INFOMANIA

arwen
ARWEN TECH (PVT) LTD.

Abdul Qadir Sobhani - *Chief Operating Officer*

This is probably going to be the most exciting year-end ever since the company was reborn in 2011. After a decade in the market and with an extremely knowledgeable team, Arwen Tech has built many bridges of friendships based on mutual trust, regard and respect with the customer and vendors alike. We're humbled that customer have become friends and grateful that partners, colleagues and team members have become family.

There has been a lot happening since the start of this fiscal year in July 2015 and more importantly this calendar year i.e. Jan 2016. As I write this message, Arwen has been positioned as #1 partner in Service category of Cisco Partner Plus program and among the first three in Product category. These awards are precious to Arwen Tech team as they attest to our works well done, well delivered. Surely all the credit goes to our customers and teams!

Recognition of our efforts signals that we're on the right track staying relevant to our clients, and the industry. They reinforce our commitment to our values and work ethics. Arwen Tech has become a mark of brand quality in Pakistani Marketplace.

So the year has been promising so far and "Prudent Diversification" proved to be a major contributor in success. For quite some time Arwen Tech had nurtured partnerships with the world's leading technology companies and invested in a talented, skilled workforce that provides round-the-clock support to our customers across Pakistan. Arwen Tech and its customers reaped the benefit of this investment in the current year and I must pay my wholehearted gratitude to our valued customers and congratulate our teams both internal in different service lines and partner organizations like Cisco, Juniper, Riverbed, CITRIX, RSA and SOLARWINDS for making it happen successfully. Thank you all!

Arwen Tech works with its customers across different industry verticals, helping to concentrate on the delivery of their core business whilst keeping in the knowledge that their IT needs are being serviced by our team of experts. We have added this year as part of Cisco Gold program a Business Value Practitioner certification to help us focus on customer business benefits resulting from deployment of any IT solution that we propose. Towards the end of this fiscal year, Insha'Allah we will also be renewing for the 5th consecutive year, our Cisco Gold certification with a Hybrid IT program that will enable us to offer Cisco Cloud and Managed Services, on top of our regular On-Premise Network solutions.
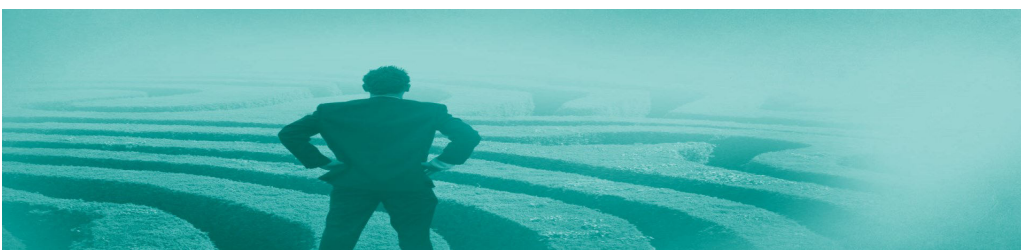
There is a lot on the plate as we move on to next fiscal year and so on. Our Solutions and Business teams will continue to engage our valued customers across Pakistan with a mindset of adding values to their business. I urge our customers to give their usual welcome to our team for value consulting debates on the way forward. Good luck

Happy reading newsletter...

