Cloud Confex News

HDS keeps data under control

HITACHI Data Systems (HDS) wants to help organisations transform raw data into valuable information by making it more accessible and simpler to manage. At GITEX TECHNOLOGY WEEK, the company will demonstrate solutions that aim to help companies manage data growth, cut costs and reduce operational complexity.

"HDS products and services bring solutions to regional customers that enable them to manage data growth, and collect and connect data to create valuable information. We help organisations cut costs and reduce operational expenses while increasing efficiency and securing information," says Aaron White, General Manager, Middle East & Turkey, Hitachi Data Systems.

"GITEX is an important way for HDS to engage with existing and potential customers in the Middle East. As data and information grows exponentially, it is vital that organisations in the region are able to manage their critical data while keeping information available."

HDS believes three key trends are influencing the storage market: the increasing affordability of flash, converged solutions and a change in consumption models from buying

White: HDS allows data to be accessed safely, from anywhere.

mass storage up front to paying as you go.

HDS's HCP Anywhere makes it possible for data to be accessed from anywhere, at any time. The Hitachi Cloud Portfolio offers solutions and services that enable enterprises to adopt cloud computing models more securely and reliably.

HDS recently unveiled significant enhancements to three

key infrastructure solutions: Hitachi Unified Storage VM (HUS VM) all flash system, Hitachi Unified Storage and Hitachi NAS Platform, and Hitachi Unified Compute Platform (UCP). The company claims they can reduce total cost of ownership (TCO) by up to 30% compared to alternative solutions and offer double the performance benefits of previous offerings.

eHDF brings the cloud to life

eHOSTING DataFort (eHDF) will promote its managed and cloud hosting services at this year's GITEX TECHNOLOGY WEEK. eHDF, which also offers disaster recovery and business continuity services, managed co-location and co-location services, will highlight the benefit of using these services during the show.

The company reports increasing demand for cloud and managed hosting, and says that GITEX provides a high return on investment by creating specific segments to enable it to meet its core target audience, clients and potential clients.

"eHDF will be present at the Cloud Confex area, enabling us to network

among our peers from local as well as international markets," says Yasser Zeineldin, CEO of eHDF. "Clients will get a better understanding of our cloud solutions and at the same time learn more on our upcoming projects. Our team present at the exhibition will be able to provide first-hand information on these services."

eHDF says it's seen growing demand for cloud services, as companies look to access knowledge, technical expertise and the latest technological innovations from a local provider, with a predictable and economical cost model.

"We have been continuously investing in the latest technologies in order to provide different routes to deliver this value to clients. Regional CIOs can then allocate their IT resources to innovation and developing business applications rather than spending time on mundane operational activities," Zeineldin says. "Today, even at eHosting DataFort, we see our customers demanding not only solutions for cost-cutting measures but also for deriving long term benefits. They see a service provider as an extension of their IT department."

Zeineldin: Clients want to cut capital expenditure.

Navigant sees SaaS potential

NAVIGANT Solutions will concentrate on promoting the NetSuite line of business applications at GITEX TECHNOLOGY WEEK 2013.

The applications offered include ERP, CRM and e-commerce deployments and all offerings are provided on a SaaS basis. Options for regional customers include localisation modules, developed specifically for the Middle Eastern market.

"GITEX is a critical platform for us to reach and stay connected with our Middle Eastern prospects and customers," says Navigant's Hadi Yashruti. "Our solutions enable and empower companies with best-of-breed ERP, CRM and e-commerce solutions developed specifically for the region."

The company says it relishes the opportunity to meet with regional decision makers in an effort to continue the development of its Middle East footprint. Apart from NetSuite, Navigant Solutions has partnered with other international players in the cloud space, such as Google and Salesforce.com, as it seeks to widen its global reach.

CompTIA to promote skills

COMPTIA, an industry association, will this year highlight the threats to Middle East business competitiveness posed by a lack of expertise in emerging technologies. Todd Thibodeaux, president and CEO of CompTIA, will deliver a presentation on cloud solutions at GITEX TECHNOLOGY WEEK 2013, and the association will also highlight its new vendor-neutral cloud certification.

"Business executives in the Middle East are ready to invest in cloud technologies, but their IT teams often lack the skills to support these key strategic priorities," Thibodeaux says. "IT professionals need to demonstrate they have the right skills for the job and increasingly regional executives want to see certification that proves a foundation of knowledge and training in the right technologies. This is what the industry has been telling us, and to help resolve this issue we are launching CompTIA Cloud+ in the region this month."

According to CompTIA's annual study, International Technology Adoption & Workforce Issues, 62% of executives in the Middle East are experimenting with or fully using cloud computing solutions within their organisation. Though ahead of the global trend, 30% say a deficit of skills and experience is impacting their ability to innovate.