



**Talal Abu-Ghazaleh Information Technology International**

# Newsletter



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## **TAGITI Establishes Mobile Application Development Division – TAGI Apps**



AMMAN- Under the direction and guidance of Dr. Talal Abu Ghazaleh, TAGITI has launched a new division which specializes in the development of mobile applications for external clients called TAG-Apps.

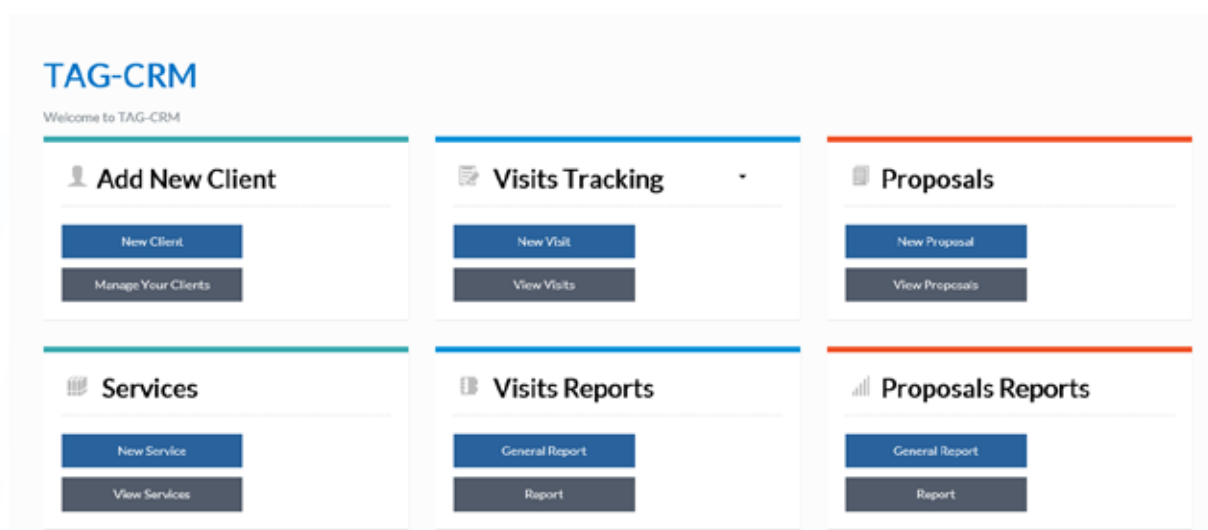
The new division is set to exploit the massive demand in mobile applications which is being fueled by the unprecedented adoption of mobile technology globally, which is now the most used technology device.

Mr Samer Al Ramahi, Executive Director of TAG-Apps said “This is an exciting new field to be in as more and more companies look to develop mobile applications in order to better meet consumer demands and to gain an edge over competition.”

He went onto say “His Excellency Dr. Talal Abu Ghazaleh has been visionary in his direction for this new division. Mobile applications are exploding and are the future of the digital economy. TAG-Apps has a number of highly skilled developers that can produce tailored applications to work on both Android and IOS platforms. We look forward to working with clients to help develop the most functional, tailored mobile applications to suit their needs.”

TAG-Apps is already in the process of developing mobile applications to meet the needs of all TAG-Org related education and training entities.

# TAG-Org Database Department Demonstrates its TAG-CRM System



AMMAN –During the 3rd Talal Abu-Ghazaleh Organization’s General Management Committee meeting held recently, a session was dedicated to present the updated TAG-CRM system which was developed internally by TAG-Org Database Department.

Mr. Mohammad Abu Murry, TAG-CRM Executive Director said “The purpose of the system is to help TAG-Org offices document and track marketing efforts conducted by the employees. The system also helps TAG-Org Database Department to build an up-to-date clients database which will be used to market the numerous services provided by TAG-Org in addition of circulating TAG-Org news, events and initiatives.”

This version build on the first version of the TAG-CRM developed in 2016 and comes with three main modules; clients and contacts management, marketing visits tracking and proposals and offers tracking; in addition to all of all the needed business intelligence reports.

It is worth mentioning that TAG-CRM was developed using the latest Microsoft SharePoint technology.

# Microsoft Seeks Global Cybersecurity Accord



Microsoft has called on governments around the world to create a “digital Geneva Convention” as a way to normalize international cybersecurity rules and protect civilian use of the Internet.

President Brad Smith, who is also Microsoft’s chief legal officer, addressed the issue at the annual RSA conference held earlier this week in San Francisco, saying that governments -- with the assistance of technology companies in the role of NGOs -- need to establish international rules to protect civilians from cyberthreats during peacetime.

“The tech sector plays a unique role as the Internet’s first responders, and we therefore should commit ourselves to collective action that will make the Internet a safer place, affirming a role as a neutral Switzerland that assists customers everywhere and retains the world’s trust,” Smith wrote in an appeal posted online.

## **Economic Damage**

Seventy four percent of the world’s

businesses expect to be hacked every year, with the economic losses from cybercrime averaging US\$3 trillion per year, according to Microsoft.

