

Discover Montevideo:
Latin America's
Gateway to Growth
and Good Living

From Zero to
Billion Users:
**The TikTok
Revolution**

Top 10
**Man Made
Wonders**
of the World

**KINGSLEY
EZE** | CEO
Tenece Group

DELL'S *Most Trusted*
Provider for **STORAGE**
SOLUTIONS in Business

Harnessing AI for
Storage Efficiency: **TENECE PROFESSIONAL
SERVICES** and Dell's Collaborative Innovations

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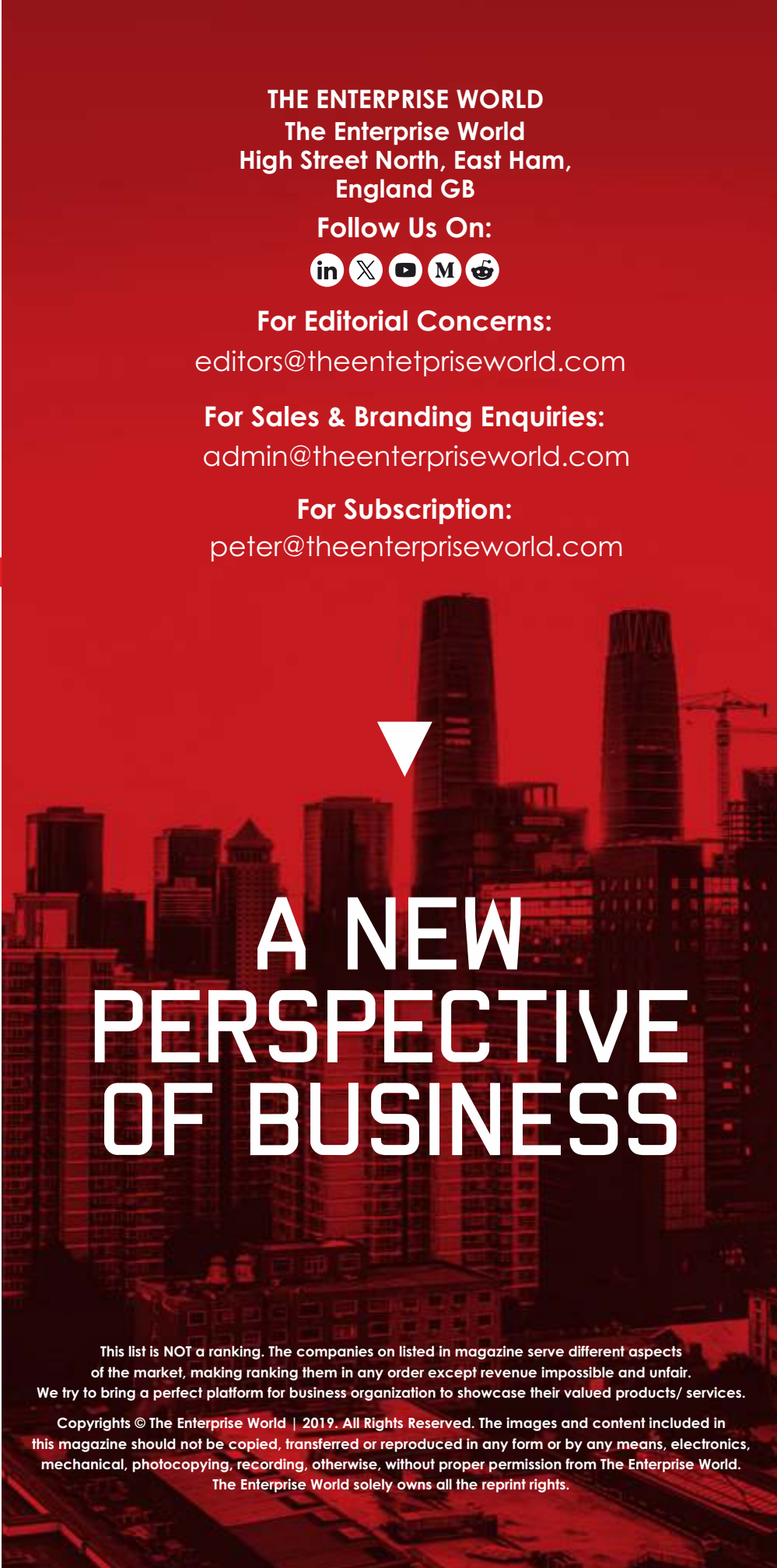
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A NEW PERSPECTIVE OF BUSINESS

This list is NOT a ranking. The companies on listed in magazine serve different aspects of the market, making ranking them in any order except revenue impossible and unfair. We try to bring a perfect platform for business organization to showcase their valued products/ services.

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FROM EDITOR'S DESK

In today's data-driven world, storage has transcended its traditional role to become a strategic imperative for organizations worldwide. As data volumes explode, the challenge of managing and optimizing this invaluable asset intensifies, pushing costs ever higher. This is where firms like **Tenece Professional Services**, in collaboration with industry giants like Dell, are carving a niche, leveraging cutting-edge solutions to transform data management.

Tenece's approach, spearheaded by **CEO Kingsley Eze**, is a masterclass in strategic IT partnership. Recognizing that effective data management goes beyond mere hardware, Tenece champions a holistic strategy, blending AI-driven optimization with a deep understanding of client needs. Their focus on improving storage efficiency and reducing costs is a direct response to a critical business pain point.

Beyond technical expertise, Tenece differentiates itself as a trusted advisor. In a market saturated with vendors, Kingsley Eze's vision of guiding clients through the complex technology landscape is invaluable. Their comprehensive suite of services, from hardware infrastructure to bespoke software development, demonstrates a commitment to tailored solutions. Furthermore, their embrace of managed services allows clients to offload IT complexities and focus on core business objectives.

