

market **BUZZ**

“Your voice delivered by our passion”

PROFILE

Market Buzz is a consultancy,
providing strategic PR and
communications support to
existing and start-up businesses
operating in the Middle East



APPROACH

- Serve as the outsourced PR & communications department, combining our own PR expertise and marketing resources with the outsourced strengths of experienced freelancers, providing access to a wide network of industry professionals
- Building relationships with media and target market segments, based on mutual trust and respect
- Assist our clients in identifying value-creating opportunities and develop strategies to capture that value

CORE STRENGTHS

Innovative:

- No preconceived ideas in PR or marketing, making each dollar count
- Leverage new media to add value and extend messaging

Focused:

- Our forte is Middle East, IT-centric; our team understands and provides important local expertise
- Strong ties with local media (English & Arabic)

Passionate:

- Our team works with a passion for its clients; going beyond contractual obligations
- Personalised attention to each client

Flexible

- Decision-making process is fast and more effective, especially in a crisis

Cost effective:

- Using outsourced freelance expertise only when needed, reducing overheads and the flexibility to work within restricted budgets

SERVICES

ADDING VALUE TO YOUR BOTTOM LINE

SERVICES

Strategic

- Strategic Communications planning (facilitating and writing communications plans, identifying market segments, opportunities, lead generation ideas and advice)
 - Managing PR and looking at value creating opportunities for other communications platforms including:
 - Events (organising launches, exhibitions, promotions and/or corporate event management)
 - Marketing (based on target objectives and market segments)
- 

CORPORATE COMMUNICATIONS

PR & Communications

- Communications plans including PR & Marketing opportunities
- PR plans including managing media centre
- Social Media management
 - Identifying appropriate social media platforms to suit target audience for event
 - Managing content

EVENT SERVICES

Managing Venue & Logistics

- Sourcing appropriate venues and coordinating for layout, menu selection, etc
- Organising audio-visual, designers, photography, entertainment etc
- Coordinating with clients and partners for appropriate branding
- Travel and transportation
- Invitation Management including
 - Distribution of invitations
 - Cleaning database and following up

Production / Below the line

- Design and production of signage including roll up/pop up banners, stage and background signage, etc
- Design and Production of flyers, leaflets, posters, etc

ADDITIONAL SERVICES

Research

- Market research (customer feedback and local trends)
- Building and/or managing customer/client databases

Creative

- Design & production of corporate identities and quality communication messages in print and online

Social Media and Internet

- Creating and managing Social media accounts as part of overall communications strategy
- Assisting with setting up and managing blogs and web sites

BEST CLIENT COVERAGE

2012-1013

CLIENT INTERVIEWS – COVER STORIES



CUSTOMER REFERENCES

WHERE TECHNOLOGY MEANS BUSINESS

cnme
computer news middle east

www.cnme.com
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STAFF OF EDITOR
المختار
عبدالله
CPI
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ON CLOUD NINE

HABTOOR HOTELS FALLS TO THE ALLURE AND MAKES THE SHIFT

INSIDE

ANKABUT

Bandwidth limitations can plague organisations of any kind, but for the higher education sector, particularly in research, access to high volume bandwidth can be essential when conducting collaborative research or sharing data. From the earliest days of the Internet, academic institutions have used connectivity among themselves for co-operative work, but as research becomes more and more complex, and volumes of data rise, so providing adequate bandwidth, at an affordable cost, becomes more and more challenging.

In order to meet these bandwidth needs for higher education, the academic sector has created its own solution, in the form of National Research and Education Networks (NRENs). First touted in the US, NRENs are generally run by the academic sector itself, on a not-for-profit basis, to provide a closed network that serves member organisations such as universities. The concept has been widely adopted by academia around the world, and while the Middle East is still somewhat underserved in NRENs, the UAE's Ankabut, which was conceived in 2006, has ambitious plans to rank among the best in the world.

Ankabut, meaning 'spider' in Arabic, is the Emirates Advanced Network for Research and Education, and was brought into being with the signing of an MOU by the Institute of Applied Technology, Khalifa University, United Arab Emirates University, Zayed University and the Higher Colleges of Technology in 2006. The network is managed by Khalifa University (KU) and funded by the Information and Communication Technology (ICT) Fund, with the first institutions getting connected in 2010.

