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**Tarek Shabaka**  
CEO

Mideast Communication Systems

## Message from the CEO

I would like to greet you with the new year and wish 2021 is a marvellous year for you and your loved ones. I take this opportunity to thank our customers, partners, and employees for the great contributions they made during this challenging year. We have passed a drastic year together successfully fighting a pandemic, saving lives and economies.

We could not have imagined that 2020 would pass without the internet especially during the COVID 19 lockdown. Thanks to the internet and the digital technology, the world is connected more than ever. Business sectors are adapting to the global changes applying the remote work technologies, keeping business stability and growth. Information Technology is the cornerstone for business continuity as the Egyptian Economy has remained positive with a growth rate of 3.5% in FY 2020. Despite the coronavirus pandemic, the ICT sector achieved a growth rate of 15.2% during the fiscal year of 2019/2020.

This year has witnessed great progress for MCS, we have launched three associate companies and expanded regionally in Africa by operating in East and Central Africa. The recent market changes empowered us to penetrate new markets and sectors. In addition, we have expanded our portfolio by partnering with Global players: F5 and LogRhythm.

We have a clear vision and plan for 2021 to expand our business regionally in the African continent. In addition, provide the market with qualified calibers, understand the market changes and have the knowhow to adapt to any future fluctuations.



**Amr Farouk**  
Managing Director

Mideast Communication Systems

## Message from the Managing Director

I would like to express my sincere gratitude for all stakeholders for the trust they have in MCS during the last years. We are all united by a new vision and unprecedented success.

This year, MCS announces moving into a holding structure company by launching 2 subsidiaries - Optima Professional Services and Integra IT – to provide the MEA region with professional services and complement the ICT solutions provided by the mother company. Optima PS is dedicated to providing the market with professional services, support, vendor-neutral services, in addition to a certified training center. Integra IT is a system integrator focused on developing its business through niche technology portfolio not being touched by MCS distribution for an excellent technology reach and great value proposition.

MCS has a clear objective to expand business base and enrich the enterprise with the best of breed solutions including SOC solutions, cloud architects, and data center innovation through a network of qualified partners that enhance our presence and expansions in the market. In 2021, we expect a 30% growth over MCS core business as a leading value-added distributor while the holding company revenue is expected to grow supported by a 60% growth of the new subsidiaries. We are committed to supporting our success alliances by completing a channel ecosystem to create deep connections and enhance business growth.

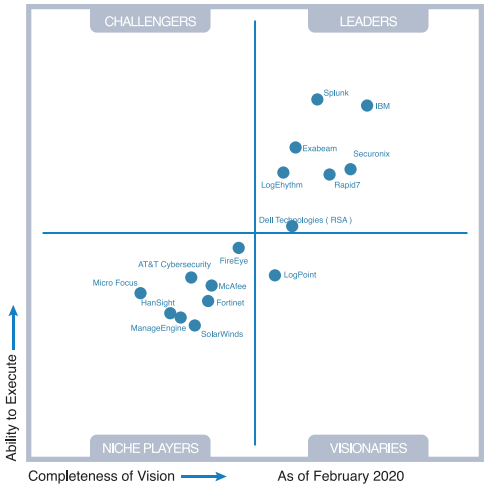
# MCS Signs Partnership Agreement with LogRhythm

Mideast Communication Systems (MCS) has announced a distribution agreement with LogRhythm, a global leader in security intelligence and analytics. MCS will sell, install, and support LogRhythm's products through its wide-ranging network of channel partners to all business sectors in the Middle East and Africa (MEA).



Through MCS, LogRhythm will provide the market with comprehensive, integrated log management, log analysis, and event management solutions that are capable of supporting logs from virtually any log source. It is exceptionally reliable, cost-effective, and easily scalable across any size of enterprise to detect the increasing number of insider and outsider attacks that remain undetected for months and tightening regulatory compliance requirements.

MCS sees that this agreement adds great value to its solutions portfolio and will enhance the integration concept among the vendors' solutions to provide the market with comprehensive security intelligence and threat Management.



