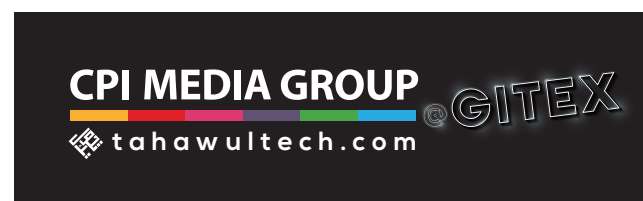




# 60 MINUTES

## GITEX TECHNOLOGY WEEK

Show dates: 16-20 October 2023, Dubai World Trade Centre | Exhibition hours: 10am-5pm



DAY 1 AM

## Acer highlights new business units ahead of GITEX 2023

*Joumana Karam, Marketing Head & New Business Development Regional Manager, Acer, outlines their focus on enabling a world where hardware, software and services will fuse together to open new possibilities.*



Joumana Karam

The 43rd edition of GITEX Global highlights many important themes that seamlessly blend with Acer's mission

to break the barriers between people and technology. Acer has continued to establish multiple business units

focused on computer business and has expanded to gadgets, gaming, network, medical, cybersecurity, eMobility, AIOT, smart cities, and more. Our primary goal for this year's GITEX is to put a spotlight on our comprehensive range of products from some of Acer's various business units, including PC, display, eMobility, connectivity, accessories, purifiers, and power solutions to name a few. GITEX Global will serve as the

► CONTINUED ON PAGE 3

## NetApp aims to strengthen ties and demonstrate practical cyber solutions at GITEX 2023

*Maya Zakhour, Director Area Partner Lead, EEMI, NetApp, took the time to answer a few questions ahead of GITEX 2023's debut concerning their focused efforts at the event.*

### What is NetApp's focus going to be at GITEX?

We are thrilled to participate in Gitex this year, which offers us an excellent platform to showcase our solutions in the Middle East. Our main objective is to have a significant impact in this region by presenting practical use cases of our technologies and strengthening partnerships with collaborators. We are committed to demonstrating how our solutions effectively address the business challenges of both existing customers and potential prospects. Our event approach has three key objectives: meeting



Maya Zakhour

► CONTINUED ON PAGE 4

## Starlink is all set to 'Spark Your Growth' at GITEX 2023

*With a huge presence and innovative technologies, the Company is committed to leading enterprises into a New Era of Security, Resilience and Productivity*



Starlink, An Infinigate Group Company, will reinforce its presence as an EMEA VAD at GITEX 2023. Backed by a formidable portfolio of leading technologies, Starlink is strategically harnessing this dynamic tech platform to extend its reach to a global audience. The aim is to

► CONTINUED ON PAGE 3

## Tenable to showcase AI-powered exposure management platform at GITEX 2023

*Tenable's exposure management platform combines broad exposure coverage spanning IT assets, cloud resources, containers, web applications and identity platforms, with threat intelligence and data science from Tenable Research.*



Tenable, Inc., the Exposure Management company, will exhibit at GITEX Global at the Dubai International Convention and Exhibition Centre from October 16 - 20, 2023. At the event, Tenable will showcase its powerful Tenable One Exposure Management

Platform, which harnesses the power of generative AI, putting more power than ever in the hands of security teams. Tenable One informs their exposure management programs to identify and remediate

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## OT and IT technology converge for Fortinet at GITEX 2023

*Richard Springer, Director of OT Solutions, Fortinet, explains the various issues facing organisations who are adopting digital technologies and offers solutions and advice to those who will be attending GITEX Global 2023.*

### How has the adoption of digital technologies such as IoT (Internet of Things) and data analytics affected the way organisations manage their OT systems and processes?

The smallest components of OT are a diverse array of sensors, monitors, actuators, and other technologies that are deployed on or near OT equipment. This equipment is pervasive and includes generators, pipelines, fans, programmable logic controllers (PLC),

remote processing units (RPU), industrial robots, and more. These sensors are examples of IIOT (Industrial Internet of Things). 41.6 billion IoT devices are predicted to be connected by 2025.

Because each of these devices connects to your network, every one represents an expansion of your attack surface. This calls for fortifying your organisation's boundaries and network segmentation. These tactics are all about reducing the risk of an OT intrusion that can



come via an IT breach. Using IoT security tools can significantly reduce the risk.








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Hall 26 - B25





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## Acer...

premier showcase in the UAE and MEA region for many of the products we are presenting around our key themes including sustainability, AI in everything, modern urbanism, connectivity and future mobility.

Our established PC business will showcase some of our latest innovations including our AI-based technologies such as the immersive stereoscopic 3D SpatialLabs with our Predator Helios 3D 15 - incredible 3D gaming with no glasses! Also, on display the DIY-friendly and sci-fi inspired Predator Orion X. Visitors will also be about to check out our latest Aspire, Swift, TravelMate and Chromebook laptops that serve as the go-to devices for numerous customer segments to meet their changing lifestyles.

However, the star of our showcase is the entire

spectrum of Acer Group's newest ventures.

Let me start with our exciting eMobility portfolio that empowers active and sustainable lifestyles as we combine our expertise in eco-friendly products paired with our groundbreaking AI applications and power solutions. We offer e-scooters, e-bikes and revolutionary bike desks.

Acer ebii is the ultimate eMobility solution for city life and is the perfect way to explore the outside world while minimizing your carbon footprint. Using smart AI assistance, you will make every ride truly yours with an effortless ride in style and confidence, alongside a smarter charge system and smart battery predictions.

Acer eKinekt is the eco-friendly bike desk that converts energy from the rider's pedaling power to power the machine and charge devices such as their laptop and smartphone. The device incorporates PCR Plastic in its desktop and casing, while promoting a creative way for



## GITEX Global will serve as the premier showcase in the region for our key themes including sustainability, AI in everything, modern urbanism, connectivity and future mobility”.

professionals to combat sedentary lifestyles. And the best part is that you are using your own kinetic energy to power your devices.

Acer's ES series eScooters are designed for micro mobility in urban traffic for increased sustainability. With foldable designs, enhanced safety features and the latest specifications - riders of Acer Escooters are able to cruise around the city streets effortlessly in comfort, safety and style.

Moving on to Purifiers. This line-up comes under Acerpure a lifestyle brand from Acer Group. This range combines “smart”

and “freshness”, offering small home appliances that utilise smart features to enhance the customers' quality of life while also benefiting their environmental surroundings. A perfect way to seamlessly integrate intelligent innovations into a customer's day to day life.

The Acerpure Pro Vero air purifier is made from 100% eco-friendly materials, featuring 35% PCR material in its casing, and reduces up to 20% CO2 emission in the production cycle. The device has multiple modes for usage: the green mode which has

an intelligent air quality sensing for power-saving, the quiet mode features reduced noise and turned-off display. An advanced 3-in-1 HEPA filter and anti-formaldehyde filter coating removes harmful substances like cooking odours by eliminating up to 99% of formaldehyde & airborne PM2.5 particles. CLEAN air, CLEAN earth!

Let's talk about the all-important connectivity. And to be more precise, it is all about connectivity through Wi-Fi routers & 5G CPE & MIFI. Acer understands the importance of a complete solution for gamers and professionals. Given Acer has a well-established reputation for quality, reliability, and innovative technology, it was a natural choice to launch affordable forward-thinking networking solutions that redefine the way consumers experience connectivity. The perfect manifestation of this is the Acer Connect Vero W6m!

Designed with the environment in mind,

the Acer Connect Vero W6m mesh router, our first eco-friendly Wi-Fi 6E router, incorporates post-consumer recycled (PCR) materials in its chassis (30%) and features an Eco mode for efficient energy consumption. The device is engineered with support for Wi-Fi 6E tri-band connectivity to provide swift and secure connections with vast network coverage within any home or office locations. The Wi-Fi 6E router also gives great importance to data protection and security as it is the first router to pass EU EN 303 645 (RED) Cyber Security Standards.

As Acer looks into the future, it is focused on enabling a world where hardware, software and services will fuse with one another to open new possibilities for consumers and businesses alike. These possibilities offer greener choices for many different types of products that expand beyond the PC realm. Looking forward to see you at Acer Booth!

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## Starlink...

emphasize the importance of a collaborative outlook to unlock limitless opportunities.

Positioned near Hall 3 entrance, the EMEA VAD has an exclusive ensemble of cyber, cloud and secure networks technology vendors - Anomali, Beyond Trust, BMC Software, Citrix, Cybereason, Digicert, F5, Fidelis Security, Getvisibility, Infoblox, Juniper Networks, LinkShadow, LogRhythm, OPSWAT, Palo Alto Networks, Rapid7, Recorded Future, Riverbed, Seclore, Thales, Trend Micro, Trellix co-partnering at this ever-thriving tech event.



## We remain dedicated to delivering cutting-edge cyber, secure cloud, and secure networks solutions”.

In today's rapidly evolving threat landscape, business resilience is paramount, and it dictates a robust business continuity and security strategy - one that not only shields against threats but also empowers organizations to flourish and maintain their competitive edge. This is a critical factor for long-term success and sustainability.

Commenting on the significance of GITEX, Nidal Othman, CEO, Starlink said “Year after year, we continue to grow stronger, driven by our mission to proactively tackle the ever-evolving cybersecurity challenges. We embrace new technologies and strive to foster a resilient and productive business environment for our valued customers. Our presence at GITEX underlines our unwavering dedication to providing value and staying connected with the tech community. We anticipate making this a fruitful experience for our vendors, who have entrusted us with their growth plans, and for our steadfast channel partners, who have stood by us for the last two decades”.

“As the EMEA cybersecurity powerhouse and key tech enabler,



our mission is to craft distinctive security strategies that drive unparalleled business growth for our valued stakeholders. We remain dedicated to delivering cutting-edge cyber, secure cloud, and secure networks solutions”, stated Mahmoud Nimer, President, Starlink.