We have been fortunate to build so many great relationships and have countless memorable experiences over these 11 years. We have been able to prove ourselves as an Established ICT players in the market place.
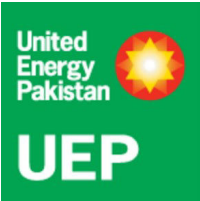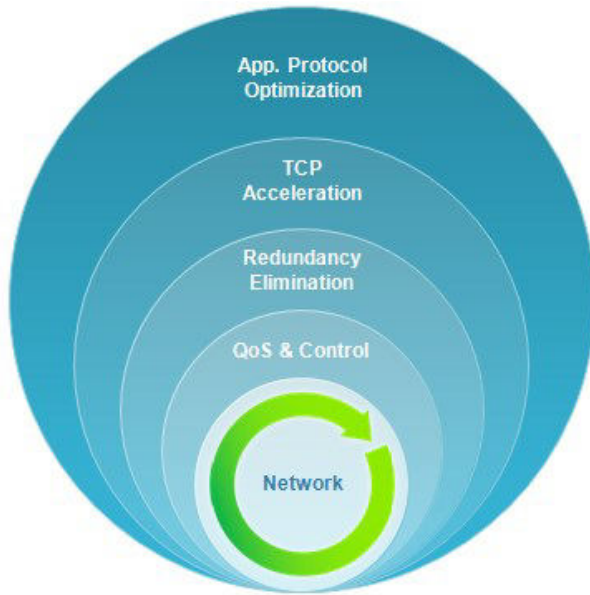

It's all about the vision!

Headlines

- Business Success
- Recognition and Awards
- Events & Engagements
- Strengthening Arwen

App. Protocol Optimization

TCP Acceleration

Redundancy Elimination

QoS & Control

Network

United Energy Pakistan

UEP

selects **Arwen/Riverbed as** it's **partners to enrich its network with WAN Optimization Techniques**

Applications are at the heart of your organization. They drive your productivity. They enable your business agility. And in today's complex hybrid world, those applications are coming from everywhere—the Internet, SaaS, IaaS, Data Centers and Remote Sites.

Riverbed SteelHead, the **industry's #1 optimization** solution for **accelerated** delivery of all applications across the Software-Defined WAN and a **leader** in the "Gartner Magic Quadrant for WAN Optimization Controllers" for **eight years in a row**, delivers the most comprehensive solution for **application visibility**, **optimization**, **and control** to ensure peak performance of applications across **any network**.

United Energy Pakistan (UEP) has selected Arwen-Riverbed to enhance its network performance using Wide Area Network optimization techniques. The project with UEP is based in five different locations including the Head Office, a Disaster Recovery site and remote sites.

riverbed

Think fast.

Figure 1. Magic Quadrant for WAN Optimization

CHALLENGERS | LEADERS

Cisco

Riverbed

Silver Peak

Citrix

Blue Coat Systems

NTT Communications

Ipanema Technologies

Exinda

Aryaka

FatPipe Networks | Circadence

Sangfor | Array Networks

NICHE PLAYERS | VISIONARIES

ABILITY TO EXECUTE

COMPLETENESS OF VISION

As of March 2015

Source: Gartner (March 2015)

Arwen expands its ADC clientele with Citrix Netscaler at ABL

AlliedBank

The new term for Load-balancers is now Application Delivery Controllers. Their functionality is now not limited to just load-balancing the requests, but to optimize, secure and make the Application/Service resilient.

Arwen Tech has proposed Market Leader (for continuous 7 years) Citrix's ADC - Netscaler. Key features which helped ABL in improving their Network & Applications Services are:

- **Layer 4-7 load-balancing**
- **GSLB (Global Site Load-balancing) for resiliency and HA - System Pair.**
- **Higher Application Availability**
- **Higher Application Performance (SSL offloading, Front-End-Optimization).**
- **Layer 4-7 DoS & DDoS defense**
- **Deep Application Level Visibility.**

Scale Up
Elasticity

Scale In
Simplicity

Scale Out
Expandability

CITRIX®

- **Elasticity** with pay as you grow
- **Simplicity** with many-in-one
- **Expandability** with add-and-go

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K-Electric renews it's Cisco SLA with Arwen Tech.

K-Electric renews its Cisco based equipment SLA with Arwen, This SLA is continuous from last 2-years with Arwen. Scope of work covers Main Data Centre equipment's as well as switching and routing for all KE Business Centers, Generating Stations and Administrative Offices. along with complete Racks maintenance/

Sheeraz Abdul Rasheed
General Manager - IT
K-Electric

"Arwen has been a valued partner to our Organization. Their leadership and personnel, work well in a teaming environment, customizing their approach to fit the unique needs and culture of KE rather than trying to force a rigid process onto an organization. Team @ Arwen is well acquainted with broad skill sets that range from spend analysis to research to negotiations, yielding positive results required at KE. I wish Arwen all the best in their future endeavors".