**"It's our pleasure to announce the completion of MCS-LogRhythm agreement that allows us to deliver full solution services and leverage prospects for better customer solutions and business growth. More options and better integration mean higher level of security and satisfied customer."**

Amr Farouk, MCS Managing Director

Worth to be mentioned that LogRhythm has been recognized as a Leader for the eighth year in a row by Gartner 2020 in the Security Information and Event Management (SIEM) Magic Quadrant based on completeness of vision and ability to execute.



## About LogRhythm

LogRhythm provides enterprise-class log management, log analysis, and event management in an integrated solution that empowers organizations to comply with regulations, secure their networks, and optimize IT operations. For more information visit: [www.logrhythm.com](http://www.logrhythm.com).



# With Expectation of COVID 19 second wave ....

## How MCS Makes the Remote Work Effective

### It is time to rethink where and how we work

Since the outbreak of Covid-19 pandemic in Egypt last March, MCS had a supportive role to enhance the Business sectors for continuity. Organizations had to rapidly adapt to limit contact and physical presence. Business units that have never operated remotely are required to function effectively in a fully remote mode. Many organizations around the world including International Labor Organization (ILO) have instituted remote work-from-home policies.



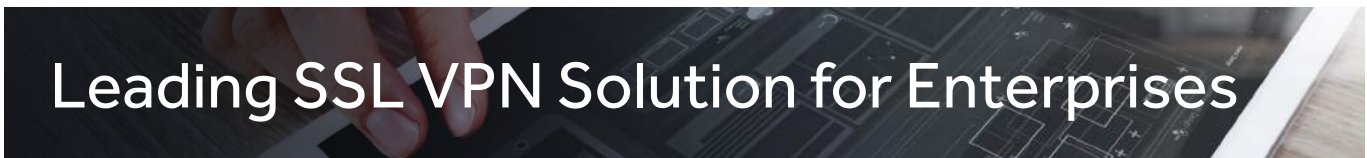
During these rapid changes, MCS is rightly pondering what new risks may be introduced and how to detect any potential attacks.

It has been really challenging for organizations to implement working from home and adapting to these changes. For 76% of organizations, top complaints during the coronavirus outbreak are concerns from managers about the productivity or engagement of their teams in the virtual workplace.

The solutions provided by MCS vendors allowed our customers to communicate with their employees and monitor day to day activity and productivity. Besides, they can maintain visibility wherever employees are. Our experts identify how Work from Home platforms can protect, detect, and respond.

During this challenging time, MCS plays a vital role by updating its customers and partners with the best solutions that help them make business continuity easier. MCS launches marketing email campaigns presenting the technologies allowing them to speed the adoption of remote work and fuel business stability.


## The Remote Workplace Supportive Solutions during COVID-19



### Connect anytime, anywhere: Easy and Quick from Any Web-enabled Device


Pulse Connect Secure provides secure, authenticated access for remote and mobile users from any web-enabled device to corporate resources-anytime, anywhere to enterprise services and applications in the datacenter and cloud.

Pulse Secure enables enterprises to deliver fast, secure, and optimized access to datacenter applications and cloud services, while ensuring an easy, simple, and consistent native-user experience across desktops, laptops, tablets, and smartphones.

In addition, it consolidates and streamlines access for a quick and always-on secure connectivity to resources with SSO, MFA, and endpoint compliance checks to keep data secure. Also, Simplify network access administration with centralized web-based console, end-user self-provisioning, and integration with EMM policy management platforms. 


## Secure Remote Workforces

### Connect Two LANs at Two Sites Remotely

A VPN connection that allows you to connect two Local Area Networks (LANs) is called a site-to-site VPN. You can configure route-based VPNs to connect Palo Alto Networks firewalls located at two sites or to connect a Palo Alto Networks firewall with a third-party security device at another location. The firewall can also interoperate with third-party policy-based VPN devices; the Palo Alto Networks firewall supports route-based VPN. 


## Workspace

### Deliver Secure Access to Your Valuable Assets

Workspace is a complete digital workspace solution that allows you to deliver secure access to the information, apps, and other content that are relevant to a person's role in your organization. Users subscribe to the services you make available and can access them from anywhere through any device. Citrix Workspace helps you organize and automate the most important details your users need to collaborate, make better decisions, and focus fully on their work. 

