

# TAG-ITI Newsletter



Talal Abu-Ghazaleh Information Technology International  
The Arab Organization for Global IT Professional Services

[www.tagiti.com](http://www.tagiti.com)

[www.tagorg.com](http://www.tagorg.com)

TAG-ITI is Committed to Providing  
Client-focused Innovative, High Quality  
Consulting Services and IT Solutions

P2 Int@j holds ICT Connect

P2 ITIL V3 Qualification Scheme

P3 ICTD News

P4 Microsoft Unveils New Dynamics  
ERP Retail Offering



Mr. Abu-Ghazaleh speaking at MENA ICT 2010

## Abu-Ghazaleh Named ‘Arab ICT Personality of the Year’

MANAMA – Mr. Talal Abu-Ghazaleh, chair of the UN Global Alliance for ICT and Development (GAID), addressed the opening ceremony of the MENA ICT Week 2010 held under the patronage of H.E. Sheikh Ahmed bin Atiyatallah Al Khalifa, Minister of Cabinet Affairs, on January 26, 2010 in the Bahraini capital.

In his keynote speech entitled “ICT Advancement in a Changing World”, Mr. Abu-Ghazaleh stressed the significance of ICT for the socioeconomic development process in the Arab region and for upgrading the health and education services. He said, “Online education has passed the beta stage and has entered the mainstream, while the use of the internet as an educational tool has become as essential as paper, pencil and the blackboard.”

He called for the establishment of the “Arab ICT Advancement Forum” to be hosted by Bahrain as a platform for harmonized regional ICT development. A statement by the Union of Arab ICT Associations (IJMA3), the organizer of the Week, welcomed Mr. Abu-Ghazaleh to address the Opening Ceremony, as well as to deliver the keynote speech in the Panel Session, in which he reviewed the status of the ICT sector in the Arab world, and discussed future directions and opportunities for growth.

Mr. Abu-Ghazaleh has also participated in the other events of the Week including the IJMA3 Annual Meeting on January 26th, and the Arab Golden Chip Awards ceremony on January 27th, during which he was granted the prestigious award of “Arab ICT

Personality of the Year”, in recognition of his outstanding contributions to the development of ICT in the Arab region and the global role he has played as the voice of Arabs at all international ICT and development forums.

The events were attended by several ICT ministers from around the MENA region, ICT experts and executives, ambassadors, and representatives of large organizations from across the MENA region and the world. It was widely covered by local and regional media agencies.

The MENA ICT Week 2010 was held under the patronage of H.E. Sheikh Ahmed Bin Atiyatalla Al Khalifa, Minister of Cabinet Affairs and in partnership with Bahrain Internet Society, IJMA3, US Commercial Service, Gulf Future Business, Bahrain E-Government Authority, and ARISPA. The theme of this year’s Week was “Driving Economies for a Better Future.”

### Union of Arab ICT Associations

IJMA3, an alliance of Arab ICT organizations, was formed during the regional ICT conference held at the Dead Sea in Jordan in March 2004. Its members include the ICT associations of Algeria, Morocco, Bahrain, Egypt, Jordan, Iraq, Kuwait, Lebanon, Palestine, Saudi Arabia, Sudan, Syria, and Tunisia. As a uniting platform of the Arabic ICT private sector, IJMA3 is concerned with accelerating the process of development in the Arab countries through ICT.



## Int@j holds ICT Connect

MANAMA – Under the Patronage of Marwan Juma – Minister of ICT, the Information Technology Association of Jordan - Int@j held its ICT Connect event. The event took place on Tuesday January 12, 2010 at the Four Seasons Hotel-Amman - to welcome of Marwan Juma as the new Minister of ICT and discuss the future and plans of the ICT Sector. The event was attended by HE Marwan Juma and the majority of Int@j members and stakeholders of the ICT sector.