K-Electric refreshes and modernizes its Data center with State-of-the-art Cisco Nexus 9K and NGFW Technology

K-Electric is at present the only vertically-integrated power utility in Pakistan that manages the generation, transmission and distribution of electricity to the city.

K-Electric planned to upgrade their core switching infrastructure to introduce redundancy while securing this highly critical network with industries best available security solution.

Keeping in view the criticality of the business nature, Arwen Tech proposed the next generation of data center switching solution which is based on Cisco Nexus 9000 series line of switches. In Cisco® NX-OS Software mode, the Cisco Nexus 9000 Series addresses the new challenges of current infrastructure   designs, while building on first-generation software-defined networking (SDN) solutions and providing a path to Cisco Application Centric Infrastructure (ACI). These Nexus 9500 switches are not only intelligent enough to smartly manage the intense load of such a huge organization but also enables K-Electric to be 40G - 100G infrastructure ready.

Major Benefits

Price: Industry-leading price per port for 10- and 40-Gbps density systems

Performance: Industry-leading performance with full line-rate non blocking 40-Gbps performance

Port density: Leading port density, with 288 ports of 40-Gbps connectivity per 8-slot chassis

Programmability: Leading suite of programmability features to enable emerging networking models, including first-generation

Power: The most efficient chassis in its class, consuming up to 15 percent less power per port than competing solutions

Arwen provides Network Performance Monitoring solution at Habib Bank

HBL was looking for a all-in-one complete monitoring solution that can not only provide simple network-level information but to give an in-depth view of the traffic and provide analytics. Arwen Tech proposed industry's trusted IMS provider, Solarwinds' multiple products to cater UBL's Network Monitoring Requirements. Our solution comprised of a complete redundant solution (FoE) of NPM,

Network Performance Management:

Multi-vendor network monitoring software for fault, performance and availability monitoring

Customizable network topology and dependency-aware intelligent alerts

Automated capacity forecasting, alerting, and reporting

Dynamic network maps

Wireless network monitoring and management & Wireless Heat maps.

Network Traffic Analyzer:

Network Traffic Analysis: Monitor interface-level network bandwidth and traffic patterns with up to one-minute granularity

Granularity: See which users, applications, protocols, or IP address groups are consuming the most bandwidth

Customizable Alerts: Receive alerts when critical bandwidth performance or usage metrics are exceeded.

HBL improves its Security Systems with Arwen provided 2FA.

Two-factor authentication, or 2FA as it's commonly abbreviated, adds an extra step to your basic log-in procedure. Without 2FA, you enter in your username and password, and then you're done. The password is your single factor of authentication. The second factor makes your account more secure.

When it comes to a Banking Environment where every IT asset is critical, the importance of 2FA is realized.

HBL was looking for a complete 2FA solution which can help secure it's IT assets, Applications, Servers, and networking devices. Arwen Tech has proposed Industry's leader EMC/RSA's 2 Factor Authentication Solution.

The solution was based on RSA's trusted Authentication Manager, Platform behind RSA SecurID that allows for centralized management of the RSA SecurID environment in-

Lawrence Mathew Pereira

DGM - IT Operations & Support

"I have no hesitation in saying Arwen Tech is a team of Technology professionals and it's a pleasure to work with them. Extremely friendly people to work with. The flexibility and speed of response from the business as well as technical teams is very good. I wish Arwentech great success"

selects Arwen for its ongoing Juniper Switching and Branch connectivity projects

Data stored in a branch (specially when it's a bank) is not less critical than the one residing at the data centre. For the new branches Meezan bank was looking for a cost-effective solution without compromising on the network security. After detailed analysis of the overall solution Arwen Tech proposed market leader Juniper's EX Series Intelligent Layer 3 Switches and Next Generation SRX Branch level Firewall Gateways.

