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The background is a vibrant blue gradient decorated with various festive elements. There are several balloons in yellow, green, blue, and white, some with long, flowing ribbons. Scattered throughout are small, colorful circles in shades of pink, yellow, and blue. A large, stylized white floral or scrollwork pattern is centered behind the text area. A thick, wavy pink ribbon runs across the bottom of the page.

Esri NeA's Newsletter Q3 2010 Issue No.5

With this latest issue, we celebrate a full year of Esri Northeast Africa publishing its quarterly newsletter. A lot has happened in the past year, from welcoming a new CEO, and restructuring our organization for enhanced services and processes, to working on new marketing strategies, and working on developing new services and solutions for our clients.

With this issue we celebrate building on the success and experience of the past few years, and exploring new directions for Esri NeA.

Esri NeA's Newsletter

IN FOCUS

An Interview with Esri NeA's New Chief Executive Officer, Mr. Tarek Wahby



We sat down with Esri NeA's new CEO, Mr. Tarek Wahby, who in essence can never be considered a stranger to Esri NeA. His history with the Esri NeA family has been a long one filled with achievements and exceptional experience in the CIT market in the region. In 2006 he was Esri NeA's General Manager, followed by a year of acting as Deputy Managing Director. From 2008 he transitioned to become Sales & Marketing Director for Alkan CIT which is Esri NeA's holding Company and one of the biggest system integrators in the region. Currently he is back again as Esri NeA's CEO. When asked how it felt to be back with Esri NeA again, Mr. Tarek said that "it feels like being back home". He goes on to add that in essence, he never really was far from the action here, since it falls under the umbrella of Alkan CIT's companies, and he was highly involved in pushing international sales and opportunities for Esri NeA by leveraging Alkan CIT's presence in certain markets abroad.

In this candid one on one interview with Mr. Tarek, we learn about Esri NeA's upcoming plans.

In your opinion, what were the major achievements or milestones for Esri NeA in the past few years?

One of Esri NeA's major achievements in the past few years was our Homeland Security and Cadastre/Land Management solutions. As a result of managing several projects for major clients in this sector, we have managed to become "domain experts" in the area of GIS solutions. Our portfolio is quite impressive and has successfully expanded by building on best practices and lessons learnt from previous projects, as well as strategic partnerships that enhance and add value to our services.

Another great stride for Esri NeA has been our CMMI certification, where we are close to being Level 3 certified, as well as the extensive work that has been done on our processes by the Quality Department.

We hear that there are plans for taking Esri NeA in new directions, by broadening the scope of services and products. What can you tell us about your plans for the upcoming period?

Our plans can be briefed in four Cs:

COTS.. Commercial Off-the-Shelf Software will be one of our main areas of focus in the upcoming period. Esri NeA has already made great strides in developing its very own customizable solution frameworks in the areas of Homeland Security and Cadastre/Land Management solutions. These frameworks are based on the extensive libraries of components that we have accumulated across the years, best practices, and lessons learnt. So, it is only the natural progression that we release packaged customizable products soon for these frameworks.

Cloud.. The IT world is now obsessed with "the cloud"; almost all IT services and features are migrating towards the cloud. For instance, Esri NeA is planning to provide a GeoMarketing application through the cloud, starting with Egypt, and then progressing to other countries.

Competence.. For the upcoming period we plan on further enhancing our competence and expertise in the Telecom sector, Municipalities, Geo-Portals, as well as Oil & Gas.

Content.. Another major area of focus for us this coming period will be on data and maps content; not only GIS content, but also remote sensing content. We are working on improving our data perspective, and leveraging what we have in the form of data services on a cloud, in cooperation with ITWorx and IBM.

What are the recent partnerships that have been concluded, and why? How will they add to Esri NeA?

Partnerships for Esri NeA are made for a variety of strategic purposes; we are constantly looking to build on our portfolio of partners. We have partnerships with companies who resell our products, partners who we co-develop solutions with, partners that extend our reach in international markets, and partners who complement our line of business and enable us to provide value added services to our clients.

We recently partnered up with ITT Visual Information Solutions to be the exclusive reseller for their product, ENVI, in Egypt & Lybia. ENVI is a premier software solution for processing and analyzing geospatial imagery used by analysts, and GIS professionals around the world, and compatible with Esri's ArcGIS. We also represent MetaCarta, the leading provider of geographic search and referencing solutions. It is a solution that is relevant to our line of work, and targets clients who need basic GIS enablement of their data repositories.

