

ONLINE MAGAZINE

MOBILE APPS & E-COMMERCE



**DOMINANT
ECOMMERCE
TRENDS IN
UAE FOR
2021**

**TOP MAGENTO
TRENDS
TO
FOLLOW IN
2021**

**CREATIVE
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**8 TRENDS
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APP IDEAS FOR
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**CYBER
SECURITY AND
WHAT TO
DO**



2021 TRENDS



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2021 is here and we welcome the new year with enthusiasm and hope. Looking back at 2020, the world was at hold with the pandemic taking us all by storm.

The economic sector has been affected the most and there has been a vast shift towards online commerce and usage of mobile apps for day-to-day operations.

This has caused new trends in these sectors to emerge and this edition is all about discussing trends in the world of mobile and ecommerce development in the UAE.

UAE has always been at the forefront of innovation and technology, and it's no exception when it comes to ecommerce and mobile apps.

So in our 3rd edition of Ecommerce and Mobile App magazine, we will kick off with talking about the ecommerce trends prevalent in UAE for 2021.

The next article is for Magento lovers as we will delve into the top Magento trends this year. Next, we have the top creative brand design trends that will be popular in 2021.

In the mobile app section, we will start with the some trendy ideas for business owners in UAE, followed by trends that will the mobile app development scene in 2021. Next, we will talk about the top UI/UX design trends to follow this year.

In the cloud and security section we will have 2 articles describing AWS Re-invent 2020 and the state of cyber security risks and what we can do about it.

We hope our readers benefit from the informative articles we present in the magazine and stay with us for more in the future.

Rajib Roy

(CEO, Royex Technologies)

ABOUT THE EDITOR



Rajib Roy is a software developer, entrepreneur, and author of two Books. He obtained a Bachelor's in Electrical and Electronic Engineering from Chittagong University of Engineering and Technology and a Master's in Computer Engineering from Heriot Watt University. Today, Rajib lives in Dubai, with his wife and his two sons. In his day job, Rajib runs his own Mobile apps and Ecommerce site Development company named [Royex Technologies](#), with branches in Dubai, India, and Bangladesh. He has been instrumental in the start-up of several businesses and been responsible for building several projects.

E-COMMERCE

Ecommerce platforms, features, tips, and reviews



E-commerce is at the peak of its growth since the inception of pandemic. We are experiencing never before seen growth in this industry and it catching the eye of all business owners.

The ones operating their business with only a brick and mortar setup are starting to realize in order to remain competitive, or even profitable, they will have to join the online business arena soon.

The consumers have shifted their buying habits already and prefer shopping online via their mobile phones. The combination of ecommerce and mobile apps have created a powerful force in the UAE market.

Naturally, with these new change, new trends have started to take over the ecommerce market.

In this issue, we explore these trends associated with the various sectors of the ecommerce development and market. The first article will focus on the ecommerce trends that will be prevalent in the UAE in 2021.

In the second article, we list the upcoming trends for Magento development this year.

The third and final article talks about 15 brand design ideas that will dominate this year.



07 ECOMMERCE TRENDS IN THE UAE THAT WILL BE DOMINANT IN 2021

The eCommerce business in the UAE is on an upward path. The UAE enjoys multiple benefits that make it perfect for growth in eCommerce. Find out what the top trends for Ecommerce will be in the UAE for the year 2021.

16 15 CREATIVE BRAND DESIGN IDEAS THAT WILL SET THE TRENDS FOR 2021

All sorts of online brands have seen exponential growth during the Corona outbreak. To keep up, follow these top creative brand design ideas that will trend in 2021.

12 TOP MAGENTO DEVELOPMENT TRENDS TO FOLLOW IN 2021

Magento is a popular e-commerce platform that is used globally by millions of consumers. We present you the latest trends associated with Magento development that you must follow in 2021.

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ECOMMERCE TRENDS IN THE UAE THAT WILL BE DOMINANT IN 2021



The eCommerce business in the UAE is on an upward path. Compared with both developing and developed markets, its particular development direction is driven by government acceptance of eCommerce payments on platforms such as Dubai Smart City.

Government payments, amid rapid development in other segments, such as fast service restaurants and travel, lead the eCommerce landscape by miles.

In order to promote the growth of eCommerce, the readiness of logistics infrastructure is important, and in this respect the UAE is at par with some of the most established markets in the world. The nation enjoys an edge as a big global transshipment center with a high level of logistics facilities at the port of Jebel Ali and Dubai airports.

The UAE enjoys multiple benefits that make it perfect for growth in eCommerce. A young internet-savvy community, with strong social media use, consists of the user demographic. These individuals are more inclined to invest time online than any of their counterparts worldwide.

“ The UAE enjoys multiple benefits that make it perfect for growth in eCommerce ”

We at Royex Technologies realize this, and are helping ecommerce companies achieve their dream by creating robust, professional, and profitable eCommerce websites and apps. We are one of the best ecommerce website design companies in Dubai.

E-commerce firms are tapping into the strong latent appetite, disposable income, and digital adoption that is beneficial for the industry, whether they are online markets, domestic sellers, or cross-border merchants.

Retail sales are a major factor of economic growth, with a 26.6 percent share of GDP in 2017, becoming the most significant activity in the services market. The UAE retail market is valued at \$55 billion in 2018 and is expected to grow to \$63.8 billion by 2023, divided into shop and non-store transactions, which include eCommerce.

Hence, it becomes important to analyze the trends in the UAE eCommerce sector that will dominate in the next year.

Increase in payment options

The UAE is home to more than 10 of the top 100 e-commerce sites in the entire MENASA region, focused on B2C products, a sign of both demand and supply. Multi-product marketplace platforms such as Souq.com (acquired and rebranded as Amazon), Awok.com, and Noon.com are part of UAE e-commerce companies; apparel sites such as Namshi.com; single store sites such as Jumbo.ae; and supermarket stores such as Carrefournow.com. 63 percent of the total specific customer base in MENASA is drawn by multi-product and multi-brand industries.

Customers in the UAE also tend to pay with credit rather than debit cards for e-commerce purchases. Customers, though, have shown greater comfort with using debit cards to pay for e-commerce transactions during the past three years.



Did You Know?

- The United Arab Emirates (UAE)–has the most advanced e-commerce market in the whole MENA region
- E-commerce transactions in 2019 hit a staggering US\$16 billion (AED 59 billion)
- There is a dedicated e-commerce free zone which is coming up in Dubai soon. It's called Commercify.

There are several online payment choices such as Visa, Mastercard, PayPal and recently we saw Apple Pay, Samsung Pay get into the mix. This is only the start.

In 2021, we can also see eWallet, the app for processing all the purchases, being accepted by consumers. You will be able to submit & receive cash on your UAE mobile line with eWallet, pay Etisalat bills & traders. No minimum balance & no bank account needed, without any registration fees.

ID verification for secure payments

Government policies aimed at encouraging innovation, entrepreneurship and a cashless economy in order to encourage financial inclusion and greater openness have provided the growth of e-commerce in the UAE a major boost. The UAE rated 73.5, placing 27th of the 73 economies surveyed in the 2018 Government E-Payments Adoption Ranking (GEAR), and inched forward to the mature group, which starts at 75.1.

In both the public and private sectors, the government is pushing a Smart City plan. The Central Bank of the UAE has finalized a National Payment Systems Policy as a powerful advocate for the overall innovation and financial technology agenda of the UAE that aims to build a stable, future-proof payments environment that better supports the goals of the UAE of a digital economy and a cashless society.

The Smart Dubai 2021 initiative involves a modern, lean, linked, "paperless, cashless government, driven by cutting-edge, disruptive technologies, defining the government of the future now." Dubai's DED has released a mobile payment solution named emPay, a digital wallet that operates with collaborators around the payment community, as part of the broader cashless agenda.

And the government has now unveiled UAE Pass, a common digital identification for all people, visitors & visitors, to move a step further. For safe authentication, the UAE Pass is your personal digital identity. Inside the United Arab Emirates, it will allow you links to different signature and authentication services. And we can see merchants integrating with UAE Pass with no need to recall customer usernames & passwords and a secure tool for merchants to verify their customers.

