

Cloud Computing GITEX Connect

Focus Softnet sets its sights on vertical solutions

FOCUS SOFTNET will be at GITEX Technology Week 2018 to highlight its complete product portfolio including its flagship product, Focus 8, which has been upgraded with a multilingual capability and is now GCC VAT compliant.

Aside from promoting its range of ERP solutions, the company will also be highlighting the features and benefits of its vertical-focused solutions, mobile apps and cloud-ready business software solutions at the region's biggest ICT event.

The company said tech experts from Focus Softnet will be holding demonstrations for the cloud-ready version of Focus 8, which integrates business



Hyder: Our complete ERP array will be on display.

intelligence tools, and provides real-time reporting using multi-dimensional posting of transactions.

"SMEs are increasingly taking interest in reducing

the complexity of their IT operations by leveraging the cloud platform and focusing on their core competence," said Ali Hyder, group CEO of Focus Softnet.

He added Focus Softnet has a full stack of ERP and vertical market solutions that are hosted both on the cloud and available on-premises.

"Businesses can choose, which type of deployment they prefer, based on their level of data and security compliance and progress in their journey to the cloud," he said.

During GITEX, Focus Softnet will also be showcasing Focus i, a mid-tier ERP solution with business intelligence tools, and its other range of ERP solutions.

F5 Networks' multi-cloud transformation



Arrabal: The Middle East is in a fantastic, globally enviable position to harness the cloud.

F5 NETWORKS has announced that it will be at GITEX Technology Week to champion the Middle East's potential for multi-cloud driven digital transformation.

The cloud and application security vendor will showcase a raft of news services, and present original research on how multi-cloud business and consumer realities will evolve over the next five years.

F5's multi-cloud positioning comes at a time of growing cloud receptivity in the region.

"The Middle East is in a fantastic, globally enviable position to harness the cloud in all its incarnations. Governments are already activating world-class plans to change the way people live and work, and there is a huge pool of tech-savvy youngsters set to enter the workforce. These are exciting, game-changing times," said Diego Arrabal, VP, Middle East, Turkey and Africa, F5 Networks.

Arrabal said at GITEX, F5 will showcase its most compelling vision yet on how new digital realities will unfold in the region and, against this transformational backdrop, how to best deploy, secure and optimise applications in a multi-cloud context.

eHDF banks on growing digitisation

DUBAI-BASED cloud solutions and managed services provider eHosting DataFort, has revealed that it is going back to GITEX Technology Week to put the spotlight on the company's software-as-a-service (SaaS) offerings.

"With our experience in the Cloud infrastructure business since 2001, we have seen a tremendous growth of the SaaS market in the region. It's not just the government and enterprise sector reaping the benefits of SaaS, but the SMB sector has also been aware of the business benefits that they stand to gain. Security and its increased risks are now being addressed by SaaS providers to a very large extent," said Yasser Zeineldin, CEO, eHosting DataFort.

"Digitisation across the Middle East spearheaded by government initiatives is one of the most significant factors pushing the growth of SaaS, along with the fact that it is acceptable that data can be residing outside the country for certain types of applications. With the region now competing on the world platform, there is a large



Zeineldin: Spotlight is on SaaS

push by the financial, logistics and oil & gas sectors to showcase their use of IT advancements. Also, there is a conscious shift from the traditional in-house on-premise models towards SaaS," continued Zeineldin.

He argues that SaaS providers should focus on understanding individual needs and being able to tailor a bouquet of services under one roof to boost customer retention. Additionally, service providers must gain insights into the long-term growth plans of the customer and be able to guide them on their IT goals and keep strong SLAs in place. If Service Providers align with Technology vendors they can offer local SaaS-based offerings for faster access and data sovereignty.