BEST OF ICT

YOUR GUIDE TO THE REGION'S MOST INFLUENTIAL TECHNOLOGY PROVIDERS

AUGUST 2011

In association with:

al jammaz distribution
member of al jammaz group

AVAYA
The Power of We

BDL

BROCADE

COMGUARD

GFI

COMPUTERLINKS

GBM

GOLDEN
SYSTEMS MIDDLE EAST FZCO

h-lp

Prologix

ManageEngine

paramount
@ssuring Value

KASPERSKY lab

shadady

TECH ACT

eHOSTING
DATAFORT
A member of
TECOM INVESTMENTS

Bitdefender

Silverland

PTIMUS

MINDware

Yealink

BEST OF
ENTERPRISE

Providing a secure service

eHosting DataFort has established itself as the leading managed services provider in the Middle East. With a strong range of services, and a sterling reputation, the future of the company looks bright. Yasser Zeineldin, chief executive officer of eHosting DataFort provides an insight into the reasons behind the company's success so far.

What products and services does your company offer?

eHosting DataFort (eHDF) has strategically expanded its business portfolio and high-profile customer wins. In addition, we have been successful in assisting existing customers to upgrade their present infrastructure with an aim to derive more value, without excessive capital investment.

Having worked vertically across industries in the private and the public sectors, eHDF provides a complete suite of managed IT services. Within this segment, we offer a gamut of solutions ranging from dedicated servers to a 'fully managed IT services' option that allows customers to assign all aspects of their IT infrastructure management to eHDF, right from their datacentre to their core business applications including networks, servers, storage, back-up and security.

Last year, we launched an innovative, low cost dedicated server package specifically for the SME sector that enables more organisations to move to an OPEX model without investing upfront capital.

As part of our portfolio, we also offer co-location services in which customers can house IT equipment within eHDF's state-of-the-art datacentre. Owing to diverse requirements, a range of flexible options have been made available to customers within the co-location feature. The rack cabinets service provides customers with racks within the datacentre to which they can re-locate their servers, networks, equipment, storage and other business-critical IT infrastructure. The secure cage'service, an enclosed, secured space with dedicated physical security and environmental control allows for varying combinations of square footage, power, rack specifications and physical security devices.

Managed co-location services are an extension to the traditional co-location where most of the capital expenses are offset by managed services charged on a monthly basis. Customers can

opt for a mixed environment where specific services such as backup, security, databases, and monitoring are managed by eHDF while customers choose to retain the management of their hosted infrastructure and business applications.

In managed hosting, customers lease one or more dedicated servers from eHDF and the organisation undertakes the responsibility of managing these servers up to the operating system (OS) layer.

In addition, EHDF also undertakes the responsibility of providing managed services that include backup, storage, security, network, and application and system administration services. The entire hosted infrastructure is managed on a 24x7 basis and is also backed by SLAs required for high availability, reliability, security and redundancy.

Disaster recovery and business continuity is another forte of eHDF. Our world-class datacentres are the backbone of our disaster recovery services and customers can choose from a broad range of services including disaster recovery consultancy, disaster recovery solutions, disaster recovery sites and disaster recovery seats.

How do you help customers solve their problems?
In addition to flexible, reliable and customised solutions, eHDF provides its customers state of the art infrastructure along with 24/7 technical support. We also guarantee up to 99.9% Service availability on account of our credit-based, industry-leading service level agreements (SLAs).

eHDF also follows strict service desk response and resolution targets. Monthly service reports including SLA incidents, server performance, and internet are maintained and monthly service reviews are carried out in order to preserve high standards of performance. Our predictable business model of charging monthly fees allows customers to reduce the total cost of ownership (TCO), in turn allowing them to convert their

capital expenditure (CAPEX) to an operating expense (OPEX), thereby freeing up savings that can be used to reinvest into other new business initiatives, and projects. eHDF has been continuously investing in infrastructure and technology partnerships with an aim to improve its enterprise computing business, and has strategic alliances with technology majors like Microsoft, Cisco, HP, BMC, IBM, EMC and so on. In the past year, we have also partnered with Double-Take Software to enhance comprehensive hosted disaster recovery solutions to customers.