We are currently representing TouchTable systems reselling the TouchTable family of products that provides a rich environment for visualization, navigation and analysis of complex datasets in the Defense and Intelligence, Oil and Gas, Public Safety, Homeland Security, Telecommunications and Health and Human Services fields. Additionally we are partnering with NAVTEQ which is continually refining, expanding and improving its digital map, traffic and location data in the region and worldwide.

In conclusion, what do you hope to bring to Esri NeA?

This forthcoming period I'll be focusing on providing the required support and direction in enhancing our internal processes, operations, and quality of our work. Due to our exponential growth these past few years, Esri NeA needs to work on improving its infrastructure, so as to better meet clients' needs. We are close to acquiring the Level 3 certification for the CMMI, and "we recently appointed a new Operations Manager, who will be focusing on improving overall projects monitoring". At the core of it all, "I hope I can bring Esri NeA continued success, and increased profits".

Esri NeA's Newsletter

LATEST WINS

Jeddah Municipality Seeks to Enhance the Quality of its Services with the Support of Esri NeA



Striving to always enhance the quality of services provided to citizens, Jeddah municipality were seeking to restructure their GIS center, basing all their GIS services on CMMI and ISO standards.

Esri Northeast Africa won the contract to deliver the desired solution to the municipality. The project includes the construction of a GIS unit that would be responsible for the geographic data exchange between the various departments inside the municipality and external entities using this data, this project will also be developed according to certain standards that would qualify it to earn the ISO.

Implementing this project will have great effects on the electronic infrastructure of the municipality, which will contribute in evolving its services.

Another Telecom Win for Esri NeA: Zain Integrates GIS into its Operations for Improved Efficiency



Zain is the newest player in the mobile telecommunication market of Saudi Arabia. Their goal is to provide trusted and effective telecommunication services for Saudi Arabia. Zain wanted to integrate GIS into their business and existing legacy systems, to help improve efficiency.

Esri NeA has proudly sealed the deal with Zain to deliver the required GIS solution which will help achieve the following:

- Integration between GIS and Zain's OSS, Nokia NetAct, to visualize and report network faults (i.e. down sites) on a map. Users will be able to visualize the affected service/coverage areas (network outage). Faults can be classified by severity and they are always up-to-date.
- GIS integration with the performance monitoring tool used by Zain (Traffic) empowers Zain's users with the location aspect to analyze Key Performance Indicators (KPIs) using geographical representation.
- Smart map representation of call performance indicators such as 'Call Success', 'Dropped Calls', etc.
- GIS integration with the planning system used by Zain, ASSET AIRCOM, empowers Zain's users with coverage visualization on top of other base map features such as streets, districts, points of interest, etc.
- Better network coverage data representation on the map; Indoor vs. Outdoor coverage, coverage classified based on 2G vs. 3G coverage, coverage prediction, live coverage, and Best Server coverage.
- Solve system administration issues such as creating and managing groups, user privileges, and control authorization levels & data security issues.



Visualizing Network Coverage and Faults

SUCCESS STORIES

Case Study: Land Administration System for the Land Registration Authority - Libya

Business Challenges

The Land Registry Authority (LRA) required an advanced Land Administration System (LAS) in order to enable sharing of up-to-date, reliable and detailed information on land ownership and land use across all government departments and agencies to support the development of strategies, policies and mechanisms for sustainable land use, assessment of the state of economy and collecting property taxes.

Action Taken

To achieve that, LRA chose Esri NeA to develop a new state-of-the-art solution which is considered one of the biggest cadastre projects ever where a fully automated workflow through all departments across the Land Registry Authority will be established.

The existing manual and distributed workflows had to be replaced by an automated solution which is cost-efficient, reliable and scalable, and which integrates Land Registry and Cadastre work into a single system. The system would also help protect the sovereignty of the government land ownership by allowing for accurate recording of land ownership data. Additionally, it should improve the office environment for both staff and customers, and simplify the processes servicing external users.

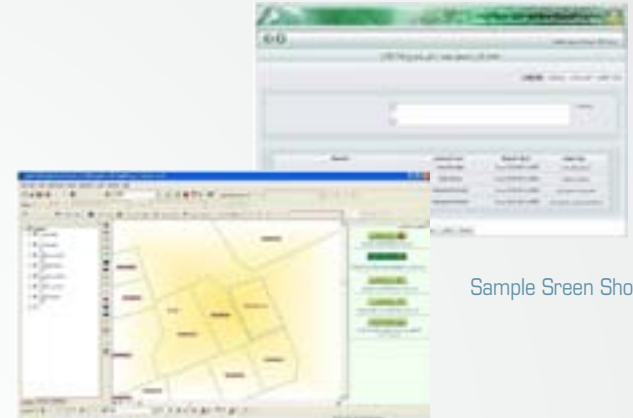
Solution Implemented

The solution implemented for LRA includes software, hardware, and network, representing a state-of-the-art scalable infrastructure that supports high performance levels. The open architecture can be flexibly integrated with any legacy or future systems. The system has one national LRA data repository hosted in a relational database to integrate data. The unified data model supports current and future requirements without sacrificing data integrity.