Under the theme ‘Spark Your Growth with Limitless Opportunities’ we aim to scale up, and expand horizontally and vertically, venture deeper into untapped markets

and unleash significant prospects for our vendors and partners. What truly sets us apart is our steadfast commitment to a customer-centric approach, adopted through our trusted channel community.” He added.

**Visit StarLink at GITEX 2023, Hall 3 and engage with the subject matter experts.** Discover solution demos on display and be ready to transform your business.

Book a meeting <https://www.starlinkme.net/>

gitex2023  
**About StarLink:** StarLink, An Infinigate Group Company is acclaimed as the fastest growing “True” Value-added Distributor” across the Middle East, Turkey, and Africa regions with on-the-ground presence in 11 countries. StarLink is recognized as a “Trusted Cyber and Cloud Advisor” to over 3500 plus enterprise and government customers that use one or more of StarLink's best-of-breed and market-leading technologies, sold through

its Channel network of over 1500 Partners. The StarLink Solution Lifecycle helps Channel Partners differentiate offerings, and assists customers to identify key risks and define priorities for addressing their IT Security gaps and enhance their Data Center and Cloud infrastructure. For more information about StarLink, please visit [www.starlinkme.net](http://www.starlinkme.net)

**Press Contacts:**  
Raji Joy John | Marketing Director | StarLink | E: [raji@starlinkme.net](mailto:raji@starlinkme.net)



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## NetApp...

customers at the venue for direct engagement with our NetApp team, a comprehensive partner approach featuring our branding on the show floor and specific collaborations with our wider hyperscaler ecosystem. In fact we'll be preset also at Ingram, Google Cloud and Logicom booth.

**Web 3 is this year's GITEX theme. How is NetApp empowering its partners to seamlessly navigate the fast-growing technology landscape?**

Web 3 is a concept that envisions a decentralised and user-centric internet ecosystem. It aims to address some of the limitations and challenges of the current web (Web 2.0) by incorporating blockchain technology, decentralised networks, and cryptographic principles. NetApp's

commitment to data portability, protection, and personal data protection is reflected in its product offerings and security features. NetApp's data fabric architecture allows organisations to easily migrate, replicate, and manage data across various platforms, ensuring data portability and flexibility. NetApp's snapshot technology allows for quick and efficient point-in-time copies of data, enabling rapid recovery in case of data loss or corruption. Additionally, NetApp's backup and recovery solutions provide comprehensive data protection strategies, including backup to secondary storage systems or cloud repositories. And in terms of Personal Data Protection, NetApp's solutions include built-in security features, such as data encryption, access controls, and data classification, to protect personal data from unauthorised

access or breaches. NetApp also provides data governance capabilities to help organisations manage and comply with data privacy regulations (as GDPR).

**Why is participation at shows like GITEX important for NetApp?**

At GITEX we'll showcase how our customers can modernise infrastructure to deliver new capabilities to the business, faster. Build a seamless and unified hybrid infrastructure with a consistent operating model on-prem and in the cloud, so you can flex and scale anywhere your apps and data need to be.

By the way, NetApp will be at GITEX with a meeting room located Concourse 2 at 1st Floor, above Hall 6, Room Sharjah D, the room will be the centre of all our activities and meeting with customers, partners and prospects. In addition, we'll be preset at Ingram, Google Cloud and Logicom booth.

**Give us an overview of NetApp's partner ecosystem. What are the latest features?**

Our new NetApp Partner Sphere Program, which has been announced recently, further solidifies NetApp's commitment to driving a partner-first culture that creates an ecosystem of collaboration and innovation to capture greater market share by growing flash revenue, accelerating cloud adoption, and leveraging partner-led solutions and services.

Partner-first program approach incentivises alignment with NetApp's strategy while delivering greater customer value and accelerated growth. Partner Sphere provides a unified engagement model where partners can move seamlessly between sell-to, sell-through, and sell-with sales motions that accelerate their revenue by driving customer-based outcomes and outpacing competition.

The program offers 11 Services Certified tracks and 19 Solution

Competencies aligned to 3 key focus areas that enable partners to expand their services portfolio and become trusted advisors to their customers--unlocking greater value and accelerating revenue growth through ongoing service engagements.

**At GITEX we'll showcase how our customers can modernise infrastructure to deliver new capabilities to the business, faster".**

**Now that we're in the last few months of the year, what are the key learnings?**

I think that a key learning we can mention is that data continues to play a crucial role in today's world, serving as a valuable asset for businesses, organisations, and individuals. And

at NetApp we help organisations harness the power of data through our solutions and services. The exponential growth of data and the increasing importance of effective data management we are facing, with the proliferation of

digital platforms, IoT devices, and emerging technologies, businesses are generating and storing vast amounts of data is an evidence of the importance of providing scalable and efficient data management solutions to help organisations handle and derive value from their data.

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## Tenable...

cyber risk wherever it exists. Tenable will also demonstrate its powerful operational technology security, cloud security and identity exposure capabilities.

Over the past year, record breaking data breaches have continued to dominate headlines and ransomware has crippled the operations of numerous organisations. Organisations are battling to keep threat actors out of their infrastructure but are continuously in reactive mode. Tenable's approach turns this around. Its exposure management platform combines broad exposure coverage spanning IT assets, cloud resources, containers, web applications and identity platforms, with threat intelligence and data science from Tenable Research. This helps focus efforts to prevent likely attacks and accurately communicate cyber risk to support optimal business performance.

"Too often, security teams are focused on identifying indicators of compromise, preoccupied with halting attacks before too much damage can occur. However, that's just too late. Once an attacker is inside the infrastructure, it's already game over", said Maher Jadallah, Senior Director Middle East & North Africa, Tenable. "At GITEX 2023, we want to show security teams

**At GITEX 2023, we want to show security teams how to gain the upper hand, helping them to change focus from constantly firefighting to proactively addressing their cyber risks".**

how to gain the upper hand, helping them to change focus from constantly firefighting to proactively addressing their cyber risks. Our team will be on hand to help visitors understand how to refocus their efforts to prevent likely attacks, empowering organisations to accurately identify the risk their business faces and ultimately close the windows and doors attackers are climbing through".

Tenable will be co-exhibiting, alongside AmiViz from both H24-A40, Hall 24 (Cyber Valley), Ingram Micro from booth H2-A1, Hall 2 and AI Jammaz Technologies H2-C1, Hall 2. The Tenable Team will be offering demonstrations of its exposure management platform TenableOne, as well as Tenable Vulnerability Management, Tenable Security Centre™, Tenable OT Security, Tenable Identity Exposure and Tenable Lumin.



Maher Jadallah





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## Fortinet...

**What challenges do organisations typically encounter when trying to integrate OT and IT systems, and how can these challenges be addressed?**

Perhaps the biggest problem in OT is the “people problem”. Finding trained OT people is hard, so we need to look at ways to make our limited

to employing security solutions to protect the unpatched device.

Products and solutions are another critical area of investigation. You must look beyond features and function and examine interoperability to determine if they are a “plug ‘n play” or “rip and replace” solution. You also need to look at the quality and quantity of their OT threat intelligence feed to determine if it will ensure near-real-time protection.



Richard Springer

FORTINET®

Perhaps the biggest problem in OT is the “people problem”. Finding trained OT people is hard, so we need to look at ways to make our limited personnel more efficient”.

personnel more efficient.

Another issue is patching, which is essential but time intensive. It’s also tedious and prone to errors. Deploying compensating controls to defer or avoid patches is quicker and more efficient for everyone involved. Outright patching needs to be more selective regarding production risk, vulnerability severity, and down-time in addition

There are many ways to mitigate the people problem. While IT can lend a hand, the priorities, risks, devices, protocols, and people of an OT environment are fundamentally different. In today’s world of IT and OT convergence, you need to ensure that any converged solutions adequately span the technological chasm between IT and OT networks and security needs.

**How does the convergence of OT and IT impact cybersecurity in industrial environments? What steps should organisations take to ensure the security of their OT systems?**

Most modern industrial systems weren’t built with security in mind. Yet as OT and IT networks coverage, OT is increasingly vulnerable to cyberattacks.

It’s also taken some time for industrial organisations to embrace the digital ecosystem. Not long ago, air-gapped industrial networks—and the assumption of no cyber risk—were their predominant security strategies. In my experience, just three years ago, there was a

“not interested” response to the cloud in most industrial verticals. Now, those same organisations have adopted the cloud and monetised its value. Additionally, those engaged in the digital transformation of their OT environments are reaping operational and production gains never envisioned.

Some OT security best practices for implementing a reliable protection system include: Network mapping and connectivity analysis, detection of suspicious activities, exposures, and malware attacks, implementing a zero-trust framework, aligning the right remote access tools, and controlling identity and access management (IAM).

**What role do emerging technologies like edge computing and 5G play in accelerating digital transformation in the OT industry?**

The security of an industrial environment is only as strong as its weakest link. With the ongoing OT-IT convergence, assets digitisation, and digital transformation initiatives, the introduction of 5G into industrial environments represents a complex technology that expands the industrial attack surface. Security considerations should be structurally, methodologically, and proactively implemented as enablers for impactful 5G adoption in enterprise verticals.

The Fortinet Security Fabric encapsulates IT,

OT, IIoT, and 5G security with broad visibility, control, and value-add services, empowering 5G providers, industrial enterprises, and system integrators to secure critical traditional and 5G-enabled use cases over private, public, and hybrid 5G networks and services.

**Can you provide insights into the future trends and developments in the OT industry in relation to digital transformation?**

Simply put, the cloud is the future of OT. There’s simply too much vital information to improve operations, or leverage competitive advantage, to deny its potential. The future of OT security will also be driven by technologies that are now emerging in the industrial and IT space, such as IIoT, as well as the security practices that protect them.

Another factor impacting the future of OT security is the need for tamper-proof forensics. It is impossible to perfectly protect a system, which means that from time to time, some threats may get through. To both recover and plan for a more secure system in the future, you need a forensics system that is tamper-proof. This may require the implementation of an immutable security log system.

