry is facing intricate dilemma represented by the high rate of failure of IT projects.

The phenomenon is proven by authenticated statistics and, indeed, by personal professional experience. Surprisingly, the average rate of failure ranges around 60 percent.

I've dedicated my time and effort on how to use the contract to deal with perils and caveats embedded in software and IT projects. It is the contract that grants the parties ample opportunity and time to contemplate—as long as everything will be recorded and documented—the effectiveness of success elements and factors. And this is a part of any corporate governance.

Corporate Governance policy

Corporate governance is the way a corporation polices itself. In short, it is a method of governing the company like a supremacy state, instating its own customs, policies and laws to its employees from the highest to the lowest levels.

Corporate governance is intended to increase the accountability of companies and to avoid massive disasters before they occur. Failed energy, and its bankrupt employees and shareholders, is a prime argument for the importance of solid corporate governance. A corporation without a system of corporate governance is often regarded as a body without a soul or conscience.

Corporate governance keeps a company honest and out of trouble. If this shared philosophy breaks down, then corners will be cut, products will be defective and management will grow complacent and corrupt.

Consequently, affecting any company's quality, by enhancing and monitoring the application of its system, policies and procedures.

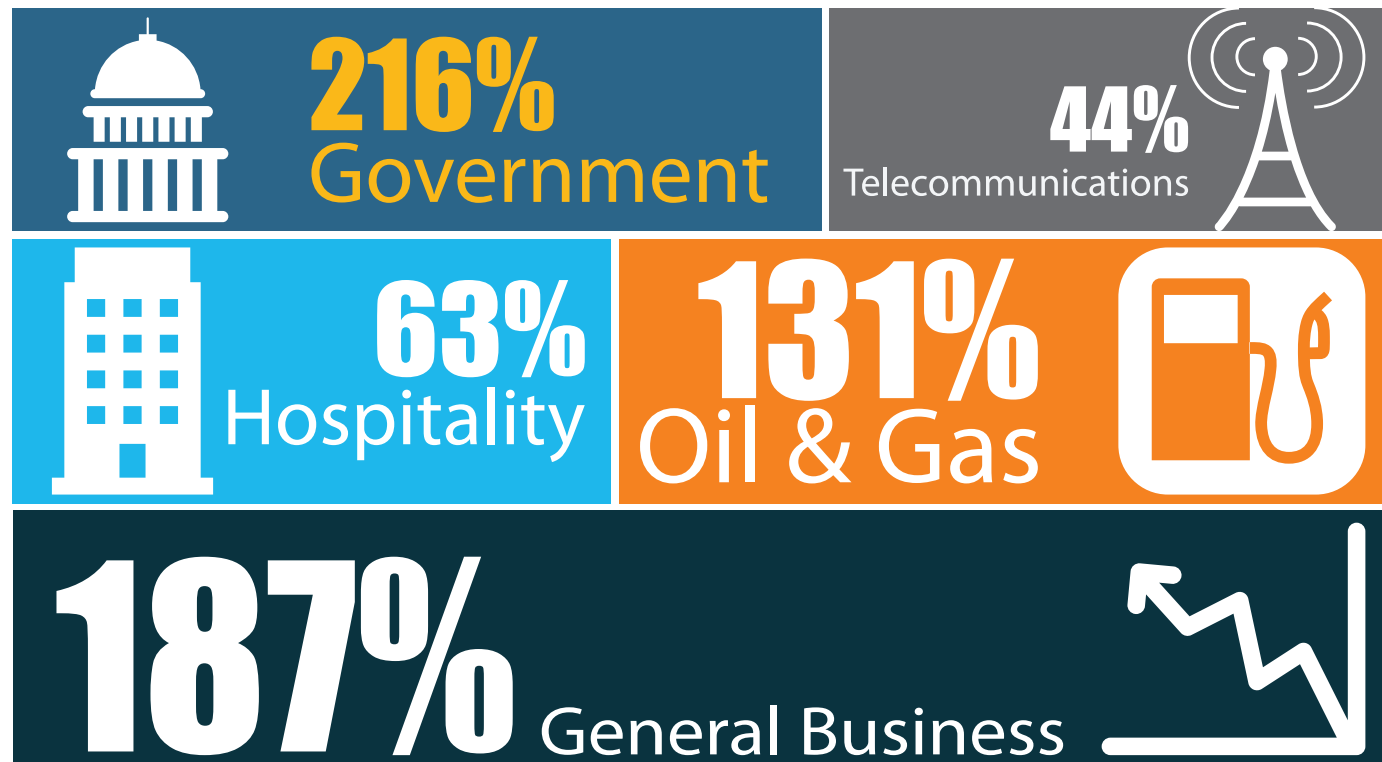
My Mission in ACT

I'm willing to use my experience in the area of managing legal risks to discover the defects and working on fixing them at the outset using a preventive approach. It is admitted that a small mistake can make a big difference, my vision for ACT is to become not a bigger company but a better company in performance with huge potentials and efforts, continuing the elements of transformation which is the language of our era.

Finally I believe that "legal knowledge is at its best when utilized to help my business colleague to avoid legal caveats and perils thrown in their way before hand."

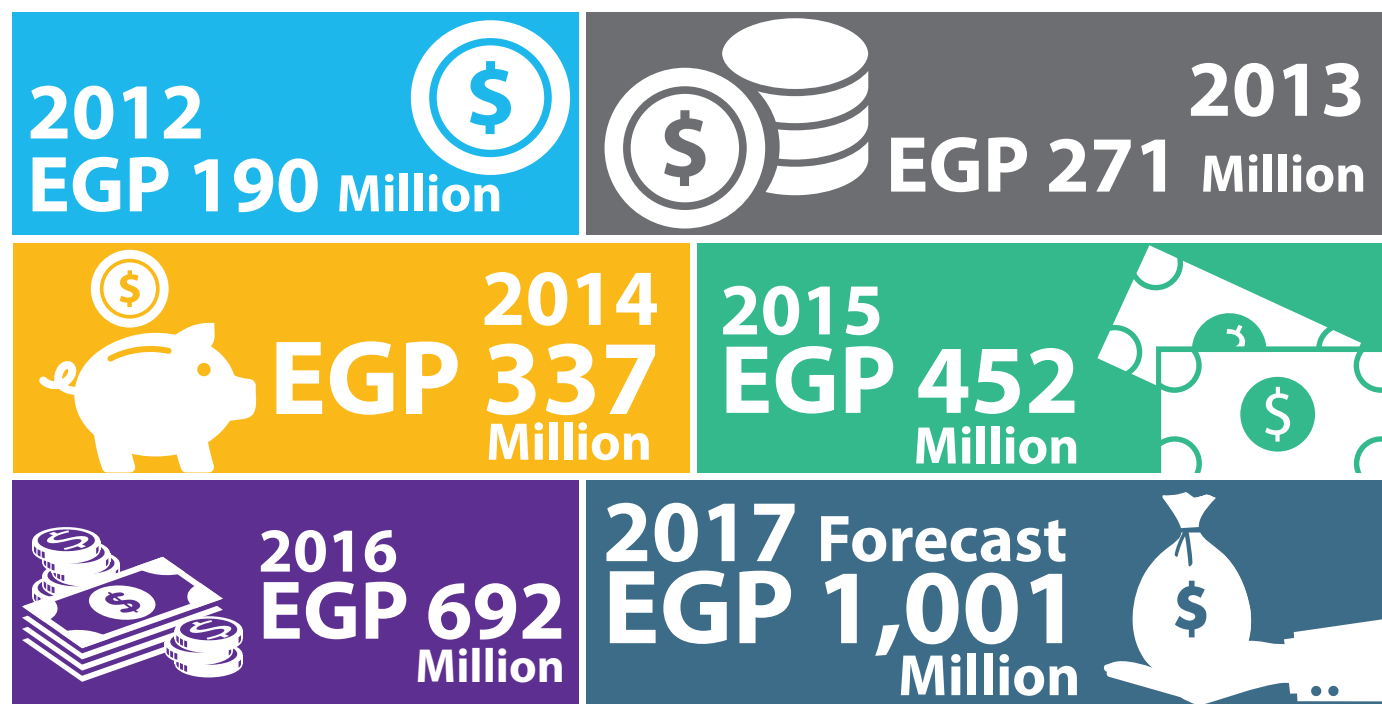
ACT Turnover

Growth over 4 years...

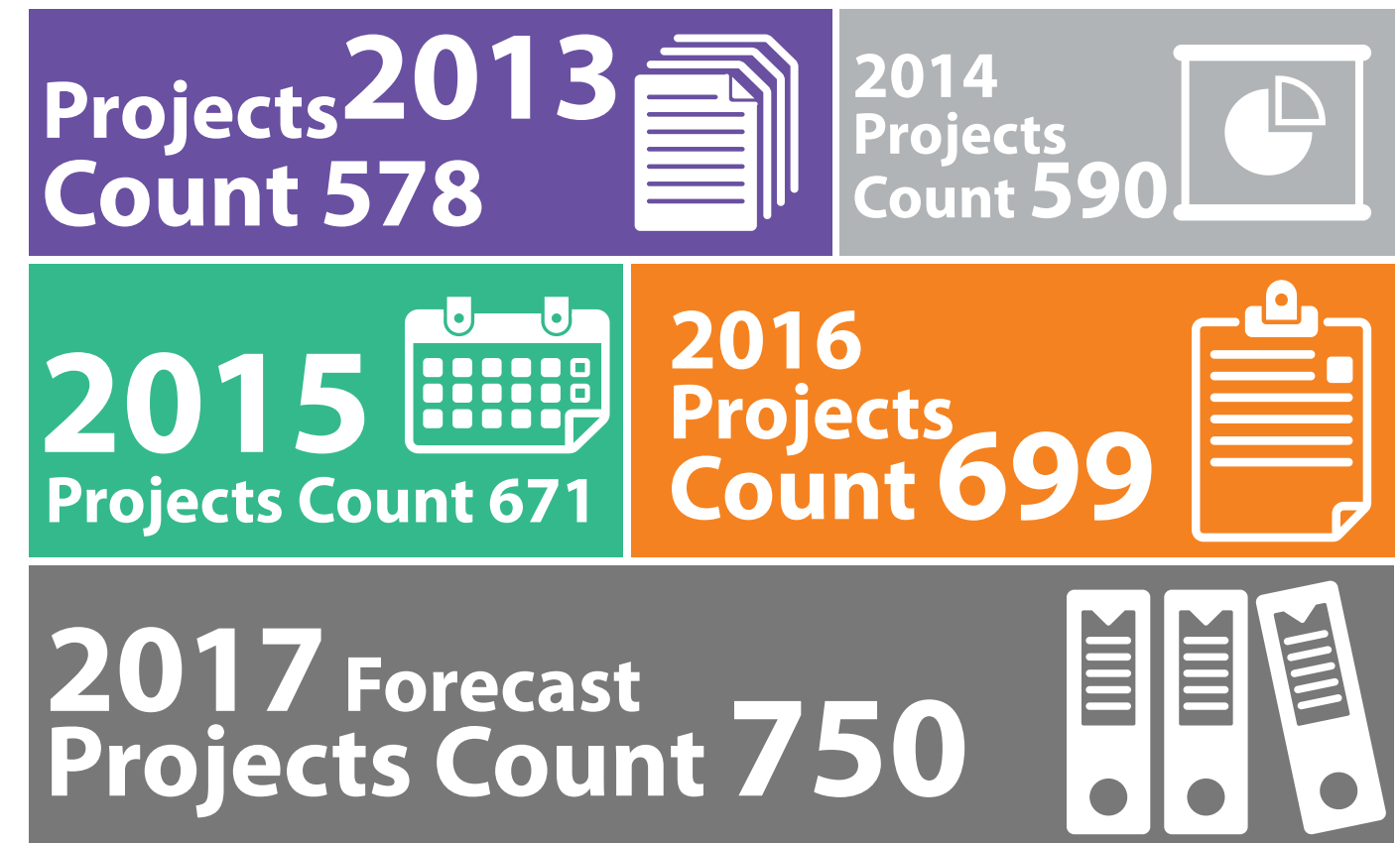


indicated growth rate of **264%**

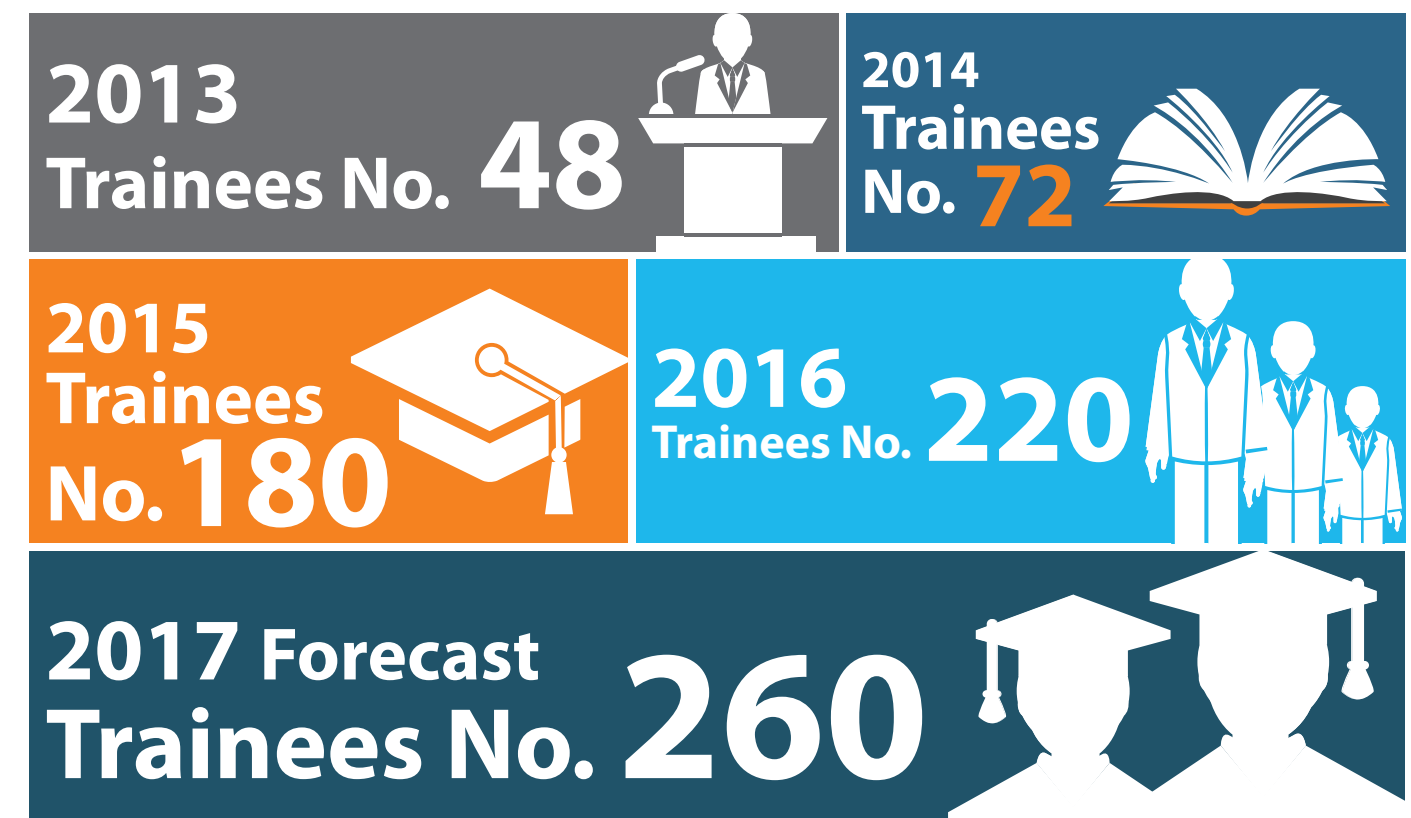
Revenue...



Projects...



ACT Academy...





Traditional meets innovation. Unleash your IT potential

Modern automation and orchestration

 **Hewlett Packard
Enterprise**

Only **12%** of Fortune 500 firms from 1955 are currently in existence and life expectancy of corporations is continuously shrinking.¹

IDC predicts that **70%** of IT infrastructure spending will need to be redirected to digital transformation by 2018.²



IT's time for action

IT is awakening to the new requirements of the Digital Economy, which promise to remake companies. Grasping the future with confidence has never been more important. The companies that can accelerate IT execution to deliver applications faster will be winners, able to ride this new wave of growth and prosperity—the rest will be left behind.

Managing today for tomorrow

In this competitive new era, IT must deliver a controlled evolution of what's holding you back: the complex multi-generational data centers of today. IDC predicts that 70 percent of IT infrastructure spending will need to be redirected to digital transformation by 2018.³ The good news is that automation and orchestration capabilities can play a key part in balancing today's priorities with those of tomorrow.

The role of automation and orchestration moves to the forefront

Many IT systems have automation and orchestration embedded in current data centers, but they are bounded by years of piling on different technologies and architectures. Today's automation and orchestration capabilities can help you rationalize and manage multiple levels and generations of IT infrastructure, addressing the nightmare issues of IT fragmentation, generational siloes, and vendor incompatibility from vendor to vendor.



Modern automation and orchestration solutions are at your fingertips, with the power to unleash new levels of IT potential, allowing you to:

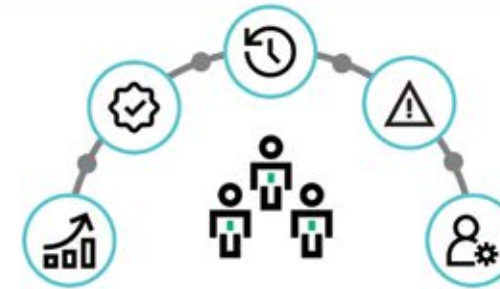
- Unify your IT strategy through standardization
- Break down siloes across all generations of IT
- Provide the glue for existing multi-vendor environment
- Support the journey from legacy to hybrid-cloud, speeding up app development and fundamentally improving economics

The new force for the multi-generational data center

With so many options, what should you look for? You'll need a partner who can advance your organization through a journey of IT maturity that, though not completely linear, requires foundational capabilities at every step. That partner is Hewlett Packard Enterprise.

Let's break down this journey in more detail and how our unique approach of automation and orchestration can help you reach your potential, faster.

Realize the predictable IT you've always wanted



Predictable can mean different things to different people. Boring. Humdrum. Stale. But in the land of IT, predictable means predictable performance, quality, and availability. It means automated, near error-free operations with minimal human intervention. These tangible benefits are enabled by the pervasive instantiation of HPE Automate and Orchestrate solutions operating across multiple levels and generations of your IT. You can reach this level of maturity by accomplishing two things:

Optimizing your existing IT

A key aspect at this stage is unification. Unlike others in the industry, HPE stitches legacy together, unifying different generations of network, storage, and compute resources from multiple vendors throughout the DevOps, services, and application lifecycles. All this while linking virtualized or bare metal workloads to public, private, or hybrid cloud resources for maximum flexibility and choice.

Running your IT with confidence

To achieve confidence in your ability to deliver services to your customers you need the technology and expertise behind it. HPE Automate and Orchestrate takes over disparate tasks that were previously error-prone and asset-intensive. The result is greatly improved quality, predictability of service and lower costs.

IT's value in powering what's next



Now that your current IT environment is running masterfully, the floodgates are open for innovation to begin. IT's time to shine is here. With HPE Automate and Orchestrate, the new data center will have software-defined everything, powering your ability to iterate on a non-stop stream of ideas and applications. Utilize HPE Automation and Orchestration to:

Modernize at breakneck speed

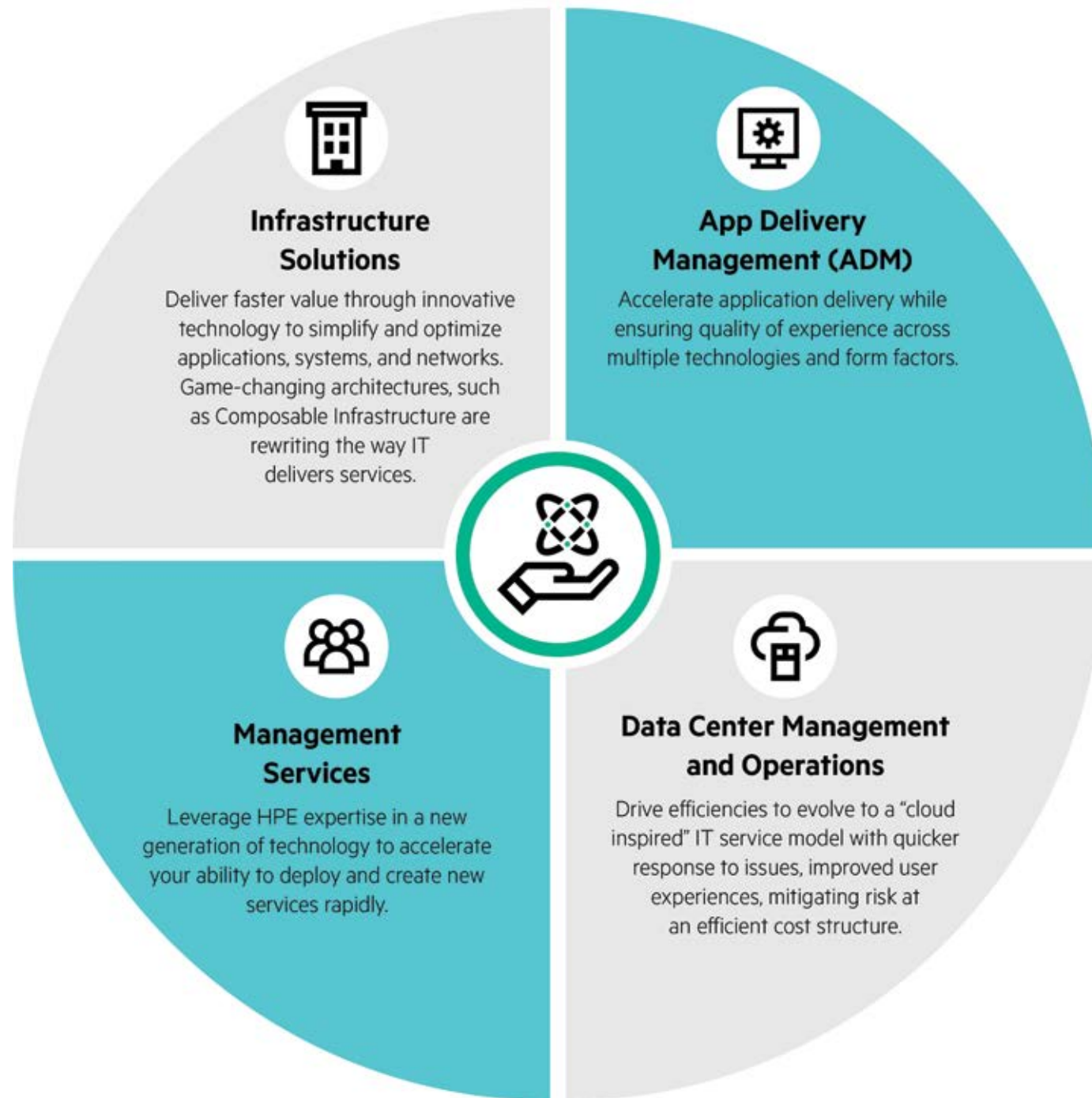
Think of this as "racing with the brakes on." Brakes are not only for slowing down. They are for turning, controlling, and maneuvering around obstacles. The same can be said for accelerating your own IT. With HPE Automate and Orchestrate, continuous delivery, accelerated development, deployment, and maintenance are at your fingertips. By operating across the entire environment—IT can break down traditional siloes across different specializations, leading to consistency in great customer experiences, thrilling users on a daily—or even hourly—basis.

Reach hyper-innovation

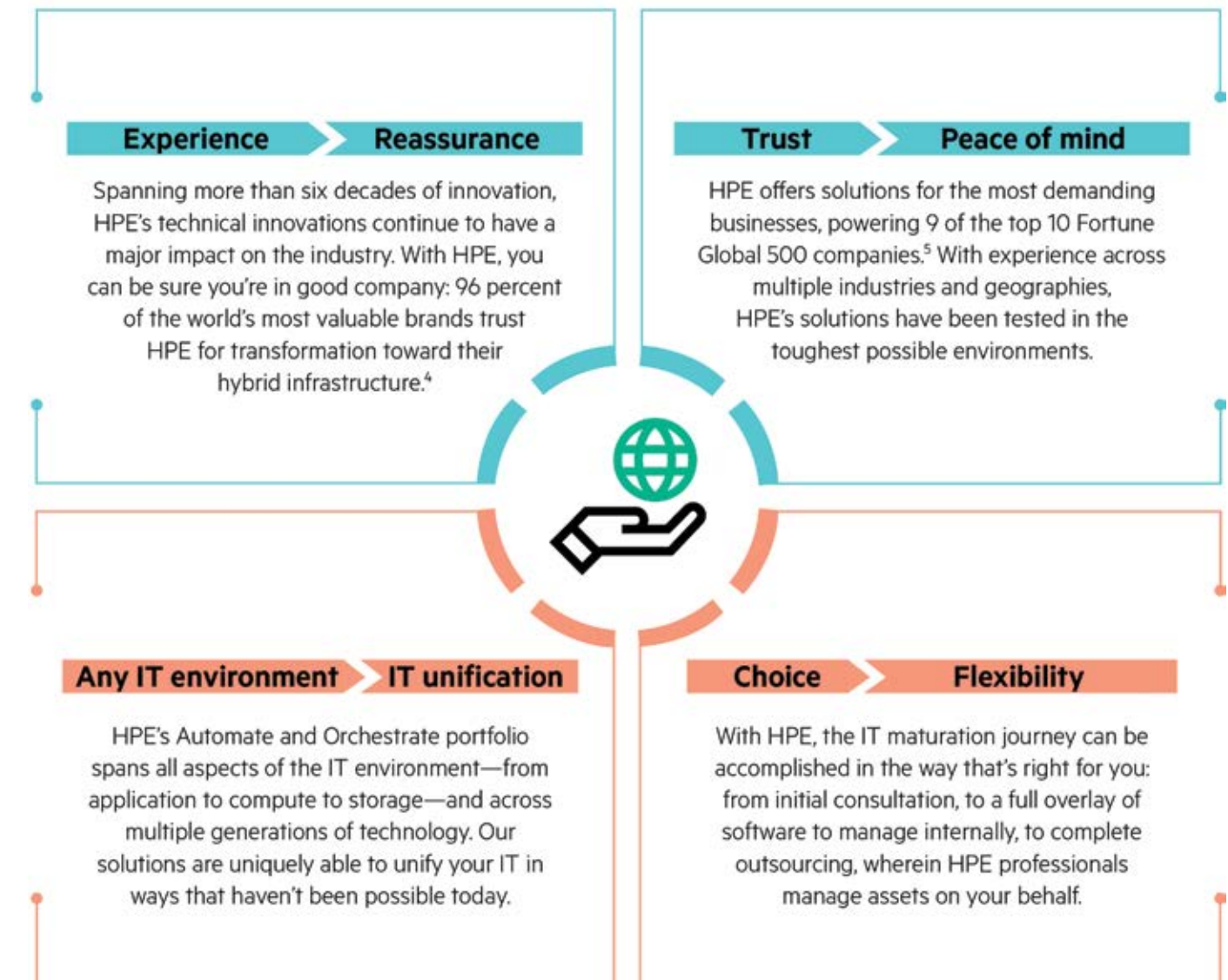
Bringing new ideas to fruition is what creates more revenue-generating opportunities for your business. The "IT as a service" mentality, and associated capabilities, rely upon your ability to rapidly test, execute iterative changes during development, and accommodate pools of resources more fluidly. HPE's technology and services around DevOps, Composable Infrastructure, as well as our consulting expertise, enable you to transform ideas into applications faster.