These branch level SRX 110's are equipped with Juniper's unique, AppSecure. Its a suite of application security capabilities for Juniper Networks SRX Series Services Gateways that identifies applications for greater visibility, enforcement, control, and protection of the network. AppSecure understands application behaviours and weaknesses, and it can prevent application-borne security threats that are difficult to detect and stop. MBL will leverage:

Application Awareness and Classification exposes SRX Series gateways to next-generation security services for increased visibility, control, and protection.

Nested Application Support provides enhanced protection against modern evasion techniques that utilize trusted services

User and Role-Based Policies provide easier, better protection and reduce the number of policies needed to account for user location, IP address, etc

SSL Inspection protects against threats embedded in SSL-encrypted traffic

selects Arwen to deploy EMS Solution

With the introduction of new, flexible, customized applications, services, and mobility, the world has changed. This leads to the rise of the need for network administrators to be able to monitor what goes on the network, as well as the activity of the network servers, services and routers. Nowadays, this has indeed become the vital issue of the day in network technology.

Arwen Tech proposed industry's trusted IMS provider, Solarwinds' multiple products to cater UBL's Network Monitoring Requirements. Our proposed solution comprised of NPM, NTA, SAM

Network Traffic Analyzer:
Network Traffic Analysis: Monitor interface-level network bandwidth and traffic patterns with up to one-minute granularity

Granularity:
See which users, applications, protocols, or IP address groups are consuming the most bandwidth

Customizable Alerts:
Receive alerts when critical bandwidth performance or usage metrics are exceeded

Network Traffic Forensics:
Analyze traffic patterns over months, days, or minutes by drilling down into any network element

Server & Application Monitoring:
Proactively monitor server performance, capacity and hardware health

Monitor availability:
response time and hardware health of multi-vendor physical and virtual servers

Remotely remediate server issues:
terminate runaway processes, start/stop services, reboot servers etc.

Arwen completes MCB's Internet Segment Infrastructure

MCB is the second largest bank of Pakistan. After successful deployment of their complete Data Centre Infrastructure, Arwen Tech was again chosen to deploy and optimize the Internet Segment of MCB Bank.

Arwen Tech proposed market leading Juniper Solution consist of MX104 as Edge Routers, SRX 1400 as Internet Edge Firewall/Gateway and EX4300 low latency switches as DMZ Server Farm access switches.

This Internet Segment of MCB is literally state-of-the-art design which is extremely rare in enterprises. The two edge routers are receiving full BGP Feed, running in active/active mode, where route selection is solely based on path cost, rather than any other sort of manipulation like policy-based or static routing. This unique design ensures that the traffic leaving/entering MCB network goes through optimal path without compromising on redundancy/high-availability.

Juniper's state-of-the-art Next Generation Firewall, SRX1400 was proposed by Arwen Tech as Perimeter Security Gateway. It's equipped with Juniper's award-winning AppSec suite providing Next Generation Security features and Application level visibility, control and protection. It provides advanced, next-generation defense against known and unknown threats, with a comprehensive suite of layered security services.

These SRX 1400 Series gateways are built for resiliency, scalability, and availability to secure data centers or the enterprise edge against the broadest spectrum of threats.

The solution proposed and deployed by Arwen Tech also includes Industry leader, Juniper's DDOS -Distributed Denial-of-Service (DDoS) protection which identifies and suppresses malicious control packets while enabling legitimate control traffic to be processed. This protection will enable MCB Network equipment to continue functioning while under attack from multiple sources.

HBL renews its Services contract of Internet banking & RTGS with ARWEN

HBL renews its Services contract of Internet banking with ARWEN, based on Cisco SMARTnet Services. HBL shown faith on our services and renewed Cisco Services contract of internet banking for their Primary Site along with RTGS renewal within Karachi Lahore and Islamabad sites

Arwen kicks-off a Business Relationship

MCB Islamic Bank is now registered as a separate entity at State Bank and has formally kicked off its business operations in Pakistan. The bank has embarked on several key projects in Application and Network infrastructure. Arwen Tech as bank's partner in technology have started engaging the Core team in IT for value addition in its key initiatives of "Networks and Collaboration".