# Introducing CirrusInsightsNow.ai Powered by CirrusLabs

*CirrusLabs invites you to join them at GITEX 2023, from October 16th to October 20th, where they aim to showcase CirrusInsightsNow.ai alongside our flagship product, LockThreat.ai.*



CirrusLabs is proud to unveil its latest innovation, CirrusInsightsNow.ai, a cutting-edge generative AI Tool designed to revolutionize Agile Product Management. With features such as:

- Lightning-Fast Backlog Creation: CirrusInsightsNow.ai creates the initial Product Backlog, including Epics, Features, and stories, in mere minutes. Say goodbye to hours of

- manual work.
- Flexibility and User-Friendly: This tool is incredibly flexible and easy to use, accommodating various Agile methodologies and adapting to your team’s unique needs.
- Time Savings: It’s a productivity booster, saving significant time in building and maintaining the backlog, allowing your team to focus on what truly matters.
- Complete Traceability: CirrusInsightsNow.ai ensures complete traceability throughout the product development cycle, enhancing transparency and accountability.
- Precise Acceptance Criteria: The tool employs the Gerkin Cucumber

method for defining Acceptance Criteria, seamlessly integrating with test automation systems. This approach enhances product quality and reduces time-to-market.


**Join Us at GITEX 2023:**

We invite you to join us at GITEX 2023, from October 16th to October 20th, where we will showcase CirrusInsightsNow.ai alongside our flagship product, LockThreat.ai. Discover the future of Governance, Risk, and Compliance in a transformative journey toward a better world.

Visit us at GITEX Floor Hall 26 – B25 to experience firsthand how CirrusInsightsNow.ai and LockThreat.ai are simplifying digital transformation.

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# Avaya to demonstrate Transformative AI Capabilities on Operations and Experiences

Avaya will showcase a range of use cases that highlight transformative AI capabilities in delivering outstanding customer and employee experiences across the customer journey.

Avaya, a global leader in customer experience solutions, has announced its participation at the 2023 edition of GITEX Global, where the company will illustrate how organizations can choose their own journey to delivering AI-powered customer experiences.

Avaya's major presence at GITEX Global will showcase a range of vertical-specific use cases that highlight the power of artificial intelligence (AI) in delivering outstanding experiences across the customer journey.

Throughout the week of the event, Avaya will demonstrate solutions that harness AI to reimagine the way customer and employee experiences are delivered. The solutions on display will also show how organizations can chart their own path to delivering these AI-enhanced experiences without disrupting existing operations.

"No two words capture the current business zeitgeist better than

'artificial intelligence'. The capabilities being delivered by AI are super-charging organizations' ability to innovate with their customer experiences. As we're showing at GITEX, Avaya supports its global customers as they seek to bring these innovations, on a large scale, into their contact centers," said Nidal Abou-Ltaif, Senior Vice President – Global Head of Sales, Avaya, and President, Avaya International. "As our global customers look to generative AI technologies, they are seeking a trusted partner to bring it all together without disrupting existing operations. Avaya plays that role both as the contact center incumbent and competitor."

At GITEX Global 2023, Avaya will showcase how organizations – both public and private – can empower their teams with advanced AI tools to better serve customers, as well as empower customers to create their own preferred journeys across multiple



touchpoints. The solutions, demonstrated through real-world scenarios, will also reveal how existing investments can be expanded with new capabilities to deliver an even better experience.

The use cases Avaya will demonstrate at its stand at GITEX include:

- **The Future of Experience, Powered by Generative AI:** Equating the creation of experiences to

an art form, and mirroring generative AI's disruptive effects on creative disciplines, Avaya will demonstrate how generative AI can sit at the heart of customer experience transformation, touching everything from agent experience to customer satisfaction to operations.

- **Hybrid AI:** Enabling organizations to build on top of what they already have, the

Hybrid AI solutions being demonstrated by Avaya at GITEX use a combination of traditional chatbots and generative AI tools. These solutions highlight seamless handover between bots – and then onto the agent – as well as how generative AI "hallucinations" can be contained by placing them within the sandboxes of existing bot decision trees.

- **Next-generation employee experiences powered by AI:** Going beyond knowledge management, Avaya will demonstrate how advanced AI tools can help monitor and aid agent wellness, ensuring they stay in the best possible form to meet customer expectations. Avaya will also highlight how AI can help contact center managers easily create custom-made workflows, as well as produce advanced analytics quickly, enabling the entire organization to deliver outstanding CX regardless of changing customer preferences.

Avaya will host a number of their global technology partners and customers at GITEX, highlighting the breadth and depth of its ecosystem to elevate employee and customer experiences with AI. Avaya's presence at GITEX Global comes in partnership with Alcatel-Lucent Enterprise, Imperium Software Technologies, Sestek among others.

Visit Avaya at its stand in Zabeel Hall, at Dubai World Trade Centre between October 16 and 20, 2023.

# Dataiku to unveil everyday AI innovations at GITEX 2023

Dataiku will showcase at GITEX 2023 its platform for democratising AI and empowering organisations to maximise AI's potential across diverse skill sets and roles in an era of surging AI adoption across the Middle East region.



Dataiku will showcase at GITEX 2023 its platform for democratising AI and empowering organisations to maximise AI's potential across diverse skill sets and roles in an era of surging AI adoption across the Middle East region.

Dataiku will exhibit at this year's GITEX Global under the theme, "Maximising Business Value with AI: Scaling Across the Organisation". A recent Dataiku study

shows 98% of UAE organisations see AI as a major business enabler and are investing more heavily in data science platforms. The poll also showed that UAE enterprises were acting on this belief. Almost three quarters (74%) of respondents said their organisation had either maintained or increased investment in AI in recent months. More than two thirds (68%) of

UAE organisations are investing up to half their tech budget in AI. "Dataiku is the Everyday AI company", said Sid Bhatia, Regional VP and GM for the Middle East, Turkey, and Africa, at Dataiku. "By empowering data experts and domain experts to work together to build AI into their daily operations, we enable everyone to add value – to be extraordinary, and to power their company

into the future as a competitive force. We will attend GITEX 2023 at a nexus point in the history of AI, when technologies such as large-language models have entered the public consciousness and are seeing accelerated adoption. Our goal at this year's event is to put these developments in context and show attendees how they can leverage them to mature their AI mix".

**GITEX 2023 and Dataiku 12**  
Dataiku's GITEX 2023 focus will be its recently updated eponymous flagship platform. Dataiku 12 offers integration with OpenAI's ChatGPT, allowing business users to incorporate the tool's learning models into their native data projects by extending datasets and performing tasks using a visual interface and natural-language prompts.

Version 12 also prioritises transparency and trust in project outputs, eliminating "black box" tendencies in AI through Transparent Automated Feature Generation. It introduces Causal Machine Learning (ML) to guard against the common analytical error of confusing correlation with causation, which can cause many different kinds of damage to the business and other stakeholders. Dataiku

democratizes these capabilities, ensuring that anyone building ML models can understand the source of results. Transparency continues with Universal Feature Importance, which solves the problem some ML models have in offering limited explanations for decisions. Such models undermine trust with stakeholders and slow the path to AI maturity. The latest version of the platform also allows users to override a model, in acknowledgement of the need for human oversight. Additionally, Model Risk Project Views allows business leaders and analysts to discover and mitigate risks in AI projects.

**Something for everyone – a winning strategy**  
Dataiku 12 is a continuation of the company's vision for AI as having something for everyone and at GITEX 2023, Dataiku will urge businesses and government entities to bring AI to all employees.

**Technologists** will appreciate the platform's infrastructure-agnostic, modular architecture that allows it to run as a SaaS application, on-premises, or in any cloud designated by the customer. It integrates with native storage and automates repetitive tasks.

**Business** experts enter a brave new world of meaningful insights and the ability to detect quality issues such as outliers and missing or invalid values through automatic data profiling and advanced statistical analyses. Smart assistants guide them through the identification of relationships and construct visual dashboards of graphs, heat maps, and correlation matrices that can be shared with other team members or other teams.

**For enterprise experts,** Dataiku 12 automates tasks and pipelines via a built-in scheduler to deliver clean, reliable, and timely data across the business. And Dataiku Govern provides a single-pane management tool for progress tracking and the delivery of responsible AI. "Each year, we come to GITEX to deliver a simple message: Everyday AI is a winning strategy", said Bhatia. "In 2023, with adoption rates higher than ever, we see signs that the message is starting to sink in. This year, we shall be talking to a more receptive audience than ever before. That is exciting, not only for Dataiku, but for the entire region". At GITEX Global 2023, Dataiku will exhibit from Stand CC2-15



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(approx. 620 m<sup>2</sup> P2.5)

### Strict quality control

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**incoming, in-process, to outgoing**, ensuring  
reliable LED displays

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# Extreme Networks showcase Intelligent Networks driving operational efficiency at GITEX

Visitors to Extreme's stand will learn how they can leverage their networks as a strategic asset to improve operations, drive better experiences for end users and positively impact organisational outcomes.

Extreme Networks, Inc., a leader in cloud networking, recently announced its participation in GITEX Global 2023 at the Dubai World Trade Center from 16 – 20 October.

Visitors to Extreme's stand will learn how they can leverage their networks as a strategic asset to improve operations, drive better experiences for end users and positively impact organisational outcomes. Demonstrations will include the network industry's first digital twin capabilities within the ExtremeCloud IQ platform.

At the Extreme Networks stand; C10 in Hall 20, attendees will learn more about:

- Extreme's new regional UAE Data Centre, which supports AI-driven

networking and data sovereignty. Within two months of its launch, the RDC already manages over 5000 devices from 300+ customers.