Cyberattacks historically have focused on military and economic espionage, Smith noted. However, the 2014 attack on Sony was considered revenge against the company for the unflattering depiction of North Korean dictator Kim Jong Un in a film.

While cyberattacks in 2015 involved nation-states going after companies’ intellectual property, attacks in 2016 targeted various Democratic party and government institutions in the U.S., threatening the democratic process itself.

Microsoft spends more than \$1 billion a year combating cybersecurity threats, Smith said, chiefly to guard against phishing schemes launched via email.

In response to increased nation-state attacks, Microsoft since last summer has taken down 60 domains in 49 countries,

spread out across six continents, he pointed out. Officials from 20 countries around the world in 2015 recommended cybersecurity norms for nation-states designed to promote and open, secure, stable accessible and peaceful information and communications technology environment, Smith noted. The U.S. in China that year reached an agreement to refrain from conducting or supporting cyber-enabled theft of intellectual property. The group of 20 later affirmed the same principle.

Microsoft has collaborated with rival firms, including Google and Amazon, to combat cloud abuse, including spam and phishing sites, he said.

### **Institutional Threat**

Microsoft is not alone in promoting cybersecurity cooperation among government institutions.

The Electronic Privacy Information Center earlier this week announced a new Democracy and Cybersecurity project, designed to address growing alarm about the impact of cyberattacks on democratic institutions.

The organization has urged the U.S. Congress to update federal data protection laws, and to establish a data protection agency designed to address the increased risks of identity theft and data breaches, said Marc Rotenberg, executive director of EPIC.

“Increasingly, we see a closer connection between cybersecurity and the protection of democratic institutions,” he told the E-Commerce Times. “EPIC is pursuing open government cases, Hill outreach and engagement with experts.”

The organization has filed two Freedom of Information Act requests in connection with the 2016 presidential election, when the Russian government undertook a campaign to influence the outcome in now President Donald Trump’s favor, based on the findings of all of the major U.S. intelligence agencies. The attacks included the release of hacked data from the Democratic National Committee and other related organizations linked to the Hillary Clinton campaign.

Microsoft’s effort to promote a global body laudable, but it would be too limited in scope to make much of a dent in the cybersecurity problem, suggested Ed Cabrera, chief cybersecurity officer at Trend Micro.

“A Geneva convention for cybersecurity ... only addresses a small subset of the malicious activity that impacts consumers and enterprises on a daily basis,” he told the E-Commerce Times. “A much larger threat to global cybersecurity are [attacks] that emanate from cybercriminal undergrounds.

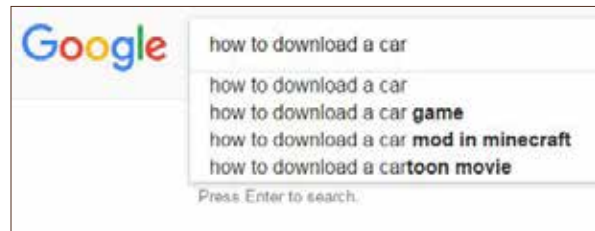
What is needed is a global cybersecurity strategy that “leverages the power of public-private partnerships,” Cabrera said. Such an effort could disrupt, degrade and deny the ability of cybercriminals to leverage their attacks.

A Department of Homeland Security spokesperson declined to comment on Microsoft’s proposal.

*Source:*  
<http://www.technewsworld.com/story/84311.html>

## Google and Microsoft kick pirate websites off the front page

Both Google and Microsoft have entered into an agreement this Monday with the British government that would see their respective search engines make piracy websites harder to find for UK users.



The new voluntary code, negotiated by rights holders and search engines, demotes websites like the Pirate Bay that have been repeatedly flagged for copyright infringement. These sites will drop off the first page of common searches and won't appear in suggested auto-completes, reported the Telegraph.

The move was made in an effort to prevent piracy and promote the discovery of legitimate forms of access to content.

While Google has maintained that search traffic is not a driving force behind piracy, the move will certainly still have an impact in terms of visibility. Research has shown that the first search result on Google receives 33 percent of traffic, and the first page of results generates 92 percent of all traffic.

“We have long campaigned for search engines to do more to ensure fans are directed to legal sources for music or other entertainment,” said Geoff Taylor, chief executive of BPI, a firm that represents record labels. “The Code will not be a silver bullet fix, but it will mean that illegal sites are demoted more quickly from search results and that fans searching for music are more likely to find a fair site.”

Typical moves to curb piracy tend to revolve around ISP-level site blocking, where access to a website is prohibited. Combating piracy through search traffic is a “world first” said Taylor.

“We are pleased to have reached agreement on this code of conduct for search-related copyright issues,” said a Microsoft spokesperson. “We thank the UK Government for leading this industry-wide initiative forward.”

Google did not immediately respond to request for comment.

Source:

<https://www.cnet.com/news/google-and-microsoft-kick-pirate-websites-off-the-front-page/>

## For More Information:

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