

Middle East turns to asset management

GROWTH OF ENTERPRISE RESOURCE PLANNING AND MATURING ATTITUDES LEAD TO GROWTH

Asset management has never really caught on in the Middle East. Although effective control of a corporate's assets can result in significant savings and aid in long-term management of expenditure many companies have ignored it, preferring to concentrate on more pressing IT infrastructure projects.

However, there are signs that corporate attitude towards asset management is maturing. Industrial Financial Systems' (IFS) Saudi Arabian partner — IFS Arabia — is claiming greater interest in asset management among businesses within the Kingdom.

"This is a changing market... it is definitely getting more mature," explains managing director, Khalid Suleiman, IFS Arabia.

"It was only a few years ago when customers wouldn't even pay for implementation or services. But there is a growing awareness, particularly for enterprise resource planning (ERP) asset management," he adds.

The local partner has built the majority of its business based around the enterprise resource planning (ERP) functionality of IFS.

The package has been designed to offer componentised software modules, which enable it to fit well into



GROWING INTEREST: Khalid Suleiman, managing director of IFS Arabia, claims that there is a growing interest in asset management from organisations as corporate attitudes in the Middle East mature.

specific industry verticals. The localised version of the package has already won 20 something sites within the Kingdom.

"The ease of implementation has made this package popular among many organisations," says Suleiman.

"Although there has been growing awareness for the need for ERP, it has only recently been that more local businesses that have become interested in asset management. However, it

is still only the major players that have actually moved in this direction," he adds.

According to Suleiman, the Saudi market is likely to continue being dominated by ERP rollouts for the next two years. However, ERP is increasing the awareness among organisations to the benefits of automated systems. This is consequently having a knock on effect on the demand for asset management.

Technology Fashion show returns by demand

The Emirates Computers Charged Technology Fashion Show is set to return to Dubai amid the excitement and atmosphere of the Dubai Shopping Festival.

The show, sponsored once again by Emirates Computers and Nokia, first premiered in the Middle East at Gitex Computer Shopper 2001 to extraordinary industry and public acclaim, with its ground-breaking combination of high style and technology, competitions and offers.

The Global village has touted as the preferred location for the prestigious event.

Consumer electronics retailer and distributor of Nokia, Acer and Dell products, Emirates Computers, will combine with Charged magazine Mid-



PULSES RACING: With the latest technology, the Emirates Computers Charged Technology Fashion Show will get the heart beating faster.

dle East and leading fashion houses to showcase the latest cutting edge electronic accessories and products for today's consumer market, against a back drop of glamour and sophistication.

"The format will remain the same," says Walid Akawi, publisher, ITP. "After the success of the Gitex Computer Shopper show, we feel that we have a tried and tested formula. Leading products and a very popular event. In addition, Dubai Shopping festival is the largest event of the year for the Middle East, and we all know the immense consumer traffic that it generates, both local and international. We will also be using a prominent celebrity as compere again" adds Akawi.