Sachin Bhardwaj
Cloud, managed services for IoT

> " Cloud hosting with a reliable cloud services provider is more secure than in-house server hosting."
> **Sachin Bhardwaj, director Marketing & Business Development, eHostingData- Fort**

→ **Faced with mounting costs and an increasingly complex IT environment to manage, organisations are now more than ever looking at Managed IT Services and Cloud as an alternative to in-house IT infrastructure management.**

Digital Transformation has become a major focus for many organisations in the Middle East. Today, businesses need to focus on newer technologies which can help them transform into a 'digital business'. In fact, in an age which we are calling the Internet of Things (IoT) era, organisations will need to seriously rethink how they approach rapid digitisation.

According to Gartner, by 2020, 75 percent of businesses globally will be a digital business or will be preparing to become one. While many organisations have digital business transformation initiatives planned or underway, Gartner predicts that only 30% of these efforts will be successful due to lack of talent and technical expertise.

Faced with mounting costs and an increasingly complex IT environment to manage, organisations are now more than ever considering Managed IT Services and Cloud services as an alternative to in-house IT infrastructure management.

Why Cloud?

Cloud services in the Middle East are growing significantly as businesses are seeing tremendous value in having a scalable and flexible pool of resources at their fingertips.

The assurance of lower IT costs and scalability has drawn IT decision makers to move their business-critical data and applications to the cloud.

Also, the popularity of the pay-as-you-go model and having clearly measureable predictable IT costs is another driver towards cloud adoption in the Middle East region.

In fact, many organisations are considering to move to a hosted private or hybrid cloud model. Having said that, Public Cloud is not far behind

Managed IT services – the obvious choice

According to IDC, the managed and data centre service markets in the UAE will grow at a compound annual growth rate (CAGR) of 19.8% between 2013 and 2018 to reach a total of $971.8m by 2018. This acceleration is due to the increasing demand from core growth industries such as retail, healthcare, and manufacturing. Data centre hosting makes up approximately 18 per cent of the Managed Services market revenue in the UAE. Industry sectors such as Banking and Finance, Aviation, Media, Government, IT and Telecom in particular, have taken to managed services as ensuring a 'secure and reliable system' is critical.

Cloud and Managed IT services can help organisations cut costs significantly and improve operational efficiencies tremendously. .

In the era of digital transformation, technology is a great enabler and Cloud and Managed IT services will help local organisations become agile by providing stability, scalability and most importantly, security.