According to Fahem Al Nuaimi, CEO of Ankabut, the organisation's mission is clear: "Ankabut connects schools and public institutions together, across the UAE, and with universities throughout the world, with an effective cost model. It enhances the ability for universities to collaborate, to conduct research worldwide."

At present, Ankabut connects 56 university campuses across the UAE, serving around 70,000 staff and faculty. The network also provides global connectivity, to the US-based Internet2 NREN, creating links to another 500 institutes.

Ankabut is based on a backbone of 10 gigabit speed, deployed in six core switches in the main cities of the UAE, to provide a dark fibre of 1 gigabit to each institution. The network is fully IPv6, and network operation is outsourced to UAE telecom Etisalat.

Al Nuaimi took on the role of CEO in December 2011, having held various roles in the telecoms sector in the UAE for the past 21 years, including senior vice president of Technology Strategy Planning for Etisalat. He expects a total of 70 campuses to be connected to Ankabut by the end of this year, with all higher education establishments in the country connected by the end of 2014.

The network is not just limited to universities however, with schools also connecting, and future plans to connect other institutions such as healthcare centres and libraries, to also share in the benefits, Al Nuaimi explained, as part of the Emirates' commitment to innovation and progress, and to establishing a knowledge-based economy.

"We are the only research network in the GCC, we are targeting to be one of the top ten worldwide by 2015," he added.

Ankabut's mission goes far beyond just connectivity however, with the organisation developing a wide range of advanced services

VIRTUAL CLASSROOM PROJECT

One of Ankabut's latest technology pilots is for a virtual classroom, which was developed by Alcatel-Lucent. The virtual classroom demonstration combines standard interactive whiteboard technology with unified communications, to enable presentations, desktop sharing and other interactive learning services. Several schools can access the service via a central hub, and users can connect via the web.

Teachers and students can interact in real time by sharing desktops and applications, as well as make real presentations remotely using a standard interactive whiteboard. Users need to merely access a link to be securely placed virtually in the classroom.

"It took less than two days to deploy and implement Ankabut's virtual classroom and its potential is endless," said Dr Ahmed Dabbagh of Ankabut. "Alcatel-Lucent's Virtual Classroom is a combination of the power of interactivity through the use of a standard Interactive Whiteboard, and the power of communication and collaboration, by inviting people to join the lecture, regardless of their medium of communication. At Ankabut, we are testing the solution extensively and extending it to other universities, schools, colleges to let them try the service, giving them the opportunity to try a better, reliable, secure and simple communication & collaboration tool. It's anytime, anywhere learning."

→
Al Nuaimi: Ankabut has ambitions to become one of the top ten research and education networks in the world by 2015.

NEWSPAPER ARTICLES

للاج خليل المدير الاقليمي لعملي الاتصالات العالمي الكاتيل لوسنت،
**قوة الاقتصاد القطري تجعل السوق المحلي
 من أبرز الأسواق الواعدة في المنطقة**



أدى في منطقة الخليج العربي خلال العام 2011، حيث شهدت المنطقة نمواً اقتصادياً قوياً، مما جعلها من الأسواق الواعدة في المنطقة. كما أن قطاع الاتصالات في المنطقة يشهد نمواً متسارعاً، مما يجعلها من الأسواق الواعدة في المنطقة.



تزيد الارتفاع ضمن الأسواق الناشئة العالمية يعزز جاذبيته
التفاضل يسود السوق العقاري بدعم نمو الناتج المحلي
تسقط أصحاب العقارات

في ظل ارتفاع أسعار العقارات في المنطقة، فإن السوق العقاري يشهد نمواً متسارعاً. كما أن قطاع الاتصالات في المنطقة يشهد نمواً متسارعاً، مما يجعلها من الأسواق الواعدة في المنطقة.

technology
Clear projections of a digitised future

Q What is the biggest challenge that you face in the GCC market?
 Answer: One of the biggest challenges is the lack of digital literacy among the population. We are trying to address this through our digital literacy programs. We are also trying to address the lack of digital infrastructure in some of the GCC countries.