The event highlighted minister's vision to improve the ICT sector in Jordan, difficulties the sector is facing, and how it can be overcome. Juma noted that "We will focus on resolving all outstanding issues and growing the ICT sector", HE also highlighted the important role universities and

companies need to play together in regards to human resources as the base for the sector.

Furthermore, the minister focused on the importance of partnership and cooperation between public and private sector and the role of int@j as an official representative of the private sector and a partner to the Ministry of Information and Communications Technology.

In addition, Aiman Mazahreh, Chairman of int@j emphasized "We rely on our members support to int@j and the minister in taking on the challenges ahead", Mazahreh also added "In response to the minister's request, we will activate the ICT Advisory Council (ICTAC) to address pressing issues and obstacles the sector is facing"

The Information Technology Association of Jordan is an ICT and ICTES industry-support association founded in 2000 with the aim of improving the dynamics of Jordan's ICT & ICTES markets and developing the Kingdom's ICT & ICTES related activities.

Since its establishment, Int@j has been exerting a high effort level aiming at advancing the Jordanian ICT & ICTES sector. Int@j has been looking for various partnerships with different institutions on the local, regional and international levels aiming at creating better ICT and ICTES industry in Jordan, increasing the awareness of ICT and ICTES services and products and stressing on the benefits of integrating ICT and ICTES in other sectors.

## ITIL V3 Qualification Scheme

The ITIL Version 3 (V3) Qualifications scheme provides a modular approach to ITIL certification, and is comprised of a series of certifications focused on different aspects of ITIL Best Practice, to various degrees of depth and detail.

### **There are four levels of certification within the V3 scheme:**

- ITIL V3 Foundation in IT Service Management
- ITIL Intermediate Level - Service Lifecycle & Service Capability Streams
- ITIL V3 Expert Certificate
- ITIL V3 Master Qualification

The modular, tiered approach to certification not only offers increased flexibility to candidates relating to the disciplines or areas of ITIL that they are able to study, but generally makes ITIL certification more accessible and achievable.

### **Foundation Level**

The entry level for the scheme is the ITIL V3 Foundation in IT Service Management, and upon successful completion a candidate becomes eligible to take further V3 certifications within the scheme.

### **Intermediate Level**

The ITIL Intermediate Level is the core of the qualifications scheme, and the modular construct allows candidates to select specific Intermediate certifications which are of interest to them, based on their own individual educational or career-driven requirements.

The Intermediate level provides two specific streams of education – the Service Lifecycle "Management" focused stream, and the Service Capability "Process" focused stream.

Candidates can choose to take as few or as many ITIL Intermediate modules as they require over time and at their own pace, building a portfolio of certifications tailored to their own individual requirements.

### **ITIL Expert Certificate**

The ITIL V3 Expert Certificate is awarded to candidates in recognition of their achievement of ITIL V3 certifications. This level of certification also recognizes qualifications from earlier ITIL versions and through endorsed Complementary Qualifications.

The Expert level is supported by the ITIL V3 Credit System which explains how credits are awarded to candidates for successful completion of modules of ITIL study.

### **ITIL Master Qualification**

The final level of the scheme, the ITIL V3 Master Qualification, is the highest qualification available within the V3 program. This particular qualification is reserved for those individuals who can demonstrate and provide evidence of their ability to implement defined ITIL disciplines and IT Service Management Best Practices within the real world working environment.

## Microsoft Unveils New Dynamics ERP Retail Offering

NEW YORK - Microsoft Corp. introduced Microsoft Dynamics AX for Retail, a new end-to-end offering designed for midsize specialty retailers, at this week's National Retail Federation (NRF) Annual Convention & Expo. Building on Microsoft's Dynamic Business vision and commitment to continued investment in key industries, the new solution offers retailers a deep level of integration across point of sale, store management, supply chain, merchandising and financials to address business productivity while enhancing customer service in a single solution. Microsoft Dynamics AX for Retail consists of recently acquired technology and the enterprise resource planning capabilities of Microsoft Dynamics AX.