- ExtremeCloud IQ, an end-to-end cloud management platform that gives customers improved visibility and control over their entire network, as well as access to the networking industry's first digital twin capabilities. With a digital twin of their network, customers can simplify staging, validation and deployment of switches and access points from the cloud and significantly reduce the time it takes to complete a deployment. The platform also includes


**Together with our partners and the customers, we are re-imagining connectivity to create one infinitely distributed, scalable and customer-centric network”.**

explainable machine learning and AI features to help IT teams reduce mean time to



Maan Al-Shakarchi

- resolution, distinguish network anomalies and verify and trust proactive insights.
- How Wi-Fi solutions which are being used to transform fan experiences and streamline operations for clubs like Manchester United at Old Trafford.

GITEX Global 2023 will take place at Dubai World Trade Center, the largest exhibition venue in the region, which leverages

Extreme's solutions to ensure seamless visitor experiences.

Maan Al-Shakarchi, Regional Director, META, Extreme Networks said, “Extreme strives to push the boundaries of what can be achieved by leveraging the network as a strategic asset. With the META region facing new and exciting developments in the technology landscape, GITEX 2023 gives us the welcome opportunity to learn, discuss and

exchange insights that will shape our digital future. This year we'll demonstrate how the power of network analytics, AIOps, machine learning and automation can improve operations and drive better customer experiences. Together with our partners and the customers we are re-imagining connectivity to create one infinitely distributed, scalable and customer-centric network”.

# Advising, enabling & securing digital transformation

Finesse is gearing up to showcase a range of cutting-edge solutions designed to elevate your digital transformation journey this year at GITEX.

Finesse booth's overarching theme at Gitex 2023 is Holistic Digital Transformation Solutions: Advising, Enabling, and Securing. Here's a glimpse of what awaits you when you visit us:

- **1CXO – Advising Digital Transformation: Digital Strategy Consulting and Advisory Services:** Successful digital transformation starts

with a clear strategy. Our 1CXO service provides comprehensive strategic guidance across numerous critical domains. Among the areas we provide advisory services are ESG (Environmental, Social, Governance), Customer Experience, Digital Transformation, Corporate Services, Information

Management, Data Privacy, Cyber Risk and Information Security. Our experts are on hand to discuss how these services can help your business craft effective digital strategies.

- **Finesse - Enabling Digital Transformation:** This is our flagship offering for businesses seeking seamless technology

implementation, systems integration, and ongoing support. We understand that every organisation is unique, and their digital transformation journey should reflect their specific goals and challenges. At GITEX 2023, we'll showcase how we customise technology solutions to meet these unique needs, ensuring technology aligns perfectly with your business objectives. Portfolio of solutions on display includes for AI Chatbots, BI & Analytics, ECM, CRM, RPA, HCM and Corporate Treasury bundled with our 24/7

- applications managed services support.
- **Cyberhub 24/7 CSOC – Securing Digital Transformation: Cybersecurity solutions & Managed Security Services:** Cybersecurity is paramount in today's digital environment. With our state-of-the-art Cognitive Security Operations Centre (CSOC) and Network Operations Centre (NOC) in Dubai, UAE, and our extended NOC & SOC facility in Bangalore, India, we will exhibit our extensive range of cybersecurity products, solutions, and services. Visitors will learn about our


**We believe that GITEX 2023 promises ground-breaking innovations and insights, and your presence will undoubtedly enrich the experience”.**

proactive approach to threat detection, prevention, and incident response.



We are also delighted to announce our esteemed channel and alliance partners Secureworks Hyland, Adrenalin, Qlik and Emudhra who will be joining us during Gitex 2023. We believe that GITEX 2023 promises ground-breaking innovations and insights, and your presence will undoubtedly enrich the experience. We're eagerly looking forward to welcoming you at our booth which would be at Hall No 7 – Stand 7 to embark you on a transformative digital journey together.





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# Expand North Star to take over the city of Dubai at two mega venues

World’s largest tech and start-up event spearheads global tech takeover at Dubai World Trade Centre and Dubai Harbour.

The surge in international demand has rallied the world’s largest tech and start-up event to scale even higher and bigger in 2023, spearheading a global tech takeover across two Dubai mega venues next month.

The 43rd edition of GITEX GLOBAL will take place from 16-20 October 2023, the blockbuster tech showpiece once again reaching full capacity at the Dubai World Trade Centre as it prepares to host more than 6,000 exhibitors, while Expand North Star, the world’s largest start-up event hosted by Dubai Chamber of Digital Economy, will kick-off its largest ever edition from 15-18 October 2023 at the new Dubai Harbour venue, featuring 1,800 start-ups from 100-plus countries at the Middle East’s biggest iconic superyacht hub.

GITEX GLOBAL and Expand North Star will comprise a combined 41 halls spanning 2.7 million sq. ft of exhibition space – a 35 percent increase over the previous year – converging the best minds and most visionary companies to scrutinise, challenge, define, and

empower the digital agendas of the world.

**AI innovation wave, cybersecurity and launch shows fuel unprecedented growth**  
GITEX GLOBAL will present the year’s largest AI showcase and summit, its record growth fuelled by the AI innovation wave currently gripping the globe’s imagination, as 3,500 AI-infused exhibitors reveal how this next big technology shift is transforming lives, governments, business, and society.

The AI boom has also added another layer of complexity to protecting digital assets and critical IP infrastructure, with the elevated GITEX Cyber Valley taking the fight directly to the dark cyber-criminal underworld, gathering leading info-sec brands and global experts at the year’s biggest cyber security showcase.

Amplifying this growth, launch shows GITEX Impact and Future Urbanism Expo promise to be the epicentre of ground-shaking shifts in climate technology, while advancing sustainable

cities, and co-creating a net zero future ahead of the UN climate change summit, COP28.

“The intense demand for involvement in GITEX from the global tech and start-up community is an acknowledgement of the strong impetus to learn, exchange, debate and challenge the recent developments in the tech sphere”, said Trixie LohMirmand, Executive Vice President of Events Management at DWTC, the organiser of GITEX GLOBAL and Expand North Star.

“From AI, cyber to the mounting interest in clean tech, GITEX converges public and private sector leaders from more than 170 countries to explore the new unknown paradigms of the future digital economy”.

**Expand North Star propels Dubai to forefront of global entrepreneurship economy**  
Expand North Star hosted by the Dubai Chamber of Digital Economy will scale to a record size in 2023, featuring 1,800 start-ups start-up exhibitors this year to connect,



inspire, and extend engagements in one of the world’s most innovative and entrepreneurial ecosystems.

More than 1,000 investors from 70 countries with \$1 trillion under management will also converge at the new Dubai Harbour venue, as they look to ramp up the momentum in start-up investment after a year of tepid achievements.

Saeed Al Gergawi, Vice President of Dubai Chamber of Digital Economy, said: “Expand North Star is set to drive the next era of digital entrepreneurship and inspire the next generation of innovators and thinkers. This landmark event will serve as a strategic catalyst to expand the future of Dubai’s digital economy, creating an unrivalled platform to gather key stakeholders from the global start-up community here in the emirate”.

Elevating the global tech ecosystem, redefining entire industries

**The intense demand for involvement in GITEX from the global tech and start-up community is an acknowledgement of the strong impetus to learn, exchange, debate and challenge the recent developments in the tech sphere”.**

GITEX GLOBAL 2023 welcomes the biggest tech names delving into the latest trends, risks, challenges, and opportunities that are redefining entire industries, spearheaded by returning titans including Dell Technologies, e&, Google, Huawei, HP, IBM, Microsoft, and Tonomus. Among the debut exhibitors supercharging their international growth strategies and forging new connections are Salesforce, Broadcom, Beyon, and Deloitte.

Steven Yi, President of Huawei Middle East & Central Asia said: “At Huawei, GITEX GLOBAL

continues to hold great importance to our business year after year. This year, our theme, ‘Accelerate Intelligence,’ demonstrates our commitment to delve into the transformative power of AI, networks, and cloud technologies. Together, we will explore how these converging forces are reshaping our world and how we can unleash the full capabilities of AI-powered solutions to reshape industries worldwide with cyber security, privacy protection and safeguarding our customer’s digital transformation journey remaining our top priorities”.

# HID to showcase future-proof solutions at GITEX 2023

HID recently announced it will showcase its latest innovations in secure identity issuance and identity management at GITEX Global 2023 under the theme, ‘Secure, Sustainable, Future-proof Solutions’.

Between 16 and 20 October, from Hall 5, Stand A15, at the Dubai World Trade Centre, HID will demonstrate to GITEX delegates how the company has come to

power the trusted identities of the world’s people, places, and things.

**Secure**  
HID will showcase HID FARGO Connect — the

industry’s first cloud-native card issuance platform — paired with card printing innovations such as the HID FARGO HDP6600 retransfer card printer and the DTC1500

direct-to-card printer — to demonstrate how the solution simplifies card issuance while increasing security.

The company will also introduce its HID ELEMENT UV Ink Printer and Laser Engraver card personalisation solutions — specifically designed to meet the high-volume and high-security requirements of large organizations such as government entities and financial institutions. Additionally, company experts will explain how

**HID will demonstrate how we continue to lead the way in providing secure, sustainable and future-proof solutions”.**

solution — many of which are GreenCircle Certified for their energy-saving and other eco-friendly attributes.

**Future-proof**  
With the proliferation of mobile devices ever on the rise, HID will demonstrate how its cloud solutions provide new ways to manage identities and support new form factors such as smartphones and wearables — thus inherently future-proofing ID issuance and management for years to come.

“Security and sustainability are in our DNA”, said Andrew Munnik, Segment Director, MEA, HID. “As we unveil our latest innovations at GITEX Global 2023, HID will demonstrate how we continue to lead the way in providing secure, sustainable and future-proof solutions — ensuring today’s security and technology professionals have the tools they need to create safer and more eco-friendly work environments both now and as the world moves toward a more digital future”.

HID PIAM (physical identity and access management) solutions reduce the costs and risks associated with onboarding, badging, visitor management, access management and compliance.

