From left: Haidar Salloum - Channel Director Microsoft Gulf, Dilip Rahulan - Executive Chairman and CEO Pacific Controls, Deepak Narain - Senior Systems Engineering Manager VMware and Gordon McKenna - CEO Inframon at Pacific Controls Cloud Services workshop 'Cloud Computing - Transform Your Business with the Cloud' hosted in Dubai

UAE businesses to see paradigm shift in technology adoption in the next 18 months, say industry experts

Dubai - October 05, 2015: A phenomenal technological transformation is taking place in the next 12 to 18 months across all industries in the UAE's private and public sectors, predominantly facilitated by dynamic 'cloud computing' solutions, industry experts predict.

Cloud computing facilitates total transparency in the UAE's business ecosystem, a paradigm shift in the way the business is conducted, says Mr. Dilip Rahulan, Executive Chairman and CEO of Pacific Control Systems (PCS), the UAE-headquartered global leader in Internet of Things (IoT) and machine-to-machine (M2M) solutions.

He was speaking at a conference titled "Cloud Computing - Transform Your Business with the Cloud" in Dubai on Monday. The Conference aimed at creating a road map for leveraging 'Cloud Computing' to business advantage. Addressing an audience of

150 delegates from different industry sectors across the UAE, Mr. Dilip said, "Cloud computing is an emerging, active infrastructure enabling Government, business and people to transform their current business to digital business creating new paradigm shifts in the way service delivery takes place. The cloud infrastructure also needs security to be dynamic in terms of its scalability and elasticity, and be capable of enabling concepts that are able to deal with large growth syndromes."

"Fundamentally, 'the cloud' is involved in facilitating infrastructural and service transformation around us. Everything in the world is being wired and censored. This is a wake-up call in terms of adopting changes in line with people's experience with technology. We are facilitating this transformation, having partnered with the world's leading technology companies to deliver our cloud offerings," he added.

Experts from Microsoft, VMware and Inframon presented a range of topics related to the benefits of cost-effective and secure cloud computing solutions that can benefit businesses in the Pacific Controls Cloud Services (PCCS) hosted 'Cloud Computing - Transform Your Business with the Cloud' Conference. Mr. Haidar Salloum, Channel Director - Microsoft Gulf, made his keynote address on the topic "Microsoft Cloud Services Offering for Business"; followed by speeches by Mr. Deepak Narain, Senior Systems Engineering Manager – "VMware Cloud Services delivering IaaS and DaaS / VDI"; and Mr. Gordon McKenna, CEO-Inframon on "Transformation to Cloud".

The global conference covered a range of topics that include: 'Accelerating deployment of cloud based applications, that is appropriate to business needs'; 'Responding faster to new business opportunities using cloud based solutions'; 'Effortlessly integrating public cloud services and on-premises applications to attain robust IT infrastructure'; 'Extending IaaS & SaaS applications using enterprise-grade cloud platform'; 'Leveraging IaaS & SaaS to enhance efficiency, Productivity and innovate business process'; and 'Developing new aftermarket revenue models'.

PCS, a world leader in Managed Services, is a pioneer in the convergence of networked computing and large scale data management with real time machine intelligence and is driving the integration of physical and virtual worlds.

PCS now offers enterprise-grade cloud security even to its smallest customers, so anyone operating within its cloud is given end-to-end protection, allaying worries about cloud adoption within the region. This has helped PCS to acquire new customers keen on adopting aspects of IaaS.

PCS entered into providing data space and cloud computing solutions to the Middle East in the year 2011, setting up Pacific Controls Cloud Services (PCCS), a fully-owned subsidiary, and built itself a Tier III-certified, 87,000 sq.ft. Data Centre, the largest facility of its kind in the Middle East, at Dubai Techno Park. In 2013, PCS began offering carrier-grade infrastructure as a service (IaaS) solutions within the UAE.