Eze's journey from financial analyst to entrepreneur underscores a profound understanding of both the financial and operational challenges businesses face. His emphasis on clear communication, strategic roadmaps, and change management highlights a pragmatic approach to technology adoption. In a world where data is king, Tenece, with its intelligent solutions and trusted advisory role, is empowering organizations to not only store data but to truly leverage it for success.



Utkarsh D.

A NEW PERSPECTIVE OF BUSINESS, INDEED!

The Magic We Make

At The Enterprise World, we turn untold business stories into impactful narratives. Our team combines industry insight with creative storytelling to craft engaging features that inspire. We cover leaders and companies across sectors like tech, finance, healthcare, and more—reaching audiences in the Americas, Europe, the Middle East, Africa, and APAC, from startups to global enterprises.



Energy

3E's
that define us



Efficiency



Empathy

The Future We See

We propel forward-thinking individuals and organizations by showcasing their triumphs, transforming accomplishments into a source of motivation and converting latent possibilities into tangible progress.

Energy: Passion is our power source. Every story we tell and every project we deliver is fueled by unwavering dedication. We go beyond expectations—because when energy meets purpose, great things happen.

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Empathy: Behind every business is a human story. We listen, we understand, and we connect. Whether it's a client or a colleague, we build relationships grounded in care, trust, and mutual respect.

How We Power Stories Through Teamwork

At *The Enterprise World*, every impactful story is the result of true collaboration. Behind each feature lies the combined effort of our editorial, design, marketing, and research teams—each bringing their unique expertise to the table. From spotting powerful business journeys to crafting their tone and visual identity, our teams operate as one cohesive unit. Fueled by shared goals, open dialogue, and deep mutual respect, this synergy ensures that every piece we publish is not only informative but creatively compelling and consistently high in quality.

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CREATIONS

武士道

LOYA



*Apparel inspire
creations empower*



ALTY

Loyalty is the 2nd most important thing in life. The **warrior** should always be loyal to his master. The **warrior** should also believe his duty to protect his master is the meaning of life.

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武士道
Bushido
BUSHIDO

the way of the warriors

COVER STORY

Harnessing AI for Storage Efficiency:

TENECE

PROFESSIONAL SERVICES

And Dell's Collaborative Innovations



As Africa's leading technology consulting firm, we deliver cutting-edge solutions that transform businesses and shape the future.”

- Kingsley Eze, CEO Tenece Group

A professional portrait of Kingsley Eze, a Black man with a beard and glasses, wearing a dark blue suit, white shirt, and maroon tie. He is standing in an office with a grid ceiling and fluorescent lights. His right hand is partially visible, pointing towards the camera.

Kingsley Eze
CEO | Tenece Group

Storage has become a critical component of modern IT environments, as data has emerged as a valuable asset. Organizations increasingly rely on data to drive business performance, gain competitive advantage, and enhance product offerings.

As data volumes continue to grow exponentially, so too does the cost of storage. To address this challenge, **Tenece Professional Services** focuses on optimizing data management practices. By leveraging artificial intelligence, Tenece aims to improve storage efficiency and reduce costs. In collaboration with Dell, Tenece is exploring innovative use cases to enhance storage utilization. These initiatives are designed to help customers retrieve data quickly and reliably, while minimizing the risk of data loss.

Kingsley Eze (CEO Tenece Group), a seasoned technology leader at Tenece Professional Services leverages a diverse range of technologies and systems to create tailored solutions for its clients.

Trusted Technology Partner

Beyond technical expertise, Tenece positions itself as a trusted advisor, guiding clients through complex technology landscapes. The company offers a comprehensive suite of services, including hardware infrastructure, network infrastructure, and application services. These services encompass server storage systems, connectivity devices, and support for applications from leading vendors like Dell, Oracle, and Microsoft.

To adapt to evolving market demands and increasing customer sophistication, Tenece has embraced managed services. By assuming responsibility for specific IT functions, Tenece enables clients to focus on their core business while enjoying the benefits of reliable and efficient IT solutions.

Furthermore, Tenece caters to clients with unique requirements by developing bespoke software applications. This allows the company to address niche needs and provide tailored solutions that align with specific business objectives.

Initially, Tenece began as a software development and technology advisory firm, leveraging its intellectual capital to deliver value to clients. As the company grew, it expanded its service offerings to include infrastructure and reseller services, capitalizing on its growing expertise and financial resources.



TENECE'S APPROACH TO CUSTOMER SUCCESS

Kingsley recognizes that vendor-led procurement can be a significant challenge for customers, as they are often inundated with numerous technology service providers promoting their own solutions. This can lead to confusion and difficulty in making informed decisions.

To address this challenge, Tenece positions itself as a trusted advisor, going beyond mere product sales to provide guidance and recommendations. By offering expert advice and suggesting optimal solutions, Tenece helps customers make informed choices that align with their specific needs and budgets.

Furthermore, Tenece emphasizes the importance of a clear journey map, outlining the steps required to achieve desired outcomes. By providing a roadmap, Tenece helps customers navigate the complexities of technology adoption and avoid potential pitfalls.

Another critical aspect of successful technology implementation is change management. While leadership teams June have a clear vision, aligning technology, people, and processes is essential for optimal results. Tenece acknowledges this challenge and works with clients to ensure a smooth transition and minimize disruption.

While the technology landscape has become more transparent, with increased knowledge and resources available, some customers June still face challenges due to a lack of internal expertise. Tenece continues to play a vital role in educating and supporting customers, helping them navigate the complexities of technology adoption and achieve their business goals.