Owing to our focus on international best practices and clearly defined processes, eHDF has been recognised by international bodies such as BSI and ISO, thus ensuring that our managed services are best-in-class. eHDF has obtained certifications including ISO 9001, ISO 20000, and ISO 27001, and BS 25999.

What is the biggest challenge customers face today?
Currently, most companies are managing their own IT infrastructure and applications, giving rise to numerous security and service availability issues. There is a definite need for higher levels of service availability, as businesses cannot afford any downtime in today's competitive environment. Security of data is another key threat to most organisations considering the recent incidents that have occurred across the region. In addition, most companies want to consolidate their complex IT environment and virtualisation and cloud computing technologies are here to stay in the long run.

CIOs are also faced with the dilemma of doing more with less due to reduced IT budgets and there is an increasing trend of CFOs getting more involved in IT decisions/projects.

What makes your company different from its competitors?
Founded in 2001, eHDF is one
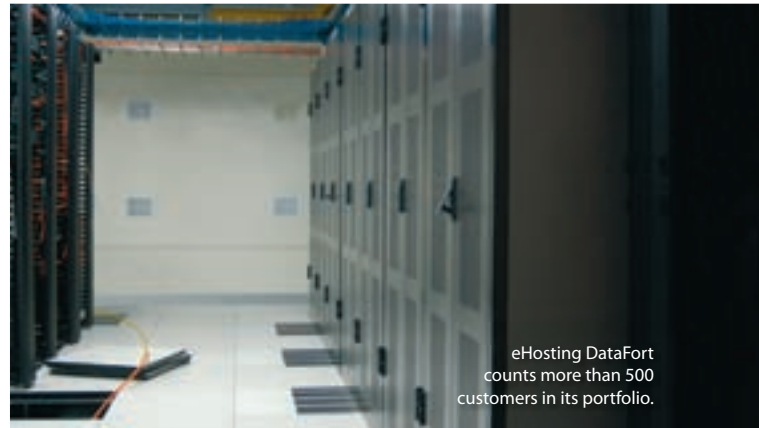
eHosting DataFort counts more than 500 customers in its portfolio.

of the earliest managed IT and advisory services providers in the region, with an established managed services portfolio and a large customer base.

As a fully owned subsidiary of TECOM Investments, eHDF has been able to maintain its leadership position owing to the maturity of their service portfolio, along with achieving high customer satisfaction levels across its client base. Customers can off-load their operational and mundane IT tasks to eHDF, enabling them to focus on their core business. eHDF's goal has been to work towards achieving greater profitability, flexibility and efficiency for our customers.

Further, by investing in a highly qualified team of engineers and consultants eHDF is able to leverage specialised skills to design and deploy intelligent solutions and services that ensure optimum utilisation of the latest technology infrastructure resulting in tremendous cost savings for customers. At eHDF, we offer high service levels that can be measured by industry leading service level agreements (SLAs). Dedicated service account management (SAM) teams manage customer SLAs and represent them within the organisation for issues such as Change Management and Incident Management.

eHDF has also partnered with the leading vendors across the globe including Cisco, Microsoft, HP, IBM, Dell, BMC and EMC.

Additionally, we have a wide range of experience working with customers across various

industry sectors like banking and finance, government, IT, electronics, telecom, aviation, retail, real estate, construction and media and entertainment, enabling us to provide holistic technology solutions to customers. eHDF adherences to international standards focusing on Service Level Management and has attained high level certifications, including ISO 9001, ISO 27001, ISO 20000, ISO 14001, ISO 18001, ITIL and BS 25999.

What level of resources and customer support does your company have on the ground in the region?
eHDF offers three levels of resources to customers – L1 consists of their front line resources, L2 of their back-end resources and L3 of subject matter experts. The minimum requirements, are certified in their respective domains.

Our operations team consists of certified engineers who handle various aspects of Operations in terms of application, security, network, datacentre and the service desk. E-mail, phone and remote hands-on support is also provided on a 24/7/365 basis.

eHOSTING
DATAFORT
A member of
TECOM INVESTMENTS