

## Noon, eXtra tie up to distribute top electronics brands in Saudi Arabia

Noon.com has recently signed a partnership agreement with United Electronics Company (eXtra), Saudi electronics giant to be the online platform's exclusive partner for a range of consumer electronics and home appliance items.

According to reports, the agreement will entail a collaboration between the two

partnership will improve Noon's value proposition to its customers in Saudi Arabia and the UAE," he said. "Valuable and strategic partnerships with leading retailers such as eXtra enables Noon's continued growth."

Abdullah Al Fozan, Chairman and Founder of eXtra, stressed on the importance of driving the Kingdom's economic growth led by Saudi Vision 2030. "This partnership will make a positive



Mohamed Alabbar, Noon

firms on commercial, marketing and supply chain initiatives of electronic products such as Samsung, LG, Sony, Braun, Kenwood and Moulinex, among others.

The strategic agreement positions eXtra and Noon as key partners in the fast-growing e-commerce market in the region.

The \$1 billion e-commerce platform officially began its operations in October this year. It aims to be an Arabic-first offering by partnering with market leaders, small and medium enterprises, helping them gain a greater share of the e-commerce market in the region.

Noon founder Mohamed Alabbar said that the partnership with eXtra is consistent with the company's vision of making the platform for the region's retailers to come together on a digital marketplace. "We believe this

impact on the market growth, including the creating of new job opportunities for the youth in the Kingdom," he added.

Noon is headquartered in Riyadh, and has already put in place a dedicated distribution hub, distribution channels and a secure payment gateway for serving Saudi customers. It also has a dedicated delivery fleet in Saudi Arabia, with professionals who know the market, and also offers flexible payment solutions.

Mohamed Galal, CEO, eXtra added that the vision of eXtra's partnership with Noon is to deliver customer flexibility, enabling them to buy from anywhere, at any time, delivered at any place, or picked from 43 stores in 26 cities, offering various payment option – Saddad, credit card, installment, cash on delivery, and supported with eXtra's lowest price guarantee, and extensive after sale services.

## eHosting DataFort attains Level 4 accreditation for CDC



Yasser Zeineldin, eHDF

eHosting DataFort (eHDF) has announced the certificate of achievement (CREST Maturity Model) for its Cyber Defence Centre (CDC)/ Security Operation Centre (SOC) based in Dubai Internet City. The Cyber Security Incident Response certificate demonstrates the

maturity level of eHDF's CDC/SOC and showcases the effective policies, processes and procedures the company has in place in helping customers to detect, contain, eradicate and recover from significant cybersecurity incidents in a fast, effective and secure manner.

CREST provides standards and requisite qualifications for companies and individuals providing security services. The certificate is designed to provide customers with confidence that the Managed Security Services Provider that they deal with has the necessary defences in place to protect their information against the most common cyber threats. The test criteria cover information security best practices contained within the ISO 27001 standard. Only those businesses that apply the very highest level of expertise and professionalism to security are able to pass CREST's highly technical assessment programmes and achieve the accreditation.

eHDF said it managed to complete the stringent certification process in a record time within few weeks due to the existing compliance with several other industry standards like PCI-DSS, CSA-STAR and ISO 27001, 22301, 20000, 9001. This places the company high on its maturity in security mandates and governance. The procedure required thorough assessment to evaluate the process, technology and systems that govern the information security architecture and to ensure that the standards are met. Additional measures were incorporated to meet the required controls.

"Having started our CDC earlier this year, we have moved towards solidifying our customer confidence not only with our technology and services, but also with our continuous efforts in raising the bar by offering a complete set of security services. The certification based on CREST framework and maturity assessment model provides added assurances that the eHDF CDC has appropriate methodologies and expertise to deliver Managed Security Services and effective cybersecurity incident response services," said, Yasser Zeineldin, CEO, eHosting DataFort.