The technology, services, and processes behind it all

Hewlett Packard Enterprise is uniquely positioned because we offer a wide range of products and services delivering powerful automation and orchestration capabilities for infrastructure solutions, application delivery management, data center management and operations, as well as management services. At the end of the day, how does this positively impact your ability to serve your customers?



Only Hewlett Packard Enterprise offers the combination of advanced technology, consulting, and process re-engineering to help IT make the transition to an innovation factory for a digital economy.



Creating new opportunities not just in Egypt but in the Middle East to give benefits and support for our members to grow rapidly by having these new opportunities through EITESAL which will affect positively our reputation in the middle east, Africa and the global Markets.

Biography

Hazem El -Tahawy is a graduate from faculty of Engineering Cairo university. He had his MSc. and PhD. from France in the institution of telecommunication (France telecom). Then after he acquired his doctorate degree he had started a company with one of his friends which worked in programming and located in south east of France. And after 4 years the company has started to grow rapidly as there was about 120 employees working in more than four countries; Germany, Belgium, France, America and Japan. With the name of the new company growing in the market, they were acquired by Mentor Graphics, the leading American company in the field of Electronic Design Tools software. Since then, he is one of the members of Mentor graphics reaching the position of managing director in 1997.

About EITESAL

Our Vision was and it will be the main driver leading the development, promotion and transformation of the Egyptian ICTE industry as:

•1997

On 1997 a non-governmental organization with the name of "The Egyptian High Tech. Association, EHITA" was born. The first founding General Assembly was held in Thebes hall in Semiramis intercontinental hotel on November 1997. For the next 6 years, we were striving to survive, deliver services to our community, but we remained limited in volume and resources

• 2004

In 2004 another small NGO, Egyptian

Software Alliance, ESA decided to merge with EHITA to form the first private non-profit civil organization called "EITESAL" to represent the whole ICTE industry in Egypt. Starting with 43 members, our membership has grown to reach 504 members in year 2016.

• 2007

Being members in the World IT Services Association, we were capable to organize the first GPPC 2007 held in the MENA region.

• 2009

In response to our members' needs, EITESAL successfully launched the Centralized professional service program (CPS) to its members.

• 2010

EITESAL jointly with ITIDA & ORACLE launched one of the largest capacity building programs by training over 350 employees on ORACLE technology.

• 2012

With our position in the Egyptian ICTE community is getting more profound, we started to go to Africa and formed the African ICT Association together with other 6 African nations. Five other nations joined AFICTA.

Established EITESAL Senior Executive Academy to enrich senior and middle management core competencies with focus on SMEs aiming to enhance overall organizational competitiveness.

• 2013

During 2013, EITESAL has started to expand outside Greater Cairo region to fulfill its role and mission as the leading NGO representing Egyptian

ICTE industry. Three chapters are now operating; DTA in Mansoura, ASITA in Alexandria, and EITISAL Assiut in Upper Egypt.



Hazem El Tahawy

Eitesal - Chairman

Within the strategic role of EITESAL to pursue funding opportunities to members, we launched the new program "Investment Readiness Program(IRP)".

How EITESAL Could reach the Vision of leading ICT Industry through its role in Egypt?

Nowadays, EITESAL lives a state of remarkable growth through the hard work of our board of directors and the executive teams. And from day one when I joined EITESAL; my vision was making a finger print in the ICT industry from EITESAL role in the market. And one of these is how to empower our members by several means to achieve their goals and to make EITESAL a leading NGO in the Egyptian market. This could be achieved by Focusing on SME's capacity building, working with funding institutions either venture capital or foreign direct investment, Non-conventional, state-of-art executive training and Career building for

ACT is a yearly success partner with EITESAL for the second year. ACT had been awarded many times by EITESAL as one of the best partners to EITESAL. in EITESAL's 13th Anniversary ACT was recognized its genuine product "human resources management system (MAESTRO)".

careers lacking in the market; e.g., export management, complex s/w talent development.

Wide range of networking events are organized to increase the communication between big companies & SME's in Egypt to be integrated in different big projects together. Also organizing for yearly anniversary event every year for EITESAL to celebrate the success of the past year and present the plans of the year next that will enable EITESAL to lead the ICT industry in Egypt.

Creating new opportunities not just in Egypt but in the Middle East to give benefits and support for our members to grow rapidly by having these new opportunities through EITESAL which will affect positively our reputation in the middle east, Africa and the global Markets.

EITESAL has become one of the most effective members in **WORLD INFORMATION TECHNOLOGY AND SERVICES ALLIANCE(WITSA)** with an increasing role through the past years. From that time, we are working to increase our **International Reach** through:

- Encouraging exports and international marketing of Egyptian products
- Creating Bilateral relations with similar int'l NGO's
- Field Training on business development in targeted markets
- Attending international conferences & exhibitions in different areas of business.

Innovation & Entrepreneurship is now a major role in EITESAL positioning. We are Stimulating and facilitating innovation & entrepreneurship and creation of IP in ICTE industry.

EiTESAL is playing a crucial Contri-

bution in the Egypt's applied research & development. Not only but also boosting up ICTE industry productivity, Joint technology sessions between Universities and industry's CTO's and Capacity building to encourage activities in robotics & mobile apps

What is EBNI?

Believing in the role EITESAL is doing in the ICTE market, EBNI was initiated to support entrepreneurs who dream of starting their own startups and facing the barriers of entry. EBNI is considered to be the first incubation specialized hardware based on IOT (Internet of Things) in the Middle East as it is EITESAL Business Nurturing Initiative (EBNI).

WHAT EBNI Provides

EBNI supports startups incubated and entrepreneurs by providing the following:

- Financial support up to 150 K LE.
- Access to the workshop to develop prototypes
- Workshops and resources to enhance and expand your business skills
- Weekly EBNI Meetup: learn from experiences of other successful entrepreneurs and industry experts
- Mentoring from experienced entrepreneurs

How ACT starts in a yearly success partnership with EITESAL? And How ACT could help in achieving EITESAL's vision?

ACT is one of the corporations that gives huge support and coopera-

tion to its partners, thus we need to strengthen the cooperation and synergy between ACT and EITESAL in a way that benefits both corporations by developing our own unique strengths and talents to be improved constantly, pushing progress farther and faster and building a better society overall.

ACT is a partner with EITESAL from its early beginnings, especially in 2008 ACT was represented in the board of EITESAL by Mr. Emad Othman and then Mr. Assem Wahby from 2010 to completes the road of success with EITESAL to develop and implement a strategy for the evolution of Egypt's ICTE industry. ACT is a yearly success partner with EiTESAL for the second year. ACT had been awarded many times by EITESAL as one of the best partners to EITESAL. in EITESAL's 13th Anniversary ACT was recognized its genuine product "human resources management system (MAESTRO)". MAESTRO is considered as one of the most successful software which is Completely developed by ACT to accomplish all Human Resources Tasks as an example of (Personnel, Payroll, Recruitment, attendance, training, Housing and evaluation).

At Last EITESAL and ACT always search for new initiatives and programs to develop the ICT industry in Egypt and help each other to achieve their own vision to build a better community.





Yearly SUCCESS Partner...

ACT (Advanced Computer Technology) has taken the initiative from many years to help the Information Technology industry in Egypt to grow. And one of these initiatives is to be a partner with EITESAL NGO to help each other in maintaining a perfect environment in the industry in Egypt. ACT has been awarded many times by EITESAL organization as one of the best partners to EITESAL.



Meet the Government Event

The Event was held in Marriott Zamalek in March 2017 to meet In all the document, Mr. Yasser Elkady is the Minister of communication and information technology to discuss 2017 plan and strategy of the ministry and the results of 2016.



EITESAL's 13th Anniversary Event

The Event was held in Fairmont Heliopolis in May 2017 in order to celebrate EITESAL's Thirteenth anniversary. On the other hand, ACT has been awarded in this Event as one of the best partners to EITESAL in the year 2016.



“Alone we can do
little, Together we
can do so Much”...

ACT is awarded by EITESAL in its 13th anniversary

ACT was in a joint venture with EITESAL from its early beginnings, especially in 2008 ACT has become one of the members in the board management for EITESAL by Mr Emad Osman ,then Mr Assem Wahby has completed the road of success with EITESAL to develop and implement a strategy for the evolution of Egypt's ICT industry.

In EITESAL's 13th Anniversary ACT was awarded for the success of the home grown human resources management system (MAESTRO). MAESTRO is considered as one of the most successful softwares which is completely developed by ACT to accomplish all Human Resources work as an example of (Personnel, Payroll, Recruitment, attendance, training, Housing and evaluation).

The trophy was received by **Mr. Hisham Hassan** (Hospitality services and projects director) from **MR. Yasser Elkady** (Minister of communication and information technology) and **Mr Hazem el Tahawy** (Chairman of EITESAL Association).

ACT is always a strategic and yearly success partner to EITESAL. In EITESAL's 13th anniversary **Mr. Hazem Mansi** (Marketing Director) from ACT had received ACT's award for the effort done with EITESAL to make a better ICT industry in Egypt.





Family Moments



The bond that links your True Family is not one of Blood, but of Respect and Joy in each other's life.



“Our family is a circle of strength of love with every birth and every union the circle grows.”



ACT is one of HPE's most strategic partners in Egypt.

Those are the core beliefs of HPE today which differentiate us from our competitors

As we are operating in a challenging market with political instability from the neighboring countries, we are still focused on winning the business and gaining market shares. In order to achieve this, we rely on partners like ACT who have a very strong local presence and the desire to lead in the market by leveraging HPE's global capabilities



Kinda Baydoun

ME Channel & Territory Manager

Biography

Kinda Baydoun was born and raised in Beirut, Lebanon. She has a bachelor degree in Management Information System (MIS) from the Saint-Joseph University (USJ), an MBA from the Ecole Supérieure des Affaires (ESA) and a Master in Management from ESCP-EAP (Paris). She relocated to Dubai in 2005, where she has been based for the past 12 years. She has

been working for multinational IT companies since her move (Sun Microsystems and Hewlett-Packard Enterprise), handling sales management roles and managing regional markets in the Middle East and Pakistan. She is currently managing the Channel, Service Providers and Territory organization for HPE in the Middle East.

2- A glimpse on HPE achievement over the past year among the competitors.

As our strategy is based on Hybrid IT, Intelligent Edge and Services: we realize that with the idea economy, it is obvious that you either disrupt the market or be disrupted by the new comers. This led to a major transformation inside HPE starting by **1/** the separation from HPI and the spin-off of our non-core assets (ES and SW) to **2/** investing heavily in R&D (i.e. Synergy – the first and the only composable infrastructure solution in the market today), and **3/** complementing our portfolio through key acquisitions (most recently Simplivity, Nimble, Niara, and Cloud Cruiser).

By doing so, we have become a very agile company with the capabilities to help customers on their digital transformation journey. This very

focused strategy helped us become the industry first company to lead the market with the SW-defined composable infrastructure.

3- What are the new products / services provided by HPE to differentiate itself from the other competitors.

Since our main objective is to help customers on their transformation journey, we wanted to make sure that our products and services are aligned with our strategy. Let me give you some concrete examples:

- Hybrid IT: with a leading product like Synergy we are able to provide public cloud economies, flexibility, and speed within the customer's datacenter.
- Intelligent Edge: The acquisition of Aruba with its market leadership in the wireless offering and security SW, combined with our edgeline servers will allow secure data processing at the source (i.e. sensors). We believe that the Edge will explode in the next five years, and we are perfectly positioned today to offer the best IoT solution to our customers.
- PointNext: we also transformed our services into what we call PointNext, which is all about bringing to market the necessary expertise in advisory services, professional services and

then our to make it all happen. Those are the core beliefs of HPE today which differentiate us from our competitors.

4- Tell me more about the storage campaign and the Nimble acquisition and how it will affect on SWD performance in the IT market.

Nimble acquisition was essential to complete our storage portfolio as it will bridge a gap we had in our entry-level storage offering. Similar to all the acquisitions that we have targeted recently, there is a very strategic rationale behind the acquisition of Nimble as **1/** it will advance HPE Hybrid IT strategy and strengthen our leadership position in the fast growing flash storage market, **2/** it will create comprehensive, leading edge storage portfolio by bringing together highly complementary solutions, and **3/** it will accelerate the growth of Nimble storage by leveraging broad HPE go-to-market engine.

We believe that we have a complete story today on the storage side, which will help us accelerate the execution and gain market shares.

We are currently in the process of integrating Nimble into our portfolio and both our partners and customers will have access to the new products

through HPE effective October 1st, 2017.

5- What is your opinion on the Egyptian market nowadays specially the dollar inflation? And what are your expectations in the future?

Without being an expert, the floating of the Egyptian pound has improved stability and predictability for businesses in the global economy. In my opinion, this will encourage foreign direct investment into the Egyptian economy with Egypt being the most popular country in the Arab world. This is absolutely the right step to stimulate the growth and to play a major role in the Global economy.

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

ACT is one of HPE's most strategic partners in Egypt. Their solution-driven and customer-focused approach, combined with their System Integration capabilities make them the perfect partner in HPE's go-to-market strategy.

For HPE in Egypt and in the Middle East, ACT has always been a trustful and dependable partner who can deliver HPE's promise to the customers.

7- What are the big challenges for HPE in 2017/18? And what do you expect from ACT?

As we are operating in a challenging market with political instability from the neighboring countries, we are still focused on winning the business and gaining market shares. In order to achieve this, we rely on partners like ACT who have a very strong local presence and the desire to lead in the market by leveraging HPE's global capabilities. This leads to the right mix between local customer intimacy and HPE's global best practices.

Furthermore, we are witnessing a major disruption in the IT market where the faster fish is eating the big fish. Big companies will have to find a way to be more focused and specialized, and at the same time build a very strong ecosystem of alliances and channel partners to deliver end-to-end solutions to customers in the fastest possible way. This is exactly our Go-To-Market strategy at HPE as we rely on partners like ACT, by leveraging their skills and core competencies, to complement our offering.


**Hewlett Packard
Enterprise**

Cloud Predictions 2017

Cloud computing is moving at a dizzying pace. With cloud technologies evolving at such an irrepressible rate, it's difficult to keep track of where it's all headed. How will your relationship with the cloud change over the course of the coming year?

A modern cloud must support and energize the cloud journey from any starting point, adapt fluidly to changing needs, and ultimately realize the potential of genuine business transformation.

Here are our predictions for how the cloud will impact your business processes in 2017 and beyond.



IaaS Prediction



ORACLE

Three



Enterprise cloud becomes the most secure place for IT processing.

This year's threat landscape will be highly changeable. External threats—coupled with the need for better governance and privacy mandates—will make security a key priority for all lines of business.

In years past, security was a major barrier to cloud investment. Data sovereignty, data privacy, and control issues deterred many organizations from pursuing cloud adoption. But in the future, those very same concerns will be the things that draw new organizations to the cloud.

Established cloud vendors with solid security track records have the expertise and resources to deploy layers of defense that many companies simply cannot duplicate in-house.



ORACLE

Four

Digital transformation becomes the norm.

Our world is becoming increasingly digitally connected, and it's transforming the way we live, work, and play.

These same technological advancements provide unprecedented opportunities for businesses to expand, innovate, and create new value. Sectors including healthcare, manufacturing, and even urban planning have been reimagined and redefined by the cloud.

To realize these opportunities, today's enterprises must not only develop new cloud-ready tools, but also put digital at the center of their businesses. Hidden within today's digital connections are the solutions to our most urgent business challenges.

This year, we'll see more companies successfully embrace new integrated cloud technologies.



ORACLE

One



Cloud-based mission-critical workloads will take off.

Cloud has long promised the migration of all enterprise production workloads. But that migration has yet to happen.

The chief barrier to cloud migration remains a lack of commitment and recourse to support production service-level agreements. On one hand, cloud providers are limiting their accountability as they lack

the talent to support custom portfolios. On the other, they're failing to provide sufficient control into the public data center to self-manage service-level agreements.

The IaaS provider best equipped to take more responsibility and deliver the control tenants demand will be the one to drive cloud migration in 2017.



Two



Corporate-owned data center numbers will plummet.

Just a few years ago, this statement would have seemed outrageous. But now, it seems all but inevitable.

As organizations focus their IT spending on cloud computing, they'll begin to migrate their workloads from corporate-owned data centers to purpose-built facilities, managed and run by enterprise cloud providers. Mark Hurd predicts that we'll see corporate-owned data center numbers fall 80 percent by 2025, and that the same percentage of IT spending will be devoted to cloud services.

While corporate data center numbers may not fall straight away, we do expect an immediate reduction in direct investment for compute capacity, storage, and networking services.

Five

The rise of intelligent applications.

Artificial intelligence (AI) might sound like science fiction, but many of us use it every day. The software behind many online shopping sites and on-demand music services, for example, is a highly successful and highly pervasive form of AI.

These systems depend on technology infrastructure capable of importing, analyzing, and interpreting huge volumes of data before acting on it—all without

human intervention. And the next step for such technologies? To become an established part of customer service and other business operations.

Soon, we'll see intelligent applications capable of automatically recommending individualized actions and streamlining business tasks.

Six

Nothing artificial about it: AI gets real.

AI and robotics have carved out a niche in the manufacturing sector, and now these technologies are poised to bring their exciting benefits to a host of new industries.

The AI space is white-hot, and it's being fueled by the data explosion. Machine learning algorithms find patterns in enormous volumes of digital information and use that data to train, learn, and become even smarter.

CIOs ignore the AI wave at their peril. According to Toby Redshaw, consultant and former American Express CIO, the company that ignores AI-powered technology will be "the guy at the gunfight with a knife."

Seven

Developers do more with less coding.

This year, a new tool looks set to join cloud app developers' toolkits. "Visual" or "low" coding will be everywhere in 2017.

For many organizations, the real-time enterprise has meant a rethink of application development. IT teams are often stuck with a backlog of work, preventing them from delivering applications quickly enough to capitalize on new opportunities. Visual coding enables quick, straightforward development and extension of enterprise applications.

"More than ever before, application development and delivery professionals must obsess over their UI designs," say Forrester analysts John Rymer and Clay Richardson. "Low-code vendors employ familiar drag-and-drop, WYSIWYG techniques to speed user interface creation."



Eight

The cloud empowers small business innovation.

Cloud has become a catalyst for small business growth, allowing them to innovate freely, carve out new markets, and disrupt the status quo.

The digital economy demands that companies of all sizes compete based on technology-enabled value. While some seek to evolve existing business practices, others are striving to launch new services that exploit extensive,

low-cost computational power. Traditionally, access to such high-performance resources has been too expensive for smaller businesses. But what once cost 100 million USD up front is now available for 10 USD per hour.

The cloud is allowing small businesses to innovate, experiment, and sustain ongoing profitability.



ORACLE

Nine

60 percent of IT organizations move systems management to the cloud.

More than 90 percent of companies have multiple systems management tools, but just six percent trust their incomplete data. Consequently, IT operations professionals struggle to create effective management approaches.

The pace of business is increasing. As more organizations adopt DevOps practices and focus on digital experience, they'll need to eliminate management data silos and embrace machine learning just to keep up.

Some have already embraced systems management in the cloud, unifying management

data across multiple clouds and on premises. Others are benefiting from data science applied to the operational management problem. Only Oracle Management Cloud provides an intelligent, unified, cloud-based approach that applies machine learning to the complete operational data set.

And while many cloud tools are built exclusively for cloud systems, ours does both.

We expect that by 2020, 60 percent will have moved their most critical systems management use cases to the cloud.



Ten

50 percent of DevTest will move to the cloud.

Last year, we predicted that DevTest workloads would have all but completely migrated to the public cloud by 2025. At Oracle OpenWorld 2016, Mark Hurd revealed that "we are nearly halfway there" already.

With on-premises hardware and software, IT teams have to buy, license, and configure everything to create development environments that hopefully match production environments. Hurd estimates that the industry could save 150 billion USD by migrating DevTest to the cloud.

This year, we expect widespread adoption of cloud DevTest. We'll see new application development capabilities, including low-code approaches, tools for microservices, and support for all platforms and languages.

ORACLE

ACT proudly presents the launch of Sales Excellence Unit

A new unit in ACT's holding has been launched recently under the leadership of Mr. Mohamed Kahla (Head of Sales Excellence Unit) . It is an important step for ACT to launch such unit to be on track with its transformational plan in the upcoming years. It's a new strategy to improve the performance of our people, processes and systems.

Sales Excellence Unit is responsible for scorecard metrics and reports. Enabling sales reps for key insights regarding accounts. Also monitoring pipeline quality and scrubbing all opportunities to monitor performance. Leading the change management efforts (including communications and training) as related to Sales initiatives.



The rhythm of business updates , monitoring forecasts for each sales rep and accuracy. Managing the review process for large critical and slipped deals.

Sales excellence can clearly state in simple business terms the meaning and consequences of operations and reports. Consistently identifying and evaluating external practices in Sales.

Proactively identifying opportunities in existing tools or needs to enhance the effectiveness and efficiency of sales force.

As well as, Sales excellence unit is a strong integrator of multiple data sources to analyze that results in accurate decision ,Simplifies business operations within the context of corporate and local requirements and guidance.

Moreover, it's a Strategic and pragmatic thinker who has balanced many factors (local business performance, resource constraints, characteristics of customer.

Last but not least, It has a strong ability to collaborate internally with people across sales and corporate responsibilities as it effectively communicate and build credibility & trust with Sales leadership (Managers & Directors) & other region Sales Excellence Managers.

Big Deals



ACT **Sohour** with **Hewlett Packard Enterprise**

With Ramadan's
warm ambiance,
ACT and HPE
team have enjoyed
their delicious
Sohour on
11th June, 2017



Life is all
about having
a good time.

Miley Cyrus

Welcome on Board

I have a total of fifteen years of experience dedicated for information technology infrastructure solution as an Enterprise Account Manager, Business Development Manager and Senior Technology Consultant at HPE, Orascom, IBM and Raya.

I was working with different partners who are interested in the infrastructure industry with multiple vendors as HPE, IBM, EMC and Oracle. I joined HPE in the end of 2010 in the North Gulf Countries for 4 years. Then I was relocated in Egypt for 2 years managing named accounts across telecommunication, banking and government sectors.

When I was working in HPE for the past two years I have noticed that ACT has been working on a huge renovation in the way of thinking and restructuring the organization. It's a new Era for ACT so it was a pleasure for me to join the step of transformation and to build a good team with the top management in ACT.



Ahmed El-Bedewy
(Enterprise Sales Manager)

I was working in Oxygen DMCC as a distributor for Aruba Middle-East for the last three years, so I've dealt with ACT on account of my previous job since ACT is the platinum distributor for my product. I've joined ACT on the 1st of March this year as a pre-sales senior team leader, it's all the way around than my prior position. In Oxygen, we were serving our partners, quite the contrary in ACT as we are the integrator between products, so it was a challenge for me to be a consultant in ACT for products and get to engage more with customers.

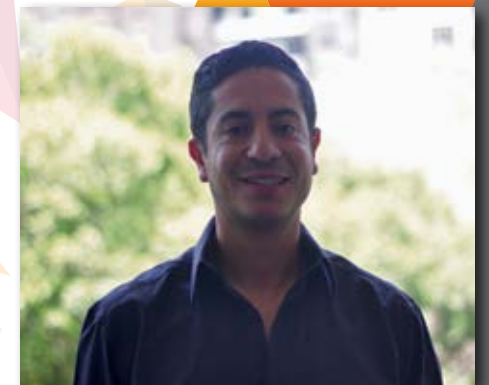
Believing in ACT'S transformational strategy, I would say that within the next couple of years our domination for the market will increase obviously, targeting at least 70 % of HP's total mass and ACT will be the exclusive integrator to most products. As long as we believe in ACT'S people, we will believe in their ability to make a change in the tech-world.



Ahmed Othman
(Pre-sales Senior Team Leader)

I've joined ACT's family on the 12th of March this year, prior from joining ACT I was working in Dubai for the last 4 years as a business development Consultant in Oracle and as a Partner Account Manager in Microsoft, but as you all know we always strive to go back to our homeland.

It doesn't matter where are you to proceed in chasing your goals, that's why ACT was my choice. One of ACT's main responsibilities is improving the performance of its employees which consequently reflects positively on the company's outcome, so I was titled as the head of the Sales Excellence Unit. I'm quite satisfied with my position right now , I'm with a hardworking team, aiming to continue and enhance ACT's vision of transformation which is actually on track.



Mohamed Kahla
(Head of Sales Excellence Unit)

Working in ACT for nearly 2 months by now, was quite much a challenge for me. The opening of a new unit like the Data center unit which is responsible for providing a suitable environment and space for servers and storage made me passionate to make a remarkable difference in such a huge entity like ACT. My vision in this period of time is to form a reliable and responsible team to carry out the required tasks. Prior to that, I was a vendor for ACT providing fiber and network cables when I was working in Hi-Tech company as a product manager. ACT has added a lot to my career path as being in one the most well-known competitor companies in the technological filed.



Mohamed Moustafa
(Data Center Senior Team Leader)

I have felt how much ACT has the vision to make a radical change and how it understands the change in information technology business. Also, understanding Egypt's economy and how it rearranges itself to match the upcoming years, that was the main reason why I've decided to join ACT this year as an Enterprise Sales Manager.

I have a prior experience in the field of information technology industry as a Senior Account Manager at both IT WORX and Microsoft to handle sales across the oil and gas sector in Egypt. I am looking forward to utilize my team's talents for the benefit of us all.

I came from a professional background in the field of information technology business and I will be introducing some new projects to help us reach our potential in the near future.



Marwan Essam
(Enterprise Sales Manager)

Stronger Together...

The most important reason is that ACT has always had a great reputation and it is well known in the industry.

What happened in 2016 to get these 30 hotels on the Opera Cloud was a great success from ACT team.

