

Five minutes with...

## Yasser Zeineldin, CEO, EHOSTINGDATAFORT



### 1 What is your current role in the ICT industry in the Middle East and what are your responsibilities?

As eHDF's CEO, one of my main responsibilities is to ensure that our services improve the value that we provide to our customers and to help businesses and IT decision makers see the value that managed services bring to the table. Helping customers in their digital transformation journey is a key focus for our organisation and for me personally. To do that, I spend a lot of time on building a network and ecosystem with peers, technology providers, business partners and customers. Such ecosystem aligns to help deliver a comprehensive range of solutions that enable digital transformation.

### 2 What is the best thing about your job?

Being at the heart of the IT industry means that you have to continuously learn and grow and at a fast pace and navigate through a complex set of

options and decisions to be made. The best thing about the job is when you come across customers who are appreciative of the value they get from our services and commend our staff for their dedication and excellence.

### 3 How innovative do you think the network industry in the Middle East is and how can it improve?

The Middle East is often identified as a region of high potential for the internet of things (IoT) with governments leading in smart cities and smart government initiatives.

**Top 5 Favourite film?**  
Pursuit of Happyness

**iOS or Android?**  
iOS

**Favourite gadget?**  
Insta 360, 3D Camera

**Favourite band/musician?**  
Andrea Bocelli

**Favourite book?**  
The seven habits of highly effective people by Stephen Covey

At the heart of IoT and digital transformation lies reliable, high-performing communications networks. Future networks will have to strike the right balance between being open, flexible, scalable and simple to manage while providing the necessary privacy and security.

### 4 What are the upcoming trends or products in your sector?

The demand for managed services has never been greater. While many have debated the pros and cons of public vs. private clouds in the past, 2018 is likely to see hybrid cloud increase in popularity and as more and more companies become cloud dependent, Managed Services Providers (MSPs) will shift their focus on offering the flexibility of a hybrid cloud to match the varied needs of their clients. Cybersecurity will also be a key focus area in 2018.

### 5 What are your out-of-office hobbies?

I love nature, so sightseeing, and reading about various topics.

# Network

MIDDLE EAST

PO Box 500024, Dubai, UAE  
Tel: +971 4 444 3000  
www.itp.com  
Offices in Abu Dhabi, Dubai, London & Mumbai

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**Group Publishing Director** Ian Stokes  
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**Editor** David Ndichu  
Tel: +971 4 444 3125 email: david.ndichu@itp.com  
**Senior Group Editor** Mark Sutton

#### ADVERTISING

**Group Sales Manager, Enterprise - ITP Technology** Josephine D'Sa  
Tel: +971 4 444 3630 email: josephine.dsa@itp.com

#### ITP LIVE

**General Manager** Ahmad Bashour  
Tel: +971 4 444 3549 email: ahmad.bashour@itp.com  
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**Senior Photographers** Rajesh Raghav, Efraim Evidor, Richard Hall, Ethan Mann  
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