**Sustainable**  
Through exhibited products, HID will demonstrate its dedication to developing more sustainable solutions and how product lifecycle and environmental impact considerations are central to the design of every HID







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# How digital education solutions can help students achieve their full learning potential

*When it comes to overcoming these challenges – and providing a high-quality education for as many children, young people and adult learners as possible – Hikvision digital technologies are a powerful ally.*



For education institutions around the world, providing optimal learning experiences and outcomes for students is the top priority. When it comes to delivering this goal, Hikvision digital technologies are a powerful ally, allowing institutions to deliver highly immersive learning experiences for both students studying locally in classrooms, and those who join classes from home or from other remote locations.

In the past, teachers and students had little or no access to technology, resulting in the use of textbooks and chalkboards for classroom teaching. In this model, many factors impact the quality of

education students receive, from the experience of the teacher and the size of the class, to the quality of the books and other materials available.

When it comes to overcoming these challenges – and providing a high-quality education for as many children, young people and adult learners as possible – Hikvision digital technologies are a powerful ally.

In particular, new digital technologies are empowering students to learn more easily, effectively, and comfortably, both on campus and remotely, while enabling teachers focus more on teaching itself

and on delivering quality education resources to more students outside classrooms.

Hikvision 4 key ways digital education solutions can help students learn faster and achieve more, both in the classroom and remotely:

**1. Enhancing classroom learning with the latest digital technologies**

In conventional classrooms, teaching tools offer limited formats for writing, illustration, and other resources, which also makes learning very challenging for the students sitting in the back row or students with learning difficulties. Moreover,

classroom-bound teachers need a whole host of tools to create lessons, including chalk, markers, a projector, chalkboard, and so on. With Hikvision’s latest generation of in-classroom interactive digital displays, the teaching and learning experience becomes more efficient and more engaging. This is based on visual experiences that are far superior to traditional chalkboards; the ability to share multimedia teaching materials direct to students’ devices in real time; and technologies that protect teachers’ and students’ eyes far more effectively than traditional screens.

**2. Increasing educational inclusion based on new remote learning opportunities**

Not all young people can physically attend classes, either due to illness, disability or, in some countries, because they live in rural areas without schools or colleges nearby. Hikvision’s latest digital solutions can help to close the educational divide by allowing students at home or in other remote locations to access classes broadcasted from school classrooms in real time, or classes that are recorded and shared with remote students at a later time. The best solutions of this type also support seamless integration with mainstream video conferencing applications, allowing remote students to join classes quickly and easily

from wherever they are working.

**3. Creating great learning opportunities in multiple classrooms simultaneously**

In many schools or colleges, specialist teachers may not have time to meet the demands of the entire student population. In these cases, it is extremely valuable to broadcast classes – either to other classrooms in the same school, or to classrooms in other schools. Hikvision’s “multi-classroom” approach, which is based on excellent quality video and audio capabilities and digital display capabilities, enables a wealth of new educational opportunities – offering excellent teaching resources and experiences to large numbers of students in remote cities or classrooms. The best solutions of this type allow students in three classrooms (the primary classrooms and up to three ‘secondary’ classrooms) to raise their hands and interact with the teacher, allowing them to ask questions and maximise their learning potential.

**4. Improving group discussions with better interactive experiences in classrooms fitted with multiple displays**

Traditionally, teachers and students have used chalkboards or paper to facilitate group discussions, share opinions, or make comments and annotations to texts and diagrams. Today, however, there is

a rapidly growing trend towards replacing these with interactive displays. Hikvision’s smart education solutions combine these with multi-display classrooms to deliver very flexible and dynamic learning environments. These can feature the main display or be split into smaller group displays; and they can facilitate synchronous sharing of displays, comparison displays, live demonstrations, and so on. By linking Hikvision PTZ cameras that focus on key areas, and by working together with other smart video technologies, teachers and students have the ability to make the vision of fully interactive classes a reality.

**Find out how with Hikvision**

To help students learn faster and achieve more, Hikvision provides a range of next-generation digital education solutions – including a range of smart classroom technologies and devices. These include Hikvision’s Classroom Hub solutions, which include innovative, immersive solutions for remote learning and for multi-classroom teaching and learning.

To find out more about Hikvision’s digital education solutions, please visit the website. You can also contact us today for a meeting to discuss your specific needs and we’ll be happy to help.

Visit our booth at GESS 2023: K20. We’re looking forward to seeing you!

# Lexar to showcase the future of memory and storage solutions a GITEX Global 2023

*The new product line-up includes microSD™ cards, internal SSDs, DRAM and portable SSDs, which are designed to work seamlessly with multiple devices such as sports camcorders, tablets, smartphones, and even drones.*

Lexar, a leading global brand in memory and storage solutions, is set to showcase the ‘future of memory and storage solutions’ at the 43rd edition of GITEX GLOBAL, the world’s largest tech event that will take place from October 16 to 20, 2023, in Dubai.

The company is well-positioned to capitalise on the growing demand for memory and storage solutions through its wide range of award-winning products. The company will showcase its new, expanded portfolio that is designed on its corporate pillars of Reliability, Data Security and Quality for photographers, videographers, gaming professionals, content creators and PC enthusiasts, at its Booth D1, Hall No.1 of the Dubai World Trade Centre.

The new product line-up includes microSD™ cards, internal SSDs,



DRAM and portable SSDs, which are designed to work seamlessly with multiple devices such as sports camcorders, tablets, smartphones, and even drones. As is the case with all Lexar products, the newly expanded portfolio will offer high-speed performance combined with higher memory capacities, allowing users to capture, access, play video/games and transfer high-definition multimedia files including 4K video at blazing speeds.

Commenting on their participation at the event, Fissal Oubida, General Manager of Middle East, Africa, and the Indian Subcontinent, Lexar, said, “GITEX GLOBAL is an opportunity for Lexar to highlight our deep commitment to the Middle East and Africa region. We are aggressively expanding our presence and market reach in the region through our ecosystem of partners. Our participation at this event not only gives us an opportunity to reinforce

our existing relationships and build new ones, it allows us to showcase our latest memory and storage technologies that aim to boost productivity for our customers while also enabling them to store and access their data securely”.

Data storage for professional photographers, videographers, and content creators from the media and entertainment industry can be rather complex and challenging. Given that both these industries continue to face unprecedented

Our participation at this event allows us to showcase our latest memory and storage technologies that aim to boost productivity for our customers while also enabling them to store and access their data securely”.

challenges in the digital era, the demand for high-quality content, the proliferation of formats and platforms, the need for scalability and agility, and the threat of

cyberattacks are some of the factors that put pressure on the industry’s data management capabilities. In addition, the rapidly growing internet users in the region coupled with the steep rise in the volume of data generated from various digital platforms have resulted in a significant demand for more advanced and secure data storage solutions.

“The increasing penetration of technologies such as artificial intelligence and Internet of Things, the proliferation of smart phones and laptops and the steady decline in the prices of consumer storage devices, such as HDD and SSD, are some of the factors driving the Middle East and Africa data storage market. Further, the digitisation of information in residential and commercial places, along with surging usage of mobile computing devices such as laptops, smartphones and tablets are significantly contributing to the rising demand for next-generation memory solutions that can securely store huge amounts of data, and load, reload and identify relevant data in real time”, added Oubida.





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# Minnapad to exhibit at Gitex with Japanese Government

Minnapad, a leading startup representing Japan's embrace of Web3, today announced its participation in GITEX Global 2023, the largest technology event in the Middle East, North Africa, and South Asia (MENA) region.



As an emerging market for Japanese pop culture overseas, the MENA region holds tremendous potential for Minnapad and its innovative blockchain technology solutions. This year, Minnapad is proud to exhibit alongside the JETRO, one of Japanese arms, further solidifying its position as a pioneer in the integration of Japanese IP creation and blockchain technology.

During the exhibition, Minnapad will showcase two Decentralised Autonomous Organizations (DAOs) powered by blockchain technology, which have revolutionised

the way fans and creators collaborate. By leveraging the DAO model, Minnapad presents a unique opportunity for fans and creators to co-create, ensuring full ownership and profitability. This revolutionary approach sets Minnapad apart as an industry leader in empowering Japanese IP creators and their fanbase.

In addition to the groundbreaking DAOs, Minnapad will also unveil its latest intellectual properties (IPs). These IPs exemplify the company's commitment to taking Japanese IP creation to new heights by harnessing

the potential of blockchain technology. By utilizing blockchain, Minnapad is transforming the landscape for Japanese IP creators, offering them increased control, revenue generation, and a direct connection to their dedicated fanbase.

Minnapad recognises the MENA region's unparalleled dedication to blockchain and cryptocurrency technology, making this the ideal platform to showcase its innovative solutions. With a strong foundation in the region, Minnapad aims to attract more fans and investors who share its vision of revolutionising

**We are proud to be part of Gitex, representing Japan's advancement in Web3 technology. The MENA region has shown incredible enthusiasm for embracing blockchain and cryptocurrency, making it an ideal market for Minnapad".**

the entertainment industry through the power of blockchain.

"We are proud to be part of Gitex, representing Japan's advancement in

Web3 technology. The MENA region has shown incredible enthusiasm for embracing blockchain and cryptocurrency, making it an ideal market

for Minnapad", said Vesper Qin, Co-founder, Minnapad. "We look forward to showcasing our latest developments and engaging with industry leaders, fans, and creators alike, to create a transformative future for Japanese IP creation".

Gitex provides an unparalleled platform for industry professionals, entrepreneurs, and technology enthusiasts to connect, collaborate, and innovate. Minnapad invites all attendees to visit their booth to witness firsthand the transformative power of blockchain technology on Japanese IP creations.

# New report reveals UAE & KSA are key targets on the Dark Web

At GITEX 2023, results-driven cybersecurity leaders Positive Technologies will reveal insights from their new GCC Dark Web report which aims to enhance the lens on cybercrime, providing cybersecurity professionals with keen insight to protect their companies from threat actors.