Nnamdi Anika

ED Learning, Innovation
and Talent Acceleration

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MD, Cross-border
Subsidiaries

Optimising Storage for Digital Age

Kingsley Eze's diverse background in finance, technology, and business transformation equips him with the knowledge and skills to navigate the complexities of modern IT environments.

From Analyst to Entrepreneur

Kingsley considers himself very lucky with his career trajectory, which he believes would be considered a dream by many young people. He began his career as a financial analyst at a leading commercial bank in Nigeria before joining Anderson Consulting, which later became Accenture, as a technology consultant. These early experiences honed his skills, especially in financial management, which is crucial for entrepreneurship. Kingsley was well-prepared for financial management, unlike many who June enter entrepreneurship without a solid understanding of money.

At Accenture, Kingsley was exposed to best practices in technology, presentation, and reporting. He realized that possessing knowledge alone is insufficient; one must also be able to present and communicate effectively to colleagues, clients, and partners. These experiences taught him the importance of clear communication in achieving success.

Additionally, Kingsley learned about organizational management, particularly in leading people, which he considers one of the most challenging aspects of business. After leaving Accenture, he worked for renowned Nigerian entrepreneur Tony Elumelu, joining the team that established Elumelu's first holding company. This experience was invaluable, as it allowed Kingsley to apply the financial and consulting skills he had learned in real-world business settings, solidifying his experience as an entrepreneur.

Working with Elumelu's company, Heirs Alliance, gave Kingsley first hand exposure to the challenges businesses face before reaching success. This opportunity significantly boosted his self-confidence and helped him understand the importance of overcoming obstacles behind the scenes.

Fostering a Culture of Innovation

Kingsley Eze's entrepreneurial journey was influenced by the belief that building a successful business requires hard work, perseverance, and dedication. He drew inspiration from the achievements of other entrepreneurs who had built significant businesses without extraordinary circumstances.

To foster a collaborative and efficient work environment, Tenece adopted a flat organizational structure. This approach eliminates hierarchical barriers, encourages open communication, and promotes a sense of ownership among team members. Workflows are designed to be seamless, with teams collaborating across different stages of project delivery. This ensures a smooth transition from pre-sales to delivery to support, minimizing delays and maximizing efficiency.

Tenece's performance management framework further reinforces this collaborative approach. Even back-office teams, such as finance and administration, are held accountable for project delivery. This incentivizes them to proactively support project teams, ensuring timely procurement of resources and efficient operations.

Kingsley's experience in financial analysis, technology consulting, and corporate management has equipped him with the skills and knowledge necessary to lead Tenece's growth. His exposure to best practices and his commitment to a human-centric approach to business have shaped the company's culture and contributed to its success.

COVER STORY

Winning Africa through Local Expertise

Tenece Professional Services has a clear and deliberate vision to conquer Africa, driven by a strong emotional commitment to the continent. As Africans, they recognize that Africa has often been at a disadvantage in global engagements, particularly in sectors like financial services, which is one of their biggest consumers of technology services. For the past 30 years, many technology deployments across Africa have been carried out by international companies that come to implement solutions and then return to their home countries, leaving Africa dependent on foreign support.

While technology skills are geography-agnostic, the cost of bringing in foreign experts for technology deployments has become a significant burden for clients, particularly in an era of foreign exchange volatility. To address this, Tenece Professional Services has introduced an "indigenization" model for technology services. In each region where the company operates, they establish a local presence, staffed by local engineers. In Kenya, for example, the company's operations are managed and run by Kenyan professionals, with similar models implemented in South Africa, Uganda, Ethiopia, and other countries where they have a footprint.

This strategy aims to develop a local talent pool of engineers and software developers to support African businesses, reducing the continent's reliance on imported services and expertise. Over time, Tenece Professional Services believes this will shift the landscape of African technology by encouraging global companies to engage more directly with Africa. Instead of operating from a distance, international businesses will need to establish a presence within Africa, hire and train local talent, and contribute to the development of local industries.

Through this model, Tenece Professional Services is not only aiming for success in Africa but also sowing the seeds of long-term technology growth and development across the continent. By fostering a local talent pool, Africa will no longer be dependent on importing technology services and skills. Additionally, clients will benefit from lower costs by paying for services in local currencies, relieving them from the pressure of sourcing scarce foreign exchange. Tenece Professional Services believes this approach will empower young African professionals, creating a sustainable and promising future for Africa's technology industry.





Strategy for Sustainable Growth

Tenece Professional Services recognizes that the public and private sectors are fundamentally different, each with its unique dynamics. While both are clients, they share few similarities. For instance, if a business is built solely around the public sector, it June face significant challenges. One key issue is the unpredictability of budget fulfillment in the public sector, where budget cycles are not always strictly adhered to. As a result, opportunities in this sector June not materialize, leaving businesses burning resources without guaranteed returns.

In contrast, the private sector tends to be more predictable and disciplined in fulfilling budget cycles. When pursuing opportunities in the private sector, businesses are more likely to see those opportunities come to fruition, ensuring the necessary resources to sustain operations.

Tenece Professional Services advises entrepreneurs to maintain a balanced approach by targeting both public and private sector clients. While the private sector offers more predictable opportunities, the public sector also plays a crucial role in the development of technology infrastructure. If technology service providers focus exclusively on the private sector, the public sector could be underdeveloped, which could ultimately harm the system, as the public sector is responsible for policies that impact private businesses.

Therefore, Tenece Professional Services encourages a healthy mix of clients from both sectors. While private sector opportunities are more predictable and should be prioritized to sustain long-term business success, attention must also be given to supporting the public sector to ensure overall development.



