

DELL EMC LAUNCHES CLOUD ECOSYSTEM HUB

HUB TO ENABLE CLOUD TRANSFORMATION, BUSINESS GROWTH

BRACKNELL, UK: Dell EMC and Intel have announced a new web-based Cloud Ecosystem Hub, to provide EMEA Cloud Service Providers (SPs) and end users with an online one stop site to unify and simplify access to Dell EMC's cloud proposition and resources. The hub will connect customers with SPs to help establish stronger marketing efforts, enabling digital transformation and significantly growing long term Cloud business.



Eric Velfre

This new unified platform demonstrates Dell EMC's commitment to providing choice and unique solutions to every customer and removing obstacles to cloud adoption through hosting an online cloud portal for Dell EMC Technology, making it easier for customers to select the right SP to address their needs. For SPs, the hub will be a platform to launch key initiatives and drive new business through the marketplace. With sales revenues in the hardware market decreasing and much of the Cloud market set to transition over to hybrid Cloud, it is expected that Cloud SPs will acquire a considerably larger market share over the next five years and Dell EMC and Intel will act as key business enablers to all parties.

"As a European leader in the secure management of online documents, Oodrive addresses the needs of the modern business by placing its expertise in security, ergonomics and innovation at the core of each of its solutions," said Cedric Mermilliod, Co-founder and Managing Director, Oodrive. "We are looking for business partners with the ability to deliver significant business impact and offer comprehensive support to the customer. With its state-of-the-art technologies, Dell EMC is certainly one of the key players and the Cloud Ecosystem Hub will allow us to facilitate new business more effectively whilst preserving the customer intimacy cherished by Oodrive."

New development

"Historically, vendors have failed to support Service Providers in their campaigns and the Dell EMC Cloud Ecosystem represents a game-changing development for both Service Providers and customers alike," said Eric Velfre, senior vice president, Compute and Networking Sales Dell EMC EMEA. "By simplifying access to the Dell EMC Cloud value proposition and offering content and support for co-marketing projects, we can generate awareness and enable new capabilities to achieve greater profitability for our partners. Through the Dell EMC Cloud Community we can also drive demand from the customer towards Service Providers and capture

feedback to help develop future Dell EMC Cloud technologies."

One Stop Site for enterprise customers, the Cloud Ecosystem Hub promises to help them understand how to transform their businesses, with a dedicated repository of up-to-date resources and assets explaining the value proposition and benefits offered by Dell EMC's Cloud technologies. Customers will be able to select SPs through bespoke searches to find the most relevant solutions for their businesses, with options to contact providers directly through the platform. The Cloud Ecosystem Hub will also allow customers to discover and register for broader industry events organised by SPs and Dell EMC.

One stop shop for lead generation

The Cloud Ecosystem Hub includes an array of new tools for SPs, including LeadPool demand generation, allowing partners to identify 'hot' vendor agnostic leads, along with additional resources to help promote offerings directly to customers.

The platform also provides the latest insights and information around Dell EMC's and Intel's Cloud technology offerings to help SPs build a stronger portfolio. In addition Dell EMC will allow SPs to run co-marketing campaigns with tools to assist in the creation of marketing assets, campaign building and client and influencer networking, featured within the marketplace.

NO LAPTOP ON BOARD? JORDAN AIRLINE GIVES LIGHT-HEARTED TIPS

AMMAN: Say hello to the person next to you. Reclaim territory on the armrest. Think of the reasons why you don't have a laptop or tablet with you. This is some of the light-hearted advice dispensed by Royal Jordanian on social media Thursday, a day before the carrier is to enforce a new US ban on most onboard electronics on US-bound flights from 10 cities in Muslim-majority countries. Royal Jordanian flies to New York, Chicago and Detroit.

The US ban took effect Tuesday, with a today morning deadline for compliance. Britain announced similar restrictions. Earlier this week, Royal Jordanian was among the first to announce the US was banning most electronics, including laptops, on board certain flights. The airline later deleted the tweet because Washington hadn't announced the ban at the time. Since then, the carrier has been trying to cheer up passengers and potential customers with humorous Twitter messages. It posted a list of "12 things to do on a 12-hour flight with no laptop or tablet."