Positive Technologies experts conducted the study of the shadow market used by cybercriminals as a foothold to attack GCC companies[1]. According to the data, UAE and Saudi Arabian companies are the favourite targets of attackers. The most common subject of dark web ads is the sale of access and data. The minimum cost of access is as low as \$35, with more than half of such

posts advertising a price of between \$100 and \$1,000. In the vast majority of cases, access is granted with administrator rights, making it much easier for even inexperienced attackers with limited budgets to attack companies.

UAE and Saudi Arabian companies are most frequently mentioned in the ads (46% and 23% ads, respectively). These countries are associated

with oil production and wealth, which apparently attracts cybercriminals.

Government bodies and Finance are the most popular economic sectors discussed on the dark web (30% and 20% of posts, respectively): hacktivists and ransomware gangs focus their efforts on these areas.

33% of all the ads are related to the sale or distribution of data, including companies' databases

and credentials (names, email addresses, and so on). This information can be used in various attacks, including phishing and extortion. Experts point out that a third (31%) of all data discussed on the dark web is distributed for free, which means all sorts of attackers can use it.

The sale of access to companies' infrastructures was the second most popular theme on the dark

web (22%). According to our study, this service costs an attacker between \$35,000 and \$40,000.

Positive Technologies analyst Anastasiya Chursina comments: "It is important to note that in most cases, access is very cheap (\$100–1,000), and in the vast majority of cases (90%) it comes with administrator rights. In other words, even the most inexperienced attacker with a small budget doesn't need to modify the "product" in any way: it can be used to successfully attack a target company as is. Some ads, however, offer expensive access to major companies in the region. The buyers in these cases are hackers with more advanced skills preparing to conduct sophisticated attacks".

**In other words, even the most inexperienced attacker with a small budget doesn't need to modify the "product" in any way: it can be used to successfully attack a target company as is".**

Such active trade of data and access to companies' infrastructures coupled with cheap cyberservices and low attacker skill requirements make the information systems of the GCC companies extremely vulnerable. Experts recommend that companies build their defences taking into account all possible threats and cyberattack scenarios and use modern tools such as application level firewalls, network traffic analysis systems, and solutions for collecting and analysing information about security events.

1 We analysed 252 Telegram channels and dark web forums (8,884,023 users and 91,484,658 posts total). These included multilingual platforms centred around various subjects.

## What buyers on the dark web look for: GCC in focus





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# LinkShadow to showcase intelligent NDR at GITEX 2023

Will be presenting the LinkShadow Cyber Mesh Platform - The New Approach to Cybersecurity Architecture.



At GITEX 2023, LinkShadow, a global leader in intelligent Network Detection and Response (iNDR) will present a dynamic approach to

cybersecurity posture - the Cyber Security Mesh Architecture, an innovative concept that is transformative especially in an increasingly interconnected and

dynamic digital landscape. LinkShadow's expertise in iNDR has made a significant impact on CISOs and SOC Teams with its advanced capabilities to detect and

respond to cyber threats in real-time. This includes monitoring network traffic, identifying anomalies, and using machine learning algorithms to detect and mitigate threats promptly.

a more flexible and adaptive security model that is best suited to the evolving nature of the cybersecurity sphere. Patrick Ramseyer, VP EMEA, LinkShadow stated, "The Cyber Security Mesh Architecture (CSMA) is a game-changer and can bring about a paradigm shift in how enterprises approach cybersecurity. By leveraging the CSMA, LinkShadow aims to offer enterprises the ability to enhance their overall cybersecurity status with better protection for remote and cloud-based assets, improved threat detection capabilities, and a more adaptive and responsive approach to cybersecurity".

"We are extremely excited to showcase the LinkShadow Cyber Mesh Platform to the global audience at GITEX and look forward to engaging extensively and to share more insights on the technology through our discussions and demos opportunities". He added. Presenting this concept at GITEX, a prominent technology event, indicates LinkShadow's

By leveraging the CSMA, LinkShadow aims to offer enterprises the ability to enhance their overall cybersecurity status with better protection for remote and cloud-based assets".

keenness to showcase its innovative approach to a broad audience, potentially garnering interest from organisations looking to enhance their cybersecurity stance. The LinkShadow teams in Hall 25 – Cyber Valley will be available for a one-on-one meeting or demo session. Reach out to them via: <https://www.linkshadow.com/gitex2023>

# OPSWAT to highlight cybersecurity gaps at GITEX

As digitalisation creates more complexity between IT and OT, OPSWAT urges proactive steps to secure what matters most.

OPSWAT recently announced its participation at GITEX Global 2023, where it will show attendees how critical infrastructure can be secured through the company's end-to-end IT/OT security solutions. Exhibiting under the theme, "Modernising Critical Infrastructure Protection (CIP)", OPSWAT will highlight the challenges in defending Middle East countries' evolving critical infrastructures and showcase the company's proactive measures that can bring new confidence to the region's OT security teams. "Our GITEX theme is designed to emphasise that merely maintaining the status quo in cybersecurity is not enough", said Sertan Selcuk, VP of Sales, Middle East, Turkey, Africa, and Pakistan, at OPSWAT. "We must take bold steps to address both current and future cyberthreats that could potentially compromise our infrastructure". Unlike other providers in the market, OPSWAT provides a single platform — built from the ground up — to protect against file-borne threats from USB, web traffic, storage, email, and API, and delivers the zero-trust architecture needed for the protection of critical infrastructure. Furthermore, the company's solutions can be deployed in a wider array



of setups than any other industry player — in the cloud, on premises, or even in air-gapped networks. **GITEX showcase — IT and OT security portfolio** OPSWAT's GITEX exhibit will house a comprehensive CIP lab that will show IT and OT solutions, and how they work together to secure critical environments. Its solutions help organisations solve their most common challenges, including application security, cloud security, critical network security, supply chain security, endpoint management, security operations, and email security. On the OT side of the lab, OPSWAT's solutions enable safe and compliant usage of removable media,

transient devices and enforce unidirectional data transfers. Products on display and available for demo will include MetaDefender Kiosk, Vault, and Drive, MetaAccess OT, OPSWAT Client, MetaDefender USB Firewall, NetWall, OTfuse, and Neuralyzer. Products on display on the IT side of the lab will include MetaDefender Core and ICAP Server, MetaDefender Email Security, MetaAccess, and MetaDefender for Secure Storage. Making these integrated solutions unique is the power of OPSWAT's zero-trust technologies on its single-platform, providing Deep Content Disarm and Reconstruction (CDR), Multiscanning,

We must take bold steps to address both current and future cyberthreats that could potentially compromise our infrastructure".

Proactive DLP, next-generation sandbox, threat intelligence, file-based vulnerability, and country of origin detection. **Highlighting commitment to the region** Alongside its product showcase, OPSWAT will use its presence at GITEX to spread awareness of its recent partnership with value-added distributor (VAD) StarLink. It is a

partnership aimed at offering regional customers a well-rounded approach to cybersecurity. As skills shortages and cyber challenges intensify, StarLink will be there to bring Middle East and Africa security professionals OPSWAT's ground-breaking, end-to-end cybersecurity platform. In another effort to help organisations plug the skills gap, the company

will offer complimentary OPSWAT Academy training vouchers. "By arming professionals with the knowledge and skills to proactively secure critical systems, we take the first concrete steps towards fulfilling our [GITEX] theme's call to action", said Irfan Shakeel, VP of Training and Certification Services at OPSWAT. "These certificates not only represent education but also our unwavering commitment to proactive cyber defence and preparedness". "We have already cemented a reputation in the region for solving the unique problems associated with securing OT and ICS and today work with leading public and private sector enterprises, across the Middle East, in sectors ranging from O&G and FSI to manufacturing and healthcare", added Selcuk. "GITEX is our opportunity to gauge, face to face, the pain points and challenges, successes and failures of our regional customers; but also, of our partners and potential partners, who play such a pivotal role in our regional growth strategy. As such, we see GITEX as the perfect platform for to join forces with our industry peers and protect our shared future". At GITEX Global 2023, OPSWAT will exhibit from Hall 24, Booth A50.



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# Raqmiyat and SAS: Shaping the Future of Digital Transformation in the Middle East at GITEX 2023

Raqmiyat, a system integrator and digital transformation solution provider in the UAE & KSA region, are delighted to announce their GITEX participation with the globally renowned analytics leader, SAS.



Raqmiyat, a system integrator and digital transformation solution provider in the UAE & KSA region, are delighted to announce their GITEX participation with the

globally renowned analytics leader, SAS. At GITEX 2023, our collaborative exhibition promises a diverse range of transformative solutions:

**Advanced Analytics and AI Solutions**  
Discover SAS's cutting-edge analytics and AI offerings that empower businesses to glean insights from their data,

optimise operations, and make informed, data-driven decisions. Witness how businesses can unlock the power of predictive analytics, machine learning, and natural language processing to drive efficiency and innovation.

**IoT and Data Integration**  
Experience how SAS's IoT and data integration solutions seamlessly collect, manage, and analyse data from a myriad of sources. See how organisations can harness the potential of IoT data to optimise processes, enhance customer experiences, and drive operational efficiency.

**Customer Intelligence and Marketing Analytics**  
Delve into SAS's customer intelligence and marketing analytics solutions, which

enable businesses to understand customer behaviour, personalise marketing efforts, and create targeted campaigns. Witness how data-driven insights can enhance customer engagement and drive marketing ROI.