COVER STORY



EXPER
OF
LIFE



SANDBOARDING IN GREAT


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Desert Resort by Anantara

RIENCE
A
TIME

T PLACES, JUST LIKE THIS


ANANTARA
HOTELS · RESORTS · SPAS

UNCOVER THE **SPirit OF ARABIA** WITH OUR **ABU DHABI RESORT**



Discover
MONT

Latin America's Gateway



Montevideo shines as one of Latin America's most peaceful and promising cities, offering a perfect mix of safety, stability, and opportunity. With its relaxed lifestyle, strong economy, skilled workers, and modern infrastructure, it's a great place for families, students, and businesses. From clean beaches and green parks to growing industries and smart investments, it is quickly becoming a top spot to live, work, and build a bright future.

EVIDE

ay to Growth and Good Living

Why Choose Montevideo?

It is one of the safest and most stable cities in Latin America, making it a good place to live and do business. It is in a great location, close to big markets like Argentina and Brazil, and has access to the Atlantic Ocean. The city has many skilled workers, especially in technology, finance, and transport. Uruguay has a business-friendly system with low corruption and easy rules for starting and running companies. It also offers a good quality of life, with clean air, nice beaches, good healthcare, and many parks, making it a calm and family-friendly city. As the country's main economic center, it keeps growing in areas like tech, trade, tourism, and farming.

Key Industries Driving Growth



Port and Logistics: Montevideo has one of South America's biggest ports, handling most of Uruguay's trade. The government is improving it to make it faster and more efficient.

Financial Services: The city is home to Uruguay's main banks and the stock exchange. It's the center for banking and finance in the country.

Technology and IT: The city is growing as a tech hub. Big companies like Tata Consultancy Services have offices here. Skilled workers and low costs make it great for software and tech services.

Tourism: Tourism is important, with visitors enjoying city's beaches, history, and culture. The city gets tourists by plane and cruise ships.

Retail and Real Estate: The city has many shopping centers and stores. Property development is strong, with new homes and offices attracting buyers and investors.

Agribusiness and Food Processing: Farming is big in Uruguay, and this city has factories that process meat, milk, and rice. These products are sold locally and overseas.



Educational Opportunities in Montevideo

The city's educational system is completely based on a secular and mandatory system with free access to education for citizens. You will be surprised to know that Uruguay is the first country in the world to implement the One Laptop Per Child program through the Ceibal Plan, ensuring the connectivity to the content needed for the children who are in the country's public system. The government and private schools have come forward in the education and have divided compulsory eleven years of education into four parts for children between the ages of 4 and 15 : preschool, primary, secondary, and university.

- **Primary Education:** Starts at age 6, lasts 6 years, and requires ID and health documents for enrollment.
- **Secondary Education:** Covers grades 7–12 with general, technical, and career-focused options; validation needs ID and legalized study documents.
- **Tertiary Education:** Includes technical, teacher, and university programs, with study validation requiring apostilled certificates and transcripts.

Why Businesses are Choosing Montevideo

For the companies looking to explore the entry level of Latin America or needing to diversify away from the larger, more volatile economies, the city offers them:

- **Macroeconomic stability:** The city offers steady prices, low inflation, and a reliable financial system. As a result, businesses can expand their reach without big surprises.
- **Regulatory clarity:** The legal system of the city is fair and transparent. Foreign businesses are treated equally; the government supports businesses and sudden rule changes.
- **Talent availability:** Any new startups or growing businesses need young, educated talents who think out of the box. The city has many people who have experience in fields like tech, finance and customer service. Companies can get good talent at a lower cost than in North America or Europe.
- **Modern infrastructure:** A business needs strong internet, reliable electricity, and one of the best ports in South America; the city has all.
- **Political and digital trustworthiness:** The city is known for strong democracy, low corruption, and safe digital systems. It is a secure place to live and do business with good online services and support for new companies.

Investments in Montevideo

The city promises the protection and the gradual increase of the invested capital, thanks to its economic stability and the clear capital rules. Here are three best options available to preserve and increase capital: investing in bills and bonds, buying apartments to rent, and acquiring rural properties.

1. Investing in Bonds and the Stock Market

People living in the city can invest in the stock market with help from a broker. They can buy LRMs (short- to medium-term bills that help control inflation) or Treasury Bonds (long-term, pay interest, and some protect against inflation or currency changes).'

2. Rental Apartments

Buying an apartment to rent out gives regular monthly income and grows in value over time. The buying process is clear, and there are tax benefits—especially with Law 18.795, which supports building affordable housing.

3. Rural Land Investment

Buying farmland in the city brings income from farming or renting it out. The land value grows over time. Uruguay is strong in exports like soy, rice, dairy, and meat, making this a safe and steady investment.

Investments in Montevideo ▼



Conclusion

Montevideo isn't just a city—it's a smart move. Whether you're looking to live, invest, study, or grow your business, this rising star of Latin America offers everything you need to succeed. With its peaceful lifestyle, strong economy, skilled talent, and investor-friendly system, it delivers long-term value and everyday comfort. As more people discover its charm and potential, it continues to shine brighter on the global map—making now the perfect time to be part of its future.



