

Kekst CNC Partners with Cloud&Heat to Strengthen Cyber Security Offering in the UAE

Dubai, 25 August 2020: Publicis-owned global strategic communications firm Kekst CNC today announces it has joined forces with digital infrastructure specialist Cloud&Heat, to strengthen its cyber security offering in the region through a series of workshops aimed at raising awareness around the risks that cyber threats pose.

During the past few months and amidst the outbreak of the global pandemic, we have seen the number of cyber incidents increase worldwide. The GCC in particular, has long been singled out by hackers, owing to its vast domestic wealth reserves and high-tech infrastructure.

In spite of this, many companies in the region lag behind when it comes to implementing robust security measures and being prepared to manage a cyber crisis should an incident occur. Therefore, it has never been more important to re-educate employees and equip organizations with the right tools and knowledge to launch an effective response to a cyber event.

The workshops offered by Kekst CNC and Cloud&Heat will address this need for re-education by helping organizations minimize their digital risk, optimize existing digital infrastructure and ultimately better protect their business and their reputation.

Kekst CNC will provide a thorough assessment of existing risk management processes from a communications and reputation perspective as well as the most effective ways to prepare and react to a cyber breach, including stakeholder communications, key principles of crisis communications and an audit of current crisis plans and team structures.

Cloud&Heat, will address the importance of a sustainable and secure IT infrastructure and explain in detail the relevant technical tools available for protecting companies from future cyber threats. Cloud&Heat is an award-winning technology company that develops, builds, and operates energy-efficient, scalable and secure data centres that meet the requirements of the future cloud, making it the ideal technical partner for this initiative.

Kekst CNC has deep expertise managing communications across several cyber scenarios, including data breaches, system failures and more, providing clients with services ranging from risk assessment and preparedness to training as well as response and recovery advisory.

For more information about the partnership please contact valentina.lutterotti@kekstcnc.com or leonie.banzer@cloudandheat.com.

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About Kekst CNC

Kekst CNC is a leading global strategic communication consultancy. The team of over 250 experienced professionals serve clients from 13 offices in New York, London, Munich, Berlin, Frankfurt, Paris, Brussels, Tokyo, Seoul, Hong Kong, Dubai, Abu Dhabi and Stockholm. As trusted advisors, the firm contributes its expertise on such high-stake matters as: M&A, shareholder activism and governance, crisis communications, restructurings, regulatory investigations, litigation support, investor relations, IPO communications, issues and reputation management, change management and employee engagement, as well as digital and social communications. For more information, please visit: www.kekstcnc.com

About Cloud & Heat

Secure, green, and smart: since 2011, Cloud&Heat Technologies has been revolutionizing the global cloud and data center market with its integrated and sustainable technology. Born out of the idea to use waste heat from servers for heating, the Dresden-based company has developed into an end-to-end partner for energy-efficient, secure, and scalable public, private, and hybrid cloud solutions – and has positioned itself as a real alternative to the major US providers that currently dominate the cloud market. Today, Cloud&Heat employs over 100 people, operates data centers at over 24 locations worldwide, maintains international partnerships in Europe and Asia, and has also won an array of awards, including the German Data Center Prize (on no less than three occasions) and the 2019 Tech Tour Innovation Award.

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