

Company:	eHosting DataFort
PR Contact:	Suzanne Samaan (suzanne.samaan@jiwin.ae)
Posted By:	Rima Ali Al Mashni (press@ameinfo.com)
Published:	United Arab Emirates, Tuesday, April 20 - 2010 at 12:13 (GMT+4)
Media Value:	US\$ 3,250 (based on reach of audited readership)

eHosting DataFort to drive greater flexibility for businesses at Arab Outsourcing Conference 2010

eHosting DataFort, the region's leading managed IT and advisory services provider and a member of TECOM Investments, today announced it will mark its participation at the second annual Arab Outsourcing Conference in Dubai, highlighting the need to create more flexible business models in the region to enable organizations to work in an economic climate that is



To be held on 26-27 April, the Arab Outsourcing Conference is the region's leading event dedicated to the outsourcing industry and will take place at the Jumeirah Beach Hotel in Dubai.

Attracting some of the major industry players across sectors in the Middle East region including IT services, oil and gas, as well as management consultancies, the two day conference will provide a knowledge sharing platform for both private and public sectors to meet and discuss market opportunities to establish a more solid business model for outsourcing - unique to the region's market.

Yasser Zeineldin, CEO, eHosting DataFort said: 'A major driver in choosing to outsource an organization's IT infrastructure is the need to find a business model that works in an unpredictable climate. Rather than investing in IT equipment of your own, more businesses today are looking to have their IT operations managed by a third party to better adapt to a volatile economic environment. At the same time, they are able to capitalize on a service provider that offers skilled resources and standardized processes for the efficient delivery of IT operations.'

'As a silver sponsor of the Arab Outsourcing Conference 2010, eHosting DataFort looks forward to meeting other leading organizations across the region to exchange views on ways the IT services industry can play an even more central role to boosting businesses' revenues. In tough economic times, the event has quickly become recognized as a vital event for players in the outsourcing business.'

The event will draw high profile speakers including Cheryl Lynch, Vice President for Strategic Sourcing and Development, Emirates Airlines; Farid Ahmed, Head of Human Resources in UAE, Nokia Siemens Networks; Dr. Hazem Y. Abdulazim, CEO, ITIDA, Egypt; Khurram Hamid, Group Head of Global Strategic Projects, Proctor and Gamble, UAE; Mohammed K. Bamaga, Head of SAP Application Services, Saudi Arabia; Rami Qusus, CEO, King Hussein Bin Talal Development Area, Jordan; Dr. Ulrich Koegler, Partner of Booz & Company, Germany; and Warith Al Kharusi, Logistics Manager, Petroleum Development Oman (PDO).

The inaugural keynote address will be delivered by H.E. Salem Al Shair, Director General, General Information Authority (GIA.)
Jinobi Narain, Director - Arab Outsourcing Conference, TCQ Triangle, said:

'We are delighted to have eHosting DataFort as one of the key sponsors of the event. Its presence will bring insight and expert knowledge in the IT services industry and benefit IT managers and business executives looking to better understand the critical role that third party service providers play in improving the overall organization's bottom line.'

The Arab Outsourcing Conference 2010 looks forward to a lineup of exciting industry panel discussions, including a debate on Outsourcing in the Middle East: learning from International Best Practices, challenges and opportunities of outsourcing in the Middle East, strategic enterprise transformation through outsourcing, and whether outsourcing holds the answers for an increasingly globally competitive world. Case studies on strategic sourcing to highlight a mixed sourcing model, multi-sourcing strategy and adopting onshore local sourcing will also be presented during the event.

Boasting a wide network of technology and channel partners within the GCC/MENA, Europe, North America and Asia-Pacific regions, eHosting DataFort remains committed to helping customers leverage their IT systems to reduce costs and realize maximum revenue potential.

A two-time award winner for Best Service Provider of the year, eHosting DataFort was recognized for its innovative use of new technology in 2009 for deploying and implementing an Operations Support System (OSS) within its data centres and network operation centres in the region.

Notes and Media Contacts

About eHosting DataFort

eHosting DataFort, a fully owned subsidiary of TECOM Investments and is a leading provider of Managed IT and Advisory services. The organization has obtained a number of notable projects to deliver world-class outsourcing services to major enterprises across GCC, MENA, US and Europe. eHosting DataFort's proven track record for managing an enterprise's IT infrastructure includes some of the largest organizations e.g. Dubai Financial Market, Arcelor Mittal (World's largest Steel manufacturer), Emirates Airlines, Tejari, Arab Bank, , Dubai Municipality, Khaleej Times, Panasonic, Dubai e-government and du.

Phone: +971 4 391 3040

Fax: +971 4 391 3050

For more information, please contact:

Angelina Wong
JIWIN Public Relations
Tel: + 971 4 369 2834

Disclaimer

Any opinions, advice, statements, offers or other information expressed in this article posted on the AME Info Web site are those of the authors and do not necessarily reflect the views of AME Info FZ LLC. AME Info FZ LLC is not responsible or liable for the content, accuracy or reliability of any material, advice, opinion or statement in this article. Articles posted on AME Info are automatically distributed to global news providers like Bloomberg, Financial Times, KnightRidder, LexisNexis and Reuters among others as well as indexed by major news aggregators such as Google News, Yahoo! and Newsnow for additional exposure.

AME Info FZ LLC - PO Box 502100, Al Thuraya Tower 1, 20th Floor, Dubai Media City United Arab Emirates
Phone: +971(4)3902700 - Facsimile: +971(4)3908015 - press@ameinfo.com - <http://www.ameinfo.com>