

EHOSTING DATAFORT ACHIEVES THE ACCLAIMED PCI-DSS CERTIFICATION

DUBAI: eHosting DataFort (eHDF) pioneers in Managed Hosting and Cloud Infrastructure services in the UAE recently attained the Payment Card Industry Data Security Standard (PCI-DSS) compliance certification. Besides, the company is also accredited with ISO 9001, 20000, 22301, 27001 and CSA STAR security certifications.

This will allow e-commerce, Banking and Financial Services, Insurance (BFSI) and other clients dealing with card storing and processing environments, access to eHDF's physical, environmental, network and infrastructure security needed to protect sensitive cardholder data and meet PCI DSS compliance standards for their business. eHDF can now extend PCI compliant services for customers and help them meet the compliance standards too. eHDF managed to complete the stringent certification process in a record time of

four months due to the existing compliance with several other industry standards. This places the company high on its maturity in security mandates and governance. The procedure required thorough assessment to identify the assets, systems and processes that govern the infrastructure and applications and to ensure that the standards are met.

Additional measures were incorporated with new systems and infrastructure mechanisms to meet the required controls. The company also considered other enhancements to achieve the PCI-DSS certification. "We see clients struggle with PCI compliance adherence which made us realize there exists a genuine market concern that needed a feasible solution. eHDF's clients can now leverage our PCI DSS compliance and easily empower themselves to get PCI compliant. This adds yet another layer of security to the customer's data," said

Yasser Zeineldin, CEO, eHosting DataFort. "Today, more and more organizations want to engage with hosting partners who meet data security and other regulatory requirements even if they are not bound by them. Being able to demonstrate PCI compliance is what sets us apart from our competition.

It is evident that when customers invest in time and expenses to achieve compliance, they expect the same of their service providers. They also need us to demonstrate high levels of controls implemented to safeguard their data in a secure and consistent manner and abide by regulatory mandates," added Yasser Zeineldin. The PCI security standard dictates a set of comprehensive requirements for "enhancing payment account data security" such as



Yasser Zeineldin

credit card numbers, names, addresses, email, etc. It was developed by the founding members of the PCI Security Standards Council, including American Express, Discover Financial Services, JCB International, MasterCard Worldwide, and Visa Inc., to help facilitate the broad adoption of consistent data security measures on a global basis.

eHDF places professional training very high in its strategic goals. The new certification which demanded specialized skills was met with the team undergoing comprehensive training programmes. The company is focused on its strong security credentials and is committed to raise the bar and meet the ever-growing customer requirements.



GEORGIA: This file photo shows the ASUS All-in-One PC ET2322 desktop computer, in Decatur, Georgia, which has a touch-sensitive, 23-inch display. — AP

SLUMPING PC MARKET SHOWS A GLIMMER OF HOPE IN 1ST QUARTER

SAN FRANCISCO: The long-suffering personal computer market may be finally recovering from the damage inflicted by the shift to smartphones and tablets, according to a report released Tuesday. PC shipments in the first quarter rose by about 1 percent from last year, based on calculations from the research firm International Data Corp. The modest gain marks the first quarterly increase in five years, a stretch that has seen people increasingly turn to mobile devices for their computing needs.

Another breakdown released by Gartner Inc. painted a gloomier picture. That research firm estimated PC shipments fell by 2 percent in the first quarter. The rival reports measure the market in different ways, accounting for their contrasting conclusions. Both IDC and Gartner concurred on this point: About the only signs of life are in the corporate market, where PCs remain an essential tool. Businesses have recently been replacing larger numbers of outdated machines.

"Winners in the business segment will ultimately be the survivors in this shrinking market," predicted Gartner analyst Mikako

Kitagawa. As has been the case for the past few years, HP Inc. and China's Lenovo remain the world's two largest PC makers. Each company holds about 20 percent of the market, according to both IDC and Gartner. Consumers, though, remain reluctant to spend more money on new desktop or laptop computers when smartphones have become an additional appendage, giving people access to email, map, search engines and social networks wherever they are.