**FEEL AS CON
THE GRIZZLY BEAR
IN THE WIL**

**FIDENT AS
R THAT PROWL
DERNESS**

**COOL GUYS SMELL LIKE THE OUTDOORS. LUCKILY WE'VE GOT YOU COVERED
WITH ALL THE EARTHY SMELLS LIKE THE WILDERNESS. LITERALLY.**

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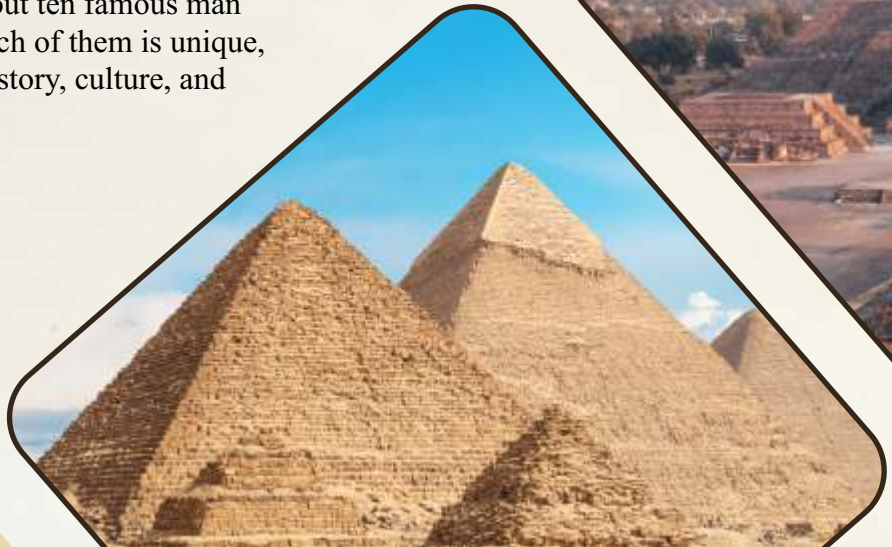


Top 10 Man Made

Wonders of the World

People have created many amazing things over thousands of years. Some of these creations are so grand and special that they are known across the globe. These structures show the strength, skill, and creativity of people in different times and places. While nature is full of beauty, the man made wonders of the world show us what people can achieve with effort and vision.

In this article, you will read about ten famous man made wonders of the world. Each of them is unique, and all of them tell stories of history, culture, and art.





The Parthenon in Greece

The Parthenon is a large temple on a hill in Athens, Greece. People built it over two thousand years ago to honor the goddess Athena. It has tall columns and strong stone walls that still stand today, even after many wars and disasters. The design of the Parthenon has inspired many other buildings around the world. Its beauty and strength make it one of the true man made wonders of the world.

Easter Island Statues in Chile

Far out in the Pacific Ocean lies Easter Island. There, huge stone faces called moai stand across the land. The people of the island carved these statues many years ago to honor their ancestors. Some of the statues are taller than a house and weigh many tons. No one knows for sure how the people moved them without machines. The mystery and size of the statues make Easter Island one of the most interesting man made wonders of the world.

