



# AZAAN CYBERTECH CONSULTING

*You are probably wondering about the “AZAAN” company. Well!!! The actual meaning of AZAAN is to invite persons to offer prayer at the mosque. Prayers are taught in order to teach the person(s) to walk/choose the right path as well as to connect with God. Similarly, the idea of naming the Company “AZAAN” is to guide people in particular fields like data privacy, cybersecurity, Governance, etc. In the last few days, we got a chance to agree with a busy entrepreneur Mr.Hafiz tell us about his company. Find how and when his idea of AZAAN was started.*

## ABOUT ESTABLISHMENT

Mr.Hafiz told us the idea of naming his company “AZAAN” came from the fact that many organisations are heavily investing their resources in technology without comprehending or putting any effort to ensure Governance, Risk, and Compliance. AZAAN, the literal meaning of which is “to listen”, provides leading enterprise businesses and government entities with strategic consultancy combined with tailored Information & Cybersecurity, Data Privacy, Governance or Risk or Compliance solutions and services that address their diverse requirements, enabling them to evolve securely with a competitive edge.

AZAAN ensures that the company's partners always stay ahead of the curve. It was established in 2018 in Estonia, AZAAN has come a long way in making an impression as one of the leaders in assessments, consultancy, auditing, and training services in the market. AZAAN has established itself as a pioneer in bringing systems and providing a digitally secure environment that is relevant to market niches in various industries. With a client portfolio spanning multiple countries including Australia, Portugal, Ireland, Germany, Indonesia, UAE, KSA, Qatar, Bahrain, Pakistan, USA, Canada, and South Africa among others, AZAAN offers cost-effective and result-oriented services that comply with its client's unique business needs and goals.

Its consultants and trainers have assured the best delivery of services to clients over the years. Today, AZAAN has its roots in Australia, Estonia, UAE, and Pakistan while offering services across the globe through its joint ventures and business partners. To know more: log on to: <https://azaanbiservices.com>

## BIG WHEEL OF THE COMPANY

Mr.Hafiz Sheikh Adnan Ahmed started his journey in the year 2005 as a Quality Assurance Engineer and over the years, he fettle his career in the areas of information and communications technology (ICT) governance, Information and Cybersecurity, business continuity, and organisational resilience, data privacy and protection, risk management, enterprise excellence and innovation, and digital and strategic transformation.

He is an analytical thinker, writer, certified trainer, global mentor, and advisor with proven leadership and organisational skills in empowering high-performing technology teams. He is a certified data protection officer and won chief information security officer (CISO) of the Year awards in 2021 and 2022 by GCC Security Symposium Middle East and Cyber Sentinels Middle East, respectively.

Mr.Hafiz is a public speaker and conducts regular training, workshops, and webinars on the latest trends and technologies in the fields of digital transformation, information and cybersecurity, and data privacy. He is an ISO Lead Auditor and ISO Management Systems Auditor for ISO 9001, ISO 20000, ISO 22301, ISO 27001, and ISO 27701 Management Systems. He volunteers at the global level of ISACA® in different working groups and forums.

Mr.Hafiz is the Co-Founder and CIO of AZAAN Cybertech Consulting, and his role is to drive and align business strategies of the company's esteemed clients toward Information and Cybersecurity centric and oversee the people, processes, and technologies within the organisations to ensure they deliver outcomes that support the goals of the business.

To know more about AZAAN Cybertech consulting, log on to: <https://azaan.net.au/>

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**MR. HAFIZ SHEIKH ADNAN AHMED**  
CO-FOUNDER & CIO



## ABOUT THE PATRON

AZAAN is privileged to work with some of the big names in various industries that include telecom, retail, government, semi-government, finance, insurance, Oil and Gas, Education, Healthcare, transport, and managed services.

## UNLIKE FROM OTHER ORGANISATIONS (S)

One thing that differentiates AZAAN from competitors is that they don't do any sales or marketing pitch to their clients; in fact, they don't have any salesperson in their team. What they offer to the clients is strategic business partnership and ownership in their journey toward excellence. They strongly believe in "Striving for Excellence". AZAAN offers a business model that creates a "win-win" approach for all our business partners and affiliates at the same time.

AZAAN values its customers and goes the extra mile to reach their needs to deliver sustainable services. They always consider all the clients, business partners, and affiliates as part of a big AZAAN community.

## TARGET AND FORTHCOMING

AZAAN aims to be among the top 10 organisations worldwide for offering the largest portfolio of certified and accredited training programs, ICT consulting, Assessment, and Auditing services. Over the years, AZAAN has achieved PECB Gold Partnership, and it aims to be their Platinum partner in the next couple of years. They have a team of Data Privacy Experts, Information and Cybersecurity Consultants, Risk Managers, and Business advisors who work collaboratively to support the organisation in its journey toward digital transformation.