Better customer service through data collection and analytics

The discrepancy between online and in-person data gathering with camera systems, facial recognition, tracking beacons, point-of-sale data and traditional digital measurement and analytics will be bridged by physical retailers.

Much like internet stores can recognize the movement of consumers on their web, WiFi, cameras, Radio Frequency Identification (RFID) beacons and more can be utilized for brick-and-mortar locations.

The aim is to recognise high-traffic places in the shop, missed items, dwelling period, and the flow of products from the rack to the fitting space.

The age of real-world analytics is upon us, from real-time merchandizing to make data-based choices on physical contact management and shop preparation. In-person data capture and analytics coupled with web, smartphone and social data takes retailers far closer to a truly 360-degree consumer experience.

Ecommerce business and shopping is the hot business and UAE has seen rapid growth in the past few years. So if you are considering taking your business idea to online, then Ecommerce will be a very good option to consider. Even Though it's not very complicated, we recommend you consult an expert as any error would cause a delay or rejection.

Better shipping

2021 would be a year of "fast and free shipping" for eCommerce businesses in the UAE.

Same-day delivery would be a practice instead of an anomaly. Express delivery can come at a premium, so who can arrive quickest will have cut-throat rivalry. However, the technology and commerce element of this should not be dismissed. In all e-commerce sites competing to do this (just like the Food Distribution Apps), position mapping technology must be allowed and the cost of express delivery would still be a price fight between merchants. Eventually, regardless of the real expenses involved with the logistics, there would be a correction to this model.

A rising number of riders from delivery service providers such as Talabat, Deliveroo, Uber Eats and Spoonfed are whizzing around to deliver meals to customers on UAE streets. In the growth of transactions in that segment, customer dependency on these food ordering apps to compare choices and order from their restaurants of choice is evident.

Rewarding customers

Frequent flyer miles, cash-back certificates, even the favorite café's cafe cards. It is evident that incentive and loyalty schemes are an effective method for driving company revenue and exposure, whichever variety is selected. But these are paperless cycles, because it's more about getting a reward scheme focused on an app.

A new app-based lifestyle loyalty platform named Share was unveiled by leading retail and leisure entrepreneur Majid Al Futtaim, which enables users to receive and spend points at 2,300 outlets across its 16 shopping malls and 11 UAE hotels.

The Sharing wallet delivers real-time receiving, saving and contactless payment functionality for digitally-minded members. Other choices involve receipt scanning to gain points and purchasing points in every store in the shopping malls.

And this was accompanied by a promotional campaign that involved advertisements, publishing and multimedia promotions at famous places around the UAE.

Taking a cue, the bandwagon would be followed by several famous labels, retailers, entrepreneurs. Customers will be spoiled with reward selection and internet consumerism will be powered.

Rise of distribution centers

As a major global transshipment centre, the UAE enjoys a benefit with the port of Jebel Ali and Dubai International Airport (the world's sixth busiest freight airport) having a high level of logistics facilities available for e-commerce to take place.

As a key driver for e-commerce expansion, improving logistics has been recognized as a key factor. Retailers also fine-tuned e-commerce logistics to enable development and volume, shifting away from technologies traditionally geared to brick and mortar transactions. Compared to retail retailers, the e-commerce supply chain provides a distinct range of benefits and obstacles. This is being tackled within the transportation and industrial industries through technical advancement.

E-commerce logistics is distinct from conventional logistics using new technology such as 3D printing, successful RFID monitoring, or GPS-driven solutions. E-commerce often requires a distinct order period that, as opposed to being stable and consistent, is counted in hours and minutes instead of weeks and orders are seasonal and fragmented. For B2C rather than B2B customers, quick satisfaction needs comprehensive customer support solutions. Distribution is demand-driven rather than supply-led, with centralized bulk supplies taking the place of smaller exports to different destinations.

TOP MAGENTO DEVELOPMENT TRENDS TO FOLLOW IN 2021



Magento is a popular e-commerce platform that is used globally by millions of consumers. Although there are hundreds of CMS out there, several developers and company owners choose Magento to pick from. Magento has achieved extraordinary prominence in the area of digital and e-commerce markets, as it comes with several innovative features. The factors for this are its improved usability, constructive reviews, layout enhancement, and simple variants for the execution of dynamic models and themes.

Magento is a versatile platform widely used by ecommerce development companies in Dubai as their preferred choice. In order to extend an advantage on their rivals, startups & founders are still to provide the best possible Magento services. Let us read in depth about the many enticing emerging trends in Magento development in 2021.

Headless Commerce

The trends in online growth that the world will be so eager for in 2021 will really alter the face of eCommerce. For instance, the pattern of headless commerce is quite popular at present.

Through this, retailers & sellers are making a shift from singular structures to slanting microservice stacks & headless frameworks.

“ **Magento is the preferred choice of eCommerce platform used by major development companies** ”

This offers increased productivity & agility. Such technology carries the possibility of concurrently evolving applications. Scaling & isolating microservices is possible due to this structure.

This makes it easy to deploy front-end experiences like PWAs or Progressive Web Apps effectively.

Ethical Commerce

Currently, consumer awareness of the ecological footprint of the different intakes is growing increasingly.

This was accompanied by the burden placed on companies & governments by consumers. The goal was to propose only sustainable alternatives to fix agricultural activities, the development of CO2, waste reduction, plastic packaging, etc.

So, this pattern is now being followed by many Magento eCommerce developers. The latent impacts of consumerism & eCommerce in general are now increasingly being understood by more consumers.

85 percent of individuals clearly believe that organizations would help change the climate, according to a new poll.

Another survey reveals that almost 70% of online consumers perceive the sustainability of goods to be the most significant element in the progress of sales.

Voice Commerce

By the end of 2021, the number of people with smart speakers would rise by approximately 20 percent. This increase gives strong answers to the potential of developments in eCommerce, such as voice commerce.

In reality, as the ticket to shopping online, the coming year will witness smart speakers. In their online markets, several sellers are now introducing voice shopping.

The inclusion of such trends would only contribute to higher ROI in every eCommerce growth strategy.

The following are a few forms to use voice search in an eCommerce store:

- The addition of Amazon Alexa & Google Assistants with new improvements
- Optimization of content to feature in voice queries
- Offering voice-based browsing or app navigation
- Facilitating a simple flow via voice search to purchase items

Social Media Integration

Magento development trends such as social shopping carry particular importance when you choose to make the most of your eCommerce platform.

This is an era where shoppers on their social networking sites encounter integrated interactions all the time. This helps them to snap up all the best offers on the Internet.

In the UAE, mass internet adoption has resulted from a combination of digital infrastructure and eager consumer adoption of technology-driven solutions, such as social media and smartphones. Hence eCommerce development companies in Dubai must take note of this and utilize it to their advantage.

In all social media sites, the amount of multimedia advertising is growing with each passing day. Because of this, social media integration is crucial for ecommerce.

In order to guarantee the popularity of every eCommerce website, social networking incorporation is a must these days.

Next generation B2B Ecommerce

You can find that just 16 percent of the organizations are customer-centric if you attempt to get a thorough insight into the essence of B2B firms. This is because most corporations don't really bother to grasp a B2B buyer's mind.

A direct-to-consumer platform needs to be established by business-to-business brands. Via this, organizations will take control of consumer records. This would continue to maximize the experience of consumers in any platform.

With the development of the latest features of Magento 2, B2B businesses will change their emphasis from product-centric to consumer-centric in 2021.

In order to enhance consumer service, the brands will also get to test different platforms & opportunities. Magento Growth Patterns like these will broaden the target base to a wide degree when properly applied.

Omnichannel Approach

Online retailers & merchants have only experienced their omnichannel strategy from the point of view of sales. This isn't the most efficient way.

The increase in the number of touchpoints for effective decision-making is currently on the rise. This is increasingly rendering advertisement & distribution networks more complementary.

This stimulates the desire for steadfast experience with the product again. So the incorporation of the trend of omnichannel interactions is a must in 2021, even if it is a small eCommerce business.

Nearly 89 percent of customers choose to pay more for superior customer service, as per a survey. Ecommerce sellers must first obtain a proper understanding of the impact on their buyer journey of the various networks.