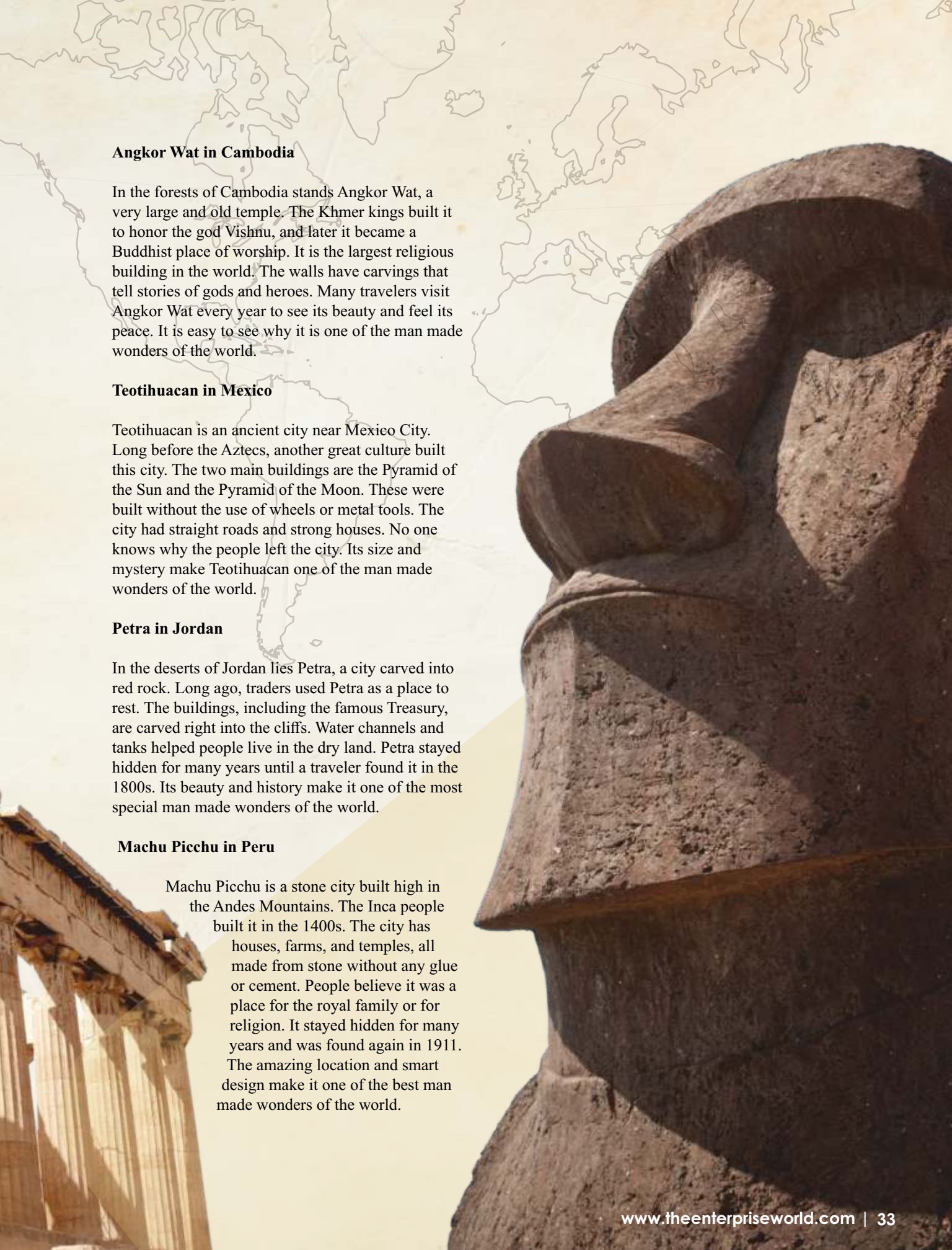
The Taj Mahal in India

The Taj Mahal is a white marble building in the city of Agra, India. The Mughal emperor Shah Jahan built it in memory of his wife. It took over twenty years to complete. The Taj Mahal has beautiful flowers carved in stone, a perfect shape, and peaceful gardens. It is one of the most loved monuments in the world and is truly one of the greatest man made wonders of the world.

The Colosseum in Italy

The Colosseum is a large arena in the heart of Rome. The ancient Romans built it almost two thousand years ago. People came here to watch fights, shows, and even battles with animals. It could hold more than fifty thousand people. Today, even though it is partly broken, it still stands tall and reminds us of the power of Rome. It is one of the top man made wonders of the world.





Angkor Wat in Cambodia

In the forests of Cambodia stands Angkor Wat, a very large and old temple. The Khmer kings built it to honor the god Vishnu, and later it became a Buddhist place of worship. It is the largest religious building in the world. The walls have carvings that tell stories of gods and heroes. Many travelers visit Angkor Wat every year to see its beauty and feel its peace. It is easy to see why it is one of the man made wonders of the world.

Teotihuacan in Mexico

Teotihuacan is an ancient city near Mexico City. Long before the Aztecs, another great culture built this city. The two main buildings are the Pyramid of the Sun and the Pyramid of the Moon. These were built without the use of wheels or metal tools. The city had straight roads and strong houses. No one knows why the people left the city. Its size and mystery make Teotihuacan one of the man made wonders of the world.

Petra in Jordan

In the deserts of Jordan lies Petra, a city carved into red rock. Long ago, traders used Petra as a place to rest. The buildings, including the famous Treasury, are carved right into the cliffs. Water channels and tanks helped people live in the dry land. Petra stayed hidden for many years until a traveler found it in the 1800s. Its beauty and history make it one of the most special man made wonders of the world.

Machu Picchu in Peru

Machu Picchu is a stone city built high in the Andes Mountains. The Inca people built it in the 1400s. The city has houses, farms, and temples, all made from stone without any glue or cement. People believe it was a place for the royal family or for religion. It stayed hidden for many years and was found again in 1911. The amazing location and smart design make it one of the best man made wonders of the world.

Great Wall of China

The Great Wall of China is one of the longest structures ever built. It stretches over thirteen thousand miles and goes across mountains, valleys, and deserts. Different kings built parts of the wall over hundreds of years to protect their land. Soldiers walked along the wall and watched for enemies. Today, people walk along parts of the wall and enjoy the views. Its size and importance make it one of the most famous man made wonders of the world.

Pyramids of Giza in Egypt

The Pyramids of Giza are the oldest wonder on this list. They were built over four thousand years ago for the pharaohs of Egypt. The Great Pyramid was the tallest building in the world for a very long time. No one is sure how the workers moved the huge stone blocks. The pyramids show the power and belief of ancient Egypt. They are clearly the most well-known of all the man made wonders of the world.

Final Thoughts

These man made wonders of the world are signs of what people can do when they work hard, dream big, and care deeply about something. Each place tells a story from a different part of the world. They show us that even without modern machines, people could build things that still amaze us today.

If you ever get the chance to see even one of these man made wonders of the world, take it. You will feel closer to the people of the past and see just how much humans have always wanted to create something lasting and beautiful.



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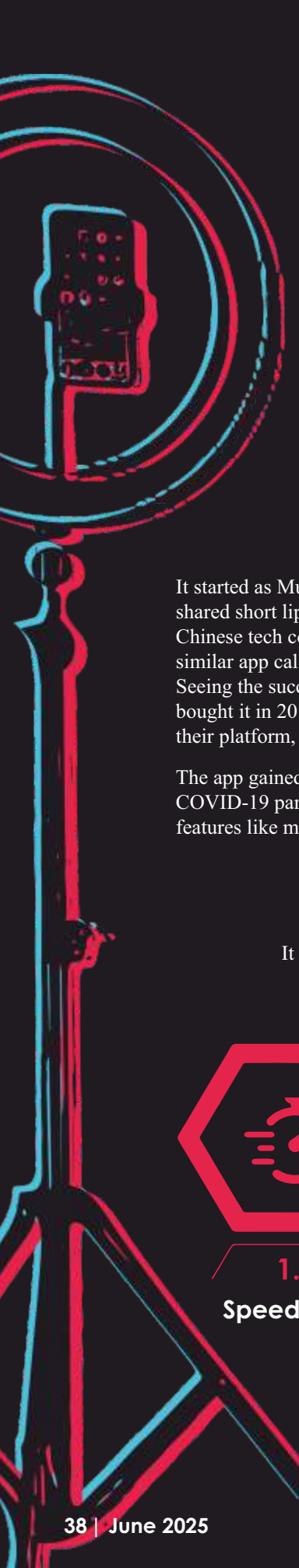
From
Zero to Bi
Tik

Million Users: The

Tok

Revolution





Did you know TikTok was downloaded **315 million times** in the first quarter of 2020? This is the highest number of downloads for any app in a single quarter. During lockdown, when the world faced isolation, it became the best source of entertainment, connection, and creative expression. The platform's feature of making 3 to 60-second short videos allowed users to quickly create and share content from dance challenges, cooking, comedy skits, and DIY hacks. Even after facing the consecutive challenges of data privacy concerns, government bans in some countries, and intense scrutiny from regulators, it has continued to grow. Today, it stands as one of the most influential social media platforms in the world, with over 1 billion active users.