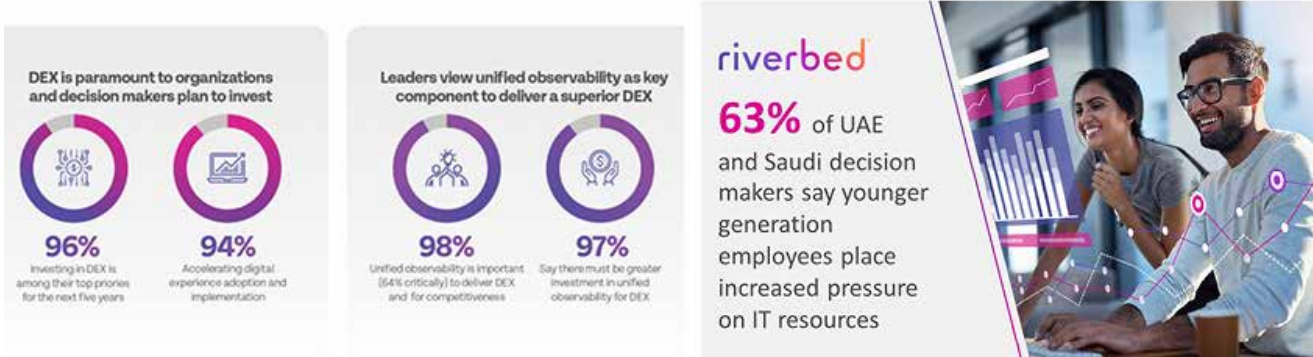
Commenting on the participation, Bahaa Indary, General Manager of Raqmiyat said "We are immensely proud to announce our collaboration with SAS at GITEX 2023. This partnership marks a significant milestone in our commitment to driving digital transformation in the Middle East. By joining forces with SAS, we aim to deliver tailored technology solutions that cater to the unique needs of our region, harnessing the power of

**Together, we look forward to empowering businesses, fostering innovation, and shaping a technology-driven future".**

analytics, AI, and data-driven insights. Together, we look forward to empowering businesses, fostering innovation, and shaping a technology-driven future".  
"In the era of digital transformation, we understand the increasing demand for AI and analytics capabilities. During GITEX 2023, we will demonstrate how our advanced solutions, in collaboration with Raqmiyat, can revolutionise the way businesses leverage data for growth. Together with our partner, we are dedicated to helping organisations unlock the full potential of these technologies and achieve their business objectives, at scale", said Fouad Ghannam, Head of Channels for Middle East, Africa & Turkey, SAS.  
We invite all industry stakeholders, business leaders, and technology enthusiasts to visit our booth in Hall 6, Booth No. A 10, Dubai World Trade Centre, where you will see hand-picked use cases from across the region, live demos, and presentations from SAS experts.  
We are excited to introduce you to the latest and the greatest advancements in the world of AI and analytics.

# Riverbed reveals results of ‘Digital Employee Experience’ research ahead of GITEX

With Millennial and Gen Z workers demanding more of their organisations' digital systems, Riverbed is set to empower regional IT teams to 'Deliver Exceptional Digital Experiences' through its participation at GITEX 2023.



As Riverbed, the leader in Unified Observability, prepares to make another appearance at GITEX 2023, the Company today unveiled the Middle East findings of its latest research on the Digital Employee Experience. The research found that organisations today must employ high standards for the digital employee experience (DEX) in order to remain competitive and retain talent, in particular for younger generation employees who would otherwise consider leaving the company. In line with this, the company is focusing its presence at GITEX (Concourse 2 – Stand 18) around demonstrating how organisations can 'Deliver Exceptional Digital Experiences with Unified Observability and Acceleration.'

**Middle East Millennials and Gen Z Employees Have High Digital Experience Expectations**  
The Riverbed Global DEX Survey commissioned by Riverbed and conducted by Sapio Research, uncovered that Millennial and Gen Z employees have the highest technology and digital experience expectations in the workplace, with 64% of decision-makers in the UAE and Saudi Arabia saying younger generation employees are the most demanding of IT's time, and nearly all (97%) of respondents believing they will need to provide more advanced digital experiences to meet their needs. Seventy-two percent of regional leaders surveyed believe that if an organisation fails

to deliver the seamless digital experiences that the younger generation employees now demand, they would consider leaving the company and over half (53%) say if digital experience expectations aren't met, it would impact the company's reputation and the business overall. Interestingly, half of leaders in the UAE and Saudi Arabia say a seamless digital experience is most likely to keep their workforce engaged, surpassing traditional office perks such as free coffee and snacks (14%). It's no surprise then that 98% of leaders in the UAE and Saudi Arabia say delivering a seamless DEX is important, (64% say it's critically important) to remaining competitive.

And with heightened digital expectations, and talent, productivity, and competitiveness at risk, almost all respondents (97%) say investing in DEX is among their top priorities for the next five years. "The Middle East has a particularly large youth demographic. With Millennial and Gen Z individuals making up significant portions of the workforce, ensuring digital systems meet their expectations is becoming key to attracting and retaining top talent", said Mena Migally, Regional Vice President, Emerging EMEA, at Riverbed. "At GITEX this year, our team will be present in full strength as we seek to engage with attendees and demonstrate how they can overcome

growing IT complexity, and take proactive steps to enhance digital employee experiences".  
**Obstacles to Delivering a Seamless DEX**  
At a time when the digital experience is business critical, 94% of UAE and Saudi leaders cited at least one major obstacle or gap to delivering a seamless DEX. Respondents identified budget constraints (36%), IT talent/skills shortages (32%), lack of sufficient observability tools (31%), lack of appropriate SaaS or cloud services (31%), and too much data (26%), and too many monitoring tools (26%) as the top obstacles hindering their ability to deliver on the digital employee experience.  
**Accelerating the Digital Experience: Unified Observability a Must-Have for DEX**  
In the last few years, the push to hybrid work environments has resulted in IT leaders taking a bigger role in the C-suite, and leaders say technologies, such as AI and unified observability, are playing an important role in

delivering on the digital experience. Riverbed's focus on leveraging GITEX to highlight Unified Observability as a solution to address the IT infrastructure complexity organisations face is based on the fact that almost all (97%) of regional respondents believe more investment into unified observability platforms would allow for a better employee and customer digital experience. Additionally, UAE and Saudi leaders believe that these technologies – AI (54%), Cloud (50%), Digital Experience Management solutions (43%), Application/ Network Acceleration technology (36%), and Automation (34%) – are crucial for organisations looking to remain competitive in today's marketplace. "At GITEX last year, we saw an overwhelmingly positive reception to our newly unveiled Alluvio Unified Observability portfolio. Now, a year later, we are excited to demonstrate the powerful new capabilities we have added to this industry leading platform", said Migally. "Moreover, through our presence on the stands of our regional distributors – Crestan, Mindware, and StarLink – we are highlighting our deep commitment to the region, which augments the value proposition of our solution portfolio".



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# SolarWinds exhibits at GITEX Global 2023

SolarWinds to showcase product innovations in booth #H7-F50 with in-depth demonstrations of its observability, database, and service management solutions.

SolarWinds, a leading provider of simple, powerful, secure observability and IT management software, today announced its participation at GITEX GLOBAL 2023, October 16-20, in World Trade Centre, Dubai, United Arab Emirates.

SolarWinds will present at booth H7-F50 alongside its value-added distribution partners in the region — CyberKnight and Spire Solutions — showcasing its award-winning full-stack observability products, comprehensive database management portfolio, and service management solutions.

SolarWinds enables companies to manage increasingly complex hybrid and multi-cloud environments to accelerate digital transformation, drive automation, modernise

applications, and undertake cloud migration initiatives. The company has further enhanced its solutions through the unified SolarWinds Platform, providing customers with full-stack

SolarWinds Database Solutions help keep organisations’ data available and scalable while pinpointing the root cause of performance issues”.



Sudhakar Ramakrishna

observability powered by AIOps, database, service management, security, and automation capabilities to identify and remediate issues and improve service delivery, reliability, and productivity — all while reducing costs.

SolarWinds Observability helps to unify and extend visibility across the entire technology stack, supporting modern and custom web applications to help ensure key business

services meet service-level objectives and deliver optimal user experience.

SolarWinds Hybrid Cloud Observability is designed to help organisations ensure availability and reduce remediation time across on-premises and multi-cloud environments by increasing visibility, intelligence, and productivity.

SolarWinds Database Solutions help keep organisations’ data

available and scalable while pinpointing the root cause of performance issues.

SolarWinds Service Desk is a cloud-based and AI-powered IT service management (ITSM) platform built to maximise productivity and accelerate resolution with lightning-fast time to value.

At the event, SolarWinds experts will also lead the following speaking session:

• **Tech Talks** – October 17 at 11:00 GST

- Join Sascha Giese, SolarWinds global tech evangelist to learn about “Understanding Alert Fatigue”

Visit SolarWinds at GITEX and engage with company executives, including President and CEO Sudhakar Ramakrishna, engineers, and product experts to explore new solutions in live product demonstrations at Booth H7-F50.

# Vectra AI unveils next-gen cybersecurity at GITEX 2023

Vectra AI presents a pioneering cybersecurity platform at GITEX 2023, empowering SOC’s to match adversaries’ agility in the hybrid age.

“Cyber leaders long to be resilient to the twisting evolution of the hybrid threat landscape,” said Taj El-khayat, Area VP, EMEA South, at Vectra AI. “They want to modernize security operations with AI but do not feel able to justify to their colleagues the budgets associated with rip and replace. Nonetheless, they feel that without the ability to stay one step ahead, or at least keep up, with the adversaries, a major cyber incident is inevitable.”

In answer to its customers’

concerns, Vectra developed the industry’s first AI-driven, fully integrated hybrid attack detection and response platform, to deliver extended detection and response (XDR) for hybrid attacks, at speed and scale. The Vectra AI Platform, with patented Attack Signal Intelligence™, delivers the integrated signal enterprises need to optimize their investment in XDR.

### Vectra at GITEX 2023

At GITEX, Vectra will show how its new flagship platform can address

what El-khayat calls the “spiral of more” — more attack surface, more sophistication in attack methods, more tools, more rules, more security analyst burnout.

The Vectra AI platform allows organizations to integrate Vectra AI’s public cloud, identity, SaaS, and network signal with existing endpoint detection and response (EDR) signal to arm SOC teams in their fight against the ever-growing sophistication, speed, and scale of hybrid attacks.

The Vectra AI Platform integrated signal enables security teams to cover more than 90% of MITRE ATT&CK techniques with patented and proven MITRE D3FEND countermeasures. Teams can also combine AI-driven behavior-based detection, signatures, and threat intelligence for the most accurate representation of active attacks in progress. They can map the progression of an attack, including any lateral movement from data center to cloud, cloud to data center, and cloud to cloud.

