



# Maximum disaster readiness

Yasser Zeinelin, CEO, ehosting DataFort talks about the company's recent investments and the future prospects for data centres in the Middle East.

## What is your core business and how does the company define itself?

Established in 2001, eHosting DataFort (eHDF) is a leading provider of managed hosting and cloud infrastructure services and amongst the first in the region. We own and operate multiple tier 3 data centres delivering high-end managed services through a reliable infrastructure, 24/7 support, guaranteed uptime and credit based service level agreements. eHDF was the pioneer in the region to introduce hosted managed private cloud solutions and the first in the UAE to launch public cloud services, which can be bought from an online storefront.

eHDF's comprehensive services and solutions portfolio include managed hosting, dedicated or virtual leased servers, remote

infrastructure management, and managed services. Services also include a 24/7 service desk, credit based service level agreements, managed co-location, cloud services, and disaster recovery among others. It also provides BIZPACK, an IT and managed services bundle for newly established enterprises setting up new operations in the UAE.

## Clearly define your target audience for this region, why should clients choose to work with you?

eHDF's flexible, scalable, reliable and customised solutions built specifically to meet and exceed the customer's business needs are of high strategic value to any organisation of any size. Our services also streamline the operational activities of any business by providing access to skilled resources, latest

technologies, and state-of-the-art infrastructure. Access to a wider range of more advanced IT services also adds value to an organisation through enhanced security and protection, high availability and minimal downtime, and improved responsiveness thanks to round the clock operations.

eHDF invests heavily in technology refresh and new network, security and storage technologies that support our existing services. Also, we regularly collaborate with key-technology partners to further improve our services and solutions and heavily invest in hiring skilled professionals, upgrading infrastructure and investing in R&D.

To meet growing customer demands, we invested more than AED11m on our data centre infrastructure upgrades that has

introduced further redundancy at the DC level, led to tighter 3 layered security by introducing protection at system, network and application layer. In order to enhance client interactions, eHDF's service desk introduced new features like customer interaction tracking system, privilege access management to the data centre and user session recording.

## How do you differentiate your business from the competition?

The key reasons that make eHDF stand out in the managed services marketplace is its ability to provide customised solutions that offer strategic, financial and operational benefits to customers and act as an extension to their in-house IT department. eHDF's team of domain and technical experts is highly knowledgeable,

committed, experienced and completely focused on keeping customers' critical applications and infrastructure working optimally without any downtime, allowing customers to focus on their core business objectives. eHDF is proud to hold the highest international accreditations in assurance and best practices, and is one of the few service providers in the world to have obtained the ISO9001:2008 Quality Management Systems, ISO20000 IT Service Management, ISO22301 Business Continuity Management, ISO27001 Information Security Management Systems and the latest ITIL certifications v3. The company recently obtained the notable Cloud Security Alliance (CSA) STAR certification, becoming the first company in the Middle East region to achieve this.

#### What value-added services do you offer?

eHDF continuously makes improvements in software and security to ensure best-in-class services are delivered to its customers. We are investing heavily in technology refresh and new network, security and storage technologies that support their existing services. eHDF regularly collaborates with key-technology partners to further improve its services and solutions and heavily invests in hiring skilled professionals, upgrading infrastructure and invests in R&D. eHDF implemented All Flash Storage array to enable faster access to high volumes of data used by multiple users and applications. We are implementing ACI solution, which will automate IT tasks and accelerate data centre application deployments. In order to enhance client interactions, eHDF's service desk introduced new features



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like customer interaction tracking system, privilege access management to the data centre and user session recording. By combining the expertise of their senior management and technical workforce, eHDF is able to offer the best solutions to meet their clients' expectations and exceed industry benchmarks.

#### What is your head count and which countries are you present in?

We are headquartered in UAE but have global customers from GCC, ME, Europe, US, Asia and Australia hosted in our data centres located in UAE. In addition we have several strategic partnerships with providers within and outside GCC.

#### What trends are shaping in the hosting and datacenter business in the region?

Data centers in the region are rapidly evolving to better meet current and future business requirements. They are going through many changes as

businesses are shifting their focus to issues such as speed of implementation, flexibility, agility, efficiency, scalability and security.

Cloud computing is one of the main technologies driving the transformation of data centers as it facilitates faster business operations. Cloud offers organisations the flexibility to scale their infrastructure capacity on demand. With the continuing trend of cloud computing, data centers are being transformed to utilise these new technologies to enhance their performance. Moving forward, we will witness dramatic changes in the structure, software and control processes of data centers. Trends such as automation, virtualisation, software-defined applications and infrastructure, IoT and BYOD are driving a change in data centres. Apart from looking at new technologies to effectively manage data centre growth, organisations are also considering options such as consolidation, colocation and

outsourcing their data centres.

#### What technologies in your portfolio are the most important at present?

Managed hosting, cloud infrastructure services and disaster recovery are the key areas of focus at eHosting DataFort.

#### Are you looking to expand the portfolio into any new areas?

Continuous innovation in products and services is a cornerstone of eHDF's success. After successfully launching five new services in 2014; public cloud, remote monitoring and management, managed remote back-up, office 365 and BIZPACK, eHDF is working towards adding active/active and active/passive disaster recovery (DR) solutions and DR automation and management to enhance its disaster recovery services portfolio and offer comprehensive DR solutions to customers.

**“We are constantly enhancing our technology portfolio and accordingly investing in resources to add further value to our channel.”**