



Driving cloud solutions

eHDF's CEO, Yasser Zeineldin is looking to boost awareness about the company's managed hosting services and private cloud services portfolio

What solutions are you offering in the region?

EHosting DataFort (eHDF) is a leading data centre services provider offering managed IT services and is a fully owned subsidiary of TECOM Investments (a member of Dubai Holding).

Our core services include:

Managed Hosting Services:

eHDF provides a comprehensive suite of managed services that enable customers to assign and outsource some or all aspects of IT infrastructure management to eHDF, from their data centre to core IT infrastructure including servers, networks, storage, back-up and security.

Cloud Computing Services:

After having conducted multiple

internal assessments over the last year in understanding the market demand and evaluating the various cloud models and technologies, eHDF has launched both public and private Cloud Services.

Managed Private Cloud Services are targeted towards medium to large enterprises looking at enhanced and

dynamic utilisation of existing infrastructure / applications in terms of scalability, elasticity and faster time to market.

Public Cloud Services are being tailored to suit small businesses operating in the SMB space.

Disaster Recovery and Business Continuity Services: Our world-class data centres are the backbone of our disaster

recovery services. Customers can choose from a broad range of services including Disaster recovery sites, comprehensive disaster recovery and replication solutions and Disaster Recovery seats.

• **Co-location Services:** As part of our portfolio, we offer co-location services through which customers can house IT equipment within eHDF's state-of-the-art data centres.

What benefits do your products and services bring to regional customers?

In addition to flexible, reliable and customised solutions, eHDF provides its customers with 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 follows strict service desk response and resolution targets. We maintain monthly service reports including SLA incidents, server performance and internet and carry out monthly service reviews with customers in order to uphold high performance standards.

By charging predictable monthly fees, we help customers reduce the total cost of ownership that allows them to convert their CAPEX to OPEX, thereby freeing up savings that can be reinvested in other new business initiatives and projects.

eHDF has been continuously investing in infrastructure and technology partnerships with the aim of improving its enterprise business and have strategic alliances with all global technology heavyweights.

As a result of 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, ISO 27001, ISO 14001, ISO 18001, ITIL and BS 25999.

The three main pillars of benefits that our products and services bring to customers include:

Strategic

- Core Business Focus
- Faster time to market
- Increased business agility
- Flexible & Scalable
- Customised solutions specific to business needs. No one-size-fits-all solution

Financial

- Reduced Total Cost of Ownership (TCO)
- Convert CAPEX to OPEX
- Predictable monthly fees
- Reduced risks

Operational

- Access to skilled resources
- Access to latest technology
- High Availability
- High Quality of Service
- SLAs
- 24/7 Operations

In addition, the main benefits for regional customers are-

- Local datacenter, resulting in low latency and customer assurance
- 24/7 Local support, English and Arabic
- Flexible/ Customised SLAs
- More touchpoints and people interaction
- Security compliance and ensuring the safety of customers confidential data and information which remains within the country
- Range of flexible services options available within the DC

facility (from co-location to a fully managed services model)

- Prompt response time, no time zone difference for local clients

What will be the main technologies changing the market in the next two years?

Cloud computing will be one of the main technologies changing the market in the next two years. We are seeing organisations increasingly beginning to consolidate and virtualise their IT infrastructure to facilitate the adoption of cloud computing. Large enterprises will be looking at private cloud solutions to start their journey on the cloud path while SMBs will invest in public cloud services. Enterprises are moving from trying to understand the cloud to making decisions on selected workloads to implement on cloud services.

What will be your main focus for growth in the next 12 months?

Managed Hosting Services will continue to be a major focus area for eHDF as companies will continue to use the expertise of an external service provider to reduce their overall TCO.

eHDF's Managed Private Cloud Solutions will be targeted at medium to large enterprises looking at enhanced and dynamic utilisation of existing infrastructure/ applications in terms of scalability, elasticity and faster time to market. In fact, eHDF has recently landed a few anchor customers for its virtual data centre private cloud offering, beating local and international competition.

How are you supporting

the services you offer in the Middle East region?

We have a wide network of strategic technology partners comprising industry majors such as VMware, Cisco, HP, IBM, Dell, Microsoft, Oracle, EMC, BMC, Trend Micro, Double-Take Software, Rapid7, Kaspersky, Commvault, Symantec, Veritas, Red Hat, Q1 Labs, DataCore and Juniper.

What cloud solutions are you offering at the moment?

eHDF's Cloud Hosting Services provides your enterprise with the computing power, storage capacity, security and flexibility it needs, when it needs it, and all while reducing your IT costs and simplifying management and maintenance requirements.

Our cloud hosting services include private cloud and public cloud offerings.

Private Cloud

eHDF's Private Cloud is a unique offering for clients who wish to have their own virtual data centre (vDC), an isolated, firewalled, completely secured and fully supported processing, storage, transfer and memory capacities in a very similar manner to traditional data centre allocations, and in the form of a virtual local area network. Clients may then choose to create virtual machines out of this capacity as per their business requirements. virtual private server (VPS)

Public Cloud

eHDF's Public Cloud offers for clients a virtual private server within a shared virtual local area network infrastructure that is firewalled, completely secured and fully supported with customisable processing, storage, transfer and memory capacities.