## Endpoint protection

### Deploy Remote Commands, Recover Lost Data, and Protect User Identity

Endpoint Encryption has capabilities to deploy remote commands, recover lost data, and protect user identity while maintaining real-time policy synchronization. In the event that an endpoint is lost or stolen, it can remotely initiate a reset or kill command to immediately protect corporate information. Many recovery tools are also available to help end users rescue data from a corrupted hard disk. Assimilating into existing corporate identity controls, Endpoint Encryption has a variety of authentication methods, including Active Directory integration and resources for end users who have forgotten their credentials. 

# After alliance with MCS .... F5 Expects to grow in Egypt and Africa in the coming Years

An interview with **Nasser El Abdouli**, Director of Channel Sales for the META at F5 demonstrates the latest updates after the completion of MCS-F5 partnership.



Nasser Al Abdouli



## Can you tell us about the cooperation that took a place recently between F5 & MCS?

F5 recently partnered with Mideast Communication Systems (MCS) as its new value-added distributor in Egypt. MCS is now part of F5's Unity+ Partner Program, which has been specifically designed to address the evolution of the market, F5, and our partner business models. The program provides a clear path to success for serving customers with F5's best in class portfolio of products. Significantly, the onboarding of MCS markedly enhances F5's ability to deliver its services and solutions across Egypt, which is one of our most strategically important regional markets.

## What is the return of this on the Egyptian market as well as customers?

MCS has emerged as one of the leading, and most innovative distributors in Egypt. Its strong in-country presence and extensive channel network will enable the sale, deployment and support of F5's entire service portfolio, with a strong focus on multi-cloud and modern application-related services.

It is also important to note that MCS joins us at an important time for F5 in Egypt. More than ever, our customers are demanding seamless, rapid, secure, and personalized experiences. At F5, we empower organizations to get their apps to market faster, protect their business from existing and emerging threats, adapt quickly to changing conditions, and harness the power of AI to make better business decisions. MCS will be central to delivering our solutions and services at scale.

## What are the most important sectors that you will focus on in the Egyptian market?

The union will be particularly beneficial for F5 and MCS's continued support of the government's transformational Digital Egypt plan, which is a key component of its ICT Strategy and 2030 Vision. F5 is already delivering a wide range of services under the Digital Egypt umbrella, including project work related to modernizing digital infrastructures and processes across the government, telecoms, military, education, energy, finance, and government sectors. F5 will continue to expand its work in all these sectors, while also working with MCS to unlock new opportunities and adapt to shifting market demands.



## Following the Covid-19 crisis, how have F5 and MCS helped organisations maintain business continuity?

Our guiding principle at F5 is more applicable than ever: do the right thing for each other, our customers, our shareholders, our community, and the world. We believe if all decisions are made through this lens, decision-making becomes much more focused and efficient. Importantly, it also reflects the 'human-first' culture of our company.

Wherever organizations are in their COVID-19 response efforts - needing to respond quickly to new connectivity and security requirements, determining how best to resume "business as usual," or innovating in response to changing customer needs - F5 and MCS have been there to help. That will not change.

## What about security solutions that F5 can provide for combating security crimes?

If you want to protect the capabilities that drive your business, it means protecting the apps that make them happen.

F5 uniquely enhances organizations' security strategies with the broadest portfolio of app-centric security solutions and services on the market. With F5, you can extend robust and customizable security policies and controls across multiple clouds, on-premises environments, and deployment models like containers and co-location services. You can also monitor and manage everything from a single point of control to simplify management, optimize performance and more efficiently address constantly changing risk factors.

Ultimately, F5 makes sure your apps remain available, and accessible by the right people, to ensure the integrity of both data and brand. It's our long history of understanding all aspects of the app-how it's constructed, how it operates, and its supporting infrastructure-that enables us to deliver solutions, services, and products that protect against the primary risks associated with apps-no matter where they reside.

## With the cooperation between F5 & MCS, how will this help the Egyptian government in their initiatives regardless the digital transformation projects?