Smartphone proliferation is the main reason PC sales are unlikely to ever return to pre-slump levels. For instance, IDC's more upbeat analysis of the market pegged worldwide PC shipments at 60 million during the first quarter - about 30 percent below the 85 million shipped in the same period in 2011 before the industry downturn took hold. Now, even tablets are losing their luster as consumers hold on to those devices for longer as well. Even Apple's iPad, the market leader, is mired in a three-year sales slump. Although smartphone demand also is easing, sales of those devices remain on the upswing.—AP

TOYOTA SHOWS ROBOTIC LEG BRACE TO HELP PARALYZED PEOPLE WALK

SENSORS IN THE DEVICE MONITOR, ADJUST TO HELP OUT

TOKYO: Toyota is introducing a wearable robotic leg brace designed to help partially paralyzed people walk. The Welwalk WW-1000 system is made up of a motorized mechanical frame that fits on a person's leg from the knee down. The patients can practice walking wearing the robotic device on a special treadmill that can support their weight. Toyota Motor Corp. demonstrated the equipment for reporters at its Tokyo headquarters yesterday.

One hundred such systems will be rented to medical facilities in Japan later this year, Toyota said. The service entails a one-time initial charge of 1 million yen (\$9,000) and a 350,000 yen (\$3,200) monthly fee. The gadget is designed to be worn on one leg at a time for patients severely paralyzed on one side of the body due to a stroke or other ailments, Eiichi Saito, a medical doctor and executive vice president at Fujita Health University, explained. The university joined with Toyota in developing the device.

A person demonstrating it strapped the brace to her thigh, knee, ankle and foot and then showed how it is used to practice walking on the treadmill. Her body was supported from above by a harness and the motor helped to bend and straighten her knee. Sensors in the device can monitor the walking and adjust quickly to help out. Medical staff controls the system through a touch panel screen. Japanese automakers have been developing robotics both for manufacturing and other uses.

Robotics in medicine

Honda Motor Co.'s Asimo humanoid can run and dance, pour a drink and carry on simple conversations, while Welwalk is more of a system that uses robotics than a stand-alone robot. Given how common paralysis due to strokes is in fast-aging Japan, Toyota's device could be very helpful, Saito said. He said patients using it can recover more quickly as the sensitive robotic sensor in Welwalk fine-tunes the level of support better than a human therapist can.



TOKYO: A model demonstrates how the rehabilitation-assist robot Welwalk WW-1000, developed by Japan's Toyota Motor Corporation, helps to assist in flexing and extending the knee while walking on a treadmill during a press preview in Tokyo yesterday. — AFP

"This helps just barely enough," said Saito, explaining that helping too much can slow progress in rehabilitation. The field of robotic aids for walking and rehabilitation is growing quickly. A battery-powered wearable exoskeleton made by Israeli manufacturer ReWalk Robotics enables people relying on a wheelchair to stand upright and walk. Such systems also can aid therapists in monitoring a patient's progress, Luke Hares, chief technology officer at Cambridge Medical Robotics in Britain, said in a phone interview. "They can be so much more precise," he said. Previously, Toyota has shown robots that play the violin and trumpet. It plans to start sales in Japan of a tiny boy-like robot for conversational com-

panionship. It is also investing in artificial intelligence and developing self-driving vehicles. Toshiyuki Isobe, Toyota's chief officer for research, said Welwalk reflects the company's desire to apply robotics in medicine and other social welfare areas, not just entertainment.

The company also has an R2-D2-like machine, called the Human Support Robot, whose mechanical arm can help bed-ridden people pick things up. "Our vision is about trying to deliver mobility for everybody," said Isobe. "We have been developing industrial robotics for auto manufacturing, and we are trying to figure out how we can use that technology to fill social needs and help people more." — AP

CANON ME SUPPORTS DUBAI AUTISM CENTRE

KUWAIT: Canon Middle East (CME), a leader in imaging solutions, has partnered with Dubai Autism Centre to celebrate World Autism Awareness Day 2017. Held under the patronage of His Highness Sheikh Hamdan Bin Mohammed Bin Rashid Al Maktoum, Crown Prince of Dubai, the annual



autism awareness campaign was launched on the 2nd of April 2017 and will run through the month.

Participating for the sixth-year, Canon Middle East will support the Dubai Autism Centre through awareness campaign. The campaign includes many presentations in schools, hospitals and public departments aimed at increasing public awareness and promoting a better understanding about

the various challenges of autism and how early intervention is important for individuals with this disorder.

Anurag Agrawal, Managing Director, Canon Middle East, said, "We are delighted to partner with Dubai Autism Centre and support the campaign to create awareness about autism. Giving back to the community is a principle aligned with our global philosophy Kyosei - the purpose of living and working together for the common good. It also comes in an ideal period as 2017 has been recognized as the 'Year of Giving' by our President His Highness Sheikh Khalifa bin Zayed Al Nahyan.

