

# Middle East mobile phone market continues to decline

The Middle East mobile phone market suffered its third consecutive quarter-on-quarter decline in Q3 2016, according to the latest IDC figures.

Shipments in the region totalled 23.8 million units, down -0.7 percent on the 23.9 million units shipped in Q2 2016, and -19.4 percent on the corresponding period last year. Given that the quarter-on-quarter decline in Q2 2016 was much steeper at -8.5 percent, the silver lining of these latest figures is that the rate of decline seems to be flattening out.

Every country in the GCC recorded quarter-on-quarter declines in Q3 2016, with Saudi Arabia suffering the biggest dip at -18.3 percent.

Nabila Popal, Research Manager, Mobile Phones, IDC MEA, said, "The lack of overall innovation in the

smartphone industry and the flattening of price declines have also reduced consumer demand for upgrades, thereby lengthening the refresh cycle. As such, I expect the smartphone market to see flat or modest growth at best until the next big innovation comes along."

Despite the woes Samsung faced with the need to recall all its Galaxy Note 7 phones, shipments of which are not recorded in IDC's Q3 2016 report, the vendor continued to lead the Middle East smartphone market with almost 35 percent share. Huawei followed in second place with 14.4 percent share, with third-placed Apple pulling in just over 11 percent despite the launch of its iPhone 7.

Declining demand and diminishing margins have even caused some of the largest and most established players to cut costs, trim their headcounts,

and look for alternative non-mobile business opportunities.

In more positive news, Q4 is traditionally the best quarter of the year for mobile shipments, so IDC expects the market to see modest growth of eight percent quarter-on-quarter, and 8.1 percent year-on-year in Q4 2016.

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Yasser Zeineldin, eHDF

## eHosting DataFort, Symantec host cybersecurity seminar

eHosting DataFort (eHDF) along with Symantec, recently hosted a seminar titled 'Stay Ahead of Cyber Security Threats' in Dubai.

Senior representatives from eHDF and Symantec presented at this exclusive gathering and shared their insights on the regional threat landscape. The seminar highlighted the importance of Managed Security Services (MSS) in the modern-day context, the need for advanced cloud security services through a Cloud Access Security Brokerage (CASB) solution. Topics like Advanced Threat Protection and securing enterprise applications were also covered.

"The threat landscape in the Middle East is rapidly evolving as a result of the increased sophistication of cybercrimes

across the globe. In fact, cybercrime has become a heavily globalised industry, with many attacks happening across borders via the Internet. Cybersecurity threats remain the biggest challenge for organisations today. Internet facing and mobile enabled applications, along with the fast adoption of cloud services have complicated things further. Organisations seek the agility and efficiency promised by cloud computing yet still need to retain the visibility and control they have in their traditional data centre environments. From a security point of view, organisations now have to manage these expanded environments as well as secure what is known in the industry as 'Shadow IT,'" said Yasser Zeineldin, CEO, eHosting DataFort. "Shadow IT is essentially end-user driven, cloud-based IT environments that do not pass through the rigorous scrutiny of the IT and security teams as it is procured directly by the end-users."

Zeineldin also added that with cyber threats becoming sophisticated, security standards even more complex and IT budgets shrinking further, organisations are forced to look for cost-effective solutions, and MSS fits the bill perfectly. "With this seminar, we wanted to educate our customers about the evolving threat landscape, share how they can secure their data on the cloud and how we can help them secure and manage these environments through round-the-clock managed security services."

**22  
MILLION  
UNITS**

**TOTAL NUMBER OF MOBILE  
PHONES SHIPPED GLOBALLY  
DURING Q3 2016**

SOURCE: IDC