F5, buoyed by the new partnership with MCS, is now in its best position yet to help government organizations. No matter where our customers deploy their apps, our goal remains the same: more agile application deployment and management, without giving up security or performance. We can reach every app, anywhere, with services that span from the inception of code to application delivery. F5, with the addition of NGINX and Shape Security, now has the most comprehensive set of application services in the industry. Importantly, we can flex to whatever cloud is needed for the job, including virtual machines, container-native, SaaS, and purpose-built hardware.

We are also confident of realizing a future where applications, like a living organism, can naturally adapt based on the environment. They will grow, shrink, defend, and heal itself as needed. In other words, the combination of application services, telemetry and automation will enable the emergence of truly adaptive applications.

The government's ICT strategy and 2030 Vision are era-defining commitments. F5 and MCS are proud that our services are now able to support these profound, transformational shifts with more impact than ever before.

## What is the next plan for The Egyptian market for 2021 year & what are F5 expectations?

Egypt is now one of our top five markets in the Middle East, Turkey, and Africa (META) region, and our partnership with MCS further emphasises our ambition going forward. We expect to grow our presence in Egypt in the coming years, continually enhancing our ability to deliver our services wherever they are needed.

# With Proactive Solutions and Integrated Portfolio

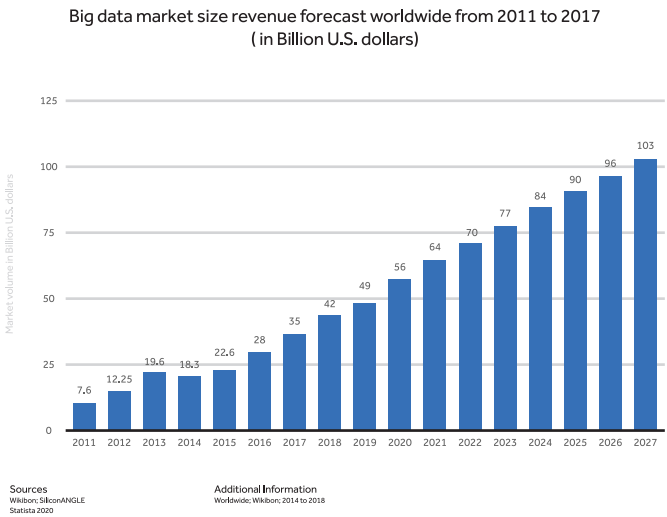
## MCS Contributes to Building Secure Digital Egypt



The Egyptian government takes radical development steps to build digital Egypt aiming to achieve 2030 Vision with clear objectives to entail developing the ICT infrastructure, fostering digital inclusion, achieving the transition to a knowledge-based economy, building capacities, and encouraging innovation, fighting corruption, ensuring cybersecurity, and promoting Egypt's position at the regional and international levels.

Globally, massive data is generated daily with estimates of 1.7 MB of data created every second for every person on earth. In turn, The Egyptian Economy is witnessing great growth in the data generated every day covering IoT, big data, and digital payments. To adapt to these changes and meet the market requirements, demand for datacenters is expected to increase two-fold by 2021 and the data traffic will grow by almost 50%.

The Egyptian government under the patronage of President AbdelFattah ElSisi invests in building and securing giant datacenters to serve the economic growth and digitization.



### Big Data and Potential attacks challenges

More requirements, complicated systems and enormous data create daily challenges to the IT experts across all sectors during the different digital transformation stages. In addition, cyber threats are growing in complexity and volume.

Since MCS started in 2006, we had the vision to provide the market with Tomorrow's Solutions, today. Security intelligence and big data solutions are the key defenders against any potential attacks. We provide the market with threat Intelligence Platforms that help organizations aggregate, correlate, and analyze threat data from multiple sources in real-time to support defensive actions.

### MCS Proactive Solutions

A Threat Intelligence Platform can be a cloud or on-premises system to facilitate management of threat data from a range of existing security tools. In addition, Big data analysis Solutions have been created to focus on getting a powerful and balanced cluster up and running as quickly as possible, enabling rapid and efficient innovation, working closely with customers, distribution companies, and data engineering companies.

Our integrated strong portfolio is capable to discover data security vulnerabilities in real time and Protect critical data with security solutions in addition to early identify and track risks to plan ahead of mitigating or preventing potential risks.