At the 45 LRA departments distributed across the country, local databases are to be installed containing each department's data. The national repository will be accessible through a secure network, providing a single 'point of entry' for the management of all land and property transactions.

Result

- **Improved workflows & satisfied employees:** wizards have been created to guide them through their tasks in a logical and intuitive manner.
- **Accurate performance statistics:** created by the system, giving LRA managers better insight on the day-to-day operations.
- **Establishing an efficient active directory:** the organization structure of employees, establishing access rights, and verifying authorization are stored and carried out there.
- **Efficient parcels management:** merging measurements collected in the field with surveying instruments into a geo-database to update changes in property boundaries.
- **Central management of data, multiple user support, and up-to-date information dissemination** by hosting the sharing of maps, geo-databases, and tools across LRA and external users on an ArcGIS Server.
- **System went live in 7 departments whose** registry maps were finalized. Now we are pursuing finalizing the maps for the remaining 45 departments. About 70% of the process is completed. It is estimated that we will reach 100% by the year 2011.



Sample Screen Shots



Parcel Editing

Esri NeA's Newsletter SUCCESS STORIES

Case Study: Network Engineer Solution is Implemented at the Public Telecommunication Corporation (PTC) in Yemen



Business Challenges

The Public Telecommunication Corporation (PTC) in Yemen required a solution that would match the inside and outside plant with real world conditions, create a geospatial work order management system, and allow using the geospatial management of the network planning and design the documentation.



Internal design of Racks

Action Taken

In a recent collaboration between Esri NeA, NATCO (Esri's Distributor in Yemen), Infograph (Esri's Distributor in Jordan), as well as UtiliNet Telcordia consultants in Jordan, we were able to successfully complete a project for the Public Telecommunication Corporation (PTC) in Yemen. The project was managed by PTC's General Management of Information Systems unit.

Solution Implemented

The solution presented to PTC included the provision and installation of Network Engineer software, configuration and model building, as well as providing users with the required training on the software after rollout. Phase 1 of the project has been successfully delivered and it included the configuration for all the inside and outside plants. The next phase will be dealing with data migration; however the status of this phase is still pending.

Result

This project held many benefits for PTC Yemen, some of these include:

- **Accurate documentation of all telecom equipment in Yemen:** one of the major benefits was the accurate and updated collection of information and documentation for all telecom equipment across Yemen.
- **Creating a Telecom Geodatabase schema for PTC:** having a clear Geodatabase schema that reflects the location of all telecom related assets and features for PTC to build its analysis and work made information management much more efficient.
- **Enhancing the Telecom work order management processes:** the solution and consultation support provided by Esri NeA helped PTC redesign their work order processes to be more efficient and effective than they were.



Telecom network map



Different types of all network cable such as (Coax , Fiber , Drop line ...etc)

EYE ON TECHNOLOGY

GIS and Cloud Computing

Cloud Computing the buzz word on all IT minds and tongues nowadays, is causing a dynamic shift in the IT market. According to David Chappell, a leading consultant who helps people around the world understand, use, and make better decisions about new technology, "while not everything will move into the cloud, it's fair to say that nearly every organization will use this new approach in some way".

For GIS users, the cloud provides a number of new possibilities. But what are those possibilities, and how can they fit into your organization? Should you even care about Cloud Computing?

Cloud Computing Basics

Cloud computing is the usage of dynamically scalable and often virtualized resources as a service over the Internet. The term "cloud computing" was inspired by the cloud symbol that's often used to represent the Internet in flow charts and diagrams.

Cloud computing services often provide common business applications online that are accessed from a web browser, while the software and data are stored on the servers. An organization can "plug-in" to the virtual computing environment and use the computing resources available on an as-needed basis.

Spatial Cloud Computing

Spatial Cloud Computing is one specific type of cloud computing that focuses on adding geography to the cloud computing paradigm. Spatial Cloud Computing provides dynamically scalable geographic information technology, spatial data, and geo-applications as a web service. It leverages the power of geography without needing the massive investment in specialized geo-data, GIS experts, and software typically required in an "Enterprise GIS" implementation.