The bank has awarded its first infrastructure project of Branch expansion to Arwen for Cisco technology i.e. Cisco's leading ISR routers coupled with industry's trusted Catalyst switching.

Hybrid IT

Many organizations have now passed the definitional stage of cloud computing and are testing cloud architectures inside and outside the enterprise and over time, the cloud will simply become one of the ways that we 'do' computing, and workloads will move around in hybrid internal/external IT environments. With increasing maturity and understanding of cloud services through actual deployment, the business IT environment is no longer simply defined as a public, private, or even hybrid cloud model. Instead, it is about managing an infrastructure that can offer agility and scalability, as well as the best platform on which to deliver applications.

"A hybrid IT environment gives organizations the advantage of customizing their infrastructures and solutions to meet their specific data, security and regulatory, scalability, and capacity needs"

Cloud computing's business model — the ability to rapidly provision IT services without large capital expenditures — is appealing to budget minded executives. CEOs and CIOs are pressuring IT organizations to lower overhead by offloading services to cloud providers. However, when IT organizations investigate potential cloud services, the market's volatility reveals that not all cloud services are created equal.

Hybrid IT is the new IT and it is here to stay. While the cloud market matures, IT organizations must adopt a hybrid IT strategy that not only builds internal clouds to house critical IT services and compete with public ISPs, but also utilizes the external cloud to house noncritical IT services and data, augment internal capacity, and increase IT agility

"The hybrid cloud has evolved with the appearance of what we call hybrid enterprise. Now, it's not where apps, compute, or storage are hosted, it's also how they're accessed and delivered."

Hybrid IT creates symmetry between internal and external IT services that will force an IT and business paradigm shift for years to come.

Arwen Tech is pleased to announce it's various different types of Hybrid IT offerings in Pakistani market. Our offerings are not limited to cloud based services only, but also to offerings hardware on a rental basis to our customers, which would be configured, monitored and controlled completely through cloud. Similarly, Arwen Tech is also offering different services, such as cloud-based web security, online collaboration etc. which are purely hosted in a cloud owned and managed by Cisco System®. Hosted Contact Centre is also Arwen Tech's one of the most appealing Hybrid IT services. Customers no longer need to worry about procuring, maintaining and managing hardware equipment and data centers to handle their customer's calls. Each and everything is being handled in the cloud – with agility, scalability and security.

HR Philosophy

At Arwen Tech, the Human Resource function plays a critical role in understanding business objectives, by leading change, fostering   innovation and mobilizing talent to sustain the Company's competitive edge. Our HR activities are aligned with our business direction; guided by our vision, consistent with our core values and in support of our business goals.

With creativity and initiative driving the   management team, Arwen Tech is a powerhouse of expertise. Possessing unparalleled knowledge of the market today, our dynamic team gauges and fulfils the requirements of its customer's business with concise precision. Working in an atmosphere charged with team spirit, each member of our team strives to achieve his/her highest potential through the realization of our client company's goals and targets.

Human Resources policies are designed to select and promote individuals based on their professional abilities, interpersonal skills and commitment. We are working towards inculcating a work environment that rewards innovation, initiative and teamwork.

Please write us at careers@arwentech.com and be a part of Winning Team!!!!

Skill Development

The workshop "Brand Leadership Through Exceptional Service" was aimed at in-calculating a learning culture at Arwentech. The course shed light on areas of leadership and customer centricity in an interactive and participative manner. It was conducted by *Mr. Sahib Karim Khan* (Pictured centre) at Arwentech Head Office on 11th May 2016.

ISO 9001: 2008 Certification for 9th Consecutive Year

SGS is the world's leading inspection, verification, testing and certification company. Arwen has been associated with SGS since 2007. The certificate was obtained after meeting the requirements and activities in *Information Technology Solutions, System Integration and Implementation.*

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