



60 Mins

FOLLOW US @computernewsme

DAY
2

TIME
12:00 PM

Show dates: 20-24 October 2013, Dubai World Trade Centre | AT GITEX TECHNOLOGY WEEK | Exhibition hours: 11am -6pm

eHDF launches public cloud services



eHosting DataFort (eHDF) has launched its public cloud services at GITEX Technology Week 2013. Among the first cloud service providers in the region, eHDF owns and operates multiple data centres in Dubai and offers customers the advantage of hosting all data within the UAE.

The new service will provide clients with the flexibility to buy public cloud platforms with an easy- to-use self-service online portal, the first of its kind in the UAE.

eHDF successfully launched private

▶ CONTINUED ON PAGE 3

MMD displays full line of AOC tablets



MMD, monitor specialists, displayed its full line of tablets in the AOC brand on the first day of GITEX Technology Week 2013. The company plans to launch the line in Q1 of 2014.

Being product focused at the event, MMD hopes to announce certain partner initiatives next year and is also looking at innovation

in monitors, which is a market differentiator for the company. It is also enabling the monitor to function independently from the PC, allowing even a portable device to be displayed on a larger screen.

"We are interested in continuous

▶ CONTINUED ON PAGE 3



WHAT'S INSIDE

PAGE 4

Security finally a boardroom concern

PAGE 5

PackshotCreator launches two new products

PAGE 6

GITEX preview: WD



www.mindware.ae

HALL 3 - STAND A3, 08



▶ CONTINUED FROM PAGE 1

MMD display...

growth and want to become a leader in every area we have. We focus only on business and our business partners have experienced that it is one of the largest advantage we have over competition. We are reliable partners to our customers as we ensure that we sort out every issue with monitors. For us investing into monitors means innovation. Markets around the world are facing stagnation because largely due to a weakness in the PC market but also mainly because of a lack of innovation in the monitor markets," explains Thomas Schade, GM – EMEA, MMD Display Solutions.

The company has strong B2B focus but also have B2C products. The focus in Philips, one of its brands, is around sustainability and ergonomic. "We have power saving devices with power sensors

and we have sensors, which sees how one is sitting in front of the monitor and recommends the correct posture," says Schade.

The tag line for 2014 for the company is 'get closer to your customers'. "Who are your final customers? In 2014, we will take all the B2B and B2C products and we would like to get closer to our channel partners and our end customers so that we can achieve a sustainable growth," adds Schade.

For the next quarter, the company wants to segment its channels into reseller and retailer channels. And also want to get vertical specific, for example have products in health care, which it is already exploring.

"We are here for the first time ever at GITEX, and it is a clear sign that we are going to enter this region in a more sustainable way," concludes Schade.

▶ CONTINUED FROM PAGE 1

eHDF...

cloud services at GITEX Technology Week 2012 and has seen significant growth in its private cloud customer portfolio in the last year, having implemented innovative private cloud solutions for regional enterprises such as EFS Facilities Services and the online mall Tejuri.com.

With the introduction of the public cloud, small and medium businesses will now be able to buy locally-hosted cloud infrastructure services. Multiple configurations and OS flavours will be available for customers to choose from and the platform would allow quick scale up thus providing a model with no capital investments on hardware. Such solutions are imperative for businesses that require rapid provisioning at low costs, but still need reliable IT infrastructure.

eHDF has set up an online store and catalogue that allows clients to customize and buy the public

cloud services that they require by paying the fees online – with options that start from US\$150 per month. Clients can set up and start using their virtual machines (VMs) in less than 15 minutes. The virtual machines are easily scalable with the option to increase or decrease memory, CPU at the click of a button.

Yasser Zeineldin, CEO at eHosting DataFort, said: "Small- to-medium businesses have been under-served in the region so far, and our public cloud solutions are an endeavour to fulfil the gap in the market for effective enterprise-grade cloud computing solutions suitable for the SMB sector. Cloud service providers will have to ensure that their services evolve robustly to meet varying customer requirements and allow users the freedom to choose between platforms such as private, public or hybrid cloud."

PRESTIGIO MULTIPAD 7.0 PRIME DUO 3G

CONNECT & GO!



Designed for people with a dynamic lifestyle who need to always stay connected to everything on-the-go.