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With Enduring Achievements and New Concept:

# MCS Launches 3 Associate companies and Expands Solutions portfolio



Since startup in 2006, Mideast Communication Systems had the vision to become the leading regional IT Solutions Provider by delivering a competitive portfolio of security solutions and reliable services to the market. MCS had a preceding role in introducing new trends to the market in Cyber Security, Risk & Vulnerability Management, and Web & Mail Security to the Market and launching new Concept in Products Distribution. MCS has been classified as a leading value-added distributor in Egypt and Africa by its clients & vendors.

## Adapting new Vision ... Connecting

MCS has a new vision to manage and orchestrate all internal and external communications aiming to create a propitious point of view among all stakeholders. MCS holding has adapted an integrative communication structure linking the sister companies together and connecting them to the IT market effectively to attain integral solutions to all business sectors and fulfil the local and regional market needs.

## MCS Roadshow and Associate Companies Launching

MCS Holding has taken the strategic decision to expand its business and establish sister companies under its umbrella "MCS Holding" and has implemented the essential organizational restructuring to help streamline and strengthen its operation by providing the market with fully integrated solutions and services.



## Launching the Associate Companies:

Since MCS had reached business maturity, the company decided to start the holding structure by launching associate companies and provide the MEA region with Professional services on larger scale and complement the ICT Solutions portfolio for the Holding Company.

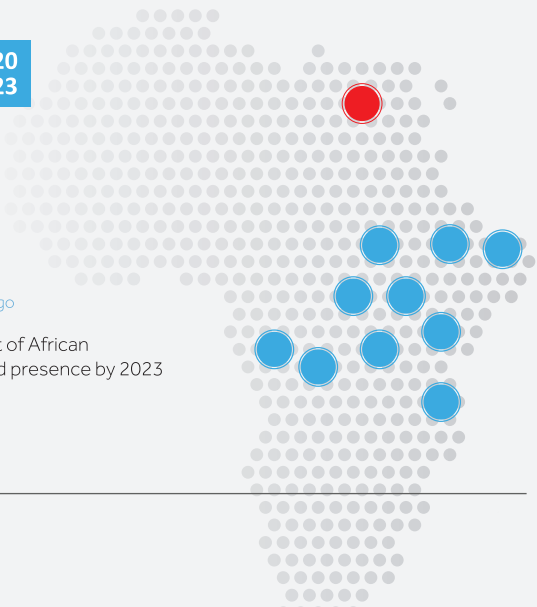
## Regional Expansion (MCS Africa)

MCS has successfully leveraged its track record and expertise to expand its business in Africa. In 2020, MCS has inaugurated its permanent office in Nairobi to manage MCS operations in 10 Eastern and central African countries. MCS plans to cover most of the African countries with on-ground presence by 2023.

African Expansion	2020 2023
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- Base: Egypt
- East & Central Africa:
- Kenya
  - Rwanda
  - Ethiopia
  - Mauritius
  - South Sudan
  - Republic of Congo
  - Democratic Republic of Congo
  - Eritrea
  - Djibouti
  - Tanzania

MCS plans to cover most of African countries with on-ground presence by 2023



# Optima Professional Systems

Optima Professional Services directs to provide the market with professional consultation services and deliver the best of breed solutions to the ICT sector in addition to the training certification and educational services.



# Mideast Automation Systems

Solace Automation started up in 2006 while it was transformed into a separate sister company under the name Mideast Automation Systems. MAS offers the best in class tailored automation solutions in Egypt, the Middle East, and Africa. Our objective is to add efficiency and convenience to your daily routine by integrating our state-of-the-art technology. Solace strives to keep quality a top priority by designing, developing, and manufacturing all our products to ensure we meet international standards of quality.