Biography

Mr. Kevin McCarthy is from Ireland but he lives in Dubai and has been working in the hospitality Information Technology business for more than a decade now.

Two years ago, He joined Movenpick Hotels and Resorts as Program Director - Commercial Systems.

The position is very challenging since He is responsible for transforming Movenpick Hotels and Resorts systems to the newest state-of-the-art technology to achieve their "Vision 2020" Strategy

What is your vision for installing opera new application on cloud?

Movenpick Hotels and Resorts "Vision 2020" started more than three years ago, the vision entails transforming the platform of Movenpick Hotels and Resorts to Opera Cloud.

We are planning to transform all Movenpick Hotels and Resorts worldwide, adding more and more hotels to our portfolio to expand to

up to 100 hotels operating worldwide by 2020.

Opera Cloud will enable us to operate all hotels on a single platform allowing us better management of a bigger hotel company. We will be able to operate our hotels from as far away as in Bali, Philippines to our busy airport hotels in Europe all in one system.

January 2017 has witnessed 30 hotels live on Opera Cloud Systems, giving us the opportunity to build on other platforms like CRM to look after our guests even more, to give them unforgettable moments having stayed in our hotels, that for sure will help strengthen our new brand image and passion of "We make moments".

What challenges have you faced in this project? What was your plan to overcome them?

The biggest challenges that we have been faced with the Opera Cloud in 2016 were not the bugs neither the technical issues. it's the management change for the people.

People don't like to change, and the



Kevin McCarthy

Program Director Commercial Systems at Mövenpick Hotels & Resorts

most challenging change is when it comes to changing a tool people are using for 8 hours a day.

One of the main reasons I came to Egypt was ACT's reputation in the business for being successful with difficult projects and handling big change management projects with care and compassion.

It's worth mentioning that ACT and Movenpick teams have successfully handled the transition of 30 hotels who are all now using Opera Cloud relatively happily and all operations is getting more comfortable with the new system every day.

Why did you choose ACT to execute this project with Movenpick property?

There are number of reasons to choose ACT. The most important reason is that ACT has always had a great reputation and it is well known in the industry.

The second element was the actual consistency of using the same people that are working in the same project for three years and that was enabled in ACT to have one team who no longer was a vendor but it becomes a real life subsidiary of the Movenpick systems team.

It is about having one united team to work together and that was one of the most crucial points in working with ACT, there are hundreds of reasons why we love working with ACT but having that consistency, having this

one professional, experienced team from installers to trainers to project managers to get Movenpick properties through this change, we will continue always to work with ACT not only in the Opera Cloud project but in many other projects.

How did ACT's team meet your expectations?

They didn't just meet our expectations but they exceeded it.

It's a very simple statement that without ACT we would have difficulty to stay on course with our strategy.

Without the flexibility and the passion of the team of ACT, our jobs would have been more complicated for sure.

The team has now become like family to us and we are a very strong unit.

We have just completed a workshop in El Soukhna in Egypt where we are now fully focused on "Making Moments" and being even more successful together in 2017.

What happened in 2016 to get these

30 hotels on the Opera Cloud was a great success from ACT team.

The ACT team, has continued In Customer services worked night and day to get us to the stable and well working process we have in place now and the team continue to find better and more efficient ways of training, configuring and deploying Opera Cloud.

They impress us more every day and we look forward to another inspiring year working together.

"Making Moments"
and being even more
successful together in
2017.


MÖVENPICK

ACT is pioneering in applying OPERA Cloud Service with Movenpick worldwide...

It's the era of transformation. ACT has taken its partners to a whole new level in the field of technology and information systems. In ACT, one of our main interests is the hospitality sector as we always provide facilities to our customers to ease their jobs. OPERA Cloud Services is an enterprise platform for hotel operations and distribution. It offers the comprehensive, next-generation capabilities hotels need to enhance guest experiences and improve operating efficiency. Thus, ACT has made a mutual cooperation with Movenpick Hotels and Resorts to deploy OPERA Cloud Services to their systems. It is essential to highlight that ACT is the first company to deploy such service with Movenpick in the hospitality sector worldwide. This deployment will provide Movenpick the opportunity to build on other platforms like CRM to comfort the operations all hotels via a single platform, allowing a better management of a bigger hotel company, serving guests anywhere anytime with mobile-enabled property management services, increasing housekeeping efficiency and enhancing room maintenance with mobile-enabled staff, improving RevPAR and ADR with enhanced control of rates and room inventory across channel0, centralizing and securing customer data and last but not least simplifying IT infrastructure. ACT has always been an example to be followed as one of the well-known corporates in its field with good reputation, experienced teams and trustworthy strategies.


MÖVENPICK



ACT Academy

Leading in the area of employee development has always been the ACT target through our journey in the market, unlike most of the entities we were very into training since 1998 when we started our Nouvelle training academy for outsourced both skills & technical trainings to the market.

Know To Grow

Back on the stage since 2013, with a huge kick off for the Leadership Development Program (LDP) that is mainly concerned with creating second line successors for the top management that would enlighten ACT through its journey for completing a century in the market, so we started with Wave1 - 13 successors in 2013 followed by Wave 2 - 15 successors in 2015.

During 2015 ACT started taking a huge steps in running key training programs for managers alongside the youth level, ACT ACADEMY were able to tailor the programs to be relevant to our employee's real life practices.

LDP

Leadership Development Program (LDP)

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

Leaders
28



MEP

Managers Excellence Program (MEP)

ACT ACADEMY was fully aware of having Managers who excelled as an individual contributor, the new role often requires managing the work of peers – a shift that can be difficult and, without preparation, can result in costly mistakes for the organization as well as the individual that's why MEP program aimed to facilitate the first step in those managers new step in their career.

Round 1
23

Round 2
18

Round 3
15



TOT

Training the trainers (TOT)

ACT ACADEMY focuses on qualifying its knowledge experts for passing their experiences through employable context across ACT employees.

Trainers
22



YEP

Youth Empowerment Program (YEP)

The complexities of today's quickly changing organizations and cross-functional work groups that is working to develop a culture to support future growth. Hence YEP is considered as one of the most valuable learning that employees do comes from modeling the behaviors of respected leaders of colleagues. Creating opportunities for employees to learn from mentors within the organization can help create a strong culture as well through set of skills that our employees choose willingly by a simple survey passed .

Round 2
46

Round 3
60

Round 4
46

Round 5
22



Microsoft Office

This program is an invaluable resource for our employees, those skills are sometimes looked at repeated at as secondary to technical knowledge, yet it empower them to impart their core knowledge using the Microsoft fundamentals as a main tool to benefits employees immensely.

Round 1
15

Round 2
17

Round 3
10



Increasing the power of undergraduates

Our collaboration with several institutes like BUE, GUC, MSA, Zewail University & Ain Shams University for offering internships for their undergraduates has affected their education and helped in improving the in-demand skills.

2013
46 Intern

2014
60 Intern

2015
46 Intern

2016
22 Intern



It can't be denied that our top management has always been very supportive and helpful throughout the various stages of our ACADEMY launching.

Message from the Heart



Farouq El Hefnawy
Corporate Governance Director

Events change the way we think. I have been in many events during the long span of my professional career (being a judge and legal general counsel). Such events caused me to think differently and indeed change my paradigm about law practice, mainly from managing pure legal affairs to legal risk management. The difference is quite big. My new role in ACT is to introduce and exercise such new concept.

Kamal kher Din
Projects Leader

One of the amazing things here at ACT, is the diversity of our family; the difference in our origins from Alexandria to Aswan! this variety of cultures, along with the open communication and friendly atmosphere, creates tighter connection between us and make the work environment very exciting.



Mohamed Abd El moez
Senior Accountant

18 years of work means you are not an employee anymore, it means you became a partner owing your share in your home which called company before Act this is the concept and the meaning of loyalty we learned and the trust we gained.



Mohamed Ismail
Call Dispatcher

What I really enjoy here is that Act is so responsive to change What a privilege to be a part of such an amazing company filled with such amazing colleagues

Gehad salama
Microsoft Licenses Specialist

I'm so proud to be part of ACT's team, and I will always do my best to be an effective caliber and achieve more success

Ashraf El Kholy
Sales Manager

The main value of ACT is the team work spirit that we have internally and with our valuable customers in addition to the professional business behavior. Moreover, strategic planning and the innovative vision is our successful bedrock.



Mohamed Amin
Services Sales Specialist

"From the first moment I have realized that ACT is a solid corporate, successfully handles the market changes for a very long time, few weeks later I have got the secret. ACT is consisted of a strong bundled mixture that combines the power of knowledge, relationships and experience which being provided from the founding generation to the new generation who is empowered by the ambitious, insistence and eagerness to implement a new methodologies to stay on the right track."



Hatem El Azony
Personnel Manager

After 25 years if the plan doesn't work change the plan but never change the goal



Weddan Taha
Senior Projects Manager

Really, I am so proud being one of ACT's team, a perfect company that discovers and improves the secret talent in the employees. My words won't be enough to express my deep thanks.



Salah Shawky
Sales Account Manager

My Family is the most important thing in my life, When I started working in ACT I wasn't aware about ACT Values, imagine my surprise to see that Family is the 1st ACT Value I received on my ACT mug, It's not just a work place it's my 2nd family who will always have my back and I can depend on.

Reham Ali
Customer Care Senior Specialist

To be successful in your job, be transparent, recognize responsibility, motivate yourself, be committed, be part of the solution, avoid gossiping and always ACT professionally.



Shereen Mustafa
Talent Acquisition Specialist

Such an honor to be an Actawia for 15 years. I wish ACT more success & advancement & the best of luck in the amazing transformation steps

Ahmed abd el Moeneem
Store Keeper

Life is full of challenges ,the biggest one is to keep moving forward to your goal, actually we're doing this at ACT



Yasser Hosni
Senior Manager
Oracle Hospitality Hotels Services (PMS)

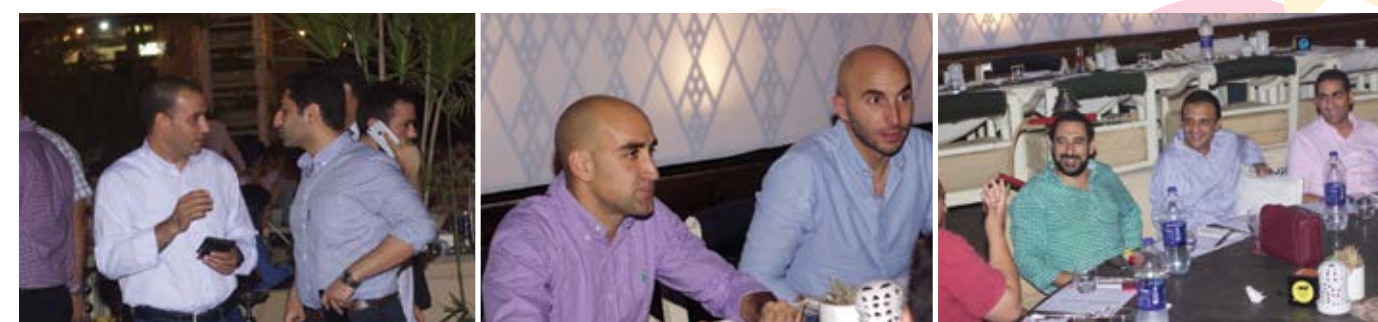
I love ACT my second Home where you can feel that you are living with your family

There's no happier person than a truly thankful, content person. Joyce Meyer

ACT Sohour

with  Microsoft

ACT and Microsoft teams got together in a fun themed night for sohour on 12th June, 2017



This is the **power** of gathering:
it inspires us, delightfully,
to be more **hopeful**, more
joyful, more **thoughtful**: in
a word, more **alive**.

Alice Waters

MEMORIES

ACT Zaman

Some memories are unforgettable, remaining ever vivid and heartwarming! Joseph B. Wirthlin



Memories are the key
not to the past, but to the future.



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



Satisfaction



Satisfied **97.5%**

Work again with **ACT**



Definitely **95.5%**

Recommending **ACT** to others



Definitely **94%**

What our **Customers** are saying



It is such a redoubtable honor to me, on behalf of Deraya University (**a United Nations Academic Impact Member and United Nations Global Compact Signatory**), and on my own behalf, to write you this message. I am writing to express my deep appreciation for Advanced Computer Technology (ACT) and particularly for you. Moreover, I would like to take this opportunity to express my university's desire to build a sustainable partnership with you and to inform you with our approval for your corporate's proposal.



I would like to seize this opportunity to thank all ACT team whom their efforts for Symphony 2 project led to total success with smooth conversion. job well done .



It was an honor to work with ACT on office 365 implementation project, so we have to thank you for the great effort that you have done and the continued support you have provided and the great training you have provided for our technical team. I hope to meet you In future projects.



Greetings from Pyramids Park Resort Cairo. We can't really describe our appreciation to ACT team for thier devotion and dedication that came along with a professional performance, they really show an extraordinary care with a quick resolve for any problem they might face. Again we really appreciate thier great efforts with our property.



Thanks Customer care unit for your support and the follow up.



Thanks for all ACT associates For their great efforts and supporting us.



Microsoft team for their good supportive team compared to other partners all over the world.



We would like to thank ACT team especially Microsoft team for their good cooperation, high response, and excellent efforts with us in raising domain from windows server 2008 to windows server 2012 R2. The engineers were well aware of the technology, time oriented and the kind of support engineering. It was a pleasure to work with all of you.



PBDAC is thanking Microsoft team for their excellent and prompt action to resolve their problems in an Efficient and professional way.



In regards to the upgrading to Opera, I would like to thank the Front office team & the professional services team for the very successful upgrade and for the dedicated, helpful and committed team .



Please accept my sincere appreciation on behalf of SUNRISE Resorts & Cruises for the Support provided by Microsoft Team. we were facing problems in our exchange server, MS team took several hours to rectify our exchange server reindexing & repairing our database. MS team had the ability to provide the resolution quickly to the point that exceeded my expectations. I really commend the prompt service provided by them. I am really pleased with their knowledge and skills. Great service makes your customers feel that you care about developing a longterm relationship with them.



Thanks Customer care unit for your support and the follow up.



I want to commend Microsoft team for their efforts on the active directory upgrade project. We noticed and appreciated your attention to detail and relentless determination to release a quality product on time. We are glad for your accuracy and high technical standards you have offered us.



Thanks PMS application team & Front Office team for their support and effort in Opera upgrade, It was very smooth and really excellent job.

What our Customers are saying?



We gave the sales department score "5 out of 5" for their excellent performance. ACT is a respected company and deals with customers in a professional way, highly responsive and going the extra mile to satisfy the customer.



Appreciating and thanking the sales & presales departments as the team is very active and highly responsive.



With regards ... We would like to thank you for the sincere efforts of those who are responsible for the implementation of maintenance contracts in the General Administration of Work Permits, Which had a great impact on fixing its defects rapidly and directly affects the actual performance of the administration, As well as the efficiency of the high technical reform, for both computers or printers. Therefore, we would like to express our sincere thanks and appreciation to your infrastructure team.



Thanks Customer care unit for your support and the follow up.

Customers Feedback on **ACT** Magazine Last 2 Issues:



1. ACT's magazine design is wonderful
2. The Magazine's quality is good.
3. Product's insertions are organized
4. ACT's website content & accessibility are stylish



1. The Magazine's design is very nice
2. The articles are well picked & diversified.
3. The quality is good and nice for the eye.
4. Products insertions are well organized
5. ACT's website content & accessibility is clear & readable.



Very good effort in the design, showing the news and well done job

Customer Care Unit Contact

* For feedback you can contact us through:

actsatisfactionsurvey@act.eg

* For complaints, please send us at:

complaints@act.eg



HP recommends Windows 10 Pro.

HP ELITE SLICE

A modular masterpiece

Windows 10 Pro lets you do more all at once.

The desktop reimagined

HP Elite Slice is our smallest desktop yet. With amazing engineering and a stunningly compact design, it's built to be the center of your workspace.

Ingenious versatility

Configure this PC into a communication hub for collaboration, a multi-media player, or a wireless charging station to adapt to your business needs.¹

Secure, powerful, business performance

With a powerful Intel® Core™ i7 processor² and Elite-class security including HP Sure Start with Dynamic Protection, the business world has met its match.

Windows Pro

keep reinventing

ENABLING THE SMART Hotel Experience

Innovative hotel companies focus on digital engagement to appeal to mobile, hyper-connected guests

RESEARCH INCLUDES:

- Technology strategies that innovative hotels are prioritizing in 2017
- Challenges and goals for forward-thinking companies
- Top guest-facing technologies



2017 HT RESEARCH BRIEF

If the saying holds true that “to the victor goes the spoils,” what goes to the innovator? An innovator, as defined by the Oxford Dictionary, is a person who introduces new methods, ideas, or products. Innovative companies are the risk takers that gain competitive advantage by being first to market with a product or practice that transforms business in a significant way.

Hotel companies generally do not consider themselves to be particularly pioneering. Only about 1 out of 5 give themselves that credit. *Hospitality Technology’s 2017 Lodging Technology Study* asked hotels to hone in on specific areas to see where they felt they were on par with, better than, or lagged competition. In overall technology innovation, an elite group, the 21% that believe they are technology trendsetters, can be looked to as a litmus test for innovation. While the majority of hotels (64%) believe they are on par with the industry; it will be the innovators who set the pace and the bar for the competition. In this exclusive Research Brief, *HT* reveals never-before-published data and analysis from the *2017 Lodging Technology Study*. Through crosstab analysis, *HT’s* research is able to identify what innovative companies are doing differently to enable the digital guest experience.

Innovators are a shrinking segment. In 2016, 35% of hotels claimed their organizations were leaders in technology compared to others in their segment and 40% described themselves as innovators in the application of technology. Why the dip in confidence? More pressure, more movement, more competition and increased demand to get digital experiences right. The stakes are higher and budgets are tighter.

There are risks and rewards of being an innovator. As Gartner’s Hype Cycle illustrates, companies that are willing to take the risks inherent in innovation, must be willing to weather the peaks and valleys that follow to reach the ultimate benefits.

The Experience Sets Competitive Advantage

Overall hotels are concerned that they lag competitors in two areas: customer-facing technology and analyt-



ics. These are both areas where innovators are placing even heavier strategic focus in 2017 compared to hotels that believe they are on par with or lag competitors. The top strategic technology goal for innovators was a tie between improving digital customer engagement/guest loyalty and improving payment and data security, both with 54%, which aligns with overall hotel responses.

When asked to evaluate how they strategize technology investments, innovators find it difficult to place less emphasis on any one area, finding most close or equal in importance as was the case with migrating systems to the cloud, improving analytics, and enhancing guestroom technology, all with 31%.

When comparing the areas where there were the greatest differences between innovators and the overall hotel population we see greater focus in several areas. Innovators will focus more on increasing employee productivity (46%), a 17% increase when compared to the total respondents (29%). Innovators are also placing more emphasis on migrating systems to the cloud, 31% compared to 13%.

Charting Hotel Technology By Hype

Gartner’s “Hype Cycle” illustrates the ups and downs of the course that innovative companies must navigate.

1. Innovation Trigger: A technology breakthrough gets publicity from some early experiments. Little to no usable products exist and commercial viability is unproven.

2. Peak of Inflated Expectations: Early publicity produces success stories — and failures.

3. Trough of Disillusionment: As implementations falter, interest wanes and suppliers peter out.

4. Slope of Enlightenment: While conservative companies remain cautious, there is greater understanding of how the technology can benefit the enterprise. Technology suppliers improve upon first generation versions of products.

5. Plateau of Productivity: Market applicability and relevance become more defined, mainstream adoption takes off.

SPONSORED EXECUTIVE Q&A

Making the Digital Guest Feel at Home

Looking at guestroom technology as digital touchpoints for guests, what are top functionalities for in-room tech to provide frictionless, relevant experiences?

CRESPO: Today's guests are likely to bring multiple devices into the room. They already use these to power their daily habits. With the prevalence of smartphones and tablets, it's important for hotels to utilize in-room technology in a way that will either seamlessly integrate with the devices the guests already have or offer a unique benefit that their personal devices cannot provide. This can be solved in a cost-efficient way with the right technology and the right content. More and more guests are expecting to be able to "cast" content onto a beautiful 4K display or for content streaming enabled by an innovative Smart TV platform as they travel. Automation technology, powered by the Smart TV platform can also transform the in-room experience by allowing the guest to have a truly personalized environment at the click of a button.

How has streaming content transformed the guest experience?

CRESPO: "Watching TV" no longer means viewing linear content — it represents all types of video content viewed on any screen/device. With the proliferation of OTT services like Netflix and HULU, guests want the flexibility of BYOD — bring your own device. Hotels need to provide the ability for guests to easily and safely stream personal content to the in-room TV. System integrators are now providing easy solutions for guests to stream 1000+ apps without having to login to the TV itself, providing a more secure way to access their own entertainment. Solutions that are specifically designed for hotels to enable content streaming while also securing guests' personal data are becoming more prevalent and cost effective. Hotels need to consider these solutions and how to best integrate this technology into their WIFI/networked ecosystem to ensure proper security and guest room segmentation.

How can location-based technology be used to create personalized experiences?

CRESPO: Location-based technology can help facilitate a more personalized experience without intruding on the privacy or security of the guests. For example, if a hotel has a branded app, they can have notifications sent to a guest about on-site dining options or spa

"With the rise of IoT (internet of things), guests have greater access to technology that allows them to automate their homes for a more comfortable and convenient lifestyle. Why not bring that to the hotel room?" — FRED CRESPO

promotions as soon as they enter the property. The notifications can be tailored to a time of day to make the message more relevant — such as happy hour deals at the local bar or alerts on when the fitness center will be closing. Beacon-based solutions can also be enabled to make digital signage platforms interactive with a guest mobile device. As long as the content and message are relevant and useful, location-based technology can be a powerful tool to help the guest maximize their stay.

Considering automation technologies, what do you think should be low-hanging fruit to enhance the hotel experience?

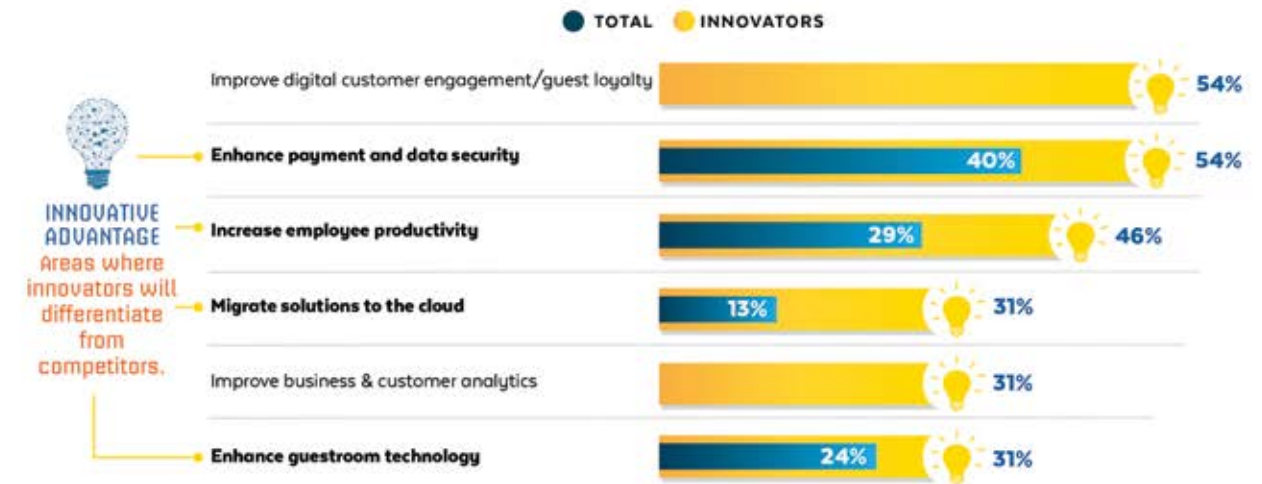
CRESPO: With the rise of IoT (internet of things), guests have greater access to technology that allows them to automate their homes for a more comfortable and convenient lifestyle. Why not bring that to the hotel room so that they can feel right at home? In-room automation is an easy way to make the guest stay more comfortable when the need for human interaction isn't expected or required. Tasks such as turning off the lights or alerting the staff to hold off on cleaning the room should be low-hanging fruit for automated tech options. These are areas where guests want simple and immediate results without having to interact with another human. Hoteliers can keep the live interaction outside the room such as in the lobby where the verbal communication is expected and often needed. IoT solutions can also help hotels reduce their overall energy consumption by automating energy usage states for unoccupied guest rooms. These solutions are now being powered by Smart TV platforms where the integration costs and complexity can be significantly reduced.



FRED CRESPO, Director of Technology & Business Development, Samsung

2017 HT RESEARCH BRIEF

INNOVATORS' GUIDE TO STRATEGIC GOALS FOR TECHNOLOGY



While the lower number of total respondents not considering cloud a top strategic focus is an indication that cloud is no longer strategic, but systemic, the higher number of innovators focusing here indicates a heightened awareness of everything cloud systems enable, such as Internet of Things (IoT), gathering data and ultimately fostering seamless experiences. The cloud will act as the "back-end" to all of the Internet-connected devices that comprise IoT. Cloud services will evolve to better serve and enable these devices and Internet of Things strategies. As more consumers expect everything to be connected, innovators are not letting cloud become a static component of the technology enterprise. Rather they will continue to focus

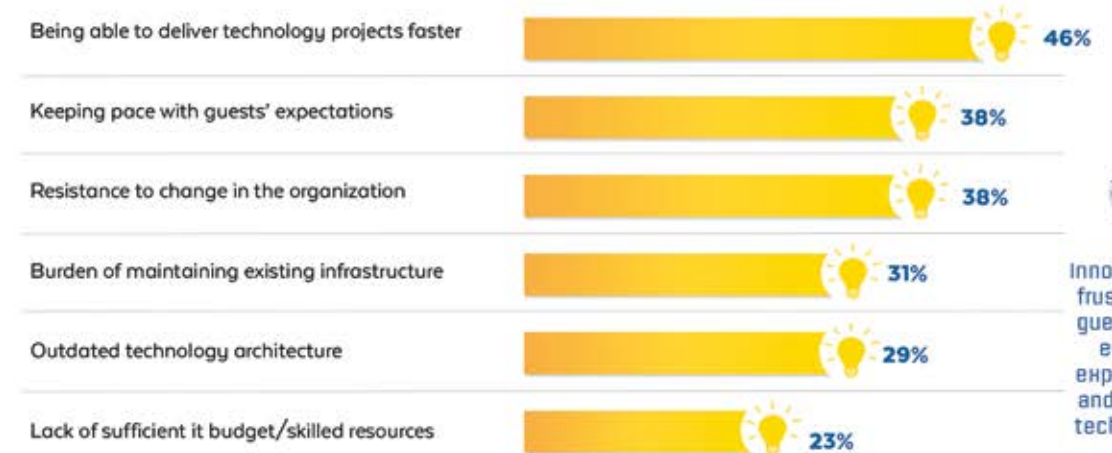
on above-property services as they evolve to support increasingly connected customers.

