Latest gadgets
■ A Taiwanese LS-150 15" fanless cashier machine on display yesterday.

Future look
■ A Smart Class Room and Meeting room program being demonstrated yesterday

Gulf cloud computing market poised for exponential growth

COMPANIES STRIVE TO GAIN AN EDGE IN INCREASINGLY CONNECTED WORLD

DUBAI

By **NAUSHAD K CHERRAYIL**
Staff Reporter

Cloud computing has moved from hype to the mainstream as businesses and governments in the region move farther and faster, and organisations now compete in an increasingly complex environment.

As investment pours into the Gulf and especially in Dubai in the roll-out of Dubai Smart City and the build-up to World Expo 2020, cloud tops the agenda of chief information officers (CIOs) and, in some cases, CEOs.

"Cloud technology is gaining increased momentum year on year. While organisations may be sceptical of adopting public cloud and exposing themselves to security vulnerabilities, we believe that when properly deployed, cloud can mitigate [against] most security apprehensions. As data misuse could be crippling to any enterprise, CIOs must be proactive in defending their IT — especially cloud infrastructures," Yasser Zeineldin, CEO of eHolding DataFort (eHDF), told *Gulf News*.

"We have successfully identified CIOs' cloud infrastructure requirements across the Middle East, and offer hosted cloud models which effectively manage organisations' information technology," he said.

In response to the demand for cost-optimised and virtual storage options, he said that the eHDF has developed a hosted private cloud for enterprises and a unique

Top of the agenda
■ Visitors at Gitex Technology Week. As investment pours into the Gulf and especially in Dubai in the roll-out of Dubai Smart City and the build-up to World Expo 2020, cloud tops the agenda.

pay-as-you-go public cloud model for small and medium enterprises (SMEs) complete with an online, self-service portal.

Competitive edge

"More enterprises are harnessing the cloud to extend their business capabilities across an ecosystem to gain a competitive edge in an increasingly connected world," said Dr Sanjiva Weerawarana, founder and CEO of WSO2, a US-based software company. "We are educating companies of all sizes about the benefits and best practices around implementing private, public, and hybrid clouds to gain a strategic advantage and drive return on investment."

Ahmad Adly, cloud computing leader at Oracle, said: "We have seen a huge uptake in demand in the last few months. Businesses now understand how cloud can add value to their operation models and how it can enhance it. We are seeing more evolution towards less spending in traditional IT and, at the same time, more spending in deploy-

ment of three — private, public and hybrid — service models."

He said that the public sector is one of the most "active sector" we see adopting cloud in a big way.

Oracle has more than 100,000 cloud users in the UAE.

Cloud computing is when companies and individuals use shared, remote computing resources instead of local servers. The main opportunities of cloud are agility, reduction or optimisation of costs and decreased risks.