



Accelerating cloud transformation

Yasser Zeineldin, CEO, eHDF, talks about how the company is helping businesses to move their infrastructure to the cloud.

What is your company's core business focus and how does it define itself?

Established in 2001, eHosting DataFort (eHDF) is a part of the MIDIS Group and one of the pioneers in Data Center, Managed Hosting and Cloud Infrastructure Services in the Gulf region. The company owns and operates multiple tier-3 data centres delivering high end services through reliable infrastructure, 24/7 support and leading SLAs.

eHDF's comprehensive services and solutions portfolio include: co-location, managed co-location, managed hosting, cloud services, hosted private cloud, public cloud, disaster recovery, disaster recovery sites, business continuity seats and replication solutions.

Are you looking to expand the portfolio into any new areas?

Continuous innovation is at the heart of eHDF's strategy—this

is demonstrated in terms of new products and services in response to evolving customer requirements. Over the last few months, eHDF expanded its services portfolio to include: Cyber Defense Center, offering Real Time Threat Management and Remote Managed SIEM Services

Advanced Managed Security Services - DDoS, Vulnerability management, Penetration testing, Incident Management and Response.

What cloud services do you offer?

We offer both Hosted Private Cloud and Public Cloud services. eHDF was the pioneer in the region to introduce Hosted Private Cloud services. These services are delivered from eHDF's own Tier 3 data centres in Dubai and is a unique offering for clients who choose to have their own Virtual Data Centre (vDC). We provide Cloud infrastructure services with

Zeineidin says the company owns and operates multiple tier-3 data centres.



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high end credit based Service Level Agreements (SLAs) and guarantee an uptime of 99.95%. eHDF offers flexibility to choose between managed and unmanaged private cloud services.

Do you also offer disaster recovery (DR) services?

Yes we do offer these services and they include the following DR services: DR sites, which are available at multiple data centres at different locations

in Dubai, designing of DR solutions to meet RTO/ RPO requirements , optional managed services at the DR sites, disaster recovery replication solutions and business continuity seats offering relocation solutions.

How does your company differentiate its business from the competition?

The key reasons that make eHDF stand out from competition is its ability to provide strategic, financial and operational benefits to customers and act as an extension to their in-house IT department. eHDF’s team of domain and technical experts is highly knowledgeable, committed, experienced and completely focused on keeping customers’ critical applications and infrastructure

working optimally without any downtime, allowing customers to focus on their core business objectives.

What in your view will drive growth in the regional IT spent in 2017?

With over 25 million visitors expected to visit Dubai for the World Expo 2020, the event promises to be a major opportunity for business and IT development. In fact, it has opened up a number of avenues which will shape the technology trends in the region for the next few years.

While the city is already witnessing smart infrastructure being built based on the latest and cutting edge technology, the government now aspires to transform the Emirate into a smart city within the next few years. This would ensure better efficiency and an enhanced working environment for the tourists, international investors and new businesses during the Expo.

The announcement to transform the region into a smart city led to a boom in the technology sector. With the huge number of tourists and investors coming to the UAE, there will be a large influx of data, which will need greater infrastructure planning. Businesses will have to manage this large amount of information in the most organised way. To ensure the same, investing in additional storage and network capacity would be required.

The Qatar World Cup 2022 will open up similar avenues, as governments and companies continue to invest in IT solutions for smart city infrastructure development, effective data storage and backup systems.

In summary, we believe that the advancement of technology will take a new meaning in the near future as the UAE aims to transform into a major technological hub not just within the region, but at a global level.