This would help them improve their product experiences and effectively compete in the demand for omnichannel experience.

Push Notifications

Magento is giving its guests the option of tailor-made push notifications. To deliver personalized updates, evaluate the customer's shopping habits and click actions. Push notifications primary aim is to maintain the previous customers.

In Magento 2, after the website is closed, you can still connect with the customers. The purpose is that Magento 2 Mobile Push Alerts function by viewing push notifications from your website via a web browser.

So, while their window is open, the consumer will see the push notification alert. Push update is a really useful mechanism for communicating to the customers and getting input on-the-spot. It catches the clients' instant interests. Thus, in your market, build a pure organic consumer base.

AI and Chatbots

The usage of Artificial Intelligence for strong product recommendations in eCommerce is no longer new to the ecommerce arena. With improved algorithms over the past few years, this technology has advanced a lot.

This is just not one of the Magento trends that would reign in 2021. Yet, consumers may still consider it as one of the most important phenomena. Ecommerce websites are granted the ability to prepare smarter product reviews that can specifically enhance the experience of consumers.

With the aid of Artificial Intelligence, e-commerce firms would be able to assess patterns. Assessing patterns with customer behaviour & sales channels can help to decide the best price, location & time for the different items to be listed.

It would continue to improve the marketing & sales activities of different eCommerce businesses to a significant degree. Chatbots have, on the other side, eliminated the need for customer service executives to be on standby around the clock.

15 CREATIVE BRAND DESIGN IDEAS THAT WILL SET THE TRENDS FOR 2021



In this era of the internet, your brand design is the first thing that can make a good impression on your audience. It's important to rethink your brand design each year in keeping with the trends. You need to adopt modern and cutting-edge designs to avoid getting labeled as old fashioned. Many of the successful 2020 design trends will continue this year too along with a few brand new ones. Here, we gathered the best brand design trends for 2021 to help you stay relevant to the viewers' eyes. Read on to know more.

The previous year 2020 experienced great turmoil in businesses across the globe. All sorts of online brands have seen exponential growth during the Corona outbreak. You need to consider easy navigation, fast speed, enhanced security, and aesthetic graphics while creating any brand design elements. Incorporate the following ideas into your brand design to keep pace with 2021 trends.

1. Make Use of Faces

Personalizing a brand is one of the best branding strategies recommended by industry experts. It's better if you can create a brand voice and visual identity that interacts well with your audience. Humans like to see other humans. Putting a face in your design can help you greatly to add personality to your brand. You can humanize a brand with an illustrated representation of a human face. These lifelike artworks will be trendsetters in the upcoming days.

**“ Your brand design
is the first thing
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2. Apply Unorthodox Art

Based on your target audience and business niche, you should introduce something exceptional to turn heads. Use different forms of quirky art if your audience is mainly youth and easygoing. Funny, cute, peculiar, whimsical, anthropomorphized animals, you can make use of any of these themes ensuring the presence of design aesthetics. Never stop experimenting with designs. If an offbeat design complements your brand, feel free to use it. If you can't do that on your own, contact a reputed website development company in Dubai.

3. Embrace Muted Colors

Some people still have a strong love for vibrant, futuristic colors. But most designers now prefer muted colors that look soft and soothing to the eyes. Muted colors refer to mild colors that are desaturated from bright colors. The use of these subtle colors is on the rise now. So embrace this trend to showcase your brand to the online world.

4. Use Geometric Patterns

Patterns and geometric shapes have hypnotic effects on people's' minds. You can use large or small blocks of repeated patterns in your branding materials. Geometric patterns don't work the best as logos but you can use them efficiently in advertising, t-shirt designs, webpage backdrops, swag, or printed menus. Avoid implementing sophisticated patterns that may distract viewers from checking out your products or services. Use dark and muted colors along with simple geometric patterns to give your brand an aesthetically pleasing visual with a minimalist feel.

5. Create 3D & Immersive Effects

Though 3D designs are not something new, they're dominating in the design industry for the last couple of years. And this trend will continue in 2021 too. 3D designs combined with flat illustrations, photographic images, and animation can create amazing, lifelike, and hyper-real visuals. Good 3D visuals can create immersive experiences and engage users for a long time, resulting in less bounce rate and more conversions.

6. Keep It Minimalist

Minimalism is there, reigning the design realm across all forms of media. You'll see frequent use of minimalist designs in landing pages, social media posts, logos, newsletters, and other printed materials too.

This trend will last for a few more years for sure. Minimalist design looks very elegant and sleek with a focus on the products and services of the company. These visuals are not distracting and convey a precise message to the visitors. Moreover, minimalist designs are more responsive to multiple screen sizes. That's why minimalism will stay trendy as long as mobile marketing remains in effect.

7. Create Interactive Slide Decks

Slide decks were globally accepted in 2020 and this success continues to 2021 as well. Social media, namely Instagram and LinkedIn has successfully used slide decks and got numerous views. You can also take inspiration from here and create interactive slide decks to promote your brand and build brand awareness. At Royex, our designers leverage trendy designs in all their tasks. You can rely on us as we're one of the best web development companies in Dubai.

8. Accept the Return of Flat Icons

The mechanism of trend works like a cycle. Something new becomes trendy, it loses its relevance, and then again comes into existence. The same thing is happening now to flat icons and 2D illustrations. Yes, it's true that 3D is taking over the design sector but a large number of designers are bringing flat icons to life. You can create a simple yet classy look with these powerful visual tools.

9. Add Motion to Brand Logos

Logos play a pivotal role in building a brand's identity. An attractive logo can draw visitors' attention longer than an ordinary logo. How can you upgrade your logo? We suggest you add motion to your design. The use of motion logos may reach an unprecedented height in 2021. So, add motion to your brand logos to set yourself apart from your competitors.

10. Integrate a Dark Theme

Most people spend at least 3 hours watching different content on their smartphones. This long exposure to device screens leads to screen fatigue, eye-strain, and other health issues related to vision. A dark mode can prevent these difficulties to some extent.

Already big companies introduced a dark theme along with their regular interface. It's high time to integrate a dark mode setting for the user's welfare. If you can't do that, you'll fall behind in 2021. Dark mode is more of a necessity than just a trend.

11. Consider Overlapping Designs

If you want to maintain minimalism and flaunt artistic beauty at the same time, overlapping designs can be a great choice. You can add multiple layers to your images and get improved visibility, keeping ample white space around the core design. Overlapping designs are simple yet engaging. These simply gorgeous designs are going to rule in the coming years.

12. Use Asymmetrical Designs

The trend of pixel-perfect brand design is old now. People no longer seek perfection in designs, instead, look for something a bit rough on the edges. Asymmetrical patterns, disproportionate imagery, and scribbled wrings are the new trends to watch out for in 2021. You can give your brand a distinctive look and unique identity with such designs. But these asymmetrical designs may not go well with every brand.

13. Use Nature-inspired Designs

Natural elements are the source of inspiration for designers. From the very beginning, people are moved by the graceful beauty of nature. Natural lights, earthy colors, color gradients, patterns, flowing lines, etc. design components can be reflected effortlessly in brand designs. Natural textures such as wood, stone, water have the immense potentiality to be transformed into great designs. This trend of natural designs will never get old. So, make the best use of nature-inspired designs in 2021.

14. Employ Different Texts & Fonts

Typography designs have experienced a significant transformation in 2020. And they're still relevant in the design world for their playful and creative display. Both 2D and 3D typographies gained popularity in the last year. You can choose a relatively unconventional typeface and font to attract visitors. And don't forget to combine well-written microcopies with well-designed typographies.

15. Flaunt Your Authenticity

Nowadays, every website and mobile app look so well defined, polished, and consciously written that they look pitch-perfect with no flaws. This somehow creates a notion of inauthenticity. You know, nobody is this perfect in real life. You can increase your brand's authenticity through designs. Try to incorporate user-generated content in your designs. Promote behind the scenes and your company's work culture via social media or websites.



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Like ecommerce, mobile apps have also been a huge hit in 2020 and will continue in popularity and usage in 2021.