In another post, it took up rhyming, with a five-line poem that begins: "Every week a new ban. Travel to the US since you can." It promises that "No one can ruin our in-flight fun." — AP

TWITTER EYES PAID 'PREMIUM' SERVICE FOR POWER USERS

WASHINGTON: Twitter has begun surveying members on a paid subscription service that would give frequent users more tools for using the social network for marketing, journalism and other fields. The survey this week showed Twitter is looking at building a more powerful version of Tweetdeck, the dashboard that many use to manage their accounts. An upgraded Tweetdeck would put Twitter in competition with third-party services for social media accounts such as Hootsuite or Social Flow, which allow users to manage multiple accounts and measure the impact of their messages.

"Twitter is considering offering a more advanced TweetDeck experience, with more powerful tools to help marketers, journalists, professionals, and others in our community find out what is happening in the world quicker, to gain more insights, and see the broadest range of what people are saying on Twitter," survey participants were told. "This premium tool set will provide valuable viewing, posting, and signaling tools like alerts, trends and activity analysis, advanced analytics, and composing and posting tools all in one customizable dashboard." — AFP

FCC OKAYS MEASURES INTENDED TO COMBAT PRISON CELLPHONES

COLUMBIA: Federal officials took a step Thursday toward increasing safety in prisons by making it easier to find and seize cellphones obtained illegally by inmates. The Federal Communications Commission in Washington voted 3-0 to approve rules to streamline the process for using technology to detect and block contraband phones in prisons and jails across the U.S.

The vote doesn't make it legal to jam cellphone signals in prison, which corrections directors across the country say is what they need to shut down inmate cellphone use, once and for all. But commissioners including Chairman Ajit Pai said the step was one that could hopefully begin to combat the phones that officials say are the No. 1 safety issue behind bars.

The vote came after powerful testimony from Robert Johnson, a former South Carolina corrections officer who was nearly killed in a shooting that authorities said was the first in the country orchestrated by an inmate using an illegal cellphone inside prison. "I bled out three times," Johnson recalled, telling commissioners how he was shot six times at his home early one morning in March 2010. "My doctor said I should be dead. ... Last Wednesday, I had surgery Number 24, but who's counting?"

At the time, Johnson was the lead officer tasked with keeping contraband items like tobacco, weapons and cellphones out of Lee Correctional Institution, a prison 50 miles east of Columbia that houses some of the state's most dangerous criminals. The items are smuggled inside, tossed over fences or even delivered by drone.

Jamming signals

Since then, Johnson has become an advocate on the issue, saying prisons



BEIJING: In this file photo, customers try out Apple iPhone 6s models on display at an Apple Store in Beijing. New documents from WikiLeaks, posted on Thursday point to an apparent CIA program to hack Apple's iPhones and Mac computers such that the exploits persist even after the devices are reset to factory conditions. — AP

need to be able to jam cell signals, but that would require congressional changes to a decades-old communications law.

Previously, the FCC has said its hands are tied by a law that says the agency can grant permission to jam the public airwaves only to federal agencies, not state or local ones. South Carolina Corrections Director Bryan Stirling accompanied Johnson to Thursday's hearing, telling The Associated Press this week the pair would meet with members of Congress on ways they can address the issue.

The cellphone industry has been vocal in its opposition to the notion of jamming, arguing that legitimate cellphone users near prisons could be affected if jammers were in use. Officials with wire-

less trade group CTIA did not immediately respond to email message seeking reaction to Thursday's ruling.

Pai came to South Carolina last year to see the issue up close, touring the prison where Johnson worked and holding a field hearing at which the former office testified. On Thursday, Pai said the approval of reforms to streamline the process so prisons can more easily begin using technology to find contraband cellphones was his way of making good on a promise to Johnson to take the issue seriously and do what he could to find a solution. "For far too long, the FCC did not move forward," Pai said. "I said then that it's time for the FCC to take action. ... We are finally doing something." — AP