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.

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, AOT, 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. GIXE Global will serve as the

CONTINUED ON PAGE 2

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 Infragate Group Company, will reinforce its presence as an ESMA 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

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.

CONTINUED ON PAGE 6

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 presence in this region by presenting practical use cases of our technologies and strengthening partnerships with our 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

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Tenable to showcase Al-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.

How has the adoption of Al technologies such as IoT (Internet of Things) and data analytics impacted 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). 43.6 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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Digital Transformation Simplified

Your Journey Is Our Journey

PILLARS

Agile Product Management

Artificial Intelligence

Data

Security

Cloud Computing

Modernized Technology

Agile Organization

Digital Strategy

BLOCKS

Design Thinking | Innovation | Ecosystem | Product Portfolio

NLP | Predictive ML | Generative | AI Ops | XR | Robotics | Computer Vision

Data Strategy | Data Integration | Data Warehouse | Data Governance | Data Quality

Governance | Risk | Compliance | Cyber Security | Monitoring

Cloud Strategy | Application Development | Cost Optimization | Call Center

Architecture | Software Delivery | Testing | DevSecOps | API Hub

Train | Launch | Coach | Scale

Visioning | Technology Strategy | Policy

OUTCOMES

Competitive Advantage

Disruptive Innovation

Predictive Analytics

Compliance & Governance

Secure Scaling

Future Ready

Customer-centric Innovation

Unified Vision

Learn more by scanning the QR Code:

or visit us at:
Hall 26 - B25
 pitches a collaborative outlook emphasizing 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 networking technology vendors - Anomali, Beyond Trust, BMC Software, Citrix, Cybereason, Digicert, F5, Fiddes Security, Getvisibility, Infoblox, Juniper