

eHDF adds Microsoft cloud competency through LiveRoute acquisition

eHosting DataFort announced it has acquired LiveRoute, a cloud solutions provider in the Middle East. This acquisition is aligned with eHDF's strategy to accelerate the growth of its cloud business and strengthen its portfolio by including LiveRoute's public cloud offerings based on Microsoft Azure, Office 365 and Microsoft SharePoint.

The strategic acquisition will also allow eHDF to provide managed services to customers having distributed workloads which could be hosted either on-premise, public cloud hosted internationally or on a locally hosted datacentre within the UAE.

"By acquiring LiveRoute, eHDF will gain access to key end-users who are making progress in their cloud journeys and focusing on Microsoft application workloads. LiveRoute, on the other hand, will gain access to key infrastructure services offered by eHDF, such as hosting, managed security services, disaster recovery, amongst others," said Yasser Zeineldin, CEO of eHosting DataFort and General Manager of LiveRoute.

"This well-timed and strategic acquisition of LiveRoute complements both our business models with respect to public cloud and Microsoft application workloads. eHDF's investment in compute infrastructure and footprint of top-tier datacentre facilities in the country will enable LiveRoute's client base the option of using managed hosting, private and hybrid cloud services. With this acquisition, eHDF will continue to expand its public cloud portfolio and will be better positioned to help regional enterprises invest in digital platforms and new business models," Zeineldin added.

According to Gartner, spending on public cloud services in the Middle East and North Africa region is expected to reach \$2 billion by

2020. Platform-as-a-service PaaS and Software-as-a-Service SaaS will exhibit the highest growth rate. The growth in PaaS and SaaS are indicators that migration of application and workloads from on-premises datacentres to the cloud, as well as development of cloud ready and cloud native applications, are fueling growth in this space. Software vendors will continue to shift investments from on-premises license-based software to cloud-based offerings.

LiveRoute will continue to operate as an independent legal entity. This acquisition will open new doors for both LiveRoute and eHDF, wherein they will be able to cross-sell cloud services to their customers. For eHDF, the acquisition is the latest step in the company's efforts to expand beyond its core cloud infrastructure services.

LiveRoute, established in 2008, has grown significantly over the last decade with an impressive list of customers from different industry verticals. As a Microsoft Gold partner, LiveRoute provides customers consultancy, design, cloud deployment, migration and support services to transition them smoothly to the cloud. Apart from providing Office 365 and SharePoint, the company also expanded its services to include Microsoft Azure.



► **Yasser Zeineldin, CEO eHosting DataFort and General Manager, LiveRoute.**

Emircom receives multiple awards at Cisco Regional Partner Summit

Emircom, one of the UAE's systems integrators, bagged new awards during the Cisco Regional Partner Summit held recently in Dubai. Being recognised as the Service Provider Partner of the Year, Commercial Partner of the Year, Highest Adoption at a Customer for Collaboration EA, in UAE and Enterprise Partner of the Year in Saudi Arabia, reflect the company's efforts as one of the leading channel partners to Cisco.

In addition to the four awards, Emircom received the prestigious UAE Partner of the Year award, distinguishing itself from the other Cisco partners in the country. The awards received have also prompted Emircom to continue in its commitment to provide customers with the latest Cisco technologies and leading services. Due to its breakthrough performance, including an impressive lineup of Cisco specialisations and certifications, which resulted in the company's various client wins and has also led to an increase in its business for Cisco by 30%.

Emircom was also able to provide specific market solutions and develop innovative technologies that catered to clients' unique needs. As per the awards that Emircom bagged, the company was recognised for its revenue, certification and specialisations, commitment to grow a specific line of Cisco business, and the ability to provide innovative solutions.

The awards emphasise Emircom's reputation as a regional company known for its quality services and solid market performance. The company has been receiving prestigious awards from its vendor partners for its effective delivery of products and services to end-users in the region, an achievement that has been widely maintained over the years.

The company has a long-term and strong partnership with Cisco, where it enables local customers to benefit from the latest innovation and creative technology solutions including the Internet of Things IoT, a technological development led by Cisco that aims to connect people, process, data and things.

Emircom, a part of AI Nowais Investment Group, is proactively engaged in building its expertise in Fourth Industrial Revolution technologies such as IoT, Artificial Intelligence AI, Big Data and cloud Computing.