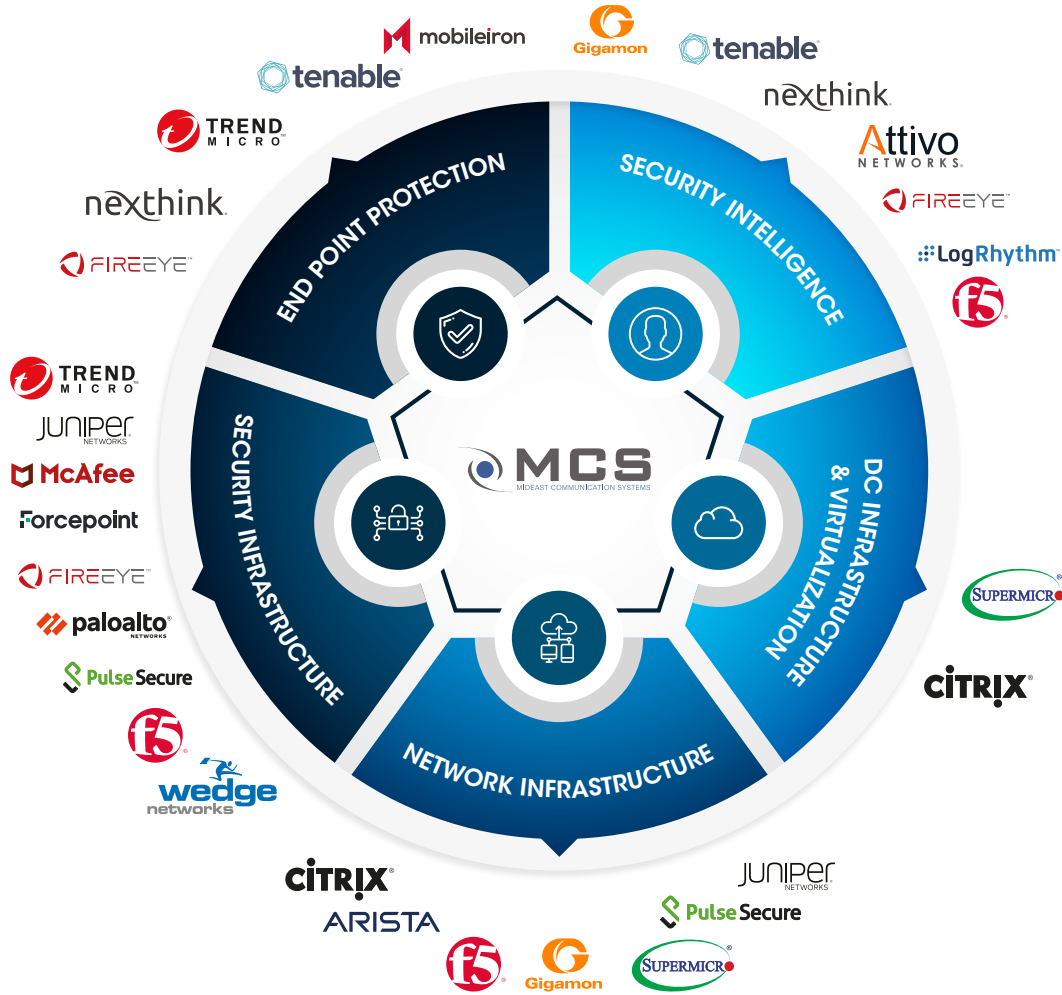


# More Subsidiaries ... Beyond the IT

After the success we have achieved after launching Optima PS and Integra IT. MCS is planning beyond the IT by penetrating the Real estate market and marketing consultancy business with MCS Properties and Eventi Marketing in 2021.

## MCS: Growing Vendors and Portfolio

MCS works to cement and build strategic partnerships with the leading vendors around the globe to complement its portfolio and provide the market with best of breed solutions.





Meet, Learn and Collaborate



## Future of Data Centers Summit 2021 Exposes New Technologies and Opportunities .... Stay Tuned!!

FDC Signals the New Trends

In a digitally oriented world, the increasing generated data every day requires having reliable and secure IT infrastructure where this data can be stored and managed intelligently and securely. Meeting the momentum updates and trends in Datacenters technology, Future of Data Centers Summit FDC, runs under the patronage of Ministry of Communication and Information Technology annually to signal the latest opportunities and the best practices to support the enterprises and the government especially after adopting the digital transformation plan.




