



IDC Announces Partnership with Yesser for Upcoming CIO Summit in Jeddah

Jeddah – International Data Corporation (IDC) is delighted to announce that Eng. Ali AlAsiri, CEO of Yesser and founding member of IDC's CIO Advisory Council for Saudi Arabia, will deliver an honorary keynote address at the upcoming IDC Saudi Arabia CIO Summit 2019. Taking place on September 18-19 at the Park Hyatt Jeddah, the event will host more than 100 of the Kingdom's most influential ICT leaders as they gather to discuss strategies for succeeding in an era of multiplied innovation and automation. Yesser, Saudi Arabia's e-Government Program, will be the event's Strategic Partner.

"As digital transformation continues to reshape the global economy, innovation will multiply, platform wars will intensify, and data will increasingly be used for competitive advantage," says Hamza Naqshbandi, IDC's country manager for Saudi Arabia and Bahrain. "And with market leadership ranks being disrupted, a new ICT world order is taking shape, built around innovative technology offerings, evolving business models, and emerging DX use cases. Given this unprecedented disruption, our aim is to advise Saudi organizations on making the right decisions today to ensure they remain competitive tomorrow and we are delighted that Yesser will be participating in the IDC Saudi Arabia CIO Summit 2019 to help us achieve this goal."

Combining a varied mix of informative presentations, panel discussions, and workshops, the CIO Summit's agenda for 2019 has been designed to help the region's CIOs rethink the way they leverage information, harness emerging ICT solutions, and facilitate organization-wide innovation, with the aim of making their enterprises more agile, efficient, and productive than ever before.

The event will also play host to the 'IDC CIO Excellence Awards 2019' as IDC honors those IT leaders that have excelled in conceptualizing and delivering game-changing digital transformation initiatives for their organizations. With a focus on the tangible benefits brought about by such initiatives, awards will be handed out in the following categories:

- CIO of the Year
- CISO of the Year
- Excellence in Digital Innovation

IDC's CIO Advisory Council for Saudi Arabia will play a key role in the judging process. Alongside Eng. Ali AlAsiri, the esteemed members of this panel include Mr. Hisham S. Hammami, CIO at the Ministry of Hajj and Umrah; Jason Roos, CIO of King Abdullah University of Science and Technology (KAUST); and Ibrahim Almoqbil, chief support services officer at the General Entertainment Authority. To learn more about the judging criteria and to submit your nominations, please visit www.idcciosummit.com/jeddah/#awards. The deadline for submissions is Wednesday, September 4, 2019.

Alongside Yesser (as Strategic Partner), the Ministry of Civil Service (as Government Partner), Oracle (as Summit Partner), and IBM (as Breakfast Partner) IDC is delighted to announce an extensive list of valued partners for the Saudi Arabia CIO Summit 2019. These include Microsoft, Genesys, UiPath, Blue Prism, SAS (in partnership with Intel), Automation Anywhere, Google Cloud, Aruba, and NXN as Platinum Partners; Carbon Black, Attivo Networks, MIS, AEC, Sage, Tenable, Cyberia, Mimecast, Veeam, Gigamon, HP Inc. (in partnership with Intel), Cloud4C, Rimini Street, and ACS as Focus Group Partners; Lenovo (in partnership with Intel) and Qlik (in partnership with Digination) as Award Partners; OutSystems, DETASAD, T2, Msegate, Hawsabah, Sysprove Consulting, Equinix, ManageEngine, Indorse, and Freshworks as Exhibit Partners.

To learn more about the IDC Saudi Arabia CIO Summit 2019, please visit www.idcciosummit.com/jeddah. You can also find all the latest news about the Summit by using the hashtag #IDCSAUDICIO.

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