History of TikTok

It started as Musical.ly in 2014, an app where users shared short lip-sync and comedy videos. In 2016, Chinese tech company ByteDance created a similar app called Douyin for the Chinese market. Seeing the success of Musical.ly, ByteDance bought it in 2017 for \$1 billion and merged it with their platform, rebranding it for global users.

The app gained massive popularity during the COVID-19 pandemic in 2020, thanks to its fun features like music, filters, and a smart algorithm

that shows users videos they'll enjoy. It now has over 1 billion users worldwide, including 170 million in the U.S.

However, it has faced criticism and political pressure, especially in the U.S., over concerns that user data could be accessed by the Chinese government. A new U.S. law June force ByteDance to sell it's American business by April 2025 to avoid a ban.

Key Features of TikTok

It offers a range of tools that make your content go crazy, from sound to viewing effects.

Explore them:



- **Speed Tool:**

This tool helps users speed up the low-interest part of the content, if there is any so that they don't lose their viewers or viewtime. If there is a need to highlight, the slow-mo option is available and if you want to skip any part, speed up. Every part of the video should be captivating; speed tools keep things moving.

- **Filters:**

One of the best ways to transform the look while shooting is filters. This tool can make your videos go from normal smartphone recordings to professional-looking content that looks like you paid for it.

- **Effects:**

It offers fun effects like filters, green screen, and cool transitions that make videos more exciting and eye-catching.

- **Sounds:**

Music and sounds are a big part of it. You can add popular songs, funny voiceovers, or your audio to make your video more fun and help it go viral.

- **Text & Captions:**

You can add text to explain things, tell a joke, or make sure everyone understands your video—even without sound.

- These tools help anyone turn simple videos into creative, entertaining content that people love to watch.



TikTok's Smart Moves

Its success story is filled with challenges, from privacy concerns to bans in some countries. But with smart decisions and quick action, it found ways to bounce back and keep growing. Here's how it handled the bumps along the way.

1. Concerns about privacy

The problem: Many people were worried that it was collecting too much personal data, especially because the company is based in China.

How it responded: It updated its privacy policies, gave users more control over their data, and opened transparency centers to show how it handles information.

2. Bans in different countries

The problem: It was banned in some major countries like India, and there were talks of a ban in the U.S.

How it responded: The company started working more closely with local governments and looked for ways to stay in those markets, including forming partnerships and improving safety rules.

3. Spread of false information

The problem: Some videos on the platform shared fake news or misleading content.

Conclusion

TikTok's story is a great example of how a simple idea can grow into something big. It started as a fun app for sharing short videos and quickly became a place where people could laugh, learn, and connect—especially during tough times like the pandemic. Even though it faced some big problems like privacy worries, bans, and safety concerns, it kept listening, improving, and moving forward. By adding new features, supporting creators, and making the app safer, it earned the trust of millions. Today, it isn't just an app—it's a part of everyday life for over a billion people around the world.

How it responded: TikTok began working with fact-checkers, added warning labels, and removed videos that were clearly false or harmful.

4. Impact on mental health

The problem: Many users, especially teens, were spending too much time on the app, which raised concerns about mental health.

How it responded: It introduced screen time reminders, breaks, and mental wellness tips to help users take care of themselves.

5. Unsafe or harmful content

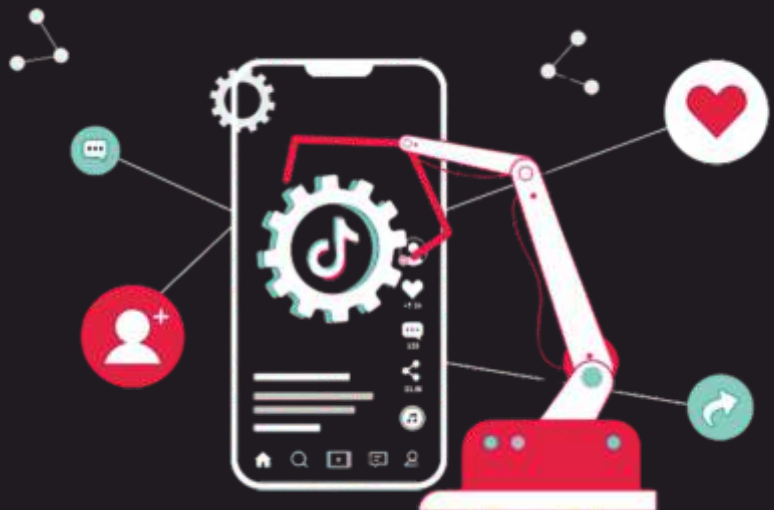
The problem: Some videos encouraged dangerous challenges or showed harmful behavior.

How it responded: The app started using stronger content moderation tools, both with technology and human reviewers, to remove such content quickly.

6. Creators feeling undervalued

The problem: Some content creators felt they weren't earning enough or getting the reach they deserved.

How it responded: It launched a creator fund, allowed tipping and gifts, and improved how content is discovered and promoted.