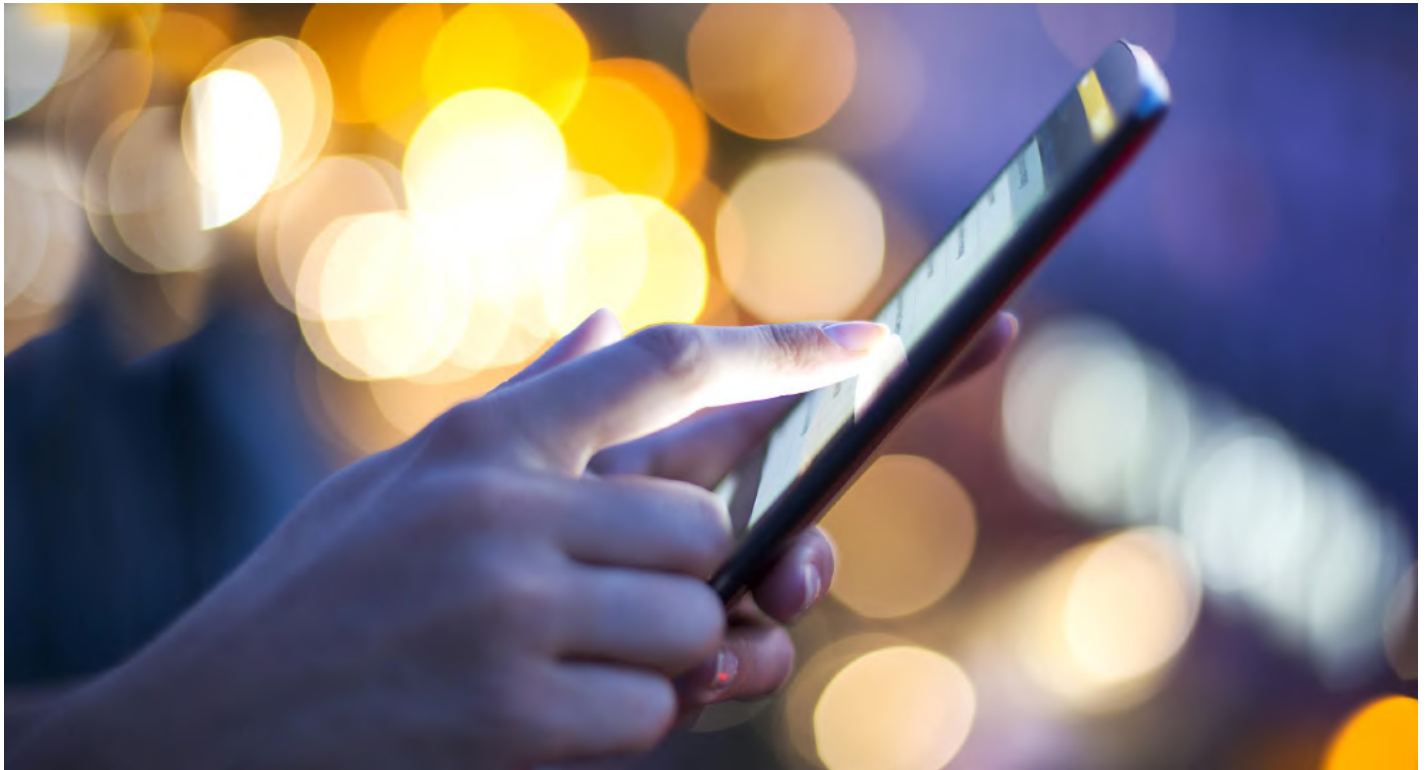
In UAE, there has been a surge in the rise of on-demand mobile app services such as food delivery apps, grocery delivery apps, laundry apps, pharmacy apps, and other similar services.

Along with these businesses, there have been other trends on the rise associated with mobile apps. In this edition of the magazine, we will take a look at those trends.

We have 3 articles mobile app trends in this issue. Firstly, we will discuss the top business ideas for mobile apps in UAE this year. These business are guaranteed to make you a fortune provided you build the right mobile app for it.

Next we have the top 8 trends that will shape the mobile app development scenario in 2021. This includes trends like foldable phone apps, wearable apps, IoT, Blockchain among other top trends.

Finally, we have the latest UI/UX design trends for 2021. If you own a mobile app or website, it is important to keep up with these design trends.



23 15 TRENDY MOBILE APP IDEAS FOR UAE BUSINESS OWNERS IN 2021

We're here to facilitate your market research by suggesting the best trendy mobile app ideas for UAE business owners in 2021.

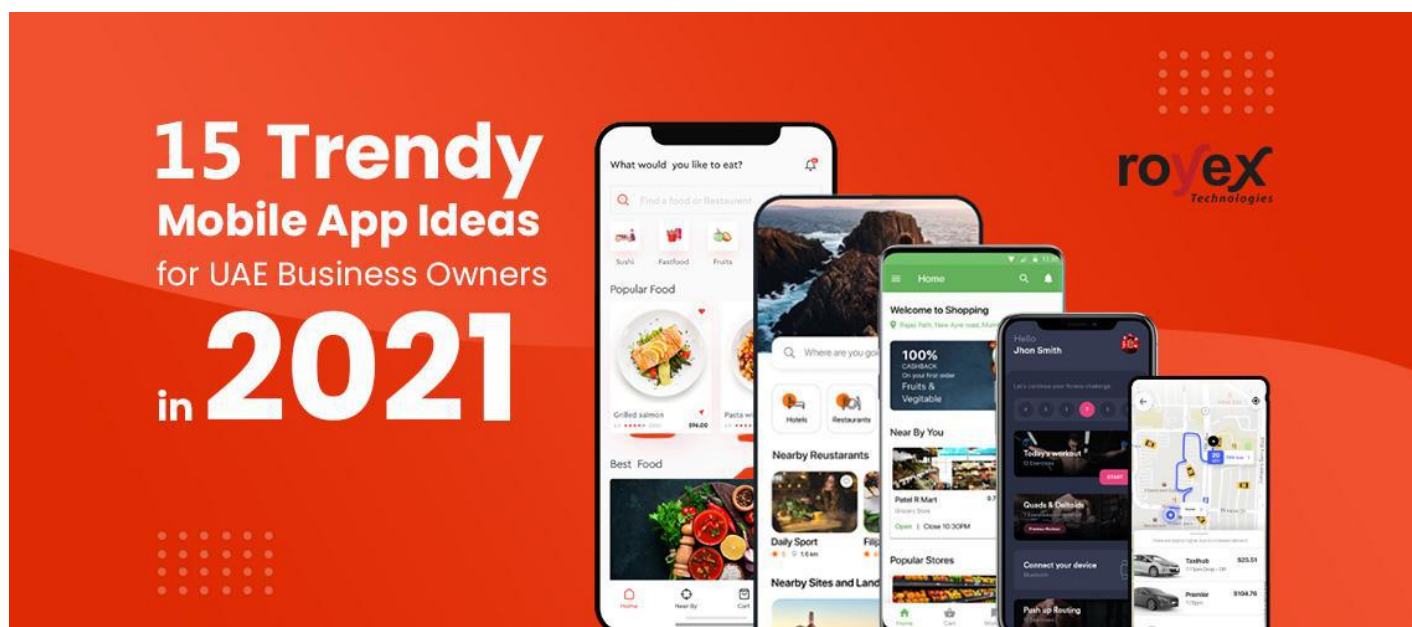
32 11 LATEST UI/UX DESIGN TRENDS THAT WILL REIGN IN 2021

Using engaging, trendy, and aesthetically pleasing UI/UX designs can run extra miles to persuade visitors to stick to your website for a long session.

27 8 TRENDS SHAPING MOBILE APP DEVELOPMENT IN 2021

Are you ready for the changes in mobile app development in the coming year? Here are the top 8 trends that will shape the mobile app industry in 2021.

15 TRENDY MOBILE APP IDEAS FOR UAE BUSINESS OWNERS IN 2021



Access to the internet has unofficially become one of the fundamental needs. Almost 60% of the total global population use the internet actively. And, it is expected that 72.6% of people will use smartphones to access the web by the end of 2025.