Speed to Execute Top Barrier to Innovation

Examining what hotels identify as top challenges paints a better picture of an organization's objectives and mission. For innovators, delivering technologies faster is the greatest challenge causing friction, followed by keeping pace with guest expectations. While laggards struggle with insufficient budgets and maintaining infrastructure, innovators are stymied by not being able to keep up with guests' expectations and delivering on those expectations as fast as possible.

Having identified that the experience is what will

TOP OBSTACLES TO INNOVATION

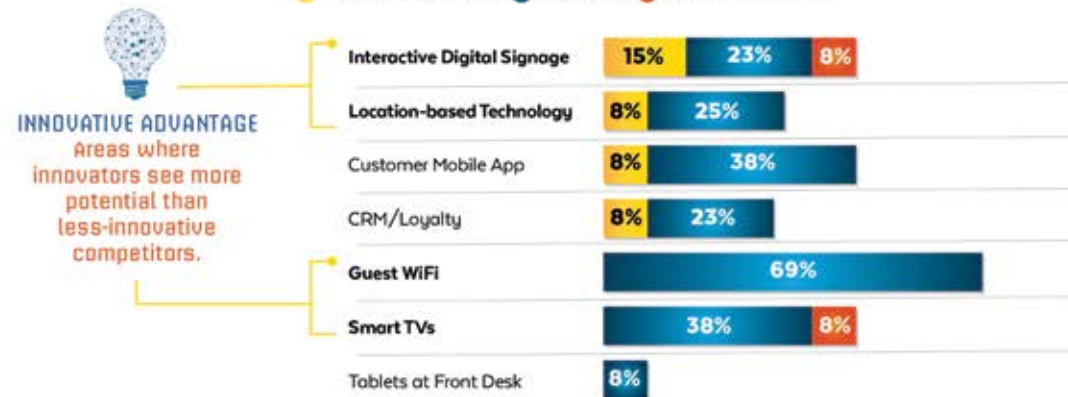


Innovators are frustrated by guests' ever-evolving expectations and sluggish tech rollouts.

2017 HT RESEARCH BRIEF

CHANGES TO CUSTOMER-FACING TECHNOLOGY

● ADD FOR 1ST TIME ● UPGRADE ● CHANGE SUPPLIER



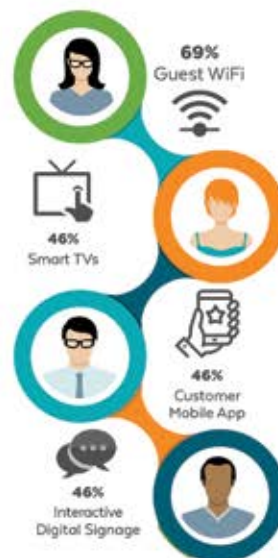
set hotel companies apart, innovators are more likely to feel pressure to keep pace with the digital guests' needs, desires and expectations. In looking at the top three challenges, innovative hotels want to be empowered to take the risks that will put them into the hype cycle, but are often frustrated by roadblocks internally. While not as challenged by infrastructure maintenance or insufficient budgets, innovators struggle with the mercurial demands of customers and getting support from the organization to see the merits of maintaining a flexible technology infrastructure.

Innovating the Guest Experience

When Forbes selected its 2016 Top 100 Most Innovative Companies, only two hotels made the cut. Among a list that included digital giants like Amazon and Netflix, a cadre of software and biotechnology companies, and a handful of restaurants, Marriott (www.marriott.com) claimed the 23rd spot and Starwood Hotels & Resorts (www.starwood.com), which was acquired by Marriott in September 2016, made the list at 96.

What did Marriott do that was deemed so innovative? Chosen by investors, the list of 100 firms represents companies that are "most likely to generate big, new growth ideas." Marriott was recognized for its Innovation Lab, mobile check-in and -out, and its Great-room Lobby featured in its Marriott Hotels brand that

TOP GUEST-FACING TECH PRIORITIES



transforms the lobby from a transitional space to one that encourages guests and passersby to linger and enjoy an experience.

In a larger sense, Marriott managed to blend the risks of innovation from a management perspective with the high rewards of innovation from the guest perspective. Being one of the first hotel companies to get behind mobile check-in/out is indicative of how Marriott was willing to adopt technologies earlier in the hype cycle and is now reaping the benefits. HT takes a closer look at where innovative companies are planning to invest budgets on guest-facing technologies to see what entrants might be next on the slope of enlightenment.

Other than upgrading guest WiFi, which is a top priority for all hotel respondents, companies that identify themselves as innovators are prioritizing investments in Smart TVs, interactive digital signage and customer mobile apps.

The most notable differences in technology investments occurs with Smart TVs, interactive digital signage and location-based technology. While more conservative companies remain cautious and are uncertain about the ROI in these areas, innovators have identified the benefits that outweigh the risks. With 56% of guests revealing that high-tech features will influence their booking, it seems like they are risks that will yield rewards. **HT**

1. Hospitality Technology's 2016 Customer Engagement Technology Study

SPONSORED INSIGHTS

Innovating the Guest Experience in a Tech-Driven World

Hoteliers reveal pros and cons of technology initiatives from guest and management perspectives

Innovative hotel companies acknowledge that their top two challenges are delivering technology projects quickly and keeping up with guest expectations. Innovation, however, is a double-edged sword. While costly, it is a necessity to keep up with consumers' rapidly evolving tastes and preferences. To survive in today's digital-driven world, hotels must learn how to balance technology investments to please guests while keeping the bottom line and business objectives in mind.

To address this, a group of hotel executives gathered during an interactive workshop at the inaugural HT-NEXT (www.ht-next.com). Sponsored by Samsung, the roundtable was facilitated by Fred Crespo, director of technology & business development, Samsung, and David Straitiff, director of application development, Marriott International.

Attendees evaluated the hotel experience from two perspectives: as a guest where technology innovation is low-risk, high reward and offers personal convenience; and as a business manager where technology is high risk with uncertain rewards and maximizing the bottom line is a top concern.

The Digital Experience

"Hoteliers have to think about the longevity of technologies," Straitiff said. "Guests want experiences, and you have to weigh how a certain technology is going to change the guest experience."

While modern guests want to use technology for many aspects of service, offering options for traditional experiences is still vital. Hoteliers will need to make smart choices about what technologies guests will want. "There is a three to five year window of opportunity," Straitiff says. "What you are thinking today will have a high degree of relevancy for years to come."

Executives agreed that enabling mobile keys offered benefits when considering the millennial traveler. Giving guests the option to bypass the front desk reduces operational impact and can help enable mobile payments. The negatives executives cited included logistical conundrums like the fact that with one phone, that means that there is only one key and that smartphones tend to lose charges quickly.

Looking at self-service beyond mobile keys, one hotelier noted that self-service check-in may involve kiosks, which are often underutilized by guests. Execu-

tives agreed that there is potential for kiosks as a viable option longer term to offer efficiency and streamline the check-in process. Some hoteliers believed that a con would be one less human touchpoint for guests. Larger issues included an age gap with adoption and uncertainty as to whether guests would want to use the self-serve technology.

"Self-service could be on a mobile device," one hotelier in attendance noted. "The trick is to be able to provide the guest with the right technology when they want to use it."

Customer-facing mobile apps will be a top technology priority for 40% of hotels. Hoteliers recognize that utilizing this technology in smart ways will lead to better brand loyalty and engagement. Executives called out chat as a great utilization of app technology, but Straitiff offered a caveat.

"Chat is good, but sometimes staff members aren't responding and if that happens, then a guest isn't going to use it again," he warns. "Adding chat to an app means you have to add the operational component. If you put a technology out there without operationalizing it, the initiative will have a negative effect."

Crespo noted the importance of building functionality across a mobile app to make it "sticky" in order to keep it on guests' mobile devices. "You don't want guests to download and delete," he says. "It needs to stay there and reside and provide service. Having capabilities like mobile key in isolation will render an app less appealing to a guest."

The In-Room Experience

Straitiff recommends looking at guestroom digital touchpoints as an information portal in order to provide seamless experiences. In-room entertainment is evolving to meet the expectations of guests that want an at-home experience where they can view their own content. This presents challenges for hotels to accommodate multiple devices and platforms and the industry is currently lacking in standards in this area. "Hotels struggle with compatibility issues, but just because we don't provide it doesn't mean guests aren't doing it," Straitiff says.

"The important thing for any in-room technology is to make sure it's intuitive and similar to what guests use at home," Straitiff concludes. **HT**

ACT Bright...

has successfully completed several Asset Tracking Projects with RFID integration, for well-known and reputable companies.

Biography

Maged Taha has an extensive experience in the information technology industry. He graduated from faculty of commerce and holds a diploma in Computer Science. With more than 25 years of experience in the hospitality and ICT industry, Mr. Taha held many managerial positions latest before receiving his title as ACT-Bright General Manager. He has success record in business development, penetrating new market and working a successful record, overseas.

ACT Bright

In 2012, ACT with a vision to expand its operations in the GCC, partnered with Bright Information system, a prominent company based in Qatar. The tie-up between ACT and Bright allows both companies to deliver on the promises of their original visions which is being the customer's primary choice for end-to-end solutions.

ACT as a system integrator and Bright as an ERP provider, focus on the hospitality market in which ACT-Bright can offer industry-specific solutions that fits with the hospitality operations; to mention a few: Infor Enterprise Asset Management, Infor Financial Management, Infor Performance Management, ERP Solution, Call Belling & Call Accounting Solutions, Point-of-Sales Solution and Materials Management Solution.

Furthermore, ACT Bright is offering Human Capital Management System, Cloud solutions, Security, infrastructure and Professional Services Solutions in addition to Fixed Asset Tracking with RFID.

ACT-Bright has successfully completed several Asset Tracking Projects with RFID integration, for well-known and reputable companies.

Partners

ACT-Bright is a partner with Microsoft, HP, Avaya and Infor. Moreover, it's providing all kind of professional services for Oracle Hospitality Solutions.

ACT Bright Strategic Project

Katara Hospitality is a global hotel owner, developer and operator, based in Qatar. With more than 45 years' experience in the industry. Katara Hospitality's portfolio has grown to include 34 owned and/or managed hotels.

Our project scope is providing Katara Hospitality with Infor Asset Management & Tracking solution, including all necessary hardware (Hand Held, Printer) and asset tags. Infor Asset Management Solution will help Katara team to Collect data faster in greater detail, eliminate human error, enable workflow optimizations, real-time inventory or location services as well as Reporting flexibility with more accurate records.

Infor Asset Management can run on a wide variety of mobile devices, including the Apple™ iPad®, iPhone, iTouch devices, Android tablets, and Android phones.



Maged Taha

ACT Bright - General Manager



Ashraf Momen

AGS - General Manager

AGS is now totally owned by ACT, and became the regional arm for the hospitality implementation around the globe.

Biography

Ashraf Momen is the General Manager of Advanced Global Solutions (AGS), overseeing the strategic planning for one of the promising ICT Solution providers in the MEA Market – specialized in the Hospitality Solutions. Ashraf was the General Manager of Micros Fidelio Middle East from 2008 till 2012. In 1988 Ashraf started his career in Advanced Computer Technology (ACT) as a Hardware Engineer where he was promoted to manage different areas including Technical, Sales & Marketing and Hospitality specialized division. In AGS, he can fully optimize his 25+ years of experience in the ICT - specially hospitality- industry.

Give us a brief about AGS?

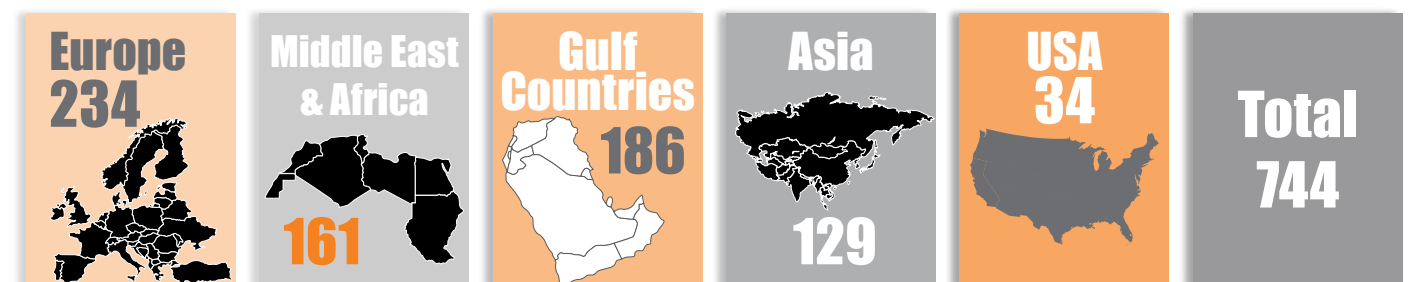
AGS, formerly Micros Fidelio Middle East which was founded in 2008 as a joint venture between ACT and Micros Fidelio. AGS is now totally owned by ACT, and became the regional arm for the hospitality implementation around the globe. With more than eight years of providing high profile hospitality companies with extra ordinary, and latest hospitality solutions with Micros Fidelio as a sub, "Cairo service Hub", before the Oracle acquisition, we are proud to keep introducing our unique hospitality services as AGS or Advanced Global Services. Our team is a highly qualified, well trained, hospitality experienced professionals, who believes that the main key for success is looking at each customer as a unique business unit, and providing the most suitable, latest solutions to maximize his business and profit. We have variety of solutions and specialists that manage us to correspond ideally to any request, anywhere, starting from the Hardware, installing platforms, and the software, by our professional services engineers.

What is the vision and the mission for AGS?

Our vision is to be the Egyptian Company that provides integrated Hospitality IT services globally, With a mission To deliver integrated IT services globally through qualified teams to enable customers to achieve their business goals.

Tell us please about AGS Projects?

Global Project since 2008:



Implementation includes (for example), Marriott, IHG, Sofitel, Movenpick, Four seasons, St. Regis, Raffles, Kempinski, Rixos, Crown Plaza, Park Inn, Aloft, Jumira, Sheraton, Four Point, Swiss Inn, Renaissance, Le Meriden, Hyatt, Rezidor, W Hotels, Radisson Blu, JW Marriott, Swiss Hotel, Fairmont etc.

• AGS has a role in the Movenpick roll out project for Opera 9 by having resident members in the team as Opera PMS installers

What are your plans to expand globally?

Firstly, AGS had established an office in Dubai and running as of May 2nd, 2017 and will continue offering the Oracle Hospitality outsourcing services to allmajor accounts. Also will be selling our existing solutions, such as Maestro HR, Piano and others.



Katara Hospitality & ACT Bright Success Story...

Biography

Mr. Ashely Fernandes graduated from Goa University, joined Katara Hospitality in 1994 and since then has built a strong reputation for dedication and hard work. In his current role, he oversees the financial, treasury and strategic activities of the Group, ensuring best cash flow and value asset growth by providing strategic financial input into major proposals. He also ensures consistent financial activity across the Group's functions to deliver the strategic agenda while developing and maintaining a strong reporting system. Involved in the business financial planning process, he is responsible for understanding the competitive landscape within the region, analysing the financial details of past, present and expected operations to identify development opportunities. Mr. Ashley is an Indian national, who have been working in Katara Hospitality for over 23 years and heading the Finance department for the last 8 years.



Ashely Fernandes

Chief Financial Officer
Katara Hospitality



Could you please give us a brief about Katara Hospitality?

Katara Hospitality, previously known as Qatar National Hotels, is a hospitality owner, manager and developer, aiming to become one of the leading hospitality organizations in the world. Our journey has seen us grow steadily at home, then expand across the world, spreading our passion for impeccable standards of service and luxury to the Far East, Africa and throughout Europe. We partner with some of the world's finest hotel brands including The Ritz-Carlton, Sheraton, Raffles, Marriott, Mövenpick and The Bürgenstock Selection, while we are also developing our own, home-grown Merweb business hotel brand. Katara was the ancient name given to our land by the cartologist Claudius Ptolemaeus in the second century. It is a fitting choice for our new name as it is steeped in history, symbolizing the deep respect both we, and our neighboring countries, have for Qatar's rich cultural heritage.

What is your vision in implementing Infor ERP enterprise solutions system?

Infor ERP Enterprise help us in

- Dramatically increase productivity with an improved, beautiful user inter face.
- Reduce risks and costs.
- Enhance capacity for growth.
- Automate and streamline processes.
- Drive better decision-making through robust analytics.
- Monitor energy use at the asset level.
- Easily configure your asset management to suit your needs.



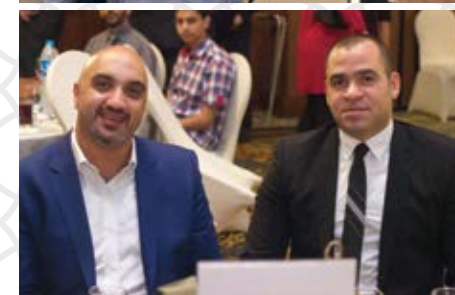
What is the scope of the project?

- Procurement & Implementation of Infor Enterprise Asset Management & Tracking Solution.
- Project scope also includes Radio Frequency Identification "RFID." Integration with Infor Asset Management. With today's RFID technology, more data can be gathered faster and less expensively than ever before.
- Infor-EAM Asset Management solution is fully Web Architecture solution.
- Infor EAM enables organizations to proactively manage assets, asset information, and maintenance activities. It combines best-in-class asset management modules, unique features for improving operations and performance, and advanced modules to ensure the best possible fit for a Katara Hospitality Asset Performance Management needs.
- Infor EAM is the most widely deployed Web-architect enterprise asset management system in the world. The robust features of Infor EAM meet the demanding requirements of Katara Hospitality from a wide variety of industries, and its zero-footprint architecture and HTML user interface make Infor EAM one of the most easily deployable solutions in the market.

Why did you choose ACT Bright?

Highlighting the excellent team of ACT-Bright, it's been a pleasure working with the team specially the fast response to any clarifications. With this professionalism, we are in the process of implementing an ERP solution wherein we will consolidate all our systems in one solution and hence we will Certainly invite ACT-Bright for IT solutions when required in-view of the track records. With a project scope to Implement the FAM and FAT system across our local properties, we chose ACT Bright because of the availability of technically well qualified team and commercially competitive.

ACT Sohour event



ACT is honored to be the platinum sponsor for the annual sohour event to ETISAL and CIT, this event is held every year for the whole ICT sector in the presence of **H.E Yasser El Kady** (Minister of communication and information technology) as a guest of honour.



ERP Sales Account Manager

Hospitality Services & Projects Division/ Applications Sales Department

Job Description

- Sell business applications software/solutions and related services to prospective and existing customers.
- Manage sales through forecasting, account resource allocation, account strategy, and planning.
- Develop solution proposals encompassing all aspects of the application.

Job Specifications

- 6-8 years' applicable experience including 5 years of sales experience.
- Bachelor Degree or equivalent.

Hospitality Projects manager

Hospitality Services & Projects Division/ Hospitality Projects Department

Job Description

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

Job Specifications

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

Projects Logistics Coordinator

Hospitality Services & Projects Division/ Hospitality Projects Department

Job Description

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

Job Specifications

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

EAM Installer

Hospitality Services & Projects Division/ERP Department

Job Description

- Solve all problems that may face in the system throughout and after the process.
- proceed in the Installation process.
- Delivery of the standard project documents signed and approved from client with full details of the implementation

Job Specifications

- Bachelor degree of computer science or commerce accounting section is preferred.
- 2-4 years of experience with high level of technicality

ACT

Job Vacancies

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

Graphic Designer

Marketing

Job Description

- Designing, Printing Issues (Brochure, Flyer, Banner, Magazine)
- Designing Social Media Issues (Cover photo, Greeting Cards, Post).
- Design marketing email.
- Create new and original designs from scratch.
- Using computer programs, motion graphics artists create Animated video

Job Specifications

- Work perfectly with photoshop and illustrator
- Good knowledge of design After effect is preferred
- Working under pressure and strong attention to details
- Creative , flexible
- V. good in English



Senior Hardware Presales

EBD / Hardware Presales

Job Description

- Provide specific solutions/technology/ product consulting, technical and sales support for accounts in assigned territory.
- Perform in-depth and high-level technical presentations for customers, partners and prospects.
- Prepare technical solution proposals to either customers or business partners.
- Address customer follow-ups/issues.

Job Specifications

- Bachelor Degree of Engineering / Information Technology or equivalent. Minimum 6 Years of working experience in a similar or related Field (Hardware Presales).

Senior Network Presales

EBD / Network Presales

Job Description

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

Job Specifications

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

Software Quality Engineer

Hospitality Services & Projects Division/Research & Development Department

Job Description

- Understand the test environments or assist system administration and network management
- Establish procedures for fault reporting, correction and analysis
- Prepare, code and execute test cases and test programs

Job Specifications

- Bachelor's degree in Computer Science, or equivalent discipline
- Excellent Knowledge of C#, ASP.NET & MVC.
- Preferably ISTQB certified (at least foundation level)
- 2-3 years of work experience

Solutions Architect

EBD

Job Description

- Build and integrate information and computer systems to meet specific business needs
- Convert the requirements into an architecture and design
- Design blueprints for software solution's integration with IT environment

Job Specifications

- Graduate Degree in Computer Science, Information Technology, Engineering
- Training on system and enterprise architecture,

Sales Account Manager

Hospitality Sales

Job Description

- Prospect; identify and qualify business in assigned sector
- Identify new business demands in assigned sector
- Achieve assigned targets for both revenue and profit
- Sales of company products, services & offering in the assigned sector.

Job Specifications

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

“Our Employees are the most valuable assets”



THE ONLY WAY
to do
GREAT WORK
- IS TO LOVE -
WHAT YOU DO
- STEVE JOBS -



ACT's Champion league

The first season of ACT's annual football tournament took place this March, during which seven teams participated for eternal glory.

An atmosphere was full of enthusiasm, challenge, team-bonding and competition. Everyone has pushed himself to the max.

In the final match, "Manchester United" won the trophy by beating "Juventus" 2-1 in a match with a total sense of adventure winning the championship title.

ACT Tournament



A	P	GD	PTS	B	P	GD	PTS
	2	+7	4		3	+6	7
	2	+2	4		3	-2	4
	2	9	0		3	-3	3
					3	-1	3

Be strong, be fearless, be beautiful. And believe that anything is possible when you have the right people there to support you. Misty Copeland



No matter if you win or lose, the most important thing in life is to enjoy what you have. Dong Dong

رمضان احلى مع

ACT





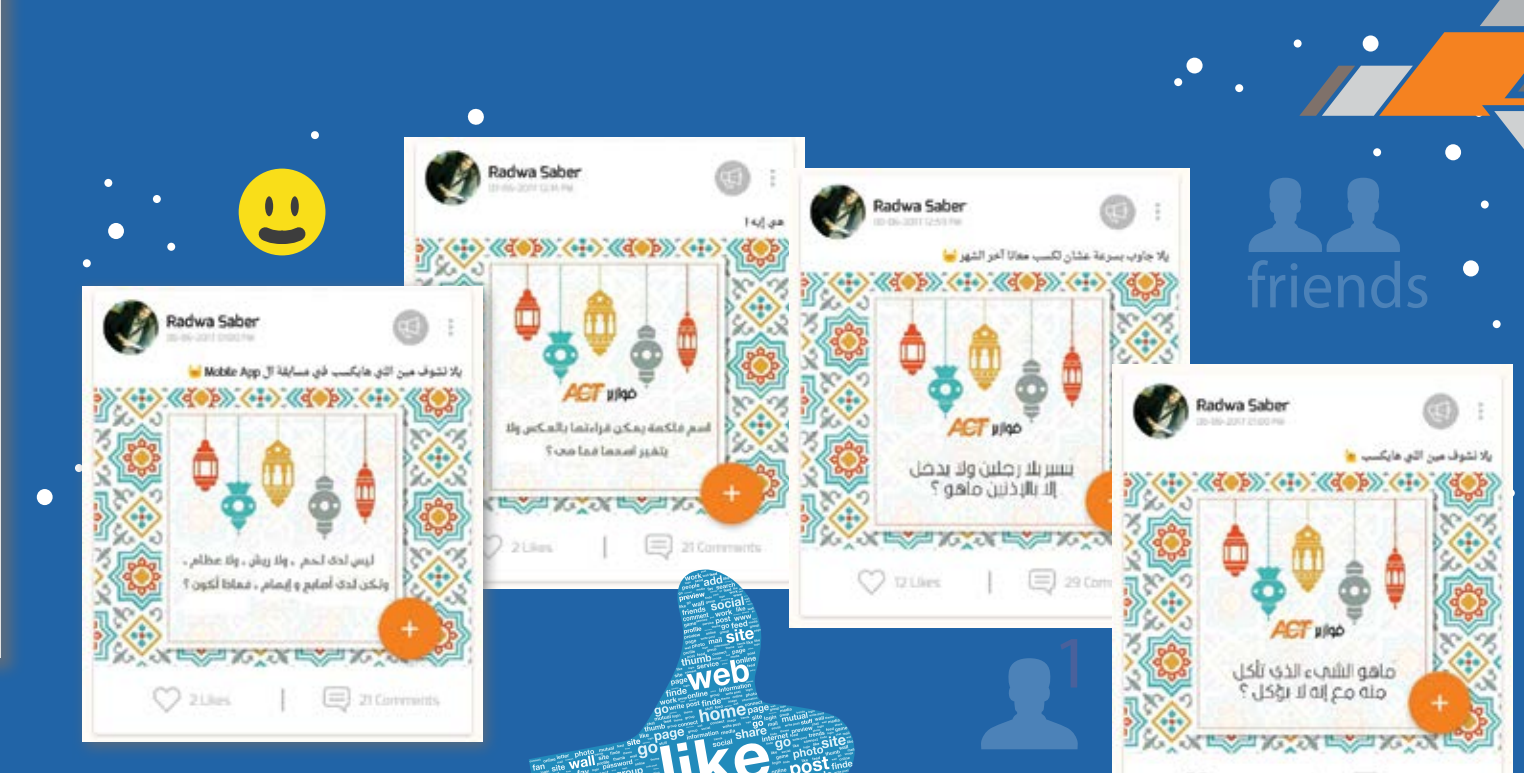
ACT In Social Media



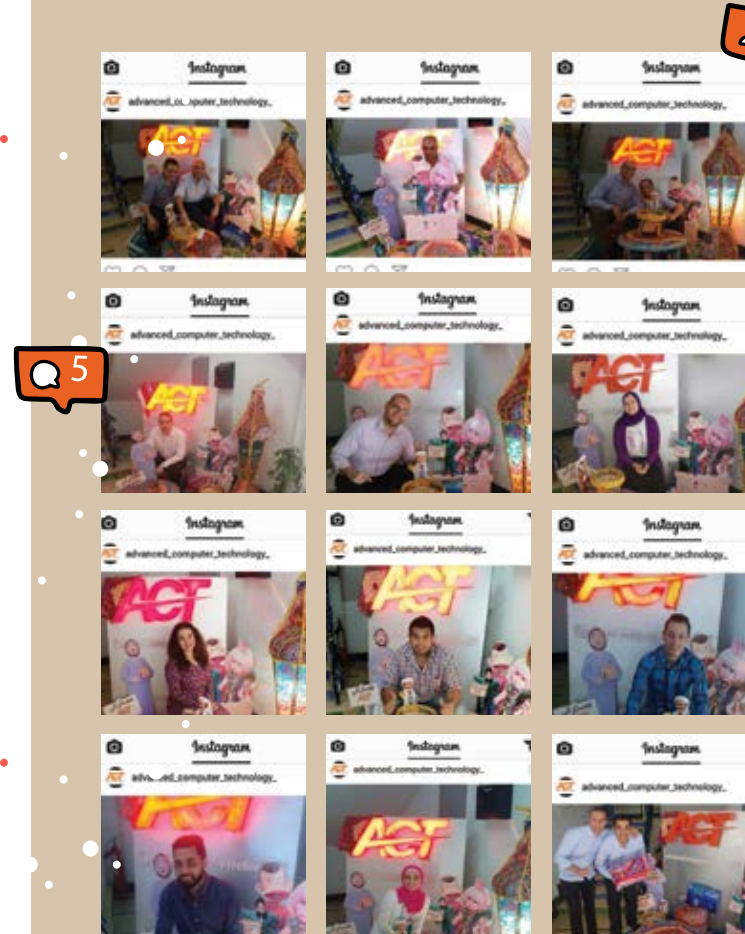
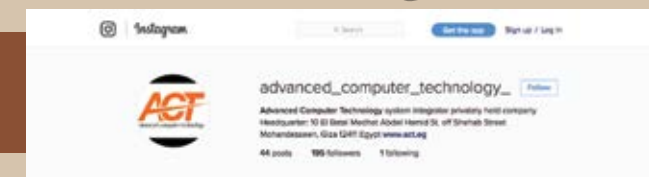
Followers
28,764

Page likes:
28,786

ACT in Facebook



ACT in Instagram:



Congratulations Winners





ACT's Employment Fair



Let us make our future now, and let us make our dreams tomorrow's reality. *Malala Yousafzai*

ACT, the market leader in the ICT industry- has successfully participated in four of the most prominent employment fairs in alliance with British University, Zewail City University, Future University and the ITI aiming to provide the students with either employment opportunities or internships that should develop their career.