Q What makes the UAE market attractive?
 Answer: The UAE market is attractive because of its high digital literacy rate and its strong digital infrastructure. We are also attracted to the UAE market because of its high GDP per capita and its strong economy.

Q What are the future projections for the UAE market?
 Answer: We expect the UAE market to continue to grow in the coming years. We are also expecting to see a significant increase in the number of digital devices in use in the UAE.

TheNationalBusiness
virtual education
Teaching without walls for a class act

Q As regional director for the education side at Altech Future, Zohar Bazzi is trying to spread the use of virtual classrooms across the region. While the Paris-based company's learning software for schools has been used in the West for five years, the first educational institution to implement it in the Gulf was Arabtec in the Emirate six months ago. The government-owned Arabtec, aka the EAT Advanced Network for Research and Education, has connected 76 universities across the country through the software. Here Mr Bazzi talks about the virtues and challenges of a virtual classroom.

Q What does a virtual classroom involve?
 Answer: A virtual classroom is a classroom that is not defined by walls but connected through the cloud and accessible by students and teachers from anywhere using a laptop or a mobile device. It allows people via the lecture via audio or video, and questions, polls, solve problems, share documents, IM, form discussion groups, regardless of their medium of communication - phone, desktop PC, laptop - while watching lessons recording, live streaming and accessing archived or pre-recorded sessions.

Q What are the virtues of a virtual classroom?
 Answer: A virtue of a teacher can be physically somewhere else and have interaction here. For some students who have to stay at home due to medical needs, the virtual classroom will be helpful.

Q What are the challenges?
 Answer: The biggest challenge is transferring it from a cultural standpoint. Here we think we need some more training in the classroom for the students to pay attention. But students are welcoming virtual classrooms because they receive Web 2.0 and virtual world anyway.

Does this mean the virtual classroom technology will decrease the number of teachers?
 Answer: The idea of the technology is not to decrease the number of teachers, rather their expertise being leveraged.

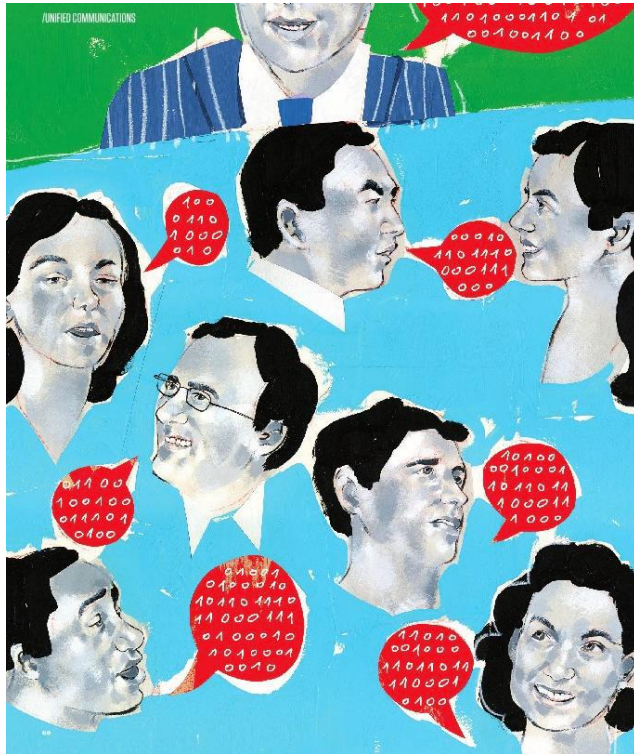
How?
 Answer: Today's teachers have to be up to date with technology and they need to integrate it into their teaching methods and courses. Today's students should look at education as an alternative of being disconnected, and that this their need to feel more belonging, control of their life, engaged, and they should not come from only from gaining but from how they are being taught and how they are interacting among themselves and with their teachers. With technologies like the virtual classroom, students' interaction now have access to qualified teachers and their artifacts from anywhere through such a collaborative system. Students, too, need not necessarily be in a classroom to attend a class.