Furthermore, the company’s patented AI can automate threat detection and triage, allowing more effective prioritization of action, reducing the occurrence of dead-end investigations, and boosting

team morale. Patented Privileged Access Analytics (PAA) scrutinizes the accounts most useful to attackers. The AI gets to know the unique environment it protects, so it can better distinguish between malicious and legitimate behaviors, thereby further reducing alert noise. The Respond UX Analyst allows security professionals of every skill level to mount effective investigations, while Advanced Investigation enables forensic analysis of Azure AD, Microsoft 365, or AWS Control Plane logs directly in the platform user interface. Meanwhile, AI-Assisted Investigation leverages large language models (LLMs) to provide analysts with a user-friendly way to gather 360 degrees of context on entities under

attack.

Vectra’s GITEX exhibit will feature demo pods highlighting each aspect of the company’s new AI platform — Cloud Detection and Response, Identity Detection and Response, Network Detection and Response, Managed Detection and Response, Investigation and Threat Hunting, and Respond UX Powered by AWS.

“We believe the current approaches to threat detection and response leave organizations exposed — Integrated signal is the only way forward in protecting the modern IT environment, which is increasingly hybrid in nature,” El-khayat emphasized. “This is the key message that we want to communicate to public and private sector entities across the region, which is why GITEX is such an important event for us. I look forward to having meaningful conversations with existing and prospective customers around the cybersecurity challenges they face and showcasing how AI is the best ally the hybrid enterprise can have when it comes to building a security function that can respond to attackers at speed and scale.”

At GITEX Global 2023, Vectra will exhibit from Stand B40 in Hall 23.



Cyber leaders long to be resilient to the twisting evolution of the hybrid threat landscape”.





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# Veritas research reveals UAE businesses are confident in their security teams, yet still weary

UAE IT leaders are investing heavily in talent, with the average company hiring 16 new staff into data security teams.



Ramzi Itani

Veritas Technologies recently unveiled the regional results of a new international survey, which finds that, while 98% of UAE businesses are confident that they have the staff required to keep their organisations secure, 57% still believe they are currently ‘at risk’, as a result of rising data security threats.

Launched at GITEX Global 2023, and surveying over 1,600 IT executives and practitioners across 13 countries around the

world, including 100 respondents from the UAE, the new report from Veritas explores the challenges and risks organisations globally are facing when it comes to securing data.

Ramzi Itani, Regional Director, Middle East at Veritas Technologies, said: “In today’s digital landscape, UAE organisations have taken commendable strides in building strong teams to secure their data. However, the path to data security is an ongoing journey. While

the rise in confidence levels is encouraging, remaining vigilant and making strategic investments is paramount. In a world with increasing external threats and risks, the ability to manage data is not just a goal; it’s imperative for a resilient future”.

### Despite confidence, data security risks remain rife

The research found that nearly all UAE respondents (98%) report that risks had led to reputational or financial damage to their organisation in the last two years, with three-quarters (73%) admitting to having experienced a successful ransomware attack. Two in five (39%) said their organisation has suffered as a result of data security risks, such as ransomware, data loss or data theft, and believe these risks will continue to increase in the next 12 months. In addition, in the last two years, over half (52%) have experienced a loss of data caused by issues unrelated to ransomware attacks.

Compliance with legislation is also a risk, with a quarter (23%) saying they’ve seen damage as a result of not meeting regulatory requirements, and 41% believing this risk has increased in the last 12 months.

### Renewed focus on technology and talent to reduce risk

To address existing challenges and tackle those that lay ahead, UAE organisations are prioritising investment in technology and talent. Data protection spending has increased by a third across all on-premises, public and private cloud environments in the last 12 months, while over three-quarters (77%) are turning to AI and ML technologies to keep their organisations secure. Almost half (48%) are enlisting the help of third-party software and tools.

The average UAE company has also hired between 14-16 new staff members across their data protection and data security teams in the last 12 months.

As a result, most UAE organisations (73%) confirm that they have been fully compliant with national and regional regulations in the last 12 months. And to ensure that regulatory compliance is maintained, six in ten (59%) are offering employee training, 48%

have added role-based access to limit availability of sensitive data, and 41% have added encryption and other protection.

But the costs for those that fail to comply with regulations are sky high: 43% of organisations in the UAE have been penalised for compliance breaches in the last 12 months, with an average fine of \$178,000.

“Witnessing UAE organisations confront external challenges and risks head-on, bolstered by their investments in talent and cutting-edge technology, is testament to the UAE government’s commitment to making Dubai the digital economy capital of the world and the global leader in AI by 2031. By prioritising talent acquisition, education and investment in emerging technologies, UAE businesses stand at the forefront of regulatory compliance and the battle against ever-evolving cyber threats. As cyber-attacks surge in frequency and complexity, remaining laser-focussed on upskilling and technical enhancement ensures that growth is met with resilience”, said Itani.

### Shifting responsibilities

The report also reveals a shift in roles and responsibilities across IT teams, with 84% more focussed on security

regulations, 78% on compliance regulations, and 88% on managing workloads. More time is also being spent on cyberattack prevention (62%), SaaS/ productivity (66%), meeting SLAs/preventing downtime (61%), backup and recovery (59%), and compliance (52%).

“It’s clear to see that UAE organisations are making investments in all the right areas, and with that, confidence levels are rightly on the rise. Yet, as staff continue to be stretched by rising risk levels across different areas, embracing AI and ML solutions that can help to secure data without adding undue pressure on human resources is key. Organisations will reap the biggest rewards of their investments by striking a balance between deploying intelligence-driven technologies that can protect data, while acquiring the right talent to drive impactful, transformation projects to propel the business forward”, added Itani.

Join Veritas at GITEX GLOBAL between 16th-20th October 2023, to learn more about how organisations can ensure their data is protected, compliant, and recoverable when it matters most. Customers can find Veritas at Stand #CC2-1, Concourse II, Dubai World Trade Centre.

# WSO2 to elevate digital experiences for Middle East businesses at GITEX GLOBAL 2023

WSO2 is preparing to showcase how thousands of organisations harness the power of SaaS offerings to drive their digital transformation.

WSO2, is set to participate at GITEX GLOBAL, where it will present its comprehensive product stack. This line-up includes core technologies encompassing enterprise integration, API management, and Identity and Access Management (IAM) solutions, designed to empower organisations in building robust digital platforms.

WSO2 will also showcase the Choreo Internal Developer Platform, a Digital Platform as a Service (PaaS), aimed at accelerating the creation of digital experiences. This diverse portfolio caters to a wide range of industries, simplifying the application development process and removing the complexities that hinder innovation in various digital contexts, including B2C, B2B, and B2E use cases.

Under the theme of ‘Providing Core Technologies to Create Awesome Digital Experiences’, WSO2 is preparing to captivate visitors by showcasing how thousands of

organisations, including hundreds of the world’s largest corporations, top universities, and governments, harness the power of the company’s cloud-native Software as a Service (SaaS) offerings and open-source software to drive their digital transformation journeys.

Uday Shankar Kizhepat, Vice President and General Manager - Middle East, WSO2, expressed, “Digital differentiation is the key to success in today’s competitive market, as every business needs to deliver exceptional digital experiences to their customers and stakeholders. WSO2 supports its customers in this endeavour by providing innovative and scalable solutions in the most critical and impactful areas of their business. We look forward to showcasing our capabilities and achievements at GITEX 2023, and connecting with other industry leaders and visionaries. Our solutions have proven to expedite app development and positively impact return on investment”.

In addition to highlighting its vision to Middle East enterprises, WSO2 is keen on engaging with start-ups and SMEs attending GITEX GLOBAL this year. This initiative follows the recent launch of ‘WSO2 for Startups,’ a dedicated program that grants emerging businesses access to Choreo and Asgardeo, WSO2’s Internal Developer Platform and Identity as a Service (IDaaS) offerings.

Kizhepat emphasised, “Start-ups have always been the backbone of the Middle East’s thriving knowledge-based economy. They are the ones creating jobs, disrupting industries, and driving GDP. With technology being so vital to their success, WSO2’s support of these budding organisations serves as a demonstration of our commitment to the region. We enable these businesses to accelerate their growth, bring services to market faster, and rapidly transitioning from promising pioneers to market leaders”.



Uday Shankar Kizhepat

WSO2 continues to make significant strides in the Middle Eastern region, with a growing roster of esteemed customers. Among the prominent organisations that have chosen WSO2’s cutting-edge solutions are Imam Mohammad Ibn Saud Islamic University (IMSIU), Dubai Courts, Dubai Police, Commercial Bank

of Dubai, United Arab Bank (UAB) UAE, Smart Dubai Government, Saudi Post, and Mohammed Bin Rashid Library. These institutions represent a diverse spectrum of industries, and their partnership with WSO2 underscores the company’s commitment to providing innovative and scalable solutions that

drive digital excellence across the Middle East.

Three Pillars Technology and Communications Cv. (3PTC), a valued WSO2 partner, headquartered in Saudi Arabia, will hold a prominent presence at WSO2’s stand. Recognized as one of the region’s fastest-growing partners for WSO2, 3PTC has been instrumental in expanding WSO2’s influence in the Kingdom, with a particular emphasis on the government sector. During the event, 3PTC will demonstrate its delivery capabilities and showcase compelling use cases that harness the power of WSO2 technology.

Another key participant at the WSO2 stand is Impiger Technologies, a trusted digital transformation partner with a strong focus on developing super apps for customers. With nearly two decades of experience, a workforce of over 400 employees, and a client base of around 500, Impiger possesses development capabilities to support customers on their digital journeys.

Joining Uday Shankar Kizhepat at the WSO2 stand is Asanka Abeyasinghe, the company’s CTO, along with top executives from the regional account management, pre-sales, and channel teams.



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