

## eHDF shows off RMM services

EHOSTING DataFort (eHDF) showcased newly launched Remote Monitoring and Management (RMM) services, which can remotely manage and monitor a company's IT assets, at GITEX Technology Week 2014.

The set of services offer solutions to manage devices, networks, users, desktops and data, ensuring efficient, highly available and completely supported IT infrastructure, eHDF said.

According to the company, managing and monitoring an IT infrastructure in-house can be expensive and time-consuming. And organisations are finding it increasingly difficult to hire, train and retain IT personnel with the skills required to manage IT assets effectively.

The answer, eHDF said, is its new model of on-site and off-site monitoring and management for IT infrastructure. Through its RMM service, the company can install a probe server at the customer's premises, allowing for information from onsite devices to be fed into the master servers at eHDF's data centres in Dubai.

These updates are then analysed in real time by eHDF's 24-7 services experts, who are trained to handle and remotely resolve critical issues. Technical engineers are also available for issues requiring immediate on-site assistance, eHDF said.

"RMM is a proactive service developed after a detailed analysis of IT best practices to enable infrastructure optimisation as critical issues are identified, reported and resolved in real time," said Yasser Zeineldin, CEO of eHDF.

"In leveraging this solution, organisations can gain peace of mind and access to skilled resources that ensure their IT systems are always up and running."



► eHDF touts its latest offerings.

## Shifra warns against security

Shifra, a value added distributor (VAD) for the Middle East and North Africa (MENA) has warned companies in the region not to get complacent about IT security as "hackers are constantly evolving their techniques".

Ahmed Soltan, managing director at Shifra, said: "Hacking and techniques are evolving, so to use a classical three year old technology to protect your system is not good enough. Hackers are getting advanced day by day. That's why we introduced the latest technology at GITEX Technology Week, which will help customers to be protected from the hackers."

According to the specialist VAD, Shifra has a complimentary portfolio of information security, mobility, and virtualisation solutions. Although Soltan said that most of the firm's products are not well-known in the region, Shifra's participation at GITEX this year helped the company to raise its profile to partners and end-user customers.

"Most of our vendors are not well known in the Middle East market, but they are well-known in the US. So we're hoping to achieve much more brand awareness for these brands that we are representing in the Middle East, and also try to get more leads, recruit more channel partners, and make the awareness of the new technologies and gain more of a market share in the Middle East," said Soltan.

Soltan added that the UAE regulations that force companies to be compliant with the latest developments, helped drive business for IT security providers, but there were also many customers looking for the latest technologies as well.



► Soltan said regulations are driving the growth of IT security providers.