Esri and the Cloud

Esri has already begun driving the concept of spatial cloud computing through:

- **Leveraging ArcGIS Server on Amazon Web Services:** Using a cloud platform to provide new deployment opportunities, such as running ArcGIS Server on the Amazon Web Services cloud.
- **ArcGIS Online:** Using a cloud platform to provide support to websites that provide broadly usable GIS data and tools. It provides ready to use maps and GIS typical tasks, such as routing and geo-coding, for Esri customers.

- **ArcLogistics and Business Analyst Online:** Offering cloud applications that provide useful alternatives to their on-premises siblings.

Will Esri NeA Hop onto the Cloud Computing Movement?

Without a doubt! Esri NeA has a vision for implementing a nationwide spatial cloud that avails GIS services and features, as well as maps and data for the region. This will allow large scale organizations to cut costs associated with Enterprise GIS project implementations, and reduce the typical risks associated. They can simply consume the services required on a pay-as-you-go pricing model.

Conclusion

The outlook for Spatial Cloud Computing is extremely promising; its benefits outweigh the few obstacles that can block its progression. Spatial Cloud Computing is a vision that can be a reality, with the right strategic thinkers and nationwide support. As David Chappell puts it, "The move to the cloud is all but certain to have an impact on your organization, both in GIS and other areas". So why wait? The time to embrace this shift is now!

A Few Cloud Benefits

Lower Total Cost of Ownership	Reduced ongoing and life cycle costs
Increased Availability	Always on, always available
Faster Application Delivery	Expedites time to market, competitive advantage
Flexible Model	Scales by demand, no wasted capacity
Enables Collaboration and Community Computing	Platform for easier and faster information sharing, mobile workforce
Improved Business Continuity	Inexpensive disaster recovery options
Rental Pricing Model	Pay-as-you-go; pay-in-advance; try before you buy

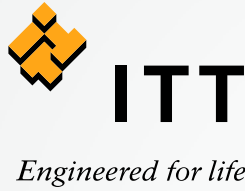


Esri NeA's Newsletter NEWS & EVENTS

News

Esri NeA Partners with ITT Visual Information Solutions

As part of Esri NeA's ongoing dedication to incorporate new technologies and trends to satisfy clients' increasing needs, we would like to announce that Esri NeA has proudly become the exclusive reseller in Egypt and Libya for ITT Visual Information Solutions' new state-of-the-art product ENVI.



Known for creating superior software products that help professionals across industries to access, analyze, and share all types of data and imagery, ITT Visual Information Solutions (ITT VIS) have a partnership with Esri Inc. that started three years ago, and has strengthened over time with the shared belief that imagery is now an essential part of GIS.

ITT VIS developed ENVI which is a new, high performance image processing and analysis software solution designed for image analysts and GIS professionals. It combines powerful image analysis tools and seamless integration with Esri's leading GIS platform, ArcGIS, to streamline image analysis workflows and allow users to easily extract important information from imagery. Additionally, it distills complex image analysis tasks into easy-to-use workflows, and makes image analysis faster and easier for analysts of all skill levels.

Esri NeA is dedicated to furthering the role of remote sensing with GIS, and our vision is to highlight the importance of such integration for the GIS community, and to provide the necessary support for doing so.

Esri NeA Provides Value Added Services to Clients Through it's Partnership with MetaCarta The Information Challenge

Did you know?

- "85% of an organization's information resides within unstructured documents"
- "Between 35%-50% of an organization's information is not found by typical search engines"
- "On average, 80% or more of an organization's text content contains one or more geographic references"

For any organization or public sector authority, these unstructured documents are essential to the success of the organization's mission. The problem is not lack of information; the problem is finding the right document buried in the enormous and expanding digital universe of feeds and repositories. How many times have you executed a search, retrieved thousands of hits, and then spent hours refining the query and combing through the results?

Understanding the essence of this issue, Esri NeA has partnered with MetaCarta to become the exclusive distributor for them in the region.

So what value can MetaCarta bring your organization?

MetaCarta is the leading provider of geographic search and referencing solutions. MetaCarta's solutions make data and unstructured content "location-aware" making that information geographically relevant.

It is the only solution that allows any organization to dig into internal and external repositories including SharePoint, emails, PDFs, to identify any reference to locations nobody ever thought exist. Using a map interface, these innovative solutions make it possible for customers to discover, visualize, and act on important location-based information.



“ A two year long geo-referencing project, that costs more than 2 million dollars, can be executed in less than an hour using MetaCarta. ”

MetaCarta customers are spread worldwide covering Homeland Security, Defense & Intelligence, Media, Public Safety & Health, and Oil & Gas.

