DATA CENTER

eHDF Enabled Dubai Aluminium

With eHDF's disaster recovery site, DUBAL would not face downtime in cases of disasters or emergencies

About DUBAL:

Dubai Aluminium ("DUBAL") is an operating entity of Emirates Global Aluminium ("EGA"), a jointly-held, equal-ownership company formed by shareholders Mubadala Development Company of Abu Dhabi and the Investment Corporation of Dubai.

Dubai Aluminium ("DUBAL") owns and operates one of the world's largest aluminium smelters. Built on a 480-hectare site in Jebel Ali, the complex's major facilities comprise a one million tonne per annum primary aluminium smelter, a 2,350 megawatt power station (at 30°C), a large carbon plant, casting operations with a capability of over 1.2 million tonnes per annum, a 30 million gallon per day seawater desalination plant, laboratories, port and storage facilities.

Addressing the Pain Points:

DUBAL (an operating subsidiary of Emirates Global Aluminium or EGA) has a production capacity of more than one million tonnes per annum and serves over 325 customers in at least 60 countries worldwide. The organisation has huge ICT requirements, which are met by its in-house IT experts who manage a large IT infrastructure including an in-house data centre.

Given its massive operational requirements, maintaining business functionality during any potential crisis scenario is critical for DUBAL. The implication that any disruption could have on long-term business growth prompted DUBAL to consider an off-site services provider for disaster recovery. The company identified Enterprise Resource Planning (ERP) and email as the most critical applications for which a disaster

recovery site at a third party data centre was imperative.

Since DUBAL's ISO20000 compliant data centres required the security and services of a certified managed services company, they decided to work with eHDF as we adhere to international standards and best practices, and have been awarded several ISO certifications.

Solutions Implemented:

eHDF hosted DUBAL's offsite Disaster Recovery (DR) and Business Continuity Management (BCM) service as a fall back option in the event of downtime or disruption. This is accompanied by eHDF's managed services such as managed security services, network infrastructure and management services, monitoring services and systems management services

Other projects:

eHDF boasts some of the Middle East's most technologically advanced data centres with unparalleled infrastructure, high security, and a host of incomparable features. The environment is secure and highly available, offering significantly lowered downtime, reduced overall operating costs and faster time to market.

eHDF's tier-3 data centers are the backbone of our co-location and managed hosting services and have been successfully driving many enterprise businesses. We cater to local and global customers and some of our notable clients include Dubai

Financial Market, Panasonic, DUBAL, Tejuri.com, Khaleej Times, Société Générale Bank, TRIMEX Group, JRG International, Paramount Computer Systems, Dunia Finance and Geotab ME.

We have deployed several crucial projects from our data centers. Some of these are highlighted below:

● eHDF helps Dubai Financial Markets with 99.98 per cent data center availability and a secure server for the web application disaster recovery platform. eHDF's tier-3 datacenter in Dubai hosts the complete replication and backup for the DFM website, along with other managed services, to provide backup in case of service interruption, high levels of demand or other occurrences that could risk the availability of the service.

● Geotab, one of the largest fleet and asset management companies in the world, employed eHDF to host a crucial business application - the GPS tracking system. eHDF addressed the requirements for this application for low latency and round-the-clock live fleet data very effectively. They now offer a locally-based cloud hosting services solution hosted at their data centres in Dubai with speedy response time and minimal latency to the server.

Outcome and ROI:

With eHDF's disaster recovery site, DUBAL can be assured of business continuity. This impacts bottom line results in the long run, as they would not face downtime in cases of disasters or emergencies.

YASSER ZEINELDIN
CEO, EHOSTING DATAFORT

"eHDF's tier-3 data centers are the backbone of our co-location and managed hosting services and have been successfully driving many enterprise businesses."

 "One reason we chose eHosting DataFort is they are Tier 3, which gives you 99.98% availability of the service. Availability is crucial. We are ISO 9001, 27001; eHosting DataFort also is certified – so even before we signed with them we knew they were certified, that makes us more comfortable dealing with them, and it means we have the same concerns in terms of information security, processes and change management. This matters for us, and it makes life much easier. They have a good technical team, with different skills, this makes us comfortable, also the security aspect of it, and the bandwidth, they are very flexible with us, if we require more bandwidth they deliver it on the fly. We don't need to wait or call, it is automatic. This makes things much easier," Hassan Abdulrahman Al Serkal, Executive Vice President, Chief Operations Officer, Head of Operations Division, Dubai Financial Markets.

Customer Testimonial:
Ayaz Maqbool, MD, Tejuri.com, said, "There is great potential for eCommerce in the Middle East with the internet-savvy younger generation leading the trend in online shopping. However, to tap into this fast-growing segment and generate significant revenue, local retailers require a strong, secure and reliable eCommerce infrastructure. At Tejuri.com, we aim to bridge this gap and help retailers demonstrate that we can offer global standards in security, services and a holistic shopping experience. Undoubtedly, eHDF has been a reliable partner, putting us on the path towards achieving our objective and growing our business." 🔺

Customer Testimonials
"We are pleased to work with eHDF, who implemented a comprehensive disaster recovery and BCM solution as per our specifications, thus demonstrating a strong understanding of DUBAI's requirements. Both the DUBAL and eHDF teams worked together seamlessly to achieve the defined objectives and even conducted live tests of the system to ensure everything is in place. eHDF's technical competency has ensured smooth delivery of the solution." Ahmad M Almulla, Senior Vice President, Information Technology, DUBAL

 "Now, all of a sudden, we don't have to worry about it. There's somebody else that's always there, so if something happens to the server, they are there. I don't have to drive from somewhere or send somebody to take care of it. It means we can concentrate on the business," Johan Wolhuter, Regional Manager, Geotab ME.