

# Etisalat set to launch cloud services in 5 key markets

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Abdullah Hashim

Etisalat's Cloud Computing Solutions services will be expanded to key five markets in 2013, its senior official said.

"The company is set to launch its Cloud Computing Solutions in UAE by year-end. This solutions are expected to bring down cost of business and will be extended to Saudi Arabia, Nigeria, Egypt and Pakistan next year," Abdullah Hashim, etisalat's senior vice-president for Information and Communication Technology told Khaleej Times on the sidelines of Gitex Technology Week.

He said etisalat can offer end-users today the reliability, performance and security which is essential for any business growth, while adopting these services. The cloud solutions will focus on B2B (Business to Business) and B2C (Business to Consumer) models and will provide utility pricing for the services. "The etisalat is launching three applications such as Enterprise Resource Planning, or ERP, on the cloud, which will focus more on Small and Medium Enterprises and large companies. It is followed by Securus vault and DigitalSafe, which are online storage solutions. These applications reduce costs for businesses and gives faster deployment of solutions. We will extend more such services next year as it is a continuous process," Hashim added.

Digital Safe is Cloud Storage and a web-based secured swiss solution that allows individuals and groups to save any information in a secured manner cutting-edge digital format that can be accessed at anytime from anywhere. The Securus vault — Cloud Computing offers corporate clients the ability to store all the confidential data in one secure location. And Securus vault offers high data encryption, storage and information management facilities.

# Pacific Controls Cloud Services is Etisalat partner



**Dilip Rahulan**  
Executive Chairman  
Pacific Controls

DUBAI – Pacific Controls Cloud Services (PCCS) has invested Dh450 million to build a data centre in Dubai Technopark, a senior company official told Khaleej Times.

The data centre, certified tier III by Uptime Institute, will be used by etisalat to deliver Infrastructure as a Service (IaaS) Cloud platform to enterprises.

Dilip Rahulan, Executive Chairman, Pacific Controls, said: "Our partnership with etisalat will provide high quality, innovative cloud based IT infrastructure services to enterprises in the region. Our solutions will allow businesses to access a diverse array of applications and extend customers IT capabilities with no additional capital cost, with significant enhancements to their flexibility and speed." The Etisalat Cloud Infrastructure as a Service is positioned to meet the IT requirements of many vertical sectors including the public and government sectors.