To Learn more about what MetaCarta can do for your organization, contact:

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News

Spotlight on Esri NeA's Quality Department



Esri NeA considers quality management as an integral part of its systems development cycle. We are ISO 9001:2000 certified, and working towards a Level 3 CMMI certification. It is our aim to provide services and products that meet high levels of quality. In order to achieve this goal, Esri NeA has developed a set of standards and templates to be followed throughout the

entire software development process. Our standards and templates are based on the international standards set by the IEEE. They also comply with requirements and best practices provided in the Capability Maturity Model Integration (CMMI).

Our quality management team, leads activities related to quality assurance and management, following a set of well established processes. Quality measures are applied to all project phases and deliverables, including delivered documentation.

Esri NeA's Quality Department consists of four units which are Quality Control (QC), Quality Assurance (QA), Quality Technical Inspection (QTI), and Process Improvement (PI).

Quality Control

Responsible for test strategy planning, test case creation, test environment setup, test case execution and results analysis, as well as defects investigation, reporting and fixes validation.

Quality Assurance

Providing objective insight & visibility to the management about the actual status of the project. They Monitor the Software Development Life Cycle (SDLC) to ensure its consistency & compliance to the company process seeking best quality for customer deliverables.

Quality Technical Inspection

Responsible for the review of the project plan & schedule, identifying project risks, reviewing and analyzing project requirements, as well as reviewing the project design.

Process Improvement

Process improvement contributes to corporate cost savings with better-defined, well-documented, easily accessible, and more use of best practices. It leads to a reduction in the amount of time required for a person to accomplish a goal or complete an activity.

By combining QA, QTI, QC & PI tasks together, we ensure that we uncover any issues that can directly or indirectly affect the quality of our deliverables, as well as propose the optimum corrective action required to avoid them from being repeated. Moreover, the success of our Quality Department is being extended to our clients where we have won recent contracts to consult and support them in implementing international standards within their GIS units, and on their GIS processes and Data.



Events**Esri NeA Participates in the 1st Sustainable Water & Waste Water Conference and Exhibition**

Esri NeA proudly participated in the 1st International Conference and Exhibition on **"Sustainable Water Supply and Sanitation 2010"** (SWSSC 2010) that was held in Cairo – Egypt, from July 25th till the 27th, at the Cairo International Conference Center (CICC) under the auspices of the Ministry of Housing, Utilities and Urban Development. It served as a great opportunity to learn more from international experts about Water and Wastewater sector.

At the exhibition, we were eager to showcase how GIS has and continues to serve the Water & Wastewater sector in Egypt and the region. Esri seasoned industry consultant, David Wachal also presented an important session on **"Sustainable Infrastructure Management for Water Utilities using GIS"**.

Furthermore, we had a live demo held at our booth everyday during the coffee breaks by our Water and Waste Water utilities expert engineer "Ahmed Maher" that further illustrated the many benefits of an Enterprise GIS for this sector. The session and the live demo were received with great keenness by the conference and exhibition attendees, sparking major interest in GIS enterprise solutions for this sector.



Top ministry officials at the Esri NeA booth

Upcoming Events**Don't Miss Esri NeA's Upcoming Seasonal Training this January 2011 in Sharm Al Sheikh**

Esri NeA has always been at the forefront of providing top quality training for Esri products and solutions, as well as on GIS in general. In continuation of our track record, Esri NeA will be holding a seasonal training this January in Sharm Al Sheikh. The week long training event will host three different tracks, catering to different types of users. All instructors are Esri certified instructors.

Track A focuses on GIS Basics and will include two courses:

- **ArcGIS Desktop I:** Getting Started with GIS, this course provides the foundation for understanding what GIS is, what it can do, and how others are using it.
- **ArcGIS Desktop II:** Tools and Functionality, a hands on course that teaches the range of functionality available in the software and the essential tools for visualizing, creating, managing, and analyzing geographic data.

Track B caters to GIS Managers and includes:

- **GIS Managers Course:** The goal of this course is to provide GIS managers with information about the different GIS products and their uses, in order to teach them how to best use GIS products to fully utilize projects needs.
- **GIS for Project Management Course:** The goal of this course is to provide GIS managers with ideas and techniques for the development and management of successful GIS programs in their organizations. The course also covers Microsoft Project concepts, and utilizes the case study method for managing GIS projects using Microsoft project.

Track C offers Specialized Workshops on:

- **GIS in Managing Urban and Regional Planning:** a course designed to highlight the importance of GIS in Urban and regional planning with all its elements, stages and different fields.
- **Remote Sensing:** This course provides the essential aspects and concepts of remote sensing.

Limited spots available! Learn more and reserve your place now by contacting:
seasonaltraining@esrinea.com





esri Northeast Africa

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