Those universities and ACT have similar goals and missions, to help students advance their career by providing the technology, expertise and resources to develop the knowledge and skills necessary to enter the national and regional workforce.



The future belongs to those who believe in the beauty of their dreams. *Eleanor Roosevelt*

Insertions section




**Hewlett Packard
Enterprise**



 **Microsoft**



Unlock the unlimited possibilities of HPE Synergy

HPE Technology Services guiding you on your journey

HPE
POINTNEXT

We live and work in an idea economy. Increasingly ideas are being turned into new products, apps, services, and even new industries. In the Idea Economy, IT is the business partner for value creation. Now is the time to assess your current infrastructure and determine if it will meet your business needs today and in the future. You may have a mix of architecture in your environment—from discreet systems to converged infrastructure, bringing compute, storage, and networking together for greater efficiency; however, now is the time to determine if what works today will meet your needs tomorrow.

While traditional applications have been designed to support and automate existing business processes such as collaboration, data processing and analytics, supply chain, and web infrastructure, there is now a new breed of applications and IT services being developed to more quickly drive revenue and new customer experiences. This evolution requires a new architectural approach - one that is designed to power innovation and value creation for the new breed of applications while more efficiently and managing traditional workloads. This new architectural approach is called composable infrastructure.

Hewlett Packard Enterprise (HPE) can help you transform to a hybrid infrastructure with HPE Synergy and composable infrastructure as the foundation. With transformation expertise, HPE can help you plan, design the right solution, integrate your solution into your existing environment, proactively support your environment ongoing, further automate your infrastructure, and help you flexibly finance your investment.

Your journey to composable infrastructure is unique with different consumption and provisioning models available to you, and we help you to evolve your organization's culture, people, processes, and technology.

We understand your journey is unique, and you have unique concerns

- I need my own personalized strategy and roadmap .
- I want to ensure that my environment remains stable as I transform.
- Do I have the capabilities needed to design and build my future IT?
- How can I continue operating my existing IT without disruption as I modernize?
- I want access to people who have experienced challenges similar to ours.
- If I am going to modernize, I need to do that easily and manage costs.
- How do I automate my infrastructure to achieve the speed my business needs?
- How can I get my people, processes, and technology ready for continuous delivery?
- I need to keep driving business value as I transform.

Hewlett Packard Enterprise helps you modernize today and implement HPE Synergy

No matter where you are on the journey we have services to help you get to your destination:

Transformation Workshops—Brings business and IT organizations together to collaborate, define the topline infrastructure strategy and kick-start your projects confidently. We help clarify your business requirements and the issues that IT and operation teams must resolve to meet these requirements. You receive a detailed executive briefing, a high-level report summarizing the strategies, and high-level plan that includes the functional requirements you will need to consider.

Modernization and Migration Services—Helps you choose the right platform for the right workload at the right cost and evolve your IT infrastructure, processes and organization, taking advantage of "hybrid infrastructure" innovations such as composable, converged, and software-defined technologies. HPE experts advise, transform, integrate and implement for platform refresh, datacenter consolidation virtualization, migration and automation projects.

Hewlett Packard Enterprise also offers additional education, implementation and support services, to help you prevent incidents and operate your environment without disruption.

HPE Flexible Capacity—A pay per use model for on premise infrastructure, giving you the needed HPE Synergy capacity in your datacenter with a buffer of additional capacity to use when you need it. HPE Synergy delivers a dynamic IT environment, and Flexible Capacity provides the needed room to grow your environment, but you only pay for actual metered use. Technology transitions with refresh can be built in, and infrastructure and services are billed monthly, enabling you to align costs to business use.

HPE Datacenter Care-Infrastructure Automation (DC-IA)—An extension to HPE Datacenter Care that delivers enterprise-grade support, advice, guidance and best practices for infrastructure automation. The service includes enterprise editions of selected automation tools, including Enterprise Chef, which is integrated with HPE OneView. The DC-IA Center of Excellence (CoE) is staffed with highly trained professionals who have expertise in creating and managing an automated infrastructure and offer code coaching and script reviews.

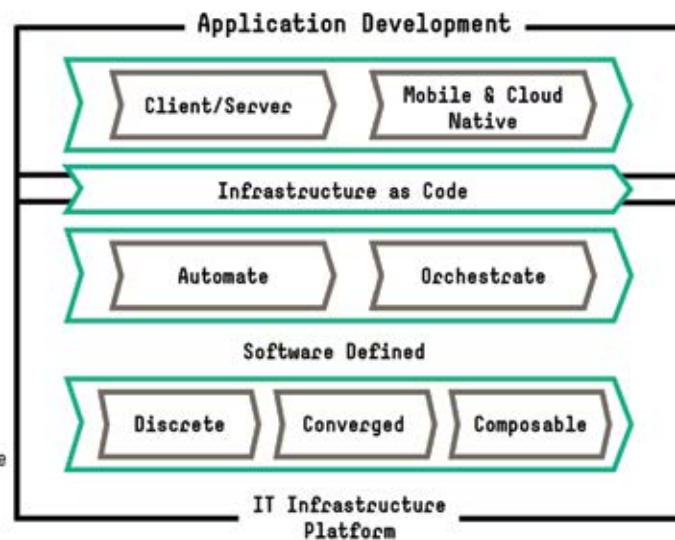
HPE Technology Services helping on your journey



Get on the path to a composable Infrastructure with Transformation Workshop and Advisory Services



Get your technology, people and processes ready with Modernization and Migration services



Align Investment to compute usage with Datacenter Care Flexible Capacity



Get access to experts and tools with Datacenter Care Infrastructure Automation

Datacenter Care benefits

- 89% less unplanned downtime¹
- Near 100% diagnostic accuracy²
- 28% more efficient datacenter management operations¹
- 96% first-time fix rate²
- IDC calculates that HP Datacenter Care will customers will earn an **average return on investment (ROI) of 413%** for their investment in Datacenter Care³

Datacenter Care Infrastructure Automation helps your customer "Move quickly to drive strategic technology initiatives that directly impact the business":

- Configure servers up to 9x faster⁴
- Complete management and provisioning tasks up to 12x faster⁵
- Decrease the time to deploy releases by 77%⁶
- Reduce software release time by 99% from 2-3 days to 1-2 hours⁶

Benefits for you

- Help no matter where you are on the journey
- A personalized plan for exactly what you need
- Global access to experts to help you evolve your culture, people, processes, and technology
- Help to maintain business stability and growth while transforming
- Flexibility to grow without financial strain

Realize the full benefit of HPE Synergy

HPE's vision for composable infrastructure is to deliver an infrastructure that can run anything and store everything. We have the services to help you at every stage of your journey to HPE Synergy. By helping you design, build, implement and automate your IT, we help you unlock and create new channels of business value today and beyond.

¹ IDC, The Business Value of HP's Datacenter Care Service May 2015 hp.com/h20195/v2/GetDocument.aspx?docname=4AA5-8918ENW

² HPE internal delivery reports 2014-2015

³ hp.com/h20195/v2/GetDocument.aspx?docname=4AA5-8918ENW

⁴ Based on HPE internal testing of HPE OneView vs. manual operations, 9/13

⁵ Based on HPE OneView analysis

⁶ ChefConf 2015, April 2, 2015. Key note address by Intuit

Hewlett Packard Enterprise

The Internet of Things

Turning ordinary things into extraordinary business outcomes

The Internet of Things (IoT)—billions of devices connected and communicating with each other and with businesses—promises dramatic enhancements in efficiency, opportunities for new products and business models, and the potential for greater customer intimacy.

This brochure will help you see how your business might apply the IoT technology to create innovative new offerings, increase business efficiency, enhance decision making and reduce risk. We'll show you why Hewlett Packard Enterprise is the partner you need to help you turn the potential of IoT into positive business outcomes.

What is the Internet of Things?

The Internet of Things is a network of physical devices with embedded technology that can communicate their status, operation, location, and environment. The key elements of IoT are:

- **Devices**—that collect and communicate data and actuators that can act upon the data
- **Data**—information collected by devices that enables monitoring, automation, and analysis
- **Connectivity**—to move data to where it can best be acted upon by other devices or people and analyzed for predictive insights

Analysts predict tens of billions of sensors will be installed within the next five years. Simple applications use sensors to detect and report movement, temperature, or utility consumption and perform other basic monitoring tasks. More robust applications can perform real-time monitoring and response. Advanced systems might enable interaction among devices, so they can dynamically adjust to changing conditions. Data can be analyzed at the sensor, network edge, data center, or in the cloud. And the data can drive a range of applications from simple status to predictive models that provide new insights.

Apply IoT to your business

IoT solutions can connect you to customers, business operations, and the environment to a degree never before realized. Here are some things IoT could do for your business.

Enable innovative new offerings

IoT technology can turn products into services and sales transactions into subscriptions. For example, HPE Instant Ink service integrates sensors into printer ink cartridges to automatically resupply ink when customers run low.

Increase business efficiency

Connected sensors and actuators provide data that can reduce waste and adjust operations to changing conditions. Labor-intensive monitoring and meter reading can be delegated to Internet-connected smart meters. In the energy industry, for example, operators use data from in-pipeline sensors and aerial surveys—integrated with operational databases—to increase the efficiency and safety of employees and the community.

Enhance decision making







IoT solutions can provide the data to make data-driven decisions based on what's really happening. Product developers can design smart, connected products that report exactly which features their users are using and how. Utilization and wear data for assets lets managers determine where they should be deployed for best return and when they should be retired and replaced. Manufacturers can measure process yields and reject rates and make corrections quickly.

Manage and reduce risk

Sensors can monitor environmental factors and alert facilities and operations managers when unsafe conditions develop. They can spot security threats and speed response. And they can monitor compliance regulations to protect companies from non-compliance.

The elements of an IoT solution

While similar applications have been possible, IoT leverages convergence of low-cost sensors, Internet connectivity, analytics, compute platforms, security and applications, that can now be scaled and interconnected in new ways. A successful IoT solution requires all of the following elements:

IOT REQUIREMENT	HPE OFFERS
 Ubiquitous, reliable, secure connectivity IoT must be underpinned by reliable, secure network connectivity, location-based services analytics, and flexible gateways. Connectivity must support both legacy and new infrastructure including cellular, wired, and Wi-Fi networks. They also need location-based services and gateways to extract contextual information to accelerate decision making.	Aruba wireless and wired LANs, ClearPass Network Access Control, AirWave Operation Management, Meridian Beacons, HPE Universal IoT Platform , Edgeline Gateways.
 End-to-end, proactive, defense-in-depth security Data must be protected from theft, modification, and exploitation from creation, in transit, at rest, and while in use. Developers must ensure code is free of vulnerabilities that could be exploited. Security surveillance systems must monitor all elements of IoT services to detect & block breaches in real-time to enable rapid remediation.	HPE Enterprise Security solutions including HPE Atalla and Voltage data protection solutions, HPE Fortify application security, and HPE ArcSight Security Information and Event Management solution. Aruba Secure Connect and Protect Architecture ensures continuity of security from edge devices.
 Contextual, insightful, at-scale data IoT technology can produce data in volumes that defy traditional storage and processing techniques. It requires new approaches to extract the business insight it hides. Data from things is one of the major factors driving the new technology and analytics approaches of big data.	Purpose-built, proven, best-in-class analytics and compute platforms integrated with our services and partner ecosystem (HPE Vertica, HPE IDOL, Hadoop, SAP HANA, HPE ProLiant, HPE Apollo)
 Distributed, deep, edge-to-the-cloud compute To store and process data in the volumes produced by IoT, especially in real-time applications, processing must be distributed between the data center and where the data is generated. IoT developers must find the right balance of cloud, core, and edge computing to enable each IoT solution.	HPE platforms including HPE Edgeline, HPE Moonshot, HPE Apollo, HPE ProLiant, and HPE Helion Cloud System.
 Advise, transform, integrate, operate, and managed services Successful IoT implementations require a wide-reaching strategy to achieve results. All facets of the organization should be assessed, from technical to business, people and processes.	HPE Transformation Workshops for Internet of Things. Network, Big Data discovery & Infrastructure, information management and Security services, Managed Services and Customizable Support.
 Open, extensive, partner-driven ecosystem IoT solutions depend on the availability of innovative, secure, analytics-based applications that across many industries. Many applications will be enabled by open technology platforms designed to get applications to the market quickly, to enable integration between applications, managed with standard deployment and administration tools. This requires an ecosystem enabled by standards, tools, and support from major technology providers like HPE.	Intel®, IoT development and integration labs , participation in Industry 4.0, the Industrial Internet Consortium, the oneM2M standard, and the IP for Smart Objects (IPSO) alliance.

“We’re at the dawn of a connected world that will enable firms to use software to monitor customers’ real-world experiences and respond across the full range of consumer and business-to-business scenarios.”²

– Forrester Research

² Forrester Research, “Brief: The Internet Of Things Will Transform Customer Engagement,” Frank E. Gillett, May 11, 2015.


**Hewlett Packard
Enterprise**

Our IoT expertise and experience can make you successful

HPE brings decades of experience in computing, networking, and security spanning the entire IT landscape—from the data center, through the cloud, across hybrid infrastructures, and on any device. HPE consultants have cross-industry experience in computing and networking as well as deep experience in big data analytics, technology integration, and other fields central to IoT. We’re helping organizations like yours use the Internet of Things (IoT) services to become more competitive and more efficient, all with reduced integration risks and accelerated time to value. Here are a few examples:

We helped **Auckland Transport** increase usage of public and shared transportation while reducing emissions and congestion. Our solution captures more than 2000 video feeds and analyzes 200 of them in real time. The result is improved public safety and security and enhanced quality of life for citizens.

Kaeser Compressors, a leading innovator in compressed air systems technology, needed real-time data feeds from globally distributed customer equipment to identify potential failures before they happened. Our solution with SAP HANA is expected to result in \$10 million annual savings and a 60 percent reduction in down time.

DS Virgin Racing Formula E Team sits at the forefront of new technology development and deployment within the FIA Formula E Championship using trackside sensors and video analytics to optimize its performance. HPE Vertica and HPE Autonomy help enable live and post-race data analysis around energy management, regenerative braking, temperature, throttle and brake pressure, as well as timings and race strategy.



Objective

Provide superior customer service by increasing performance and scalability for mission-critical SAP ERP solution supporting central distribution company and 80 retail pharmacies

Approach

Modernize mission-critical SAP environment with SAP HANA running on HPE Integrity Superdome X Servers, HPE 3PAR StoreServ 7400 Storage, and HPE 5130 Switch Series

IT Matters

- 12 – 18 times faster transaction processing—reduced from 2 – 3 hours to 10 minutes
- 12 – 24 times faster data collection—accelerated from a full day to 1 – 2 hours
- Eliminated latency problems for critical transaction processing among pharmacies

Business Matters

- Ensures the highest levels of efficiency and responsiveness to customers
- Enables pharmacies to share inventory data to improve customer satisfaction and help boost sales
- Maintains revenue streams with assured business continuity in the event of a site outage

Egyptian pharmaceutical distributor modernizes business with HPE solution for SAP HANA

Superdome X delivers extraordinary performance for mission-critical SAP ERP



Business growth creates challenges for SAP ERP

In Egypt, if you're looking to fill a prescription or get the latest health and beauty products, you'll likely find what you need right around the corner at your local El Ezaby pharmacy. This leading national chain, with more than 90 retail outlets across the country, provides a broad range of pharmaceutical services and healthcare support to consumers, hospitals, and health insurance companies. Standing behind El Ezaby is Multipharma—sole agent in Egypt for many of the most renowned global producers of pharmaceuticals, paramedic and laboratory equipment, dietary supplements, and cosmetics.

Multipharma has been growing rapidly and plans to expand its network of El Ezaby pharmacies by 50% over the next 12 months. The company's pace of growth led to an exponential increase in data required to manage supply chains, inventory, and customer relationships. This data surge overwhelmed the Multipharma's previous IT infrastructure, dragging down performance, which impacted critical SAP enterprise resource planning (ERP) and customer relationship management (CRM) systems. In some cases the pharmacies could not access critical product information or crosscheck inventory at other locations to satisfy customer requests. Slow responsiveness caused great dissatisfaction among customers, risking damage to the company's reputation and potential business loss.

Multipharma
and El Ezaby

"With a complete, integrated HPE infrastructure optimized for SAP HANA, we now have the increased performance, capacity, and high availability to serve our customers with the highest levels of efficiency and responsiveness for many years."

— Haitham EL-Ghamry, IT Director, El Ezaby

Modernized infrastructure for mission-critical SAP HANA

To quickly address the situation and empower its data-driven organization, Multipharma worked with SAP to migrate mission-critical ERP applications running on IBM POWER to SAP HANA running on Superdome X, and modernize the underlying infrastructure with state-of-the-art server and storage technology certified for SAP HANA. After carefully evaluating offerings from IBM, Huawei, and Cisco, Multipharma chose a tailored datacenter integration solution from Hewlett Packard Enterprise (HPE). The HPE solution includes HPE Integrity Superdome X running SUSE Linux, along with HPE 3PAR StoreServ 7400c 4-node Field Integrated Storage Base for production SAP HANA applications, including SAP ERP and SAP CRM. The Superdome X server is configured with two nPars, one for Multipharma corporate operations and the second for the El Ezaby business to meet the unique operational requirements of each line of business. The 3PAR storage is connected to an HPE StoreOnce 4500 appliance for backup. HPE Consulting services integrated the HPE solution into the datacenter, making the transition to the new environment smooth and easy. HPE Datacenter Care provides ongoing support for the environment.

In addition, Multipharma deployed two HPE ConvergedSystem 500 for SAP HANA Scale-up Configurations (CS500) at a remote site for disaster recovery (DR) and non-production SAP HANA environments. One CS500 supports Multipharma corporate and the other El Ezaby, with both systems linked to the production site through HPE 5130 El Switch Series networking.

Haitham EL-Ghamry, IT director for El Ezaby, remarks, "The migration to SAP HANA on HPE Superdome X went very smoothly. With a complete, integrated HPE infrastructure optimized for SAP HANA, we now have the increased performance, capacity, and high availability to serve our customers with the highest levels of efficiency and responsiveness for many years."

Extraordinary performance improvements

By modernizing its business processes with SAP HANA running on Superdome X, Multipharma achieved extraordinary performance improvements for mission-critical ERP and CRM applications. For example, checking availability on CRM and polling report transactions that took 2–3 hours on the old infrastructure now complete in about 10 minutes. Instead of consuming a full day collecting business intelligence and finance report data from all the pharmacies, Multipharma can perform this task in 1–2 hours.

Customer at a glance

Application

- SAP HANA running mission-critical SAP ERP for central production inventory management and distribution and supporting a chain of 90 retail pharmacies across Egypt

Hardware

- HPE Integrity Superdome X
- HPE ConvergedSystem 500 for SAP HANA
- HPE 3PAR StoreServ 7400c
- HPE StoreOnce 4500
- HPE 5130 EI Switch Series

Software

- SUSE Linux
- SAP HANA
- SAP CRM
- SAP ERP

Services

- HPE Datacenter Care Consulting Services
- Datacenter Care Proactive Services
- Insight Remote Support
- Installation and Deployment on SAP HANA

"Superdome X is ideal for the type of big data transactions we handle every day," says EL-Ghamry. "We're now able to manage transaction processing for all the El Ezaby outlets with no latency problems as we had experienced with our older infrastructure."

He adds, "Now all the pharmacies can share inventory data. If an item is out of stock in one store it can instantly check availability at another. We could not do that before. It's having a very positive effect on customer satisfaction and helping our business improve sales."

Ahmed Fayed IT manager of El Ezaby pharmacy, comments, "The new infrastructure provided by HPE offers much higher stability with much higher performance to enable faster backups. Also, with the new equipment in the DR site, the solution offers total peace of mind with data consistency assurance. We are also able to commit to a higher level of SLA from technical support point of view."

Future-ready environment with increased scalability and availability

As Multipharma continues to grow and expand its network of El Ezaby pharmacies, the HPE and SAP infrastructure provide the company with a scalable infrastructure to deliver consistently high service quality even as data volumes soar. For example, with data growing at a rate of 30 GB per month, the company has enough capacity to handle five years of anticipated data growth.

Moreover, Multipharma now has high availability to ensure business continuity and maintain revenue streams in the event of component failures, power outages, or natural disasters. In fact, the support relationship from HPE Datacenter Care delivers the personalized care and expertise to prevent issues and quickly resolve any issues that may happen, simplifying the ownership experience.

EL-Ghamry concludes, "HPE has been an excellent partner in addressing our urgent business needs with a modern infrastructure solution for SAP HANA that can grow with our business. We consider HPE to be much more of a trusted advisor than just an IT vendor. We rely on the added value our account support team provides. They understand how to work collaboratively and have been very responsive to our needs any time we have a question or need support."

HPE
POINTNEXT

Simplifying your hybrid IT implementation

Implementation services for hybrid IT



Empower Your Business with HPE Small Business Solutions

Affordable wired and wireless networking solutions for companies with less than 100 employees

HPE's OfficeConnect portfolio of products deliver:

- Business-grade wired and wireless
- Simple deployment and manageability
- An affordable and reliable network

Empowering Small Businesses with HPE OfficeConnect

HPE OfficeConnect solutions help you do more with less – enabling you to share resources and collaborate without the complexity of setting up an enterprise-grade network. OfficeConnect products are simple to manage, affordable and highly reliable for small businesses with no dedicated IT expertise and resources.

Whether you're just starting out or planning to expand your business, OfficeConnect offers a range wired and wireless solutions to support your small business needs at each stage of your growth.

Small Business Solutions For Each Stage of Growth



First deployment

Simple and Efficient



Growing

Secure and optimized



Expanding

Reliable and High Bandwidth



Simple and Efficient

For small office, retail shop or restaurant
2 – 20 employees

What do they do?

Computers are used to manage and track inventory, process orders and process payments/receivables.

What do they need?

Unmanaged switch to connect PCs, printers, servers, and other network devices.

Solution:

- **HPE OfficeConnect 1420 Switch Series:** Unmanaged entry-level Gigabit switch with 5-, 8-, 16- and 24- ports. 24G-port comes with PoE+ (Power over Ethernet), fiber and 10G uplink options.
- **HPE OfficeConnect M210 Access Points:** Single radio 802.11n access points. Supports standalone operation or clustering of up to 4 access points and guest access portal.

Benefits:

- Plug and Play installation and administration
- Highly affordable unmanaged networking
- Reliability for peace of mind
- PoE+ options for wireless connectivity

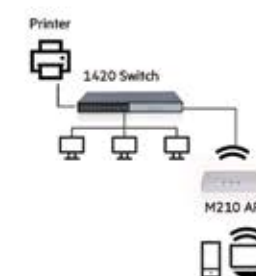


Figure 1: Simple plug-and-play unmanaged solution



Secure and Optimized

For doctor's office, accounting firm, car dealership, law office
20 – 50 Employees

What do they do?

Computers are used to share and process research and cases, track time, and manage the office. Sensitive information may need to be shared yet protected.

What do they need?

A smart-managed switch provides the resilience and efficiency needed, as well as the security to protect sensitive information. Wireless capabilities offer connectivity to remote locations.

Solution:

• **HPE OfficeConnect 1920S Switch Series:** Gigabit smart-managed switches for advanced, feature-rich, and secure small business networks with Layer 3 static routing and enhanced security including ACLs and 802.1X.

• **HPE OfficeConnect M220 Access Points:** Single radio 802.11n access points. Supports standalone operation or clustering of up to 16 access points and guest access portal.

Benefits:

- Easy-to-use Web-managed devices with enterprise-class features & Wi-Fi
- Simplified deployment for Wi-Fi access today and IP Telephony in the future with PoE+ options
- Security with network segmentation, traffic filtering and network access control
- Wi-Fi Guest access portal

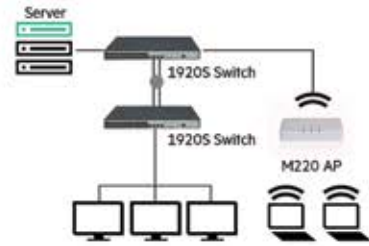


Figure 2: Easy to customize smart managed solution



Reliable and High Bandwidth

For Technology Start-Up, Graphics Design Firm
25 – 99 Employees

What do they do?