"Our goal is to realize the Dynamic Business vision in the retail industry. Because we have enabled a truly connected retailer experience through a single, end-to-end Microsoft-provided solution, customers can lower the total cost of ownership, reduce complexity and improve the accuracy of information, all of which is vital in today's evolving retail environment," said Crispin Read, general manager, Microsoft Dynamics ERP.

Through close interoperability, Microsoft Dynamics AX for Retail provides a familiar experience for driving efficiencies across additional Microsoft products including Windows 7, Microsoft Office, Microsoft SharePoint Server and Microsoft SQL Server. This enables retailers to gain insight into customer behavior and apply it to optimize the entire chain of operations from sales to supply.

"A big advantage of Microsoft Dynamics AX for Retail is that we're getting the pieces we need right out of the box, and those pieces work seamlessly with Microsoft SharePoint and other products like Microsoft Office in an interface that's familiar to our users. This eliminates the need for back-end customizations, eliminates duplication of data and effort, and reduces training times," said Vadim Motlik, CFO, HDS Retail.

Microsoft Dynamics AX for Retail offers Microsoft's channel partners the opportunity to deliver customer-specific configuration and implementation services where specific requirements are needed, on a solid, scalable foundation designed for the retail environment.

"Microsoft Dynamics AX for Retail is a comprehensive solution because it provides a solid, scalable foundation to build the specific vertical functionality our retail customers need, while focusing on the low total cost of ownership for the retailer with measurable ROI," said Michael Merfeld, senior business development director, Avanade.

Microsoft Dynamics AX for Retail also supports the currently available Payment Service, which enables customers to process payment transactions with leading payment processing service providers, including First Data Merchant

Services Corp., from the Microsoft Dynamics ERP interface across multiple channels, including e-commerce, point-of-sale and call center transactions.

In addition, Microsoft Dynamics AX for Retail will support other online services specifically geared toward the retail market including Commerce Service, which extends multichannel commerce scenarios by providing a link between the Microsoft Dynamics ERP products and different e-commerce opportunities such as business-to-consumer e-commerce marketplaces, dedicated e-commerce storefronts or built-in shopping cart functionality. As previously announced, Commerce Service will be generally available in the first half of 2010. There may be an additional charge for these services.

Microsoft Dynamics AX for Retail is expected to first be available in 16 countries, including the U.S., in the summer of 2010 with additional countries to follow. More information about Microsoft Dynamics in retail can be found in a new white paper, "Connected Experiences for Retail With Microsoft Dynamics".

## ICTD News

### Philip Peters Appointed UN-GAID High-Level Panel of Advisers Submitted

Philip Peters, Chief Executive Officer of Zagada Markets, has recently been selected to serve on the prestigious High-Level Panel of Advisers of the United Nations Global Alliance for Information and Communication Technologies and Development (UNDESA-GAID). High-Level Advisors serve for a term of two years.

UNDESA-GAID is an inclusive, multi-stakeholder platform for policy dialogue and partnership building that was established by the Secretary General of the United Nations in 2006 to enable and catalyze multi-stakeholder partnerships in the crucial field of ICT for Development. UNDESA's mission is to catalyze and promote the use of ICT for the achievement of the UN's Millennium Development Goals (MDGs).

Mr. Talal Abu-Ghazaleh, Chairman and CEO of Talal Abu-Ghazaleh Organization (TAG-Org), was appointed as the new Chairman of (UNDESA-GAID) in June 2009, and succeeds Craig Barrett, Intel's former Chairman.

In the upcoming year, UNDESA-GAID will focus its work in building partnerships and advocating for using ICT to effectively scale up efforts in the developing world in regards to poverty eradication, health, education, climate change, and entrepreneurship and gender issues, among others. UNDESA-GAID is extremely excited to have Mr. Peters join the network as a High-Level Advisor, which is made up of stakeholders from the public, private and civil society sectors.