BRING THE BEAT

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Rhythm
creations
change your rhythm



FIGMA

Founder: Dylan Field and Evan Wallace

Year of Foundation: 2012

Headquarters: San Francisco, California, USA

No. of Employees: Approximately 2,600 as of early 2025

Website: <https://www.figma.com/>

Overview

Figma Design is a cloud-based, collaborative design platform tailored for UI/UX professionals, product teams, and developers. It enables users to create, prototype, and hand off designs seamlessly, all within a single workspace. With its real-time collaboration capabilities, Figma has become a cornerstone in modern design workflows.

Key Features:

Cross-Platform Accessibility: Operates directly in the browser and offers desktop applications for both macOS and Windows.

Developer Handoff: Developers can inspect designs, extract code snippets, and download assets directly from the design files.

Real-Time Collaboration: Multiple users can work on the same file simultaneously, making it ideal for team environments.

Integrated Prototyping: Allows designers to create interactive prototypes without leaving the platform.

Extensive Plugin Ecosystem: Access to a wide range of plugins to extend functionality and streamline workflows.

Pricing Plans

Figma has updated its pricing structure to offer more functionality with every seat. All paid seats now include access to **FigJam** and **Figma Slides**, enhancing collaboration and presentation capabilities.

	Starter (Free)	Professional	Organisation	Enterprise
Cost	Free	\$16/month (annual) or \$20/month (monthly)	\$55/month (annual)	\$90/month (annual)
Ideal for	Individuals or small teams starting out with design.	Growing teams needing advanced design and collaboration tools.	Medium to large organizations requiring centralized administration and billing.	Large organizations with complex design workflows and stringent security requirements
Features	Basic design tools and limited collaboration features.	All Starter features plus unlimited version history, team libraries, and shared styles.	Includes all Professional features plus private plugins, design system analytics, and advanced security options.	All Organization features plus custom integrations, advanced security and compliance certifications, dedicated account manager, and priority support.

Pros and Cons:

As a designer who has worked with a variety of tools over the years, Figma Design stands out as a powerful, intuitive, and highly collaborative platform that has truly revolutionized the way design teams operate.

Pros:

Real-time Collaboration: Figma's biggest strength is its cloud-based architecture that allows multiple people to work on the same design at once. It feels like Google Docs for design — seamless, instant updates without the need for syncing or saving files.

Cross-Platform Accessibility: Since it's web-based, you can use Figma on any device with a browser. No more worrying about Mac vs. Windows compatibility or installing heavy software.

Prototyping Built-In: The ability to prototype interactions directly within your design file is a huge win. You can create high-fidelity prototypes and test user flows without needing to switch tools.

Developer Handoff is Effortless: Developers can inspect elements, copy code, and download assets directly from the Figma file, minimizing back-and-forth and version confusion.

Robust Community and Plugins: Figma's growing community offers countless templates, plugins, and widgets that extend functionality and speed up workflows — from accessibility checkers to design systems automation.

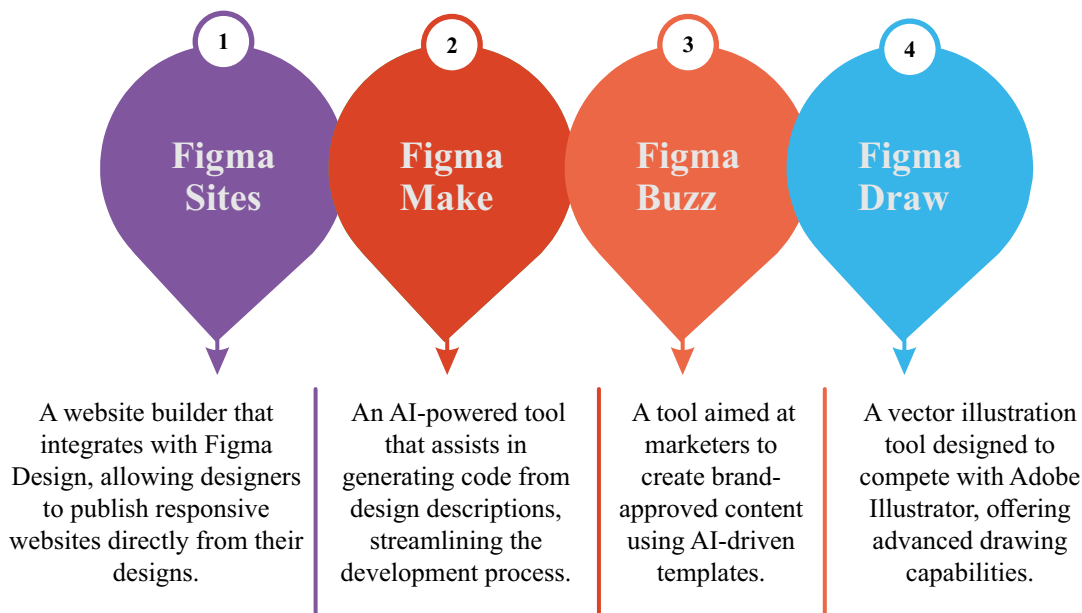
Cons:

Performance on Large Files: On rare occasions, particularly with large files or slower internet connections, performance can dip slightly, though it's improved over time.

Offline Access is Limited: While there is a desktop app that offers some offline capability, it's still not as robust as some fully offline-first tools.

Recent Developments

At the 2025 Config conference, Figma introduced several new products to expand its ecosystem:



Overall Verdict:

Figma is more than just a design tool — it's a full design ecosystem built for modern teams. Whether you're a solo freelancer, part of a small startup, or in a large enterprise, Figma's flexibility and collaboration features make it a top-tier choice. Highly recommended for anyone in the UI/UX, product design, or front-end development space.

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