These numbers are even more striking in the UAE. 92.17% of the total UAE population are mobile internet users who spend 3 hours 55 minutes per day on average using the internet on mobile phones. It is indeed more sensible to launch a mobile app in the UAE than anywhere else.

Particularly, if you target Dubai, the rest of the United Arab Emirates region will follow. Before developing a mobile app and opening a startup, you must identify your audience, understand their needs, come up with a feasible plan, and finally choose a mobile app development company in Dubai.

We're here to facilitate your market research by suggesting the best trendy mobile app ideas for UAE business owners in 2021. You can achieve your business growth goals easily by following the right trend that matches your interest and expertise.

Every great app was once just an idea. They became a reality with adequate support, proper nourishment, and the use of available resources. Once you have the idea, you'll find the gateways to actualize it. Have a close look at the following mobile app trends to generate ideas.

“ 92.17% of the total UAE population are mobile internet users ”

1. Cooking Recipe App

Cooking is a necessity, but if you start to love the charm of cooking, it'll become a source of pleasure. It's boring to cook and eat the same food daily. That's why cooking enthusiasts look for new recipes to try and make adventures in the world of various delicious dishes. You can make use of the growing interest of people in cooking. A cooking app comprising different recipes and instructions in text, audio, or video form can reach a broad audience easily.

2. Tourist Apps

The travel and tourism sector has seen a significant rise over the past few years. People now spend lavishly to have new experiences in new places. Moreover, this is no more confined to vacations and holidays. Visitors come to tourist destinations for recreation, pleasure, and relaxation around the year. It is estimated that the number of tourists in the UAE will increase to 20 million this year. An app with details of tourist places, hotels, and restaurants can solve this problem.

3. Car Parking Space

Almost 1.85 million registered vehicles run along the streets in Dubai. The number is even greater for the entire UAE. When people go out with their cars, they need to park them in a safe place. An app can help you find available parking spaces in the nearest place to you. The app can use GPS, traffic analysis data, and other users' data to provide an effective solution. With the growing number of cars, this type of app has the potential to stay trendy in 2021.

4. On-Demand Car Cleaning

Almost 300 thousand vehicles are bought every year in the UAE. That implies that all these cars need maintenance to work properly and look like new. You can cash in on this need for car maintenance and washing services. Create an app that provides expert car mechanics and cleaner on demand.

5. Effective Cost Management

It's not wise to spend money extravagantly. Most UAE citizens are likely to waste money and lose track of their monthly expenses. It's really tiresome to keep track of their spending manually, and they won't do that. But they will give in if you provide them with a smart app that can digitally calculate their expenses with the minimum required input.

6. Flexible Job Opportunities

Though Emiratis don't have to work hard for a living, they might be interested in working if the job is flexible, devoid of strict office time. If they can work staying within their comfort zone and get paid a handsome amount, they'll surely give that a try. Build an app that can provide circulars of flexible job opportunities. This will also help expatriates living in the UAE to find suitable jobs for them.

7. Grocery Home Delivery

Even in lockdown situations during the COVID-19 outbreak, people had to visit grocery stores for daily necessities. Grocery home delivery services are becoming popular in every country. One can choose essential items, place orders, pay, and wait for the delivery for 30-40 minutes. You should make multiple payment methods and delivery options available to reach a wide range of customers. Grocery delivery is one of the top trendy app ideas for 2021 for sure.

8. Skill Development App

Learning new things is fun. It will enhance your skills. People are more prone to learning soft skills like communication, positivity, social skills, cover letter writing, CV writing, etc. Besides, professional skills like website development, graphics design, and the like can be learned through skill development apps. You can also integrate online courses, motivational videos, live lessons, and certification exams into your online education app.

9. AR-based Ecommerce Store

Ecommerce apps are trending for the last two years, and the number is increasing more due to the pandemic. You have to come up with something unique to stand out from your competitors. Introduce try-on filters based on AR Tech. Prospective buyers can experience your products virtually through a screen in their real-life environment. Ar-enabled ecommerce stores are the next big thing, it's prime time to contact an ecommerce site development company in Dubai to launch your dream app in 2021.

10. Live Sports Score App

Football is the most popular form of sport in the UAE. Other popular sports are Cricket, Jiu-Jitsu, Tennis, Cycling, Golf, Badminton, Basketball, Camel Racing, Ice Hockey, Falconry, Sandboarding, and Motorsports. You can develop an app that specializes in any of them, a few of them, or all of them. Showing live scores is the easiest way, but if you can integrate live streaming that will surely bring you tremendous success.

11. Restaurant Recommendation App

Food delivery apps were extremely popular in 2020, and this trend is in the same direction in 2021 as well. We recommend you try something a little different. Focus on suggesting quality restaurants in a particular locality with good food and sincere service. Try to partner with those restaurants and let users avail themselves of coupons provided by your app to get a discount on their order for takeaway, dine-in, or home delivery. This is just a slight modification made to the conventional food delivery apps.

12. Home Delivery App

A large number of business owners don't have a delivery service of their own. Rather they depend on third-party delivery service companies. This business is expanding more and more encompassing grocery delivery, medicine delivery, food delivery, courier, and parcel delivery services. You can start a home delivery service that does all kinds of delivery activities. This business has great potential to dominate in the coming days.

13. Scheduled Task List

In this fast-paced world, everyone is super busy with their lives. It's really tough to remember what you're supposed to do throughout the whole day. A to-do list can help you sort out your tasks based on importance, priority, deadline, and other parameters. You can build an app that will work as a personal assistant and provide users with a scheduled task list.

14. Food Management App

Sadly enough, 38% of the food prepared in the UAE is wasted daily. This number increases to almost 60% during Ramadan. Most UAE citizens are rich, but a few are living in poverty too. Besides, most expatriates live a miserable life in the UAE. If you can build an app that can connect the needy people with the people who have a surplus of food, it will benefit both parties. By using this app one can distribute extra, untouched food among those people who actually need them.

15. Home Delivery App

A large number of business owners don't have a delivery service of their own. Rather they depend on third-party delivery service companies. This business is expanding more and more encompassing grocery delivery, medicine delivery, food delivery, courier, and parcel delivery services. This business has great potential to dominate in the coming days.

8 TRENDS SHAPING MOBILE APP DEVELOPMENT IN 2021



Mobile technologies are a constantly emerging medium for our most innovative business concepts to be implemented on. They allow user engagement at a different level, create deeper brand partnerships and present them in the current digital environment, which is becoming much more mobile today. Advancements in technology, customer demands, and a broad variety of other influences have a significant effect on developments in smartphone applications.

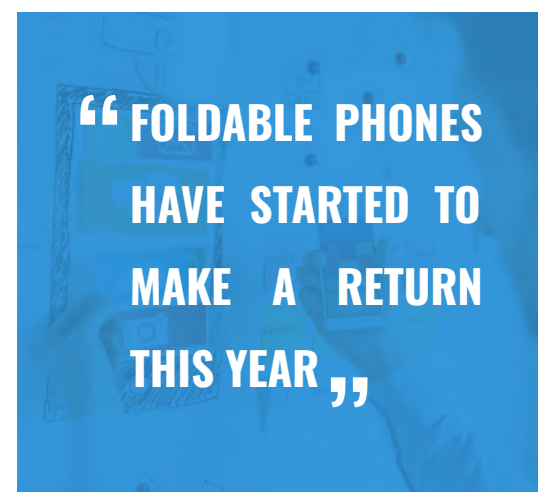
Are you ready for the changes in mobile app development in the coming year? Especially for a Mobile app development company based in Dubai, it is extremely important to keep track of the latest developments in this arena. So without further ado, here are the top 8 trends that will shape the mobile app industry in 2021.

Apps for foldable phones

In the past decade, phones have obviously improved. The industry has been taken over by touch screens with one to two keys.

Over the last few years, though, foldable phones have started to make a return. Foldable smartphones including the Samsung Galaxy Fold, the Huawei Mate X, and the latest Motorola Razr were launched in 2019.

Depending on user preferences, these smartphones fold to compress or extend the screen size.



A user could make a call with the system closed, for example, but watch a video by unfolding the device on a larger screen.