"Autism is a complex neuro-developmental disorder and proper education and understanding by society will help individuals with autism and prevent their discrimination." The event marks the tenth annual year for the World Autism Awareness Day, in which autism organizations around the world celebrate this day every year with unique fundraising and awareness-raising events.

YAHOO ACCUSED OF MISMANAGING FUND FOR DISSIDENTS IN CHINA

SAN FRANCISCO: A lawsuit accused Yahoo of breaking a financial promise it made to Chinese dissidents almost a decade ago as penance for helping the Chinese government find and jail other activists. The complaint, filed Tuesday in a Washington, DC, federal court by a group of Chinese dissidents, contends that Yahoo mismanaged a \$17 million fund set up to provide financial aid to activists.

Embroided in china

Yahoo created the human rights fund in 2007, days after US legislators roasted the company for providing authorities with information that led to the imprisonment of two Chinese dissidents, Wang Xiaoning and Shi Tao. The complaint alleges that Yahoo allowed Harry Wu, a now-deceased dissident from China, to spend about \$13 million of the fund enriching himself and pursuing other projects tied to his interests.

Only \$700,000 has been doled out to Chinese dissidents who had been imprisoned for expressing their opinions online, the reason Yahoo bankrolled the fund, according to the lawsuit. Yahoo declined to comment. The plaintiffs want Yahoo to replenish the fund and to pay unspecified damages. The suit arrives at a delicate time for Yahoo, which is preparing to sell its online operations to Verizon Communications for \$4.5 billion.

Lectured by congress

The unflattering portrait drawn in the law-

suit represents yet another blotch on Yahoo's record in China. Yahoo's role in fingering Wang and Shi subjected the Sunnyvale, California, company to withering criticism that culminated in Yahoo co-founder Jerry Yang being grilled during a Congressional hearing. "While technologically and financially you are giants, morally you are pygmies," Rep. Tom Lantos, a California Democrat, told Yang.

Two days later, Yahoo announced the \$17 million fund as part of a settlement that ended lawsuits related to its role in the imprisonment of Wang and Shi.

"We are committed to making sure our actions match our values around the world," Yahoo vowed in a November 2017 statement announcing the fund.

Alleged mismanagement

The new lawsuit argues Yahoo instead used the fund as "window dressing" to help shield the company from further ridicule and resolve other lawsuits. Meanwhile, Yahoo turned a "blind eye" to Wu's reckless spending, even though company executives had been warned about the abuses as far back as 2010, according to the complaint. Among other things, the complaint alleges that Wu paid himself and his wife more than \$1 million, spent about \$4 million buying real estate in Washington and more than \$800,000 on his own legal bills, including a case alleging sexual harassment. Wu, who spent 19 years in Chinese labor camps, died last year. — AP

WHEN IMITATION IS NOT THE SINCEREST FORM OF FLATTERY

By Alastair Paterson
CEO and Co-Founder,
Digital Shadows

The huge cost of cybercrime was once again graphically illustrated a few weeks ago by a story on the BBC of a hacker who allegedly used phishing techniques and fake websites to steal over

\$100m from two major US companies. According to the US Department of Justice, the Lithuanian man allegedly set up a bogus company, which bore the same name as a legitimate Asian-based computer hardware manufacturer, and used the front to siphon off money from two major US companies between 2013 and 2015.

The attacker allegedly registered the bogus company in Latvia and opened various accounts in its name at several banks around the world. He then is reported to have sent fraudulent phishing emails to employees and agents of the victim companies, which regularly conducted multimillion-dollar transactions with the cloned company, and got them to send money to bank accounts set up around the world for goods and services.

If you wanted a graphic illustration of why there is such an active and motivated cybercrime underworld, it's here - \$100million worth of illustration. Malicious actors have a range of motivations, including geopolitical, ideological and espionage purposes. However, it is the financially-motivated cybercriminals we commonly see targeting the organizations we work with. These actors will go wherever the money is. Pure and simple.

It also ably demonstrates the threat posed by fake websites, companies and brands to legitimate businesses around the world. The trouble is it is easy to set up these resources, but it's not always easy to identify them and act against them quickly and before they can have an impact. Intelligence is critical in these cases; the sooner you know about the threat, the sooner can you do something about it and protect your business.

But knowing the risk posed by your digital footprint is critical in today's business environment. Companies need to be aware of the risks posed by malicious typo squatting and impersonation in support of targeted attacks. This is where attackers use domain names that are like a legitimate company to launch a wide variety of online fraud including phishing campaigns. Early detection of these domains is critical to helping organizations identify threats specific to their business so that they can quickly act to remove or neutralize them.