AZAAN has partnered with some of the most recognized certification and accreditation bodies that offer training and certification tracks in Digital Transformation, Cybersecurity, Cloud Computing, Artificial Intelligence, IoT, Big Data, Blockchain, DevOps, Machine

Learning, and Service-Oriented Architecture. AZAAN is truly keeping pace with its values: Analyse, Zealous, Adaptable, Achiever, and Nurture.

## DISPUTES DURING PANDEMIC

The COVID-19 crisis has radically changed the way people live and work. Being a leader in providing consulting and training services, the challenge was how to operate safely and economically at the same time. Having a client portfolio spanning across the globe, the company had organisational resilience and business continuity plans readily available, and that was the strength of AZAAN to not just survive but continued providing our services to our clients.

## IMPACT ON COMPANY

As businesses look for new ways to streamline processes and create safer and more productive workplaces, as well as ways to capture attention and connect with customers, immersive technolo-

-gies have the power to transform the way organisations work and communicate. Immersive reality has a transformative effect on business: it gives a new impetus to remote work, not only making remote working even more viable for office workers but enabling the long-thought-elusive remote operation of machinery.

Immersive technologies allow product development teams to create virtual prototypes quickly and cheaply while creating opportunities for remote collaboration. By adopting immersive technologies, organisations can significantly accelerate the product development process and get products to market in less time.

One of the key areas that immersive technology has been embraced by businesses is work-related training. It provides a safe, but realistic space for practical training activity. For many businesses, hands-on training is impossible, due to safety issues. By re-creating a virtual workplace environment, employees can learn and practice new skills, risk-free.

## BIGGEST HURDLE

The first and foremost challenge starts right from the top, lack of understanding of digital transformation, no vision, and strategy with regards to digital transformation, no proper feasibility studies, and lack of ROI benefits realisation leads to further complexities. Lack of change management strategy, complex software and technology, and lack of skilled resources is other major challenge to derive digital transformation within the organisation.

Digital transformation is not only adopting new software, technologies, and processes that are more efficient and automated than traditional business practices and processes, it's an entirely new, innovative way of doing something that is core to your business.

## AZAAN VOYAGE

At AZAAN, they don't sell the 'product', they sell the 'Outcome'. For them, mapping the customer Journey ensures that they are not missing out on the chance to interact with the customer at any stage. It helps them to gain insights into common customer pain points. With these insights, the company delivers more optimised and personalised customer experiences.

## HOW DOES SUCCESS WEIGHS?

Mr.Hafiz stated "Success is feeling good about your choices. I strongly believe in striving for excellence, success will come to you."



## MASTER PLAN TO OVERCOME CYBER SECURITY THREATS

The first and foremost thing any organisation should do is to establish a governance framework around its information and cybersecurity program. Most of organisations fail to minimise and mitigate their cyber security threats because their focus is always on the technology solution without having any feasibility study or realisation about that solution.

He further stated, Organisations should create a cyber security strategy including cyber security policies; Organizations should conduct a security risk assessment and vulnerability assessments on a continual basis. Many organisations fail to control cyber security threats because they consider the risk management process as a formality and consider conducting it only before the audits.

## GUIDANCE TO CEO

The role of modern CIOs and CTOs has been in a state of flux in recent years. Increasingly, it has become a balancing act between managing traditional IT operations and driving strategic initiatives with transformational change high on the agenda.

Digital disruption and increasing customer expectations are the driving force behind much of it and forward-thinking companies are embracing the opportunity. The role of top leadership is to focus on setting clear priorities that are directly linked to measurable business outcomes.

Mr.Hafiz added, "Invest in highly talented people, particularly specialised leaders, and those with strong digital and analytical skills. Adopt agile practices and update your digital strategies frequently". Top leadership must foster cultural change. They should work in collaboration with HR to make technology choices and design processes in a way that supports the creation of the intended organisational culture.

## AMBITION OF THE COMPANY

Their ambition is to stand tall among the top 10 organisations worldwide for offering the largest portfolio of certified and accredited training programs, ICT consulting, Assessment, and Auditing services.

## HELPING HAND TO READERS

Mr.Hafiz has a piece of advice for all future tech leaders, he always believes that great power comes with great responsibility. First and foremost, identify the niche. Perform an objective inventory of your skills and expertise. Know about the customer, and their requirements and provide the best customer experience. Keep pace with the new trends in disruptive technologies but be able to speak the language of the business and not just technology. Be a Learner and not just a knower, and last but not the least, establish transparency in communication and decision-making.