From an app creation standpoint, whether creating or upgrading an app, resellers and content producers need to account for these products.

The theory is that when the screen folds or expands, an app can seamlessly change its display.

Foldable devices right now are only a sliver of the global market share of smartphones. In the following years, though, everything will shift. 17 percent of iPhone users and 19 percent of Android users are enthusiastic about purchasing a handset with a foldable design, according to a 2019 survey by USA Today.

In 2019, there were approximately 3.2 million foldable phones delivered. It is projected that by 2022, this projection would hit 50 million units. 2021 would be a major year for foldables in order for the development to happen, which ensures that software developers must prepare accordingly.

Apps for Wearable Devices

For years now, wearable technology has been trending upward. This isn't really a breakthrough in the sector. For some time now, we've seen smartwatches, trackers, and workout bands.

Yet the maximum potential is yet to be met by wearable gadgets. Although we're not seeing a staggering year-over-year leap, development is still steady. The trend for wearables has changed and will continue to change the way mobile applications are made.

While we're not seeing a staggering jump year-over-year, the growth is still steady. The wearables trend has changed and will continue to change the way that mobile apps get developed.



Did You Know?

- Number of mobile applications downloaded stands at 25 billion worldwide.
- There are 9.74 Million active mobile social media users in the UAE.
- Signal is the most popular app in the UAE, followed by Telegram.
- By the year 2021, mobile app market revenue is expected to reach \$693 billion.

For instance, Apple made a big announcement about wearables and app integration at WWDC 2019. The new watchOS 6 has brought the Apple App Store to Apple Watch. Independent apps are being built specifically for these devices. This has created an enormous opportunity for app resellers and content creators.

In 2021, more mobile apps will be made with wearables in mind. Users will be able to download tens of thousands of apps directly from their wrist.

Stand-alone applications are being developed especially for these devices. For app resellers and content developers, this has generated an immense incentive. More smartphone devices will be produced with wearables in mind in 2021. Tens of thousands of applications can be accessed directly from your wrist by users.

We're really starting to reach the surface of smartphone app convergence and wearables. In this category, the coming years would be crucial.

IOT Integration

The IoT is far from being a new idea. But the increase of smartphone adoption through a vast variety of markets and categories has created the Internet of Things with almost infinite possibilities.

The IoT represents the growing network of Internet-connected gadgets, giving customers ease and automatic power. A prime illustration of the growth in IoT and smartphone app creation is smart home technology.

To change the thermostat in a house from a remote spot, lock or unlock a front door and link to home monitoring devices, smartphone applications may be used. Mobile applications may also be linked to refrigerators and other kitchen appliances.

It is estimated that the global demand for the Internet of Things will hit \$194 billion in 2020. Of that estimate, \$143 billion would come from tech, including smartphone applications.

5G

5G's rollout would have a significant effect on app trends in 2021. This technology is ready for developers, resellers, and designers to transform the way applications are used and made.

There were nearly 15 times more 5G connections in 2020 than in 2019. By 2021, these connections will almost quadruple. For mobile app growth, what does this mean?

Speed and performance are going to increase dramatically. In reality, 5G, while growing network quality and traffic volume, is projected to offer a 10x decrease in latency.

5G can be up to 100 times better relative to 4G, depending on the provider of the cell network.

In the end, the 5G penetration would improve the functionality of smartphone applications. This would encourage developers to create new functionality to applications without impacting the output of the product adversely.

At the research and production phases of developing an app, developers and mobile app resellers can also utilize 5G network speed.

AI and ML

Automated face recognition is no longer a tool to simplify portrait-making, it has become a norm. One of Snapchat's drivers of performance was automated filters and funny stickers. As machines can identify photos and process the natural language, a more and more increasing trend would be placing the AI-powered features in applications.

Depending on the context, AI implementations differ. It could be a feature of speech recognition, smart filters added to the sensor, or even an automatic assistant setting up the camera until a picture is taken. Among the most well-known examples of AI-powered mobile apps are Apple's Siri and Google Assistant, but there are countless possibilities for integrating AI in custom mobile app creation.

Royex Technologies specializes in AI solutions for mobile apps and websites and is one of the top rated mobile app development companies in Dubai.

Dapps and Blockchain

Blockchain technology is most notable for being the infrastructure that drives cryptocurrency, with bitcoin being the most famous one. A decentralized ledger, which is hijacking-resistant and fraud-proof, is the key philosophy behind it.

Through creating the tokens used in authorization, blockchain technology may be used to encrypt transfers or connect the network. No one will be able to change the information documents to achieve illegal access by decentralizing the database.

The technology is typically only used in the sense of cryptocurrencies, but it varies with the attention of tech giants. Microsoft has also released its blockchain-based platform named Coco, which seeks to accelerate the penetration of blockchain in the business field and can become a kickstart for the creation of blockchain-based personalized smartphone applications.

AR and VR

AR and VR also revolutionized how smartphones function, from AR apps to social media or enterprise apps. We will see more growth of this technology this year through application creation.

In comparison to virtual reality, AR attempts to improve our own world's environment rather than encouraging the individual to join the latest one. In diverse sectors, from beauty and design to furniture and services, AR has a tremendous opportunity to be used.

In 2021, developments in app growth in diverse fields such as healthcare, innovation, real estate, retail and others are predicted to be revolutionized by augmented reality.

Another smartphone app theme in 2021 is virtual reality. The word virtual reality is widely used to characterize representations of environments that are both challenging and costly to construct. Space simulations for explorers, human body anatomy simulations for medical schools, and other related cases are examples of these simulations.

The VR software has expanded to corporations as well. It will help them replicate what their buyers would see as a specific product. Since consumers prefer using their cell phones to link to the Internet, enterprises need to provide their own mobile applications incorporated with VR technologies to provide their customers with this experience. 2021 is the year that more of these applications will be launched.

Mobile Wallets

Mobile payments are a fascinating trend, not just from the point of view of merchants and payment processors. It is all about getting consumers happy with mobile device payments. The rate of usage of electronic payments vary. 13 percent of American smartphone consumers claim to use Apple Pay, 24 percent use Walmart Pay, 5 percent state they use Samsung Pay, and 7 percent use Android Pay, found from a survey conducted.

Provided that Walmart Pay is used by 24% of surveyed individuals, mobile wallets are a fantastic tool for offline stores searching for ways to keep consumers loyal and make their shopping more convenient. The mobile wallet not only deals with offline transfers, it can also be used to fuel rewards services.

11 LATEST UI/UX DESIGN TRENDS THAT WILL REIGN IN 2021



Electronic device screens are getting bigger each year. And the viewer's attention spans are getting shorter. According to Microsoft, internet users have shorter attention spans than goldfish. The only way to hook visitors and reduce the bounce rate is to optimize your mobile app or website as per the best practices.

Using engaging, trendy, and aesthetically pleasing UI/UX designs can run extra miles to persuade visitors to stick to your website for a long session. You need to comply with UI/UX design trends to outperform your competitors and build a powerful presence in 2021.

1. Use of Motion Graphics

Visual representation is more easily perceivable than a clutter of texts. Since everyone on the internet is used to watching visual information across social media and ecommerce platforms, you are left with no choice but to adopt motion graphics and animation in UI and UX designs for 2021.

Well, while motion graphics can add great value to your websites, too much of them may distract your visitors. And you may end up with a good number of visitors but very few conversions.

**“ MOTION GRAPHICS
CAN ADD GREAT
VALUE TO YOUR
WEBSITES ”**

2. Interactive Voice User Interface (VUI)

2021 may see an expected spike in the integration of voice-based user interfaces in mobile applications and websites. It will be an effective way for users to reduce screen fatigue and use hands-free devices. Microsoft, Google, Apple, Amazon, Facebook, etc. renowned organizations have already introduced voice assistance interfaces to their users.

The number of smartphone users is increasing exponentially each day and each phone is equipped with a built-in microphone. That makes it even more convenient to use interactive voice UI for users. The next generation of UI/UX designs will talk to people.

3. Enhanced Security with ID Authentication

Face unlock and fingerprint sensor technologies are not new features anymore. But they're still relevant in 2021 to authenticate your ID for an app or a website. Especially, mobile apps are more likely to face hack attacks.

