



Yasser Zeineldin,
eHDF

eHosting DataFort attains PCI-DSS certification

eHosting DataFort (eHDF) has recently achieved the

Payment Card Industry Data Security Standard (PCI-DSS) compliance certification. The company has also been accredited with ISO 9001, 20000, 22301, 27001 and CSA STAR security certifications.

These new certifications will allow e-commerce, banking and financial services, insurance (BFSI) and other clients dealing with card storing and processing environments, access to eHDF's physical, environmental,

network and infrastructure security needed to protect sensitive cardholder data and meet PCI DSS compliance standards for their business.

According to the company, it has managed to complete the stringent certification process in a record time of four months due to the existing compliance with several other industry standards. This places the firm high on its maturity in security mandates and governance.

"We see clients struggle with PCI compliance adherence which made us realize there exists a genuine market concern that needed a feasible solution. eHDF's clients can now

leverage our PCI DSS compliance and easily empower themselves to get PCI compliant. This adds yet another layer of security to the customer's data," said Yasser Zeineldin, CEO, eHDF.

He added that being able to demonstrate PCI compliance is what sets them apart from their competition. "It is evident that when customers invest in time and expenses to achieve compliance, they expect the same of their service providers. They also need us to demonstrate high levels of controls implemented to safeguard their data in a secure and consistent manner and abide by regulatory mandates," said Zeineldin.

End-user spending on devices to reach \$600 billion in 2017

According to a recent study by Gartner, users of PCs, ultramobiles and mobile phones are buying new devices at higher average selling prices (ASPs), resulting in growth in end-user spending in 2017.

The study estimates that end-user spending will increase by two percent in 2017, to nearly \$600 billion. Spending on mobile phones will represent 67 percent of that figure.

Gartner estimates that ASPs for computing devices and mobile phones will increase by two percent in 2017 in current US dollars, for two main reasons. First, component price increases are continuing into 2017 (mainly for PCs but also to some extent for phones), which

is resulting in more expensive products. Second, users' interest in value and higher quality phones is increasingly overriding their desire for low prices.

"Across the world, the device market is becoming less price-sensitive," said Ranjit Atwal, research director at Gartner. "Consumers and businesses are seeking better products that suit their lifestyles, rather than just opting for the cheapest products."

End-user spending on mobile phones is on track to reach nearly \$400 billion in 2017, an increase of 4.3 percent from 2016. "The increased ASP for mobile phones was driven by users across the board," said Annette Zimmermann,

research vice president, Gartner. "They are replacing their basic phones with better-quality and more feature-rich basic phones, due to improved product portfolios from rising vendors such as Huawei and Oppo. In emerging markets, the majority of users are upgrading to better basic phones as the leap to premium phones remains out of reach for most," said Atwal.

Greater availability of basic phones from Chinese vendors such as Oppo, BBK and Huawei increased the basic-phone ASP by 13.5 percent in 2016. It is on track to rise by four percent in 2017.

Shipments of PCs, ultramobiles and mobile phones are projected to total 2.3 billion units in 2017 — achieving flat growth from 2016.

According to the research firm, the PC exodus has reached its peak, but near-term growth of PC sales will be hampered by increasing component costs.