

Press Release

## ***Moro Hub inaugurates its Smart Cities Command and Control Centre contributing to Dubai 10X initiatives***

**Dubai, UAE, 12 July 2020:** HE Saeed Mohammed Al Tayer, MD & CEO of Dubai Electricity and Water Authority (DEWA) has inaugurated today the Smart Cities Command and Control Centre of Moro Hub (Data Hub Integrated Solutions), a wholly-owned subsidiary of DEWA. As a Dubai 10X enabler, Moro Hub's new centre provides services in Intelligent IoT Platforms, Cyber Security and Managed Services to support the Government and Enterprise customers in their digital transformation journey.

The UAE Vision 2021 and Dubai 10X initiatives have defined a leading role in the adoption of digital technologies. This has led to the UAE government increasing efforts in boosting its citizen happiness index, ensuring performance excellence to its government entities and providing citizens and residents with the best place to live.

Aligning with the government directives, Moro Hub's cutting edge Smart Cities Command and Control Centre enables Government and Enterprise clients to fast track the adoption of new-age digital technologies such as IoT, Cyber Security, Cloud and more. The new centre will allow digital leaders to make well-informed decisions based on data-driven analysis.

Commenting on the inauguration, HE Saeed Mohammed Al Tayer, said, "We work according to the vision of His Highness Sheikh Mohammed bin Rashid Al Maktoum, Vice President and Prime Minister of the UAE and Ruler of Dubai, to make Dubai the city of the future. We strive to achieve the objectives of the Dubai 10X initiative, which mandates the Government of Dubai to be a global leader that is 10 years ahead of all other cities through government innovation and the reformation of traditional work mechanisms.

HE Al Tayer added: "Digital adoption in the region is expected to accelerate as organisations significantly invest in smart infrastructure technologies in their drive towards digital transformation. Launching state of the art Smart Cities Command and Control Centre empowers governments and enterprises to leverage end-to-end smart cities and smart building solutions without compromising on data security and business continuity. Clients

can enjoy accessible, reliable, secured cloud-based smart infrastructure solutions with proactive monitoring."

Regional clients can now benefit from innovative solutions that provide smart cities, smart buildings, fire alarm monitoring, video surveillance, environmental monitoring, energy management, M&V (measurement & validation) and associated services leveraging on Artificial Intelligence and Big Data Analytics. Clients will also enjoy Moro Hub's managed services and 24x7x365 aftersale support.

To enable digital platforms in their Smart Cities Command & Control Center, Moro Hub signed a momentous partnership with Microsoft and Johnson Controls to offer innovative services. In this agreement, the companies will join forces to establish a collaborative ecosystem and go-to-market strategy to offer an extensive range of innovative cloud-based IoT services in the UAE for smart city, smart building, energy management and monitoring. This partnership was signed in the presence of HE Saeed Mohammed Al Tayer during his inauguration of Moro Hub's Smart Cities Command and Control Centre.

Sayed Hashish, General Manager, Microsoft UAE, said, "Our latest partnership with Moro Hub and Johnson Controls is perfectly in sync with UAE's digital and cybersecurity initiatives. It offers regional customers the peace of mind when it comes to their information security and data protection. With our regional data centres located in the UAE, customers can take advantage of ground-breaking cloud-based IoT-centred technologies to propel their digital and smart goals- empowering them to achieve more."

Marcus Schumacher, Vice President & GM GCC, Johnson Controls MEA said, "The UAE government has been leading the region's drive towards digital infrastructure solutions and smart city initiatives which align with Johnson Controls' goal for a safer, smarter and more sustainable future. We are thrilled to collaborate with regional digital pioneer Moro Hub and global technology leader Microsoft to jointly offer our automation and IoT smart solutions, devices and gateways. We believe the partnership will be the beginning of infinite opportunities and will play an instrumental role in developing comprehensive sustainable and efficient smart solutions in the UAE."

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