

Social media gets the corporate nod



↑ Hani Nofal from GBM says that around 50% of regional businesses now allow employees to access social media.

Organisations and enterprises in the Middle East are opening up to the adoption of social media and to allowing their employees to access social media from their own internal networks, according to Hani Nofal, director of Intelligent Network Solutions at GBM.

“We are seeing more and more organisations in the region taking social media more seriously. This confirms that they are much more

aware and much more concerned about what could be the result of social media on their brand and reputation in the market,” he said.

The number of businesses that block social media has dropped by around 50%, and there is a demographic shift that is driving this.

“Everyone that is connected whether it be through a laptop, tablet or mobile phone is demanding to be connected at any time and from any device and are taking this expectation and behaviour to the workplace. This is putting pressure on our organisations to respond to that,” said Nofal.

The big question now is how does a company allow social media access and, at the same time control and audit what is being done? The biggest challenge for enterprises is that consumers do not care where their information goes or gets stored, but, companies do.

“This lack of knowledge about where company data goes is a challenge when it comes to social media, as most social media websites and the business model depends on a cloud computing approach,” said Nofal.

DATASTREAM

1.4 bn

Smartphones in the world by 2013

Source: ABI Research

57%

of smartphones globally will be running on Android in 2013

Source: ABI Research

\$4 bn

The amount to be spent on data centres in the Middle East in 2014

Source: Tripp Lite

87%

87% of Businesses in UAE say big data will lead to better decision making.

Source: EMC

VOX POP

IF 1 EQUALS “IT KEEPS ME AWAKE AT NIGHT” AND 10 EQUALS “DON’T CARE”...

Are DDoS attacks a worry for your company?



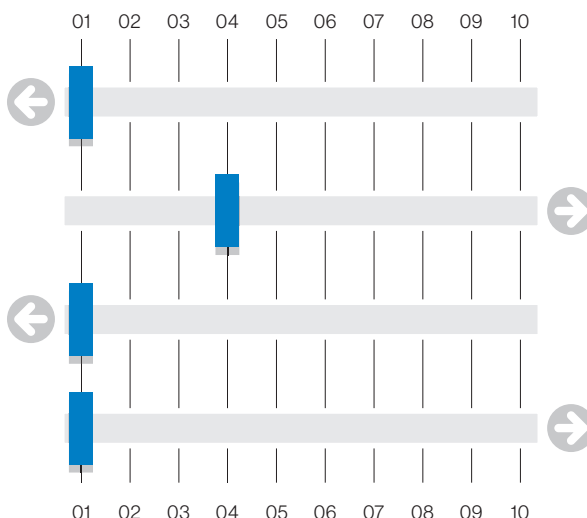
“DDoS attacks are of utmost concern to many networking companies.”

Ammar Enaya,
Aruba Networks



“DDoS, a simple yet detrimental threat. The biggest banks in the ME suffered.”

Mohammad Amin Hasbini,
Kaspersky Lab ME



“Availability is critical for networks; DDoS cannot be ignored, but we mitigate risks.”

Jigar Shah,
Invensys



“DDoS attacks result in huge reputational and commercial losses.”

Rajesh Abraham
Chacko, eHDF

