

# Dell EMC eyes IT projects for Fifa World Cup 2022

Digital economy is the single most important driver of innovation, says Doha Bank CEO

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DELL EMC, the world's largest privately-controlled technology company is eyeing various information and technology (IT) related projects for the Fifa World Cup 2022 in Qatar, and will pitch for these whenever the opportunity arises, a top company official has said.

"The valuable experience that we have got from Olympics and other mega events gives us the optimism that we can be a part of the World Cup in 2022," Mohammed Amin, Senior Vice President, Middle East, Turkey and Africa at Dell EMC told *Qatar Tribune* on Wednesday.

Amin said as a tech company, Dell EMC would like to be a part of this tournament and they would explore all project avenues with local partners as well. "We want to be on the winning side and what is important is to have a secure and safe tournament," he said.

Regarding the market share the company currently has in Qatar, Amin said they have more than 50 percent market share and they would like to increase this in the future.

"The merger of Dell and EMC makes us very well positioned both in the new areas of technology and the existing areas of technology today and this puts us in a strong position to help organisations in Qatar capitalise on this next wave of industry change," Amin added.

Earlier, Habib Mahakian, Vice President, Gulf & Pakistan at Dell EMC, speaking at the seminar 'Qatar Digital Transformation Conference' said, "As Qatar prepares to stand at the forefront of digitisation powered by its National Vision 2030, it is imperative for every organisation to transform the way they approach their IT strategy."

He said through this event, Dell EMC aims to work together with Qatar-based organisations to achieve a larger objective of sustainable economic growth.

Doha Bank CEO R Seetharaman, in his keynote address, said the digital econ-



Mohammed Amin (left), Senior Vice President, Middle East, Turkey and Africa at Dell EMC with Habib Mahakian, Vice President, Gulf & Pakistan at Dell EMC at an event in Doha on Wednesday.

omy is the single most important driver of innovation, competitiveness and growth and therefore, people should be given the tools to help them thrive in the digital economy.

According to Seetharman, as financial institutions glo-



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**Mohammed Amin, Senior Vice President, Middle East, Turkey and Africa at Dell EMC**

bally get attained to the need to focus on a different sort of innovation, the banking business models are changing globally from being old traditional branch business to highly advanced automated customer centric experience for per-

forming day to day banking activities.

Talking about the financial technology (fintech), Seetharman said there has been little investment in the GCC fintech industry, but this is expected to change in the coming years.

He said GCC governments can play the role of a facilitator in terms of policy and regulation, and in providing the right environment for innovation to flourish for private sector to come up with solutions.

The Doha Bank CEO noted that currency note has always been a vital part in the region, even after the advent of plastic, net banking and other alternative payment systems. But with the increase in Internet and smartphone penetration, digital payment systems are gaining prominence in the region.

He said GCC banks are allocating resources to adapt their business models to the fintech revolution as they run the risk of losing market shares to technology innovators.

Highlighting how banks can approach customers on the digital space, Seetharman said exploring and uncovering multiple channels of



Doha Bank CEO R Seetharaman speaks at the event.

communication to customers and other banking partners will be critical for the GCC banking industry growth.

Asking banks to invest wisely to understand customer analytics, Seetharman said as digitisation of all industries continues, consumers will expect banking experiences to replicate those in other industries.

Talking about the fu-

ture trends impacting digital space and the challenges faced in digital economy, Seetharman said as industries are getting redefined, the health sector can be reimagined; the work space is undergoing changes; robotics and artificial intelligence are going to play important roles and the customer will be more empowered in the digital environment.