Which countries in the Gulf are the major potential markets for this technology?
 Answer: The UAE is the leading country, followed by Qatar and Saudi Arabia.

Apart from Arabtec, who are you talking to in the UAE to implement this technology?
 Answer: We are talking to a couple of organizations in the government as well as in the private sector as the role goes.

■ Samirah Dehaq

FEATURE ARTICLES – TECH PUBLICATIONS



AFTER HOURS

Arabian Computer News delves below the corporate strategy to understand what really makes the region's IT leaders tick.

THIS MONTH: **DHARMENDRA PARMAR** GENERAL MANAGER MARKETING, FVC

How did you end up where you are now?

As a Communications Engineer, I started my career with a reseller that sold video conferencing equipment and solutions, first as a technical consultant, then in sales. When FVC first set up, I was recruited as one of their first sales executives. As the company grew, it needed to set up a marketing division and I realised that with my experience in so many levels, it would be a logical next step and a challenging one too.

What is your management philosophy?

I am a big believer in team empowerment and accountability. Having moved up through the ranks, I worked best when there was no micro-management and use the same philosophy with my own team.

What was your first computer, and when did you first use it?

My first computer in 1991 was an x286 computer assembled by Quality Computers under their Touchmate brand.

What is your greatest achievement?

My greatest achievement was setting up a (now thriving) marketing division within FVC seven years ago. I'd like to think that our team has made a sizeable contribution to the growth of the company.

What is your biggest mistake?

I haven't made one worth talking about yet.

What is your fondest memory of working in the Middle East IT industry?

My fondest memory comes from a time when we first started discussing video conferencing and bandwidth was a major problem. We used to usually add a rider – "the quality of the images may not be as good as your TV, but good enough for a meeting". That, thankfully, is no longer the case.



GETTING PERSONAL

Nationality: Indian
Number of years in the industry: 21
Favourite food: Biryani
Holiday destination: Somewhere new every time I plan
Music: Fusion
Dream car: A hybrid
Gadget: Whiteberry!
Movie/book: Schindler's List
Piece of advice: Never reply immediately to an email that evokes strong emotion, especially anger. Wait for a calmer frame of mind to respond.

What technology do you think will have the biggest impact on the market in 2013?

BYOD was tentatively approached this year with some organisations shying away from it. In 2013, I think more and more enterprises will realise that it is a trend they cannot avoid but will need to facilitate and so all the related technologies will be updated – from cloud offerings to security – network and bandwidth management.

What's the best way to deal with stress?

Meditation – it is the one way you consciously switch off and give your brains some rest. Even sleeping does not do that. ■

AWARDS

NME AWARDS



EDITOR'S CHOICE
BEST VALUE ADDED DISTRIBUTOR INITIATIVE

Winner: FVC

This award went to FVC for investing heavily into the region and recently expanding its operations in Saudi Arabia, creating a training centre in Riyadh. The company is focused on providing training across the region and has also announced that it is the Authorised Training Centre for Alcatel-Lucent Products, including their Enterprise Networking Solutions.

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NME AWARDS



BEST NETWORKING VENDOR OF THE YEAR

Winner: Alcatel-Lucent Enterprise

This category was judged on a vendor's entire portfolio of products, from fixed to wireless networks, to IP telephony, to security, to network management, and on the vendor's ability to deliver solutions and services based on that portfolio.

The winner, Alcatel-Lucent Enterprise has shown robust market growth in the Middle East, has built a new data centre and has strengthened its partnerships across the network ecosystem.

"It is a very proud moment for us, because it is recognising us for our very hard work, and innovation in the networking space, especially the data centre innovations that we have been providing to the market, so we are very excited to receive this award for that hard work."

AMRIBD YOUSSEF, BUSINESS DEVELOPMENT MANAGER,
NETWORK INFRASTRUCTURE, MEA, ALCATEL-LUCENT ENTERPRISE

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SOME OF OUR CLIENTS

SOME OF OUR COMMUNICATIONS CLIENTS



EVENT CLIENTS



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