Computers are used for collaboration and file sharing across both wired and wireless networks.

What do they need?

Advanced smart-managed switch with 10Gb speeds for bandwidth-intensive applications like video and collaboration tools, and high-performance 802.11ac Wi-Fi scalability.

Solution:

• **HPE OfficeConnect 1950 Switch Series:** Gigabit for the edge and 10-Gigabit for intra-switch and server connections. Stackable to increase redundancy and administration. Non-PoE and PoE+ models available.

• **HPE OfficeConnect M330 Access Points:** Dual radio 802.11ac access points delivering aggregate throughput of 1.7 Gbps. Supports standalone or clustering of up to 16 access points.

Benefits:

- High speed 10GbE network to server or storage
- Stacking for easy scalability
- Power over Ethernet models for Access Points and/or IP phones
- Wi-Fi Guest access portal

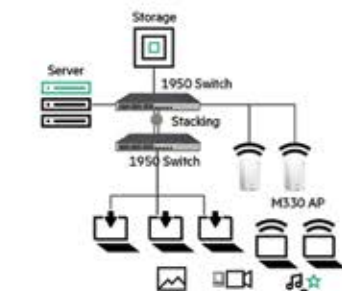


Figure 3: Advanced smart managed solution with 10-Gigabit speeds

HPE OfficeConnect Solutions

OfficeConnect Switches

For first time deployments, OfficeConnect offers plug-and-play unmanaged switches that can deliver reliable and power-efficient wired speed performance at Gigabit or Fast Ethernet speeds, with Zero Touch Deployment.

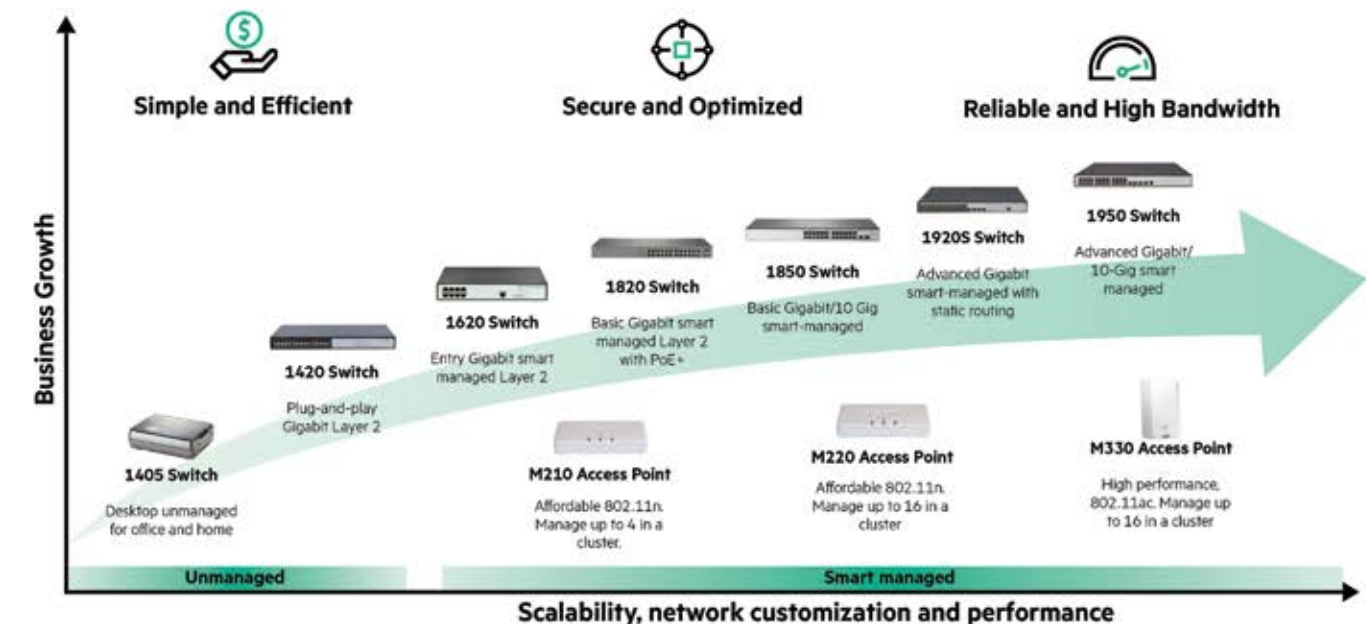
For growing and more demanding environments, OfficeConnect smart-managed switches come with advanced features to secure and optimize a network and are easy to manage using a Web-based interface. These switches improve the availability of critical business applications, protect sensitive information by tightly controlling network access and optimize network bandwidth to increase small business productivity and efficiency.

OfficeConnect Wireless Access Points

For small businesses requiring simple wireless connectivity, OfficeConnect offers standalone 802.11n and 802.11ac wireless access points that can be clustered to centrally manage up to 16 APs to support employee and guest access from smartphones, tablets, and other wireless devices.



HPE OfficeConnect Family of Products



Hewlett Packard
Enterprise

aruba

a Hewlett Packard
Enterprise company

THINK OUTSIDE THE CUBICLE THINK MOBILE-FIRST

- Enhance wireless to optimize for mobile
- Futureproof your wired infrastructure
- Predict network issues before they happen
- Secure the network with smart policies



www.arubanetworks.com

Radisson Blu Hotel

THE SUITE SPOT

Radisson Blu Hotel, Dubai Media City Improves Guest Wi-Fi Coverage and Performance with Aruba Wireless Solutions

For a hotel geared towards business travelers, Rushdy Mubarak knew that fast, easy and reliable connectivity was high on the list of expectations for his hotel's guests.

"It is our Group's policy to offer complimentary Wi-Fi connectivity and, with typical business travelers bringing anywhere between one to five wireless devices, we needed a solution that could cope with growing demands over the next five years," said Rushdy, IT Manager at Radisson Blu Hotel, Dubai Media City.

802.11AC TECHNOLOGY A CLEAR WAY FORWARD

Based on guest feedback received via its "Medallia" guest survey, the hotel realized that it needed to upgrade its wireless network in terms of both performance and coverage. But its incumbent technology provider did not provide 802.11ac solutions, which Rushdy knew would be needed to future-proof the new wireless deployment.

Aruba, a Hewlett Packard Enterprise company, and Ruckus Wireless, both of which were approved vendors for the Group, were evaluated. It was Aruba's impressive list of references across the Middle East and beyond, particularly in the hospitality industry, that led to its selection.

"We did our due diligence and were guided by Aruba's local partner, EMW who assured us that Aruba would offer the best solution in terms of performance, simplicity, manageability and security," said Rushdy.



PLANNING FOR SUCCESS

Aruba's team of network professionals conducted a detailed site survey and determined that while 802.11ac solutions would be required to support high density environments such as meeting rooms and public areas, its 802.11n solutions would be sufficient for coverage in guest rooms.

"Our two outdoor terraces, alone, regularly host up to 200 and 400 people respectively so the solution had to be capable of managing high volumes of simultaneous connections. We had also upgraded our core switches the previous year and were keen for this enhancement to be reflected on our wireless network," said Rushdy.

aruba
a Hewlett Packard
Enterprise company

REQUIREMENTS

- Reliable high speed coverage across entire property
- Support for high density of simultaneous connections
- Ability to meet Wi-Fi expectations for the next 5 years

SOLUTION

- 802.11ac and 802.11n Indoor & Outdoor APs
- 7200 Series Mobility Controllers
- AirWave for network management

BENEFITS

- Improvement in rating of Wi-Fi services from 7 to over 9, on a scale of 10, in guest feedback system.
- 90 to 95 percent reduction in volume of IT help desk calls.
- Simplified and centralized AP management, monitoring and troubleshooting.
- AP design blends seamlessly with hotel aesthetics.

A BLEND OF THE BEST SOLUTIONS PROVIDES THE PERFECT MIX

While Rushdy and his IT team were eager to have the latest technology deployed, Aruba determined that its high performance 802.11n APs would be sufficient for coverage of the rooms. This meant the hotel could meet guests' demands for a reasonable cost.

Aruba's 275 Outdoor APs were selected for the outdoor areas, as they provided impressive wide-area coverage, while Aruba 225 and Aruba 205 APs were chosen for the meeting rooms. To provide the highest level of service, 802.11ac coverage was extended to the suites while the Aruba 103H Hospitality AP was selected for the remaining rooms.

To simplify manageability of the new network, two Aruba 7210 mobility

controllers and Aruba's AirWave network management platform were also selected for the deployment.

UPGRADING INFRASTRUCTURE WITHOUT DISTURBING GUESTS

As a leading brand in the heart of Dubai's commercial district, the hotel enjoys high occupancy rates. Despite this, it was essential for the rollout of the wireless infrastructure to be carried without any inconvenience to hotel guests.

"We planned to install APs in each of the rooms and intended during the interim

to operate the new wireless network in parallel with our old solution," said Rushdy. Our biggest concern was not to disrupt or diminish the quality of service for our guests."

A generous timeframe of three months was set for the deployment. Aruba's implementation partner EMW meticulously planned the deployment around predicted occupancy patterns.

PLUG AND PLAY SOLUTIONS LEAD TO SEAMLESS INTEGRATION

While the installation of APs in the public

areas was easily executed during the late hours of the night, the guest rooms presented more of a challenge. However, the plug and play nature of Aruba's APs greatly sped up the process.

"Not only were the APs convenient for installation, their design blended in perfectly with the aesthetics of our rooms," noted Rushdy. The use of Aruba's mobility controllers meant all the APs could be centrally configured, which further simplified their deployment.

Overall, the implementation proceeded without a hitch which was testament

to the ease-of-use of Aruba's solutions and the expertise of EMW. Rushdy said, "We had no technology related issues. And because of proper planning the deployment was seamlessly executed."

GUEST SATISFACTION INSTANTLY RISES

The positive impact that the new solution had on guests was instantly noticeable. This was reflected in the feedback received via the 'Medallia' survey, which saw ratings for Wi-Fi connectivity improve from 7 to above 9, on a scale of 10.

"We also noted better reviews being posted on sites such as TripAdvisor, which is essential to attracting new patrons to our hotel," said Rushdy. "We see this itself as being as justification of the project, as it directly impacts our revenues."

Most importantly, since completion of the project, the IT team no longer receives complaints relating to poor coverage. "We have seen a 90 to 95 percent reduction in the number of help desk calls," said Rushdy. Furthermore, the few remaining issues are now non-technical and therefore easily resolved."

ARUBA'S SOLUTIONS A BLESSING FOR THE IT TEAM

The project has entailed a number of benefits for the IT team as well. The mobility controllers have eliminated the need to manually configure and manage APs. They have also provided a range of impressive security features including secure authentication, encryption, VPN connections, and wireless intrusion protection.

AirWave has helped optimize Wi-Fi performance and now gives the IT team granular visibility into each AP, including real-time and historical connection information. According to Rushdy, this "makes monitoring and tracking a breeze, and enables his team to preempt issues."

CONFIDENCE FOR THE FUTURE
Central to the success of the Aruba

Aruba is a clear choice for the hospitality domain."

RUSHDY MUBARAK, IT MANAGER AT RADISSON BLU HOTEL, DUBAI MEDIA CITY

deployment was its ability to meet the hotel's demands for the next five years. And Rushdy is quick to point out that even a 200% increase in bandwidth would not 'max out' the APs.

"We intend to increase the capacity of our leased line next year and are confident that the solution will be able to translate the benefits of this capacity increase over to our Wi-Fi users," he said. The hotel has also purchased licenses that would enable it to deploy up to 250 additional APs should the need arise.

Commenting on his overall satisfaction with the deployment, Rushdy concluded, "Aruba is a clear choice of technology provider for the hospitality domain. Their solutions perfectly address all Wi-Fi challenges and enable us to consistently deliver the highest performance and reliability. With this becoming an essential service to business and leisure travelers alike, it gives us a competitive edge."

TOP 5 REASONS TO UPGRADE TO ARUBA SWITCHES

ARUBA CAMPUS SWITCHES

OPTIMIZED WIRELESS AGGREGATION FOR A MOBILE-FIRST NETWORK

MARKET LEADERSHIP

Identified as a leader in completeness of vision and ability to execute in the Gartner's Magic Quadrant for Wired and Wireless LAN Infrastructure, HPE Aruba has dedicated over 30 years to helping customers successfully build networks of all sizes. Committed to open standards and development of mobile-first technologies such as SDN, multi-gigabit Ethernet, adaptive trust platforms, and 6th generation ProVision ASICs.

SIMPLICITY

ArubaOS-Switch software brings wireless aggregation, consistent wireless-wired policy administration and enforcement, simplified deployment with Zero Touch Provisioning, and single management platform OPeX benefits for your entire network with Aruba AirWave and Central support. Save time with switch autoconfig for VLAN, PoE priority, and CoS when Aruba AP is detected.

LAYERED SECURITY

Protect your network with unique Clearpass support for Captive Portal and User Role in ArubaOS-Switch. Comprehensive switch security includes private VLANs, 802.1X, Web and MAC authentication, ACLs, virus throttling and Tunnelled Node for switch to Aruba controller traffic. SDN Protect app dynamically secures traffic across OpenFlow ports.

BUILT FOR THE FUTURE

Comprehensive portfolio enables right size deployment of high value price/performance solution with no complex or costly software licensing required. Ensure confidence with room to grow and software enhancements via ASIC programmability, leading warranty that includes lifetime phone support with NBD replacement shipments and global HPE Services to guide the steps to a mobile-first digital workplace.

SUPERB USER EXPERIENCE

Architected with fine-tuned programmable ProVision ASICs, Aruba switches deliver high performance and resiliency for mobile traffic aggregation with enhanced QoS and additional capacity for network growth. Compact designs provide high density connectivity, plenty of PoE+ for APs and IoT devices, and a small footprint for limited space deployments. HPE Smart Rate multi-gigabit Ethernet delivers speed to Aruba switches and wireless APs using existing cabling. SDN apps dynamically optimize, visualize and secure traffic.



HPE
POINTNEXT

Migrate workloads to your cloud

HPE Cloud Workload Migration Service





HP recommends Windows 10 Pro.

World's thinnest business convertible. EliteBook x360.
Seductive. Secure. Your new favorite carry-on.



Windows 10 Pro means business.



Iconic Elite design

Precision craftsmanship, diamond cut accents, and advanced durability for a notebook that keeps up with you.



360° Take it for a spin

Work or play in five versatile modes that bring new life to collaboration and productivity.



Unmatched protection

World's most secure and manageable² business convertible. Advanced software protects your PC.



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



HP OfficeJet Pro 7740



HP OfficeJet Pro 7740 AIO

Print, scan, and copy in standout colour on sizes up to A3, for bold documents and presentations at up to 50% less cost per page than colour laser.¹ Fax up to 21.6 x 35.6 cm (8.5 x 14 inches).



HP 953 Black Original Ink Cartridge
Ref. L0558AE



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



HP 3 year Care Pack with Standard Exchange for Officejet Printers
Ref. UG194E

Inspiration without limits



HP Z Workstation solutions

Spend more time creating and less time waiting. HP Z Workstations help you handle more, do more, and give you limitless creative possibilities. Packed with the newest industry-leading processing, graphics, and innovative technologies, HP Z Workstations provide the tools you need to handle the toughest workstreams.



Think HP Z

Designed from the inside out, HP Z Workstations, with a 35 year history, deliver high performance and reliability with the latest innovations and industry-leading technologies. When you need to focus on your work, not your workstation—think HP Z.

Breakthrough industrial design

From the striking design of the HP Z1 to the sleek industrial styling of the desktop models, to the thin, light, business-rugged HP ZBooks, every HP Z Workstation combines stunning aesthetics with everyday practicality.

Tool-free customization

Work isn't static. Expand your system capabilities with ease as your workflow demands grow over time. HP Z Workstations feature a smart tool-less chassis, easy open access doors, and easy rack accessibility to make installing more memory, storage, and I/O options a breeze. Multiple slots and flexible storage bays allow you to install hard drives, SSDs, optical drives, RAID configurations, and more.



The quiet of HP Z Workstations

Great work requires inspiration and inspiration requires focus. The uncluttered, modular interior layout maximizes airflow to keep processors and graphics cards running at optimum performance. HP Z Workstations also feature industry-leading acoustics technology, such as high-performance air cooling, so your concentration is never interrupted.

All day, all night reliability

Testing beyond industry standards

You put your workstations through the toughest trials—we do, too. Desktop HP Z Workstations, and the components that go into them, are tested to a minimum of 368,000 total test hours in the **HP Total Test Process** and HP ZBook Mobile Workstations are tested to 14 MIL-STD-810G² standards. Extreme stress tests such as drop, vibration, temperature, shock, dust, and more ensure optimized performance.



A leader in eco-labels

- HP is an industry leader in ENERGY STAR[®] certified products.
- EPEAT[®] is a comprehensive environmental rating that helps identify greener computers and other electronic equipment. HP Z Workstations exceed industry requirements and were the first to achieve EPEAT Gold certification.

HP relationships

Your work requires the best in processing and graphics performance, so HP works closely with vendors to ensure it. High-performance, multi-core Intel[®] Xeon[®] and Core[™] processors³ are tested and validated by Intel[®] and HP for your workstation-class applications to provide breakthrough performance in processing.

HP works with NVIDIA[®] and AMD to offer ISV-certified 2D through extreme 3D workstation graphics, including NVIDIA[®] Quadro[®] and AMD FirePro[™].

Certification for every industry

HP works closely with Independent Software Vendor (ISV) developers to help ensure the most popular applications are thoroughly **tested and certified** to work on your HP Z Workstation. Whether you're working in media and entertainment or product development, finance or design, oil and gas, or geographic information systems, you can rely on these applications—known and trusted throughout your industry—to deliver rock solid reliability.

A long-term investment

Simplify your certification and support burdens and streamline large deployments with **HP Stable and Consistent Offerings**. Simply select your hardware and software components when you customize your HP Z Workstation and be assured that you'll be able to buy that same configuration throughout the lifecycle of the workstation, from product launch through retirement.

Sibelga brings power and performance to its virtual desktops

HP t730 Thin Clients and HP displays are product of choice for Brussels power distributor



Industry
Utilities

Objective
Refresh ageing HP Thin Client environment

Approach
Issued a Request for Proposal (RFP) for thin clients and displays then conducted Proof of Concept tests on different vendor solutions

IT matters

- Delivers the ability to connect up to four displays to one thin client
- Provides the performance and reliability to transmit many demanding applications
- Supports vital video streaming and image rendering

Business matters

- Increases staff productivity by enabling workplace flexibility
- Delivers maximum value benefit of Citrix environment by enabling use of the latest VDI features
- Assists Sibelga in the efficient delivery of power to over one million people



“We tested thin client solutions from more than one vendor using test criteria based on performance and connectivity. This highlighted the benefits of the HP t730 Thin Client, particularly the ability to connect up to four displays, which was not possible with other devices.”

— Philippe Vande Perre, desktop and mobile device manager, Sibelga

Connectivity to four displays is the defining factor

Sibelga manages the delivery of gas and electricity supplies to over one million Brussels residents. The HP Thin Clients that were part of its long-term Virtual Desktop Infrastructure (VDI) were reaching end-of-life and a refresh was needed. After stringent tests, Sibelga once again turned to HP Thin Clients for their power, performance and connectivity.



Challenge

Need for a thin client refresh

Corporate IT is often described as business critical but for Belgian company, Sibelga, it is critical to the daily lives of over 1.1 million people. Sibelga is responsible for maintenance and development of the cables and pipelines that supply gas and electricity to residents in the 19 communes that make up Brussels and if its IT fails, vital services could be affected.

With an annual turnover of €286 million, Sibelga manages 704,298 electricity connection points and 506,973 gas connection points and is also responsible for reading meters. It manages a 6,400km electricity network and nearly 2,900km of gas pipelines. A total of 20,654 green power certificates have been issued to Sibelga for its installations and these represent a saving of 5,634 tonnes of CO₂. Sibelga also supports over 81,300 street lights on 1,500km of highways – a job that involves replacing 24,200 light bulbs a year!

From its inception, Sibelga has chosen to run a cost-effective, secure and easily managed Virtual Desktop Infrastructure (VDI) to support its 800 central office workers and the 300 technicians who operate from external construction sites around the city.

“Sibelga has always had a strategy to provide its users with ‘any to any’ connections to its information system. In other words, every user must have access to the computer data from any locations on site or from external locations,” says desktop and mobile device manager, Philippe Vande Perre.

Sibelga chose a Citrix® platform to deliver critical applications. They include SAP Enterprise Resource Planning (ERP), SAS Business Intelligence (BI) and the specialist G/Technology Map solution, which provides utilities and grid operators with diagrams and additional information on underground pipe and cable networks.

The critical desktop link in this delivery chain is provided by a fleet of thin clients. Historically, Sibelga had always sourced these from HP and it was time for a refresh.

“We decided to change them because the legacy HP devices were 4/5 years old and were having performance issues,” explains Arnaud Taeyaerts of Sibelga’s service provider Getronics. “We did not expect to achieve new benefits like savings because the Citrix infrastructure had not changed. It was just a refresh and we took the opportunity to renew all the devices because before this rollout we had a mix of four different models and we wanted to align on one model which would make management easier. Better performance was important and another key point was that there were some new Citrix features concerning networked video that were not supported on the older thin clients. We wanted the opportunity to enable them.”





Sibelga decided to use a bold approach and replace all thin clients in one sweep so it was critical to find the right solution. The company issued a Request for Proposal (RFP) for thin clients and displays. HP and its Platinum Partner, Bechtle, responded to the tender. The Bechtle account manager and HP champion teamed up with the HP account manager to support Sibelga with all the necessary technical advice and competitive advantages of their solution. Headquartered in Neckarsulm, Germany, Bechtle has branches in 14 countries and is among Europe's leading IT sales and services providers.

Two vendors were down-selected for the tender and following Proof of Concept (PoC) testing the configuration of HP Thin Clients and displays was considered the best fit for Sibelga's needs.

"The availability of materials for the PoC as well as the speed of HP's response to our questions were much appreciated," says Vande Perre.

Solution

Impressive connectivity

"Our test phase on different models and brands of thin clients highlighted the HP model as best at meeting our criteria on performance and connectivity, in particular the ability to connect four screens. This was a particular prerequisite for people using G/Technology maps and was not possible with the competing product," says Vande Perre.

Sibelga purchased 1,250 HP t730 Thin Clients and 1,500 HP Z24nf Displays which were installed by IT service provider Getronics in a phased implementation which switched 50 machines a day over a five-week period. With nearly 6,500 employees in 22 countries across Europe, Asia Pacific and Latin America, Getronics is an HP Preferred Partner with considerable experience around the HP product set.

"The deployment managed by Getronics was a success. The method and the planning were designed for minimum impact on the business and when one desktop was being replaced, staff just moved to another," says Vande Perre. "The volume of materials to be supplied following our order was correctly managed by HP and crucial delivery dates were met."

The HP t730 Thin Client is built for speed and can satisfy even the most power hungry applications with AMD's latest quad-core APU with Turbo Core technology which can deliver up to 3.5GHz to run full VDI and local applications and render video to four displays. It is the first thin Client with the capability of driving quad UHD/4K displays natively. The HP Z24nf Display delivers full High Definition, factory colour calibration for reliable colour accuracy and 1920 x 1080 pixel resolution along with flexible connectivity for all devices.

Customer at a glance

Hardware

- HP t730 Thin Client
- HP Z24nf Display

Benefits

Centralised management

Performance and reliability have been the main benefits for Sibelga. The company also continues to benefit from the cost optimisation, increased security and centralised management of its VDI. This enables the 150-strong IT department to focus on continuous innovation of the IT infrastructure.

"Sometimes our people need to move around. With this solution in place they can use any workspace in any building and their desktop is always the same."

– Philippe Vande Perre, desktop and mobile device manager, Sibelga

The ability to connect up to four displays to the HP t730 Thin Client is particularly useful for the 25 people who monitor the gas and electricity networks and they also benefit from the clarity and power delivered by HP displays. The ability to cope efficiently with video traffic has also improved the productivity of Sibelga's communications department and efficient rendering is vital for all business departments working with the G/Technology map.

"The use of HP Thin Client workstations enables each employee to work anywhere in the company's buildings. With this thin client solution in place, they have the flexibility to use any workspace and the desktop is always the same for them," adds Vande Perre. "Selecting HP Thin Clients and displays was a very good decision for us."



WiZink invests in new technology for a new way of working

HP EliteBooks allow bank staff to enjoy the advantages of mobility and collaboration



Industry
Finance

Objective

Standardise and modernise equipment around a flexible and collaborative workspace model

Approach

HP supplies equipment and services throughout the life of devices as part of a full turnkey project

IT matters

- Supports transition from desktops to mobility
- Delivers full management throughout the equipment lifecycle

Business matters

- Guarantees service continuity with fast, straightforward migration
- Improves staff satisfaction and productivity
- Changes from an investment model to a consumption model



“The HP/HPFS contract brings great benefits. It means we can enjoy technology that is always up-to-date. The bank’s staff are extremely satisfied with the new workstations and productivity has increased.”

– David Guijarro, IT manager for Infrastructure and Architecture, WiZink

HP provides mobility and collaboration

WiZink is a Spanish bank that specialises in credit cards and simple savings solutions. Its philosophy is to be a simple, practical, direct, positive and approachable bank. When it moved to new premises, the choice of HP workstations enabled it to create a working environment that reflects its new culture.



Challenge

Flexible workspace

Spain’s WiZink was established in June 2016, specialising in credit cards and simple savings solutions to meet the everyday needs of its customers. It is a direct bank without branches and complements customers’ main banks where they have their other banking services. WiZink is a practical bank that communicates in a direct and easily understandable way and is simple and approachable when it comes to the credit and savings needs of its customers.

WiZink (formerly Bancopopular-e) seeks to offer a new service that differs from traditional banking. Following the acquisition of Barclaycard, the Barclays’ credit card division in Spain and Portugal, the bank had a customer portfolio of over three million and managed credit card balances of over €3.1 billion.

The philosophy of the new venture is to be a simple, practical, direct, positive and approachable bank. WiZink required a disruptive working environment to fit the personality of its new brand, values and culture. It took advantage of the opportunity created by moving offices to design a flexible and collaborative workspace without allocated desks and with cutting-edge technology – an environment where mobility is a fundamental principle and stimulates innovation.