In one case, I have worked with a US based global brand was targeted by another company with 50 typo squat domains, which went undiscovered for some time. In a second instance, we detected 30 active phishing sites targeting a client's brand and detected customer and employees' details being shared and sold on IRC channels. Early detection and effective intelligence is critical in today's digital world to mitigate the risks created by today's connected world. This case yet again shows why this is so important.

Data Analytics

THE BUSINESS IMPERATIVE



By Tarek Heiba
Sales Director, Isilon,
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Imagine a world in which there were no business reception desks or enquiry counter:

When you arrive for your business meeting, the directional signage welcomes you and guides you to your conference room, and when you go for your doctors' appointment, the room, lab, and healthcare professionals are ready for you, and equipped with all your case files.

Data analytics enables a world as intuitive as this. It has moved data from a burden to an asset. The advantages in creating the framework in which data is appreciated and very much becomes the life-blood of an organization's operation are many, but the fact remains that the single biggest benefit is providing a new lease of life to swathes of data that were otherwise stored for regulatory or compliance reasons. And this is not restricted to the purely commercial plane alone: possibly the biggest benefit strategic data analytics can bring is the ability to impact the experience of the end-user. This is today a priority not just for an aggressive and competitive consumer goods company, but also for governments and departments that seek to provide the best possible citizen experience.

Analyzing government data on their interaction with citizenry can be a very illuminating exercise, as the simple act of connecting the dots from seemingly unrelated patterns or instances can provide the authorities with a key to unlock success. In one of our major regional cities, for instance, the authorities could uncover that traffic snarls can be avoided if the traffic authorities have access to data and plans of the municipality, the utilities provider, or even from the planning department.

According to the Worldwide Semiannual Big Data and Analytics Spending Guide from International Data Corporation (IDC), worldwide revenues for big data and business analytics (BDA) will grow more than \$203 billion in 2020. Shedding light on the regional perspective, according to Frost & Sullivan the GCC's Big Data and Analytics market is likely to outpace the global market and reach \$635.5 million in 2020.

The retail sector is possibly one of the early adopters of various new technologies that promise a transformed and memorable customer experience. With success based on foot-fall and walk-ins at high-street or mall outlets, what's to stop digital displays featuring a different range of products based on who is most likely to visit at the time? Tapping in to the larger demographic turn-out at the location, the

retailers can easily alter their offering for the late-morning house-wife visiting, the early-evening college student group passing by, and the families that come by over the weekend.

Building on the hospital experience outlined earlier, there are a number of strong examples of healthcare groups in the GCC region adopting focused data analytics to improve the patient experience. According to Alpen Capital, the GCC healthcare market is projected to grow to \$71.3 billion in 2020, generating an unprecedented amount of data, which will present great opportunity for businesses to develop the market further.

For example, the days of patient history charts clipped to the end of the bed will soon be well in the past, as digital devices in the hands of doctors, nurses, and even lab technicians, allow all to access up-to-date data on patient history, medication, test results, and even share the digital file with specialists or other referral hospitals. This also brings various allied players such as the insurance provider, the pharmaceutical companies, and more into the same 'inner circle', enabling better information-sharing, quicker reactions to trends and even epidemics, and greater transparency for all.

In the travel and tourism industry, the global tourist's digital footprint is possibly the strongest source of actionable data for the entire industry, including hotels and resorts, airlines and other transportation providers, experiential providers like cruises, amusement parks, and even support industries like car rentals and travel insurance.

With typical holiday seasons varying across the world based on weather, school calendars, religious festivals, and many more factors, we can actually look forward to a day when your travel consultant becomes a smart digital travel assistant that is able to find you the best experience and package based on your previous travels, your online reviews and feedback, and even by the number of social posts that you have posted during the holiday or after.

The point behind illustrating the potential of data analytics for organizations of all sizes and shapes is that this can no longer be relegated to a pure IT-led decision. Since the organization will actually benefit from slicing and dicing the data in multiple ways to make it relevant to various groups and divisions, the decision too needs to be a joint one, and with the involvement and oversight of leadership.

After all, when it comes to a valuable asset of the organization, it can't just be a free-for-all. Creating a strong data analytics environment needs to be driven from the top, with multiple stakeholders adding the layers of intelligence that actually make the actionable insights and patterns emerge. Essentially, you are taking the right steps to convert a data dump into a lake of hidden treasures for your organization.