Three Fruitful Rounds:



60  
Speakers



37  
Sponsors



+5000  
Visitors



24m  
Business

60 speakers, 37 Sponsors and +5000 visitors are part of FDC success story for the past 3 rounds. Besides, FDC reported more than US\$ 24 million Return on Investment (ROI) as direct feedback from FDC participants. The held rounds of FDC showed the thriving participation and attendance from all business sectors around the world. In 2019, About 2500 participants attended the third round of the summit. IT executives, decision-makers, and community leaders joined to attain the latest technology trends from the key providers and industry leaders and got the chance to identify “How the big players, play..”

# The Future of Data Centers Summit FDC 2021

After 3 prosperous rounds of the biggest Datacenters Event in Africa, the fourth round of FDC Summit roadshows of next-generation technologies and strategies from the world of Artificial Intelligence and Big Data, an opportunity to explore and discover the practical and successful implementation of AI and Big Data in driving business forward for a smarter future.

FDC Summit 2021, taking place this coming April 2021, brings together business and technology leaders to explore what it takes to build human-centric AI, and how these approaches will bring the focus back to the people who will benefit from it. FDC 2021 has a new approach to exploring more Datacenter Potentials in wider technology Domains including Hardware, Networking, Software, Preparations, Orchestration and Others.

## FDC 2021 Domains Take It to the Next Level

AI & Big Data

- Business Intelligence
- Fintech
- Machine & Deep Learning

Convergence Infrastructure

- Centric Architecture
- Fixable Data center
- Adaptive Facility

Cloud Technology

- Cloud Enablement
- Hyper Convergence
- IOT & Business Mobility

Cyber Security

- Security Operations Center ( SOC )
- Secure Access Service Edge ( SASE )
- Security Managed Services

Business Innovations

- Transcending Traditional Roles
- Business Automation
- 5G

Governance & Compliance

- Business Governance
- Data Governance
- Digital Transformation

FDC Summit is a chance to explore the datacenters vision from the technology stockholder's perspective like technology innovators, Vendors, Service providers, Government officials, Systems Integrators, Distributors, Auditors, and others.



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With adaptability to the market changes

# SD-WAN Takes the Lead

SD-WAN Market Growth Predicted  
at Over 60% Till 2026

## COVID 19 leverages SD-WAN

The global Software-Defined Wide Area Network (SD-WAN) market size is expected to grow at over 60% by 2026. The demand for SD-WAN solution is growing across every line of businesses to manage the complex and diverse network infrastructure at a low cost. The cloud application demands more bandwidth and low latency while optimizing the bandwidth, which is fulfilled by SD-WAN solutions. SD-WAN simplifies the network complexities including configuration, management, and optimization aligned with WAN networks. SD-WAN delivers robust branch connectivity over traditional WAN architecture by reducing overall capex and improving network capacity effectively.

## COVID-19 impact on SD-WAN market

The demand for SD-WAN is also gaining a push as organizations have a huge reliance on the work-from-home initiative, due to the COVID-19 outbreak. To facilitate remote working, organizations are looking for advanced networking solutions for better agility and security. However, the supply chain disruption amid the pandemic is creating a short-term barrier, particularly in the deployment of SD-WAN appliances.

## Market Dynamics

### Driver: Rising demand for mobility services

The increasing need for enterprise mobility has led to the growing deployment of mobile personal devices such as smartphones, notebooks, and tablets to access corporate networks. The incumbent IT infrastructure is under pressure to configure these devices in a robust manner while meeting compliance standards and norms. The rise of such

enormous mobile datasets calls for parallel processing on multiple servers and seamless interconnections. This, in turn, has stimulated a constant demand for additional network capacity and more sophisticated network solutions. While carrier and datacenter players face the daunting task of scaling their networks to unimaginable sizes, SD-WAN comes off as a promising solution.

## Management, Automation, and Orchestration

SD-WAN is becoming an integral part to IT infrastructure, so it is seamlessly scale to hundreds or thousands of locations and play well with existing network- and application-management platforms. During 2020, SD-WAN providers are improving management and automation with capabilities to easily set application performance priorities and let the network make routing decisions.

SD-WAN providers will continue to improve management and automation with the ability for IT administrators to quickly change locations, add or drop ISPs, onboard new applications or connect IoT devices.

### SD-WAN Providers



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