“We started with the premise that staff would not have specific desks and the office would be a dynamic, flexible and collaborative workspace,” explains David Guijarro, IT manager for Infrastructure and Architecture at WiZink. During the implementation of the project, we also introduced the concept of the paperless office with document digitisation and touch devices used to make presentations and note-taking directly on the screen.”

Solution

Mobility and collaboration

With the concept of the office move clear, the company began to analyse different solutions on the market and launched a tender for its existing suppliers. This was won by HP and HP Financial Services (HPFS) with its full turnkey project, bringing together finance and technology in a single package.

“We wanted to standardise and modernise our equipment while responding to this new way of working,” explains Guijarro. “We did a full assessment, encompassing everything from the functionality of equipment through to interfaces, battery life, keyboard ergonomics, weight, performance and finance. We were looking for the best quality at the lowest possible price.”





"The equipment had to be easily transportable and lightweight, as well as robust and durable. Business equipment can't just break and leave staff sitting doing nothing. Taking all these factors into account, HP was the most comprehensive and balanced solution that best met our needs."

"We also wanted the devices to have a USB-C port to make connecting to the workstation as simple as possible. Weighing up all these criteria, the model that best fitted the philosophy of the new workstation we were implementing was the HP Elite x2 1012 2-in-1 laptop."

The contract between WiZink and HP/HPFS runs for three years and is renewable. It includes both the supply of equipment and all the services required throughout its lifecycle, from set-up and personalisation through to maintenance and decommissioning.

"The HP/HPFS contract brings great benefits. It means we can enjoy technology that is always up-to-date," remarks Guijarro.

Benefits

Comprehensive and flexible project

"HP also helped us transfer everything from our old office to the new premises. The installation and wiring of devices like terminals and fixed keyboards at the new office were all done by HP, as well as decommissioning at the previous site and the recycling of old equipment."

"Transferring 650 staff from our offices in Madrid quickly and efficiently required a lot of work and HP was there to help. The preparation and set-up of the devices with the company's custom configuration (applications and corporate image) was also done by HP. The PCs are 90% ready when we receive them. All we have to do is to encrypt the equipment and give it to employees when they join the team."

All the bank's staff have the same devices, with the same features. Everyone has access to the same mobility applications with built-in unified communications solutions that allow them to work from anywhere in the office, as well as remotely, which helps facilitate work-life balance.

"The bank's staff are extremely satisfied with the new workstations and productivity has increased," remarks Guijarro. "We have seen significant cost savings from the outset. The fact that we have a single supplier covering the full product lifecycle is extremely convenient and much more cost-effective. What's more, all the costs and extra work associated with mobility have gone."

Customer at a glance

Hardware

- HP Elite x2 1012
- HP Elite Slice
- HP Z24n Full HD IPS Display

HP services

- HP Financial Services
- Configuration services
- Rollout and rollback
- HP Lifecycle

"The HP/HPFS contract gives us the agility, flexibility and reactive capacity to adapt to the changing needs of our work on the fly."

Together with the HP Elite x2 1012 devices, WiZink has also deployed HP Z24n Full HD IPS Displays throughout its offices. With their 1920x1200 resolution, two million pixels, IPS LED backlit technology and low energy consumption, the devices ensure a highly satisfactory visual experience. "The HP Z24n is economic, ergonomic, comfortable, height-adjustable and meets occupational risk prevention standards," adds Guijarro.

"The bank's staff are extremely satisfied with the new workstations and productivity has increased."

— David Guijarro, IT manager for Infrastructure and Architecture, WiZink

With over 40 meeting rooms and spaces at its head office in Madrid, WiZink has opted for HP Elite Slice devices. "We wanted a simple, modern solution with an innovative design. We liked HP Elite Slice as soon as we saw it. We realised that it was the perfect solution for the futuristic office we envisaged," explains Guijarro.

"HP Elite Slice, with Intel® Unite™ software and integration with Exchange and Skype for Business, provides a complete presentation and room management system with secure Wi-Fi access for customers. It's also extremely easy to use, allowing dynamic meetings and facilitating collaboration," adds Guijarro.

"HP/HPFS has shown itself to be fully flexible and has had an excellent response time throughout the project. Everything has seemed so easy," remarks Guijarro. "We are extremely satisfied and will continue adding to our HP services."



Michigan State University College of Law

Law College thrives with HP solutions, service



Industry
Higher Education

Objective
Upgrade device specifications, at affordable cost, for student computer labs, off-campus clinic, faculty, workstations, and mobile PCs

Approach
Migrate to HP Z Workstations and HP mobile devices

IT matters

- Upgrade PC specifications at 40% lower cost
- Gain dedicated, personalized service and support from an assigned account representative versus the general information email process from the competitor
- Extend PC lifecycle, simplify maintenance

Business matters

- Reduce total cost of ownership
- Satisfy faculty/staff demands for lightweight mobility
- Equip students for rigorous curricula



“With our HP PCs and workstations bringing affordable high-level specifications, the total cost of ownership is lower because we can keep the devices through multiple operating-system upgrades.”

— Amanda Olivier, assistant director of instructional technology, MSU College of Law

The Michigan State University College of Law is a private, non-profit, independent law college in East Lansing, Mich., that has been affiliated with Michigan State University since 1995. MSU Law wanted to upgrade the campus computer labs and off-campus clinic used by approximately 700 students. Meanwhile, faculty and staff were asking for lighter, better mobile devices. Turning to HP Z Workstations and HP EliteBook Notebook PCs, the law school improved its device specifications while cutting costs 40%. Working with HP, MSU Law also gained a vendor relationship providing a high level of dedicated, personalized service.



HP recommends Windows.



Ranked among the U.S. News and World Report Best Law Schools, MSU Law brings academic rigor, international name recognition, and a loyal network of more than 530,000 alumni to enhance graduates' future careers. MSU Law at one time used non-HP PCs, but the devices had grown slow. The law school wanted to upgrade specifications, from 2GB or 4GB of RAM to at least 8GB, but the cost cited by the vendor was prohibitive. “We thought we couldn’t afford nicer and faster—until we talked to HP,” says Amanda Olivier, assistant director of instructional technology at MSU College of Law.

Notebook PCs, or HP EliteBook Revolve Tablet PCs. The HP EliteBook Revolve, with its rotating screen, is especially favored by faculty members who travel frequently on airplanes. Olivier herself uses an HP EliteBook Folio, a thin and light business-class notebook. “If I want to pick it up and go, it’s portable and light. It runs fast and the keyboard feels right,” she says.

“We thought we couldn’t afford nicer and faster—until we talked to HP.”

— Amanda Olivier, assistant director of instructional technology, MSU College of Law

Meeting student, staff needs

Olivier was about to go back to the drawing board and compare a range of vendor offerings when an HP representative contacted her. The solutions he showed her were compelling for their high quality, lower total cost of ownership (TCO), and outstanding service. Today in its campus computer labs and off-campus tax and immigration law clinic, MSU College of Law uses HP Z230 Small Form Factor Workstations. Designed for heavy workloads, these devices bring next-generation Intel® processors, advanced graphics, and reliable performance on a budget. A handful of MSU Law faculty members use demanding statistical analysis software, but for the most part the applications used at the law school are not particularly processing-heavy.

What users want—and get from their HP devices—is reliability, fast performance, and ease of use. For faculty and staff, light weight is the top priority. They might use either HP ProBook Notebook PCs, HP EliteBook Folio

HP Elite—available in ultra slim notebook, tablet, hybrid, and desktop form factors—is the premium line of business PCs from HP. The devices are rigorously tested to meet multiple specifications of military reliability¹ powered by Intel™ Core™ processors, and endowed with robust security features from virus protection to data encryption. They also come with HP Elite Premium Support—live 24/7 help desk support from a team of Elite-dedicated specialists. HP Elite Business Customers call a toll-free number, connect directly with an Elite-accredited specialist, receive priority repair status, and may even work with their agent of choice.

“HP Elite support is easy to reach and ready to help,” Olivier says. “The devices are so reliable we haven’t had to use it much, but it’s nice to know the service is there.” MSU Law likes to keep its PCs and workstations for a long lifecycle and typically adds HP Care Pack

Customer at a glance

Application

Faculty and staff mobility; student computer labs; off-campus law clinic

Hardware

- HP EliteBook Folio Notebook PC
- HP EliteBook Revolve Tablet PC
- HP ProBook Notebook PC
- HP Z Workstation
- Z230 Workstation
- HP EliteDisplay LED Backlit Monitor
- Elite Premium Support
- HP Care Pack
- HP USB Port Replicator
- HP LaserJet printers

Services

- HP Elite Premium Support
- HP Care Pack: 3-yr Next Business Day Onsite Service; Accidental Damage Protection on notebooks

HP recommends Windows.

three-year Next Business Day Onsite Service, with Accidental Damage Protection on notebooks. The HP solutions, with their high-performance features, are particularly advantageous because they allow the law school to keep devices through several operating system upgrades. "We're very pleased with the lifecycle length and TCO," Olivier says.

"Migrating to HP has been one of the easiest and most seamless transitions I've ever experienced in purchasing, thanks to the support as well as great technology we get from HP."

— Amanda Olivier, assistant director of instructional technology, MSU College of Law

The law school accessorizes its HP devices with HP EliteDisplay LED Backlit Monitors for crisp displays that fit on limited desktop space and HP USB Port Replicators to streamline connection to peripherals. The law school's IT staff of four likes the HP PCs and workstations because they are easy to image and customize, such as disabling USB 3.0 in the BIOS. "HP listens to users in designing its product features," Olivier says, adding that the IT staff appreciates HP online resources and product alerts.

MSU Law also uses a range of HP LaserJet printers, from network devices to high-volume printers students use to print out case files. "It's nice to have HP quality on both our print and PC sides," Olivier says.

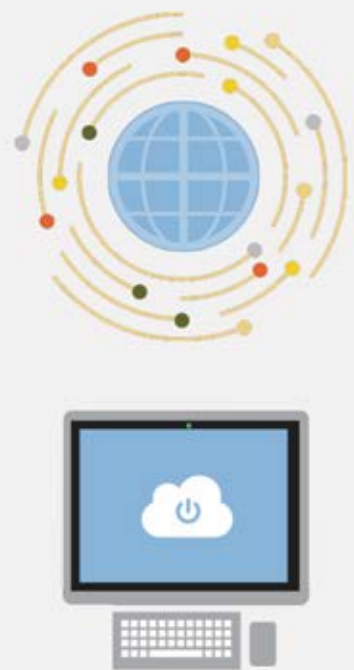
Prompt, personal support from HP

Before switching to HP PCs and workstations, when MSU Law needed to contact its PC vendor with sales questions, it would have to email a general account and wait for a response from staff on shift at the time. With HP, the law school enjoys a consistent relationship with a highly responsive representative.

"It's a simple, easy, open line of communication with someone who knows us," Olivier says. "Moving to a new vendor can be risky. But migrating to HP has been one of the easiest and most seamless transitions I've ever experienced in purchasing, thanks to the support as well as great technology we get from HP."

¹ MIL-STD testing is not intended to demonstrate fitness for U.S. Department of Defense contract requirements or for military use. Test results are not a guarantee of future performance under these test conditions.





What is the cloud?

An approach to computing that's about internet scale and connecting to a variety of devices and endpoints

Windows Azure

Cloud Services



IaaS

Infrastructure-as-a-Service

host



PaaS

Platform-as-a-Service

build



SaaS

Software-as-a-Service

consume

Windows Azure

Cloud Computing Patterns

On and Off

On & off workloads (e.g. batch job)
Over provisioned capacity is wasted
Time to market can be cumbersome



Growing Fast

Successful services need to grow/scale
Keeping up w/ growth is big IT challenge
Cannot provision hardware fast enough



Unpredictable Bursting

Unexpected/unplanned peak in demand
Sudden spike impacts performance
Can't over provision for extreme cases



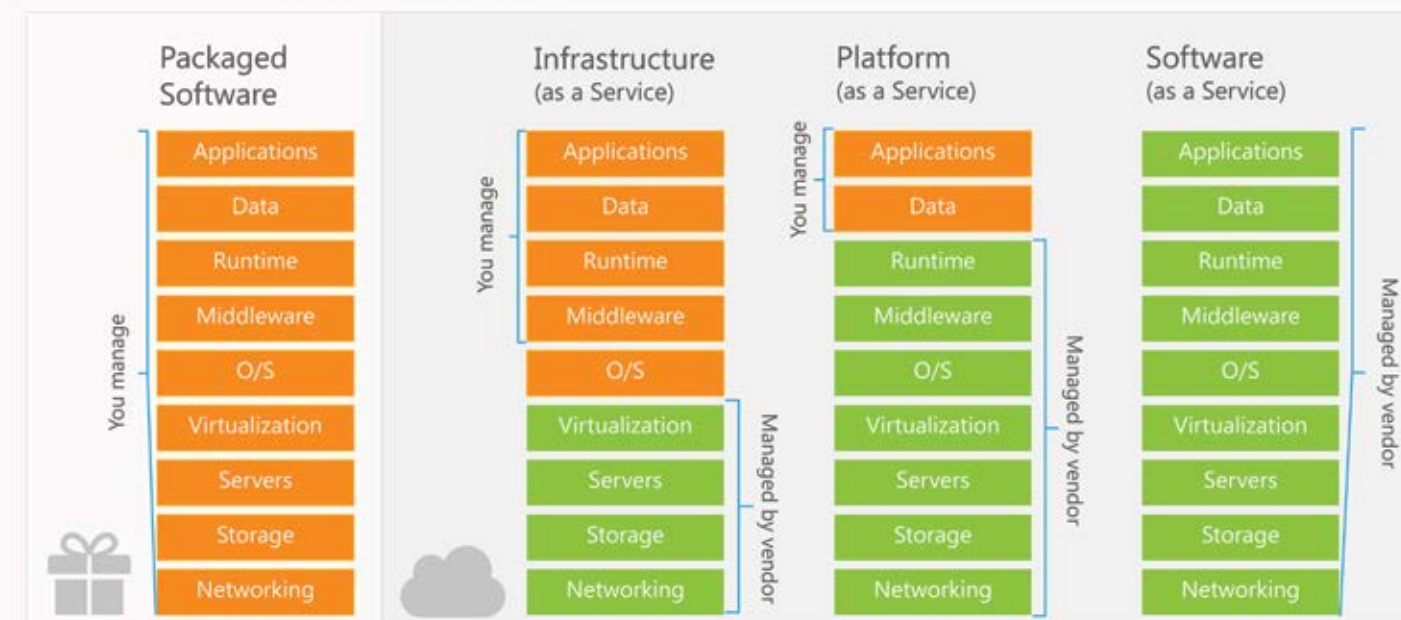
Predictable Bursting

Services with micro seasonality trends
Peaks due to periodic increased demand
IT complexity and wasted capacity



Windows Azure

Cloud Services



Windows Azure

Windows Azure

Comprehensive set of services that enable you to build, host and scale applications in Microsoft datacenters



Open & Flexible



Leverage Existing Investments



Designed for next generation apps

Windows Azure

Windows Azure provided...

Environments for your apps

Machines, rack space, switches, connectivity

Automated deployment & configuration

Isolation, redundancy, load balancing

Abstraction & Flexibility



Windows Azure

Windows Azure



Compute



Storage



Database

Core Services

Windows Azure

Windows Azure Storage



Scalable storage in the cloud

100tb per storage account

Auto-scale to meet massive volume and throughput

Accessible via REST services

Access from Windows Azure Compute

Access from anywhere via internet

Supporting .NET Client Library

Various storage types

Table - group of entities (name/value pairs)

Queue - Simple non-transactional message queue

Blob - Large binary storage

Drives - NTFS VHD mounted into Compute instance

Windows Azure

SQL Azure Database

SQL Server relational database model delivered as a service

Support for existing APIs & tools
Built for the cloud with high availability & fault tolerance
Easily provision and manage databases across multiple datacenters

SQL Azure provides logical server

Gateway server that understands TDS protocol
Looks like SQL Server to TDS Client
Actual data stored on multiple backend data nodes



Windows Azure

Building Block Services



Caching

Distributed, in-memory cache for Windows Azure apps
Session state provider for Windows Azure applications
.NET client library for caching data



Access Control

Authn support using multiple identity providers
Easily integrate Live ID, Facebook, Yahoo, Google, & AD
Support for industry standards and existing .NET APIs



Service Bus

Messaging & connectivity for building distributed and loosely-coupled apps in the cloud
Enables hybrid apps across both on-premises & the cloud
Queues & Topics for persistence & pub/sub messaging

Windows Azure

SQL Azure Database

Logical optimizations supported

Indexes, Query plans etc..

Physical optimizations not supported

File Groups, Partitions etc...

Transparently manages physical storage



Windows Azure



For further information, please contact:

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Secure. Evolve. Innovate. with Windows Server 2016

The cloud offers IT organizations opportunities to flourish under a new model that delivers faster time to value and innovation. Many organizations, however, face strict compliance or business requirements. For organizations that need it all—security, efficiency, and innovation—Windows Server 2016 delivers it. Windows Server 2016 is the cloud-ready operating system that supports your current workloads while introducing new technologies that make it easy to transition to cloud computing when you are ready.

Security at the OS level

Windows Server 2016 includes built-in breach resistance to help thwart attacks on your systems and meet compliance goals. Even if someone finds a way into your environment, the layers of security built into Windows Server 2016 limit the damage they can cause and help detect suspicious activity.

- **Protect your virtual machines.** Use the unique Shielded Virtual Machines feature to encrypt your VMs with BitLocker and help ensure they can run only on hosts approved by the Host Guardian Service.
- **Help secure admin credentials.** Protect admin credentials from Pass-the-Hash attacks using Credential Guard and Remote Credential Guard, and control administrator privileges with Just-In-Time Administration and Just Enough Administration, which together help minimize the time and capability granted for specific privileges.
- **Protect the operating system.** Resist breaches with built-in Control Flow Guard, which helps prevent memory corruption attacks, and Windows Defender, optimized for server roles. Help ensure only trusted software can be run on the server with Device Guard.
- **Improve ability to detect attacks.** Use advanced auditing capabilities to help detect malicious behavior.
- **Isolate applications.** Help protect container-based applications with Windows Server containers with Hyper-V isolation, which do not share the host kernel with other containers. Use the distributed firewall, a software-defined networking capability, to control internal and external network traffic to VMs.



Bring Windows Server licenses to Azure

When you are ready to transition workloads to the public cloud, you can leverage your existing investment in Windows Server. The Azure Hybrid Use Benefit lets you bring your on-premises Windows Server licenses with Software Assurance to Azure. Rather than paying the full price for a new Windows Server virtual machine, you pay only the base compute rate.

"Within a few years, I suspect that all hosters—and their clients—will require the use of Shielded Virtual Machines to protect workloads from hosters and fabric admins."

— Philip Moss
Chief Product Officer
Acuutech

"We're moving towards a world where we don't need to know where our data is—on-premises or in the cloud. The combination of Storage Spaces Direct, Hyper-V, scale-out flash storage, and SMB3 allows us to focus on functionality rather than location. With Windows Server 2016, migration is no longer a project, just a task."

— Ulf Preisler
IT Director
Danske Fragtmænd

Secure. Evolve. Innovate.

Evolve your infrastructure

Datacenter operations are struggling to reduce costs while handling more data traffic. New applications stretch the operational fabric and create infrastructure backlogs that can slow business. As organizations push the boundaries of highly virtualized environments, they can use Windows Server 2016 capabilities to meet operational and security challenges, freeing up IT resources to plan a strategy that uses the cloud for future applications and solutions.

Resilient compute

Run your datacenter with a highly automated, resilient server operating system.

- **Trust your workloads to an enterprise-class hypervisor.** You can be confident your workloads will perform on Hyper-V, which Microsoft uses to run hyper-scale datacenters around the globe. When needed, you also can easily migrate a Hyper-V workload from on-premises to a Windows Server VM in Azure.
- **Upgrade efficiently.** Upgrade infrastructure clusters to Windows Server 2016 with zero downtime for your Hyper-V or Scale-out file server workloads, and without requiring new hardware, using Mixed OS Mode cluster upgrades.
- **Stay open.** Deploy applications on multiple operating systems with best-in-class support for Linux on Hyper-V.
- **Automate server management.** Use PowerShell and Desired State Configuration to automate routine operations.
- **Control Windows servers remotely.** Use PowerShell or GUI solutions such as Server Manager or Microsoft Management Console (MMC) tools.

Affordable high-performance storage

Storage systems are critical to the performance of most business applications. But traditional, expensive, manually configured storage systems can prevent organizations from realizing the efficiency benefits of a software-defined datacenter. In contrast, the Azure-inspired, software-defined storage capabilities in Windows Server 2016 use policies and automation to reduce costs and add scale.

- **Reduce cost.** Build highly available, scalable software-defined storage solutions at a fraction of the price of SAN or NAS. With Storage Spaces Direct, you can use industry-standard servers with local storage, including high speed solid-state drives.
- **Create affordable business continuity.** Prepare for the worst using Storage Replica synchronous storage replication for disaster recovery among datacenters.
- **Prioritize storage resources.** Ensure critical applications receive priority access to storage resources using storage Quality of Service (QoS) policies.

Remote Desktop Services with Windows Server 2016

Desktop virtualization is one way IT leaders can more securely deliver applications to the wide array of devices that mobile workers use on the job. Because apps don't execute on the client devices, IT also helps secure corporate data, extends the life of older equipment, and gets more out of newer, lower-cost hardware. The remote desktop experience just got better with Windows Server 2016:

Better graphics experience

Graphics cards (GPUs) can be assigned to a virtual machine, unleashing the full power of available server-class graphics cards to virtual desktops and apps, thus using the native driver of the GPU.

Enhanced connection broker

Connection broker can now handle up to 10,000 concurrent connections.

More efficient cloud deployment

Reduce the number of VMs required for deployment in Azure IaaS, which combines services into a single VM.

Support for cloud-managed domain services

Deploy as easily on-premises as in the cloud, helping mobile workers be productive anywhere, anytime.

Azure-inspired networking

Traditional network infrastructures are rigid and complex. Organizations can respond faster to market changes by moving the network control layer from hardware to software to create a software-defined network. This enables them to centrally configure and manage physical and virtual network devices such as routers, switches, and gateways, resulting in automatic load balancing and the ability to shift workloads without setting switches. IT can continue to use existing physical switches, routers, and other hardware devices with the virtual controllers, while achieving deeper integration between the virtual network and the physical network.

- **Manage by policy.** Deploy and manage workloads across their entire lifecycle with hundreds of networking policies (isolation, QoS, security, load balancing, switching, routing, gateway, DNS, etc.) in a matter of seconds using a scalable Network Controller.
- **Enhance network security.** Dynamically segment your network based on workload needs using a distributed firewall and network security groups to apply rich policies within and across segments. Layer enforcement by routing traffic to virtualized firewall appliances for even greater levels of security.
- **Gain workload mobility.** Take control of your hybrid workloads, including running them in containers, and move them across servers, racks, and clouds using standards-based VXLAN and NVGRE overlay networks and multi-tenanted hybrid gateways.

Application innovation

Increasingly, organizations use apps to help differentiate themselves from the competition. Apps help win, engage, and support customers. Developers building and updating the apps tend to have little patience for the realities of IT infrastructure. They don't want to wait long for IT services, and they want apps in production to work the same way the apps work on developers' machines.

Windows Server 2016 supports application innovation using container technology and microservices. Containers can help speed application deployment and streamline the way IT operations and development teams collaborate to deliver applications. In addition, developers can use microservices architectures to separate app functionality into smaller, independently deployable services, which make it easier to upgrade part of the app without affecting the rest.

Windows Server 2016 helps organizations update and innovate with their apps in three ways:

- **Secure fabric for existing applications.** Give your hard-working client-server applications some assistance. You can run existing apps on Windows Server 2016 without modifying them, which enables them to take advantage of enhanced security and efficiency features in the fabric.

Management options

Microsoft System Center 2016

Whether you have a few servers or thousands, System Center provides efficient deployment and management functionality for your virtualized, software-defined datacenter to bring you increased agility and performance.

PowerShell and Desired State Configuration

Define, deploy, and manage your software environment through PowerShell scripting and Desired State Configuration, using a single console.

Operations Management Suite

To manage and help protect workloads in multiple cloud types, you can extend management to Operations Management Suite (OMS) services for visibility and control across Azure, AWS, Windows Server, Linux, VMware, and OpenStack systems.

"Most of our application portfolio consists of older legacy applications that are cumbersome to update. By moving these applications into Windows Server containers and embracing a microservices architecture, we can break these big applications apart and update the pieces independently. This will reduce customer downtime and increase business agility."

— Stephen Tarmey
Chief Architect
Tyco International

- **Deliver container benefits to existing apps.** Containers isolate the app at the operating-system level and help you move existing applications into a modern DevOps environment with little or no code changes, while gaining benefits such as continuous integration and better security. Containers can help you introduce new architectures, including microservices, which improve application agility and scale. Also, when developers package apps into containers for delivery to IT, they help standardize on a platform that streamlines deployment on-premises, to any cloud, or to a hybrid architecture across clouds.
- **Build cloud-native and hybrid apps.** Create new microservices applications using fewer and compressed resources, and more agile "just enough" technologies. Use containers to build, test, and deploy the apps to any cloud, including Microsoft Azure cloud infrastructure.

Installation options

Customers who choose the Datacenter or Standard editions are able to customize their installation of Windows Server 2016 by choosing from two options:

Option	Scenario	Details
Server Core	Small-footprint, headless operating system removes the desktop UI from the server and runs only required components.	<ul style="list-style-type: none"> • Includes limited local graphical tools such as Task Manager and PowerShell for local or remote management. • Does not include Server Manager or MMC tools.
Server with Desktop Experience (previously known as Server with a GUI)	Provides user experience for those who need to run an app that requires a local user interface or for a Remote Desktop Services Host.	<ul style="list-style-type: none"> • Experience a full Windows client shell and experience, consistent with Windows 10. • Use with Microsoft Management Console (MMC) and Server management tools available locally on the server.

Windows Server 2016 editions

Windows Server 2016 Datacenter for highly virtualized datacenter and cloud environments.

- Features exclusive to the Datacenter Edition include Shielded Virtual Machines, software-defined networking, Storage Spaces Direct, and Storage Replica.

Windows Server 2016 Standard for physical or minimally virtualized environments.

Windows Server 2016 Essentials for small businesses with up to 25 users and 50 devices.



Microsoft Enterprise Mobility + Security

ALL-IN-ONE IDENTITY, MOBILE MANAGEMENT, AND SECURITY

Microsoft Enterprise Mobility + Security (EMS) is the only comprehensive solution designed to help manage and protect users, devices, apps, and data in a mobile-first, cloud-first world.

Identity-driven security

Safeguard your resources at the front door. EMS calculates risk severity for every user and sign-in attempt, so risk-based conditional access rules can be applied to protect against suspicious logins.