That's why security is a great concern for users. You can implement an attractive UI design on the security and authentication pages, including facial unlock, fingerprint sensor, and other authentication methods.

4. Immersive 3D Effects

2D pictures and effects are age-old now. You have to give space to 3D visuals to engage viewers with more information and provide an amazing user experience. The increasing demand for 3D elements will continue in the future too. Immersive 3D effects build a bridge between real life and virtual space.

These attractive visuals can motivate prospective customers to continue browsing your site and hence increase session duration. Don't forget to optimize your site to increase load time. A slow website augmented with eye-pleasing 3D effects will do no good to your business.

5. Energy-Efficient Dark Modes

Dark modes are becoming more popular for mainly two reasons, they're friendly to the eyes in low-light situations and they save battery life. On top of that, they look really cool and complement other design elements of the UI. Almost all reputable websites now offer dark themes for the users. The elegant, stylish, and modern looks of dark themes are also effective in reducing screen fatigue. Before integrating a dark mode, make sure that none of your design elements or texts are compromised when switched to the dark theme.

6. Blend of Photos & Graphics

You have to come up with innovative ideas to impress users. A well-designed combination of graphics and photographs can add a new dimension to the UX/UI design of your website. This trend was on the rise in 2020 and it's obvious that 2021 will be no exception. You can flaunt your creativity and create state-of-the-art designs by merging graphics and images together. You can easily add extra personality to your brand with such designs, taking professional help from a website development company in Dubai.

7. UX/UI Typography & Microcopies

The use of beautiful, sophisticated typography in UI and UX designs is increasing rapidly. Bold fonts, unorthodox typefaces, and compatible colors all together can create amazing designs and play a pivotal role in delivering information artistically. It adds a modern touch to app and website designs. There is a wide range of typefaces available for use. Flaunt your creative entity with a less extravagant font so that users don't feel overwhelmed by the designs and miss out on your products and services.

Copywriting has become an integral part of UX design nowadays. These microcopies not only enrich the user experience but also promote the brand to a great degree. You can connect well with your audience with microcopies written in excellent typography. So, implement a UX writing based design keeping your products and services in mind, maintaining brand consistency.

8. Abstract UI/UX Designs

Abstract elements always have great appeal when it comes to designs and paintings. The same goes with UI and UX designs too. But abstract UI/UX designs are most effective for technology-related applications, hardware, server appliances, and production-oriented websites. Hyper-realistic animations, volumetric illustrations, and other abstract data visualizations create a sense of depth and authenticity.

9. Use of Experimental Colors

The choice of colors varies from person to person. People are using vivid colors, monochrome, neon colors, retro colors, and more in UI and UX design. This trend of using experimental colors will continue in the coming days too. You can express vibrant colors while numerous websites are using minimalist designs. Try new things so you can take space in the memory of the visitors. After visiting a lot of websites, they should be able to differentiate you from others.

10. VR & AR Trend in UI

The rise of virtual reality and augmented reality technologies have come into serious effect just a couple of years ago. Now that we're working from home and most people are shopping online, VR and AR are more relevant than ever. They allow users to experience virtual things in real-time in a real environment. Maybe in 2021, we'll experience the record-breaking development of these technologies. Though these may increase your development time and cost, you should make use of VR and AR in your business if you can afford them.

11. The Return of Real-life Images

While everyone else is using sophisticated designs, you can stand out with the help of real-life pictures, realistic textures, contours, and grain. These close-to-real pictures can build a personal connection with the visitors. Overuse of illustrations, 3D, and motion graphics may soon seem to be tiring to all. The use of real-life pictures has a great chance to come back in 2021.

CLOUD & SECURITY

Cloud Tech, Developments, and Security tips and breakdowns



Since cloud computing is such a hot topic now, those interested in it want to find the latest news and information related to the cloud. Robust cloud security is imperative for organizations making the shift to the cloud. Threats to security are continually changing and getting increasingly advanced, and cloud infrastructure is no less at risk than an on-site environment.

Cloud security provides benefits such as centralized security, reduced costs, reduced administration, and increased reliability.

When we move our devices, data centers, business operations, and more to the cloud, cloud data protection becomes exceedingly essential. Ensuring the security of quality cloud data is accomplished by robust protection procedures, a corporate security culture and strategies for cloud protection.

In this edition, we are introducing two articles for cloud and security. The first article explains about AWS re:Invent 2020, which is an annual event where all the innovative services and improvements are made by the AWS team.

In the second article, we take a look at the various cyber security threats faced and how we should deal with it.



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AWS re-invent 2020- what's new

It is here at last! AWS re:Invent is an annual event where all the innovative services and improvements they have been working on during the year are laid out by the fine people at AWS.

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Cyber security and what we should do in 2021

Attacks are growing not only in numbers but in efficiency as well. Cyber threats are becoming more frequent and complex with technology. You should be aware of the cyber-security developments in 2021.

AWS RE-INVENT 2020- WHAT'S NEW



It is here at last! AWS re:Invent is an annual event where all the innovative services and improvements they have been working on during the year are laid out by the fine people at AWS.

We're happy to say that we've seen some long awaited enhancements and some amazing new updates to some key AWS services.

We're going to sum up all the big announcements from Jassy's 3-hour long keynote in this blog post. it's available through pre-programmed re-broadcasts on the AWS re:Invent web portal (registration required). Keep on scrolling if you're only searching for a summary-you've found the right spot!

The annual re:invent conference organised by AWS this year was virtual, free and lasted three weeks. AWS unveiled innovative features, enhancements and cloud services during several keynotes and sessions. The official announcements concerning computing, databases, storage, networking, machine learning and development are reviewed below.

“ The annual
re:invent
conference
organised by AWS
this year was
virtual and free ”

Amazon DevOps Guru

What's that?

It has been defined by AWS as a new machine learning-powered operations service that makes it easier for developers to improve the availability of applications by detecting operational problems automatically and providing customized feedback and detailed remediation actions.

How is it working?

In order to automatically capture and evaluate data such as application metrics, logs, incidents, and traces to detect activities that deviate from systematic management patterns (e.g. under-provisioned processing power, over-use of database I/O, memory leaks, etc.), it integrates machine learning guided by years of Amazon.com and AWS operations. As Amazon DevOps Guru detects anomalous application behavior (e.g. increased latency, error rates, resource constraints, etc.) that may cause possible outages or service disruptions, it informs developers through Amazon Simple Notification Service (SNS) and partner integrations such as Atlassian Opsgenie and PagerDD with problem information (e.g. resources involved, issue timeline, relevant events, etc.) It will also spit out particular remediation suggestions.

How is it helping?

Developers may use Amazon DevOps Guru remediation tips to reduce the time to fix problems when problems occur. With Amazon DevOps Guru, there are no upfront costs or obligations, and customers just pay for the analysis of Amazon DevOps Guru results.

AQUA (Advanced Query Accelerator)

What's that?

AWS announced AQUA (Advanced Query Accelerator) for Amazon Redshift, AWS Glue Elastic Views and Amazon QuickSight Q, three new analytics capabilities that the company says improve Amazon Redshift data warehouse efficiency, make it easier for people to transfer and integrate information throughout data stores, and make it easier for end users to get even more value from their business information.

How is it working?

With a new hardware-accelerated cache that carries the computer to the storage and provides up to 10 times better query output than any other cloud data warehouse, AQUA for Amazon Redshift speeds up querying, with general release arriving in January 2021.

AWS Glue Elastic Views lets developers construct applications with materialized views that use data from various data stores that automatically integrate and duplicate data through servers, data warehouses, and databases.

How is it helping?

Amazon QuickSight Q provides Amazon QuickSight with a machine learning-powered capability that allows users the ability to use natural language expressions in the Amazon QuickSight Q search bar to ask business questions and receive high precision responses in seconds.

AWS announces Mac instances for Amazon EC2

What's that?