Protect your data against users mistakes. Gain deeper visibility into user, device, and data activity on-premises and in the cloud to create more effective, granular-level policies. Classify and label files at creation, track their usage, and change permissions when necessary.

Detect attacks before they cause damage. Identify attackers in your organization using innovative behavioral analytics and anomaly detection technologies – all driven by vast amounts of Microsoft threat intelligence and security research data.

Managed mobile productivity

Mobile apps without compromising your Office experience. EMS is the only solution built with and for Microsoft Office. This means that email and other Office files can be secured without compromising the Office experience – the gold standard of productivity.

Enable easy access to resources. Sign in once for secure access to all corporate resources, on-premises and in the cloud, from any device. This includes pre-integrated support for Office365, Salesforce.com, Box, ServiceNow and thousands more popular SaaS apps.

Enable users to protect and control data. Employees can encrypt virtually any type of file, set granular permissions, and track usage. The encryption stays with the file where it goes, enabling more secure file sharing, internally and externally.

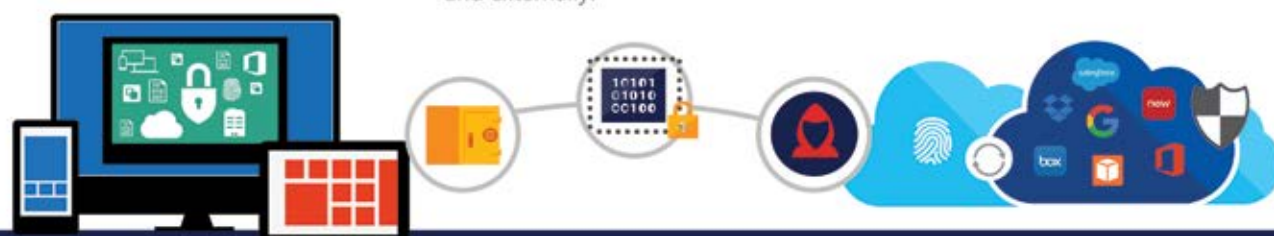
Flexible + Comprehensive

Work with what you have. Get an integrated set of solutions that are designed to work together with your on-premises investments, avoiding the need for costly and complicated integration efforts across point capabilities.

Future-proof your investment. As a cloud solution that integrates with your on-premises infrastructure, EMS takes the worry out of scale, maintenance, and updates.

Simplify your set-up. To make deployment even easier, EMS comes with FastTrack – a Microsoft service that includes best practices, tools, resources, and experts committed to make your experience with EMS a success.

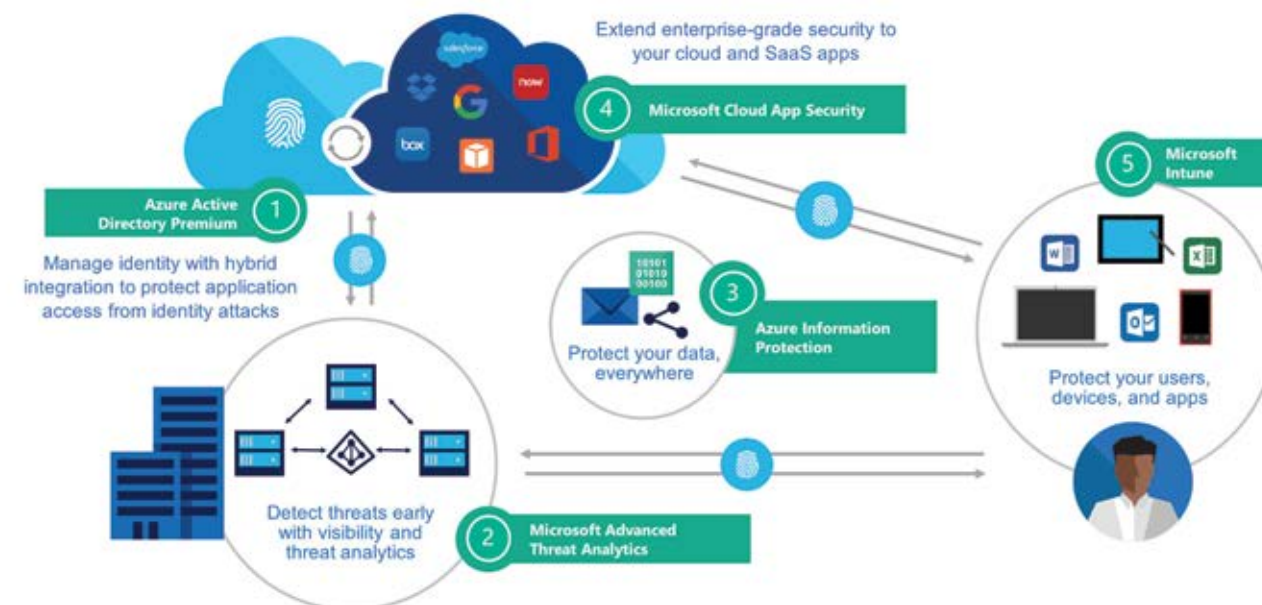
Get more for less. Our complete solution can cost less than combining standalone products from other vendors.



MICROSOFT MOBILITY MANAGEMENT

The enterprise mobility solution designed for a mobile-first, cloud first world.

Microsoft's Enterprise Mobility + Security solution provides a holistic framework to protect your corporate assets whether they're on-premises, on your mobile devices, or in the cloud.



- 1 **Azure Active Directory Premium** delivers multi-factor authentication; access control based on device health, user location; and, holistic security reports, audits, and alerts.
- 2 **Microsoft Advanced Threat Analytics** helps extend the visibility, auditing, and control you have on-premises to your cloud applications.
- 3 **Azure Information Protection** provides persistent data protection of files shared internally and externally, including the option to track, classify and label data.
- 4 **Microsoft Cloud App Security** provides deep visibility and control of data inside cloud applications.
- 5 **Microsoft Intune** makes it easier to secure and manage iOS, Android, and Windows PCs all from one console. Deep integration with Office 365 helps keep company data secure in the Office mobile apps.



It's more secure
Security is at our core. We help you to identify security breaches before they cause damage.



It protects Office better
The only solution designed to protect your Microsoft Office email, files, and apps.



It just works
It's simple to set up, always up-to-date, and connects to your on-premises datacenter.



It's comprehensive
We protect iOS, Android, Windows, Windows 10, and over 2,500 popular SaaS apps.



It's a great value
EMS offers more and costs less than equivalent standalone solutions.





الطبعة الثانية

• ٢٠ صفحة • ٢٠٠ قرش



ACT لحلول التكنولوجيا ترفع رأسمالها بـ ٥٠ مليون جنيه

«منسى»: نستهدف التوسع بالأسواق الخليجية والأوروبية والإفريقية اتفاقية مع شركتين إسبانية وألمانية لنقل خبرات إدارة المدن الذكية

«منسى»: نستهدف التوسع بالأسواق الخليجية والأوروبية والإفريقية اتفاقية مع شركتين إسبانية وألمانية لنقل خبرات إدارة المدن الذكية رفعت شركة الحاسبات المتقدمة ACT للحلول التكنولوجية، رأسمالها إلى ٥٠ مليون جنيه بنسبة زيادة ٥٠٪ لتنفيذ خططها في التوسع بالأسواق الخليجية والأوروبية والإفريقية عبر تدشين شركات وكيانات جديدة توفر حلول تكنولوجية متكاملة مختلف القطاعات. وتتفاوض الشركة، حاليا مع ٤ شركات محلية لتأسيس تحالف جديد خلال النصف الثاني من ٢٠١٧، للمشاركة في تنفيذ مشروعات بالعاصمة الإدارية الجديدة، وقعت الشركة اتفاقية مع شركتين إسبانية وألمانية لنقل خبراتهما في إدارة المدن الذكية. كشف حازم منسى، مدير قطاع التسويق بالشركة، أن ACT رفعت رأسمالها بقيمة ٥٠ مليون جنيه، وبنسبة زيادة في رأسمالها بلغت ٥٠٪، ضمن خططها لتأسيس شركات وكيانات جديدة بالخارج خلال العام الحالي وحتى ٢٠٢٠.

وأضاف أن ACT تتفاوض حاليا مع ٤ شركات محلية لتأسيس تحالف بهدف المشاركة في تنفيذ مشروعات بالعاصمة الإدارية الجديدة، مشيرا إلى أنه سيتم الإعلان عن التحالف الجديد خلال النصف الثاني من العام الحالي. أعلن منسى أن الشركة وقعت اتفاقية تعاون مع شركتين

مثل هولندا وإسبانيا وفرنسا بالإضافة إلى أسواق الخليج. كما تقدم خدماتها لبعض العملاء بنيجيريا والكاميرون، وحاليا تجهز لافتتاح فرع لها بالإمارات. قال منسى: إن الشركة قابضة تضم حاليا ٣ شركات تحت مظلتها هي «أكت انترجيشن سيسمز»، و«ادفانس جلوبال سرفيس»، و«أكت برايد»، وتخطط لإنشاء ٤ شركات جديدة خلال عامي ٢٠١٨ و٢٠١٩، كما تدرس الاستحواذ على بعض الشركات خلال الفترة المقبلة في إطار تنفيذ خططها للتحويل لشركة قابضة تقدم الخدمات المتكاملة.

وتدرس حاليا، أوضاع شركتين للاستحواذ عليهما، تعملان بمجالات الحوسبة السحابية وحلول الـ «BIG DATA» و«IOT». وتقدم «ACT» خدماتها التكنولوجية والخدمات الاستشارية لأكثر من ٨٠٠ عميل من الجهات الحكومية، والعقارات، والنفط والغاز والطيران والرعاية الصحية، والفنادق والمطاعم، والمالية والمصرفية، وشركات الاتصالات السلكية واللاسلكية والنقل والمؤسسات التعليمية.



ACT للحلول تستهدف تنفيذ مشروعات بقيمة ٥٠٠ مليون جنيه

تستهدف شركة الحاسبات المتقدمة «أكت» للحلول التكنولوجية، تنفيذ مشروعات جديدة في الربع الثاني من ٢٠١٧ بقيمة ٥٠٠ مليون جنيه مقابل، بـ ٣٠٠ مليون جنيه خلال الشهور الثلاث الأولى من العام بنسبة نمو ٢٥٪ من نفس الفترة من العام السابق. وقال حازم منسى، مدير قطاع التسويق بالشركة، إنه جارٍ حاليا تنفيذ مشروعات بـ ١٥٠ مليون جنيه إذ تعاقدت مع مجموعة طلعت مصطفى على توريد أحدث تقنيات أنظمة الحوسبة السحابية وهي «Cloud SPEES» بما فيها نظام تشغيل «ويندوز ١٠» لـ ٢٣٠٠ مستخدم، بالإضافة إلى برامج Office ٣٦٥ E٥ والذي يحتوي على Skype for Business وهو تطبيق للتواصل بين الموظفين ويستطيعون من خلاله تنظيم اجتماعات أونلاين «صوت وفيديو» لما يقرب من ١٠ آلاف شخص، وتطبيق One Drive ويوفر سعة تخزين ١ تيرابايت لكل مستخدم لتحميل البيانات والملفات الخاصة بطريقة آمنة على السحابة الإلكترونية MS Cloud «ويستطيع استخدام هذه البيانات حتى وإن كان غير متصل بالإنترنت بتكلفة ٤٠ مليون جنيه.

وأضاف منسى لـ «المال» أن المجموعة عميل لدى الشركة منذ ٦ سنوات، إذ تملك خبرة طويلة في مجال التطوير العقاري بمصر ومنطقة الشرق الأوسط تصل إلى ٢٧ عاما، ولديها ثلاث منتجعات فندقية قائمة بالفعل، مبينا أن المشروع الثان هو الاتفاق مع الأكاديمية العربية للعلوم وتكنولوجيا النقل البحري لتوريد تطبيقات مايكروسوفت التعليمية لتخدم أكثر من ٢٠٠٠ طالب، وتحقيق التواصل بين الطلبة والقاتمين على التدريس. تقوم الشركة أيضًا بتوريد ٣٦ جهاز سيرفر مركزي ووحدات تخزين وأنظمة استرجاع بيانات EMC NETWORKER لصالح القطاع المالي، وأمن القاهرة، والأدلة الجنائية في وزارة الداخلية، وذكر أن من أهم المشاريع التي نفذتها شركة أكت مع الوزارة تجهيز الداتا سنتر الخاص بالإدارة العامة لتكنولوجيا المعلومات، ومشروع التعليم الإلكتروني لأكاديمية الشرطة بالتعاون مع «blackboard»، الذي يخدم أكثر من ٨٠٠٠ طالب. وأكد منسى



كتب - محمود جمال

تستهدف شركة الحاسبات المتقدمة «ACT» للحلول إنشاء شركة قابضة بالسوق المصرية في عام ٢٠٢٠ برأسمال ١٠٠ مليون جنيه، كمرحلة أولى للاستحواذ على ٣٥٪ من سوق حلول تكنولوجيا المعلومات، ومن المرجح حسم هيكلها الإداري خلال العام الجاري.

وقال حازم منسى، مدير قطاع التسويق بالشركة، إنها وضعت رؤية طموحًا خلال العام الماضي تعرف بـ «ACT ٢٠٢٠» تتضمن تأسيس شركة قابضة في مجال حلول الـ «IT» يندرج تحتها مجموعة شركات فرعية، معتبرا أن طرح أسهمها بالبورصة، غير مطروح بالوقت الراهن.

وأوضح لـ «المال» أن شركته أسست مؤخرا شركتين أولاهما تعمل بالسوق القطرية في مجال الحلول المالية وتطبيقات الفندقية والسياحة تحت اسم «ACT bright» ويرأسها المهندس ماجد طه.

والثانية: «AGS» لتقديم خدمات الاستشارات بقطاع الفنادق والسياحة من مصر إلى أسواق أفريقيا وأوروبا والشرق الأوسط، ويرأسها المهندس أشرف مؤمن، وسيكون لها مكتباً بدبي في ٢٠١٧. وأكد أن «ACT» تخطط أيضا لتأسيس شركتين جديدتين خلال ٢٠١٨ لإحداهما متخصصة في تطوير التطبيقات، وتمتلك ٣ منتجات هي برنامج «Maestro» لميكنة إدارة الموارد البشرية، وبرنامج «Piano» لإدارة المراكب النيلية إلكترونيا وجار التفاوض على تنفيذ مشروع مع شركة سياحة بتكلفة مليوني

جنيه، وآخر لقياس درجة ولاء عملاء التجزئة «Retail Loyalty». بالإضافة إلى شركة أخرى تستهدف بناء حلول متكاملة في مجالات تطبيقات المحمول، والبيانات الكبيرة «BIG DATA»، وإنترنت الأشياء «IOT» عبر الاستحواذ على شركة صغيرة بالسوق المصرية، إذ تفاضل حاليا بين ٤ شركات، ومن المقرر اختيار أنسبها خلال النصف الثاني من العام الحالي.

وتطرق إلى أن شركته تعتزم تأسيس ٤ شركات أخرى خلال ٢٠١٩ و٢٠٢٠ ليصل بذلك إجمالي عدد الكيانات التابعة للقابضة إلى ٩ شركات، لافتا إلى سعى «ACT» لزيادة عدد موظفيها في ٢٠١٧ بنسبة ١٥٪، واستحداث أنظمة جديدة لإدارة أعمالها.

وفي سياق متصل، ذكر أن «ACT» تسعى إلى تنفيذ مشروعات تكنولوجية في ٢٠١٧ بـ ١٠٢ مليار جنيه، منها ٤٠٠ مليون جنيه بالربع الأول، مقارنة بـ ٥٦٠ مليون جنيه خلال العام الماضي، عبر استهداف عدة قطاعات منها الحلول الأمنية والحكومية والبنكية والاتصالات، والذي سيشهد طفرة قوية بعد تفعيل خدمات الجيل الرابع «4G».

كما تخطط أيضا لاقتناص ٥٠ مليون جنيه تعاقدات بأسواق شرق أفريقيا وأوروبا والشرق الأوسط، أبرزها كينيا وموريشيوس وألمانيا وهولندا وإنجلترا والإمارات والسعودية وعمان وقطر. وكشف عن أن الشركة تدرس إقامة مراكز تدريب للخريجين خلال النصف الثاني من ٢٠١٧ بمنطقتي «برج العرب» و«أسيوط» التكنولوجيتين، بالتعاون مع وزارة الاتصالات وشركات عالمية هي «إتش بي»، و«مايكروسوفت»، و«سيسكو»، و«EMC»، و«DELL». وقال إن شركته تعتزم المنافسة بقوة على توريد حلول وتطبيقات

ACT للحلول تؤسس قابضة برأسمال ١٠٠ مليون جنيه

اتصالات متكاملة إلى ٣ مشروعات قومية، هي العاصمة الإدارية الجديدة، والمنطقة الصناعية في دمياط، وشركة الريف المصري المسؤولة عن مشروع استصلاح الـ ١٥ مليون فدان. على صعيد آخر، أكد أن «ACT» تكبدت خسائر عن فروق العملة خلال العام الماضي بين ٧ و١٠ ملايين جنيه، أغلبها بالربع الأخير مع استمرار وجود سعرين للدولار، رغم قرار الحكومة تعويم الجنيه في ٣ نوفمبر الماضي، لافتا إلى أن الشركة تلجأ إلى تدبير جزء من احتياجاتها الدولارية من البنوك، والآخر من مبيعاتها الخارجية.

واعتبر أن تحرير سعر الصرف سيساهم في جذب استثمارات أجنبية إلى قطاع التكنولوجيا، ولكن يجب على الشركات المحلية عمل تحالفات قوية مع نظيراتها العالمية لتفادي تداعياته السلبية. ومن المعروف أن سعر الدولار يشهد تنذبا واضحا منذ قرار تعويم الجنيه، ليسجل بأغلب البنوك ١٨٠٥ جنيه، صعودا من ٨٠٨٨ جنيه قبل التعويم.

ورأى أن قطاع الـ «IT» يحتاج إلى رؤية إستراتيجية محددة وخطة زمنية للتنفيذ من خلال مواكبة الاتجاهات التكنولوجية العالمية، وتنمية الطلب المحلي بناء على احتياجات العملاء، عبر تحقيق تواصل مباشر بين أصحاب المشروعات وشركات الحلول، كما يجب أن تكون الشركات الكبيرة على دراية بالمنتجات الأقل حجما.



ACT تنفذ مشروعات للكفاءة الانتاجية وفودافون بقيمة ٤٠ مليون جنيه

وأضاف منسى، ان الشركة توقع ان يصل حجم اعمالها بنهاية مارس الحالي الى ٣٠٠ مليون جنيه لتستهدف حجم اعمال ١٠٢ مليار جنيه بنهاية العام الحالي ٢٠١٧ موضحا أن الشركة تتفاوض مع اكثر من تحالف لتنفيذ مشروعات في العاصمة الادارية الجديدة لما تملكه الشركة من خبرة في مشروعات مثل Connected City، مشيرا الى ان الشركة تتوسع بصورة ملحوظة في مشروعات الفندقية والضيافة والتبرول .



ACT حجم أعمال ٣٠٠ مليون جنيه بنهاية الربع الأول من العام الحالي

أكد حازم منسي مدير قطاع التسويق بشركة أكت، أن أكت القابضة ستعمل تحت مظلتها عدد من الشركات أبرزها شركة أكت للحلول المتكاملة ACT System Integration، شركة تعمل في مجال الأنظمة والتحكم، الثالثة تعمل في تقديم الخدمات المتخصصة لقطاع الفندقية AGS، رابعة متخصصة في مجال التطبيقات.

تأتي هذه الشركة بعد النجاحات التي تحققت في تطبيقات مثل "مايسترو"، و"يانو" والتي تستهدف الأسواق الأوروبية والإفريقية والعربية، الخامسة متخصصة في مجال التقنيات الجديدة مثل إنترنت الأشياء IOT و BIG DATA ، أما باقي الشركات فتعمل في مجال التدريب والاستشارات للشركات حيث تساعد الشركات في الإسراع نحو منظومة التحول الرقمي، شركة متخصصة في مجال إدارة الخدمات Mangment Services.

كما أكد "أن الشركة تولي أهمية خاصة لمشروعات وبرامج المسؤولية المجتمعية CSR خاصة في مجال التعليم والصحة من خلال التركيز على مجموعة من المشروعات في محافظات الصعيد". وأوضح مدير قطاع التسويق بشركة ACT، "أن الشركة تتوقع أن تحقق نتائج إيجابية بنهاية الربع الأول من العام الحالي، حيث تشير التوقعات إلى وصول حجم الأعمال إلى ٣٠٠ مليون جنيه، وتستهدف الوصول إلى ١٠٢ مليار جنيه بنهاية العام الحالي بزيادة قدرها ٦٠٠ مليون جنيه عن نتائج العام الماضي".



رسالة من الإدارة

قيمة العنصر البشرى - الانسان

أ. حسانين توفيق - العضو المنتدب لشركة أكت



لقد شرفت بالعمل - منذ تأسيس الشركة عام ١٩٨٨ - مع مجموعة تميزت بالكفاءة الفنية مع إيمانهم التام برؤية ومهمة و قيم الشركة .

لقد عملنا معا على تحقيق زيادة في حجم الاعمال و تطبيق التكنولوجيا الحديثة وتطوير خدماتنا لتشمل العديد من الصناعات واهم من كل ذلك كان حرصنا الدائم على توظيف الكوادر المهنية والفنية القادرة على بناء الشركة وضمان الاستمرارية في زيادة قدراتها وذلك بالتوازي مع تحقيق اهدافهم وطمحاتهم الشخصية والمهنية.

لقد عملت على مدار السنين مع اشخاص عظام - اسميهم الاسرة - و مع النمو و التطور للشركة اشعر بفخر لعملى مع قادة متميزين نجحوا في بناء ثقافة الريادة بالشركة. و من منطلق الايمان باهمية العنصر البشرى و روح الاسرة و الالتزام قامت أكت بتأسيس قاعدة صلبة من العاملين لديها ليتم البناء عليها للمستقبل من خلال نموذج تدريبي لتمكين شبابنا و قد تم تنفيذة بمشاركة شركاء متخصصون يؤمنون بذات القيم و الاهداف .

وبعد دراسة تفصيلية متأنية تم وضع خطة خمسية بدأت عام ٢٠١٦ تحدد استراتيجيية الشركة للتحويل تتضمن انشاء عدد ثمان شركات في مجال التطبيقات, التسويق الرقعى , الحوسبة السحابية , خدمات إدارة النظم المعلوماتية , حلول البنية التحتية, والحلول والخدمات المتكاملة في مجال الفندقة ذلك بحلول عام ٢٠٢٠ . وهى تعكس تطلعاتنا وقراراتنا التي لا حدود لها. وأول معلماً لهذه الاستراتيجية هو إنشاء شركة قابضة تهدف إلى الاستثمار في شركات تكنولوجيا المعلومات التي تقدم خدمات تكنولوجياه متكاملة على الصعيد العالمى , من خلال فرق مؤهلة لتمكين العملاء من تحقيق أهداف أعمالهم بأفضل طريقة ممكنة. ويصدد هذا سيتم إدراج ثلاث شركات قائمة بالفعل كشركات تابعة للشركة القابضة، وهم:

شركة الحاسبات المتقدمة، للحلول المتكاملة وشركة الخدمات التقنية (AGS مصر - AGS دي)، لتوفير خدمات الفندقة في جميع أنحاء العالم وأكت برايت ACT Bright، للحلول المتكاملة بقطر.

وفي هذا الاطار شهد عام ٢٠١٦ و هو العام الاول من الخطة الخمسية لاستراتيجية التحويل تقدما ملحوظا يقربنا من تحقيق الهدف و ذلك من خلال تنمية قدرات وامكانيات ابناء الشركة الذين يمثلون حجر الزاوية و العنصر الفاعل و الاهم في انشاء و نجاح الشركات الثمانية و ذلك بتدشين اكااديمية أكت والتي تم من خلالها تدريب و تطوير و رفع مستوى كفاءة اكثر من ٢٥٠ مدير و قائد فريق و موظف من مجموع ابناء الشركة و البالغ عددهم اربعمائة.

لقد اعتمدت أكت في نجاحها على مدار السنوات الماضية و سيستمر هذا الاعتماد مستقبلا كأحد قيمها الاساسية على عنصريين اساسيين . الاول ايمانها بالريادة والتميز من خلال انشاء شركات تغطى مختلف الانشطة ومواكبة احدث التطورات التكنولوجية. والثانى ايمانها بالالتزام بروح المبادرة الذاتية من خلال تطوير وتحسين و رفع مستوى ابنائها.

بطبيعة الحال لا يخلو عملنا من العديد من التحديات التي نواجهها بتمكين ابنائنا من زيادة و استغلال فرص التطور والنمو والتي تشكل احد اهم محاور اهتمامنا وعناصر نجاحنا.

ويجب ان نتعامل مع كل ما نحققه من نجاح على انه انذار وتنبية على ضرورة الاستمرار في بذل المزيد من الجهد لتدعيم ابنائنا بكل ما يحتاجونه من تعليم وتطوير لتظل اسرة أكت قوة دافعة على طريق التطور والنمو.



اسرة أكت ستظل قوة دافعة على طريق التطور والنمو.



لقد عملت على مدار السنين مع اشخاص عظام اسميهم الاسرة - و مع النمو و التطور للشركة اشعر بفخر لعملى مع قادة متميزين نجحوا في بناء ثقافة الريادة بالشركة.

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حازم منسى
رئيس فريق الإتصالات التسويقية
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ACT General Counsel



Hazem El Tahawy Interview
Chairman



Kevin McCarthy Interview
Program Director Commercial Systems
at Mövenpick Hotels & Resorts



Kinda Baydoun HPE Interview
ME Channel & Territory Manager



Maged Taha Interview
ACT Bright - General Manager



Ashraf Momen Interview
AGS General Manager



Ashely Fernandes Interview
Chief Financial Officer

شكر خاص:

احمد عصام
علي توفيق
داليا احمد
دينيا ابو يزيد
اسلام مظهر
جهاد سعد
محمد كحلة
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Magazine



Integrated Solutions Provider

عدد ٢٠١٧ - الإصدار الأول

Family Leadership Technology
 Strategy People Innovation
 Balance Passion Focus Customers Integrity Wisdom Protection Success Hardwork Customers



A word cloud featuring various business and motivational terms. The words are arranged in a dense, overlapping manner. The colors used are orange and grey. The background is a photograph of a person climbing a rock, which is visible through the transparency of the word cloud. The words include: Planning, Success, Power, Leadership, Innovation, Vision, Future, Pride, Teamwork, Harmony, Services, Balance, Speed, Hardwork, Target, Focus, Motivate, Integrity, Customers, Empowerment, Family, Quality, Passion, Vision, Future, and Planning.