For Amazon Elastic Compute Cloud, AWS announced new Mac instances (EC2 Mac instances) (Amazon EC2). EC2 Mac instances, based on Mac mini computers, enable customers for the first time ever to run on-demand macOS workloads in the AWS cloud. Developers developing apps for iPhone, iPad, Mac, Apple Watch, Apple TV, and Safari can now provide and navigate macOS ecosystems within seconds with EC2 Mac instances, dynamically scale capability as necessary, and benefit from the pay-as-you-go pricing of AWS.

How is it working?

This offers developers additional options so that they can use Mac as their trusted platform, on-site or in the cloud. The architecture of cross-platform Apple, Windows, and Android applications on AWS can also be consolidated by consumers, contributing to improved developer efficiency and improved time to market. Customers can easily use EC2 Mac instances along with AWS services and features such as Amazon Virtual Private Cloud (VPC) for network security, Amazon Elastic Block Storage (EBS) for expandable storage, and Amazon System Images (AMIs).

The usability of EC2 Mac instances often offloads the heavy lifting to AWS that comes with infrastructure management.

How is it helping?

In the US East (N. Virginia), US East (Ohio), US West (Oregon), Europe (Ireland), and Asia Pacific (Singapore) regions, EC2 Mac instances are available to be bought on demand or with savings plans, with other regions coming soon.

New Graviton c6gn instances

What's that?

Graviton is taking on AWS to create their own CPUs. Jassy himself stated that on their EC2 side, he did not anticipate the amount of interest they had seen in this chip.

How is it working?

Jassy confirmed today the c6gn series of EC2 instances that provide 100 Gbps network bandwidth, 38 Gbps EBS (Elastic Block Store Bandwidth), network enhancements, and a price/performance model that is more attractive. This is a major step up (over 4x more output in some instances!) from the classic c6g instances.

How is it helping?

To match your operational needs, C6gn instances will be available in a range of sizes. These examples are likely to be available in the second half of this month (December 2020). AWS Graviton2-powered instances of C6gn, a compute-heavy instance that the company said could provide 100 Gbps networking efficiency over equivalent current generation x86-based instances, and provide 40 percent better price performance. For cloud-native applications, Graviton2 is configured and is based on 64-bit Arm Neoverse cores and a customized AWS-designed chip framework.

CYBER SECURITY AND WHAT WE SHOULD DO



"Ask any expert in IT security and you will get the same response. One of the biggest obstacles to cybersecurity is the human element, which makes knowledge of cybersecurity more important than ever in our mobilized, advanced society.

When the year comes to a close, each of us in the information security industry will stop worrying about what we learned and take a moment to focus on. Then, with that in mind, we will be moving forward and looking hard at what we want to see this year.

Cybersecurity is a constantly changing game of wits where hackers and defenders tend to overstretch each other. Staying up-to - date with the latest cybersecurity developments is not only beneficial; it is crucial for those concerned.

Large-scale violations of data still make it to the headlines – including attacks by Facebook, Toyota, Microsoft and the American Medical Collection Agency this year. Yet the attacks are less targeted—with hackers specifically targeting more small businesses and customers. Last year saw a 50 per cent rise in the number of data theft from four years earlier. TechRepublic states that this year alone, more than 3,800 data breaches hit organisations.

You should be aware of the following cyber-security developments in 2021:

“ One of the biggest obstacles to cybersecurity is the human element ”

Cybersecurity investment will increase further

Global security expense is forecast to reach \$128 billion by 2020. Nevertheless, the 2019 Global Endpoint Security Trends Report published by Absolute shows that increased spending alone can not ensure better security. The report notes that 70 percent of the breaches came from it, despite 24 percent of total cybersecurity spending going to endpoint security. In endpoint device procedures the false sense of security and complacency led to more holes and vulnerabilities

Then, focus on getting the company organized and updated. The skills gap in cybersecurity remains the way it was 3 years ago. Dark Reading highlights that there is a shortage of cybersecurity workers in around three quarters of organisations.

However, a Burning Glass Technologies report states that the increase in job posts addressing cybersecurity-related skills has far outpaced the growth in graduate numbers.

That's despite a lot of people studying the many forms of cyber security. Udemy currently has over 926,000 students studying cybersecurity courses which is a clear indication of knowledge demand. Organizations need to invest more in systems on risk assessment that concentrate on knowledge transfer and skill development.

Evolving Phishing World

Hackers are creating ever more advanced phishing techniques, pretending to deceive users as respectable organizations or recognizable persons. Email will tend to thrive as the most common form of phishing, but mobile threats are on the rise and phishing attacks happen via sms (smishing) and over the phone (vishing).

Although phishing isn't new, intensity of these types of cyber breaches is rising. According to a survey by AIG, Phishing has topped ransomware as the top cyber insurance claim, responsible for roughly a quarter of all claims.

BYOD Boosts workplace, but at a high price

Further workspaces allow the use of personal devices for work, provide remote work flexibility, improve efficiency and lower costs. Yet bring-your-own-device (BYOD) includes increased risk of data leakage, malware infection, and vulnerability disclosure due to lack of system integration.

To keep up with this cybersecurity trend, technology administrators are now under the pressure of additional IT infrastructure. BYOD certainly won't go away any time soon, but the cyber risks will continue to increase. The development of BYOD policy processes and protocols will help find a happy medium between risk and reward.

More CISOs Take a seat at the table

Of all developments in cybersecurity, this one might just be our personal fave. While we've seen an increase in the popularity of the CISO in the last few years, the amount of CISOs in the boardroom is finally catching up. CISO's stronger relationship with the official forms of cybersecurity is at the center of the board agenda.

Growing protection and privacy issues stem regulatory pressure

The last few years have seen a sharp increase in security and privacy regulations and there are no signs of slowing down this development. Grey areas in enforcement are driving the demand for more regulation – from both consumer and business.

In reality, US technology firms from the Business Roundtable wrote a statement urging congress to formulate a complete consumer data privacy law. The letter was signed by 51 CEOs from major tech companies including Amazon, IBM, and Salesforce. It shows that consumer trust is becoming a concern following large scale data violations.

Surge in attacks by Ransomware targeting local governments

More than 55 cities and towns have been infected with ransomware so far this year. These attacks strain budgets of local governments responsible for social facilities and may cripple such agencies and municipal bodies. Such events highlight the need for local governments to invest in technology with the same urgent strategy as private sector investors.

Cybersecurity Automation Strengthen the efficiency of security staff

Automation moves in to give cybersecurity a hand. Automation has been found to increase productive capacity and increase the ability to manage vulnerabilities at higher speeds in a sector plagued by high turnover rates and a lack of expertise. Automation can never replace human workers, but it can add another security layer and prevent failures.

Cyber Warfare Threats Increase

At a global scale, with state-sponsored cyber warfare attacks that can invade electricity grids and nuclear programmes, DDoS attacks that can disrupt public infrastructure, and social manipulation attacks that can be used to hack networks and spread disinformation, we are seeing a increasing challenge to nations and their cultures and societies.

Another aspect of cyber warfare that is especially concerned is that it may become difficult to trace the origins of the attack and decide if the perpetrators are either state-sponsored or lone actors.

We also have no hindsight advantage to show just what security risks we will face in 2021. The hyper-connected world today provides more opportunities for cyber criminals and through the IT ecosystem is a potential target: on-premise networks, cloud, mobile devices, and IoT devices. But it's forewarned: using advanced intelligence threat to drive centralized security infrastructure, companies of all sizes will automatically defend themselves from coming attacks.



We Are Cost Effective

At present we have three offices, our office for Sales & Support is in Dubai, and two other offices in India and Bangladesh that oversee design and development. We employ over 50 people across these three locations.

By maintaining the minimum number of employees in Dubai, we are keeping our cost and price lower than other companies. Even so, because our support team is in Dubai, our customers can enjoy face to face meetings and explain their vision clearly. This is how we provide great service with a minimum cost.

Moreover, our online support system can provide our clients with trackable support. To further streamline our customer support and client comfort we provide our clients with warranty against bugs and errors.

Who Are We

Royex Technologies is a **website** and **mobile app** development company in Dubai that provides mobile app, web and design solutions for small, medium and large-scale companies. We have developed and successfully delivered more than 300 projects to date for our clients in Dubai, UAE and other Middle East countries.

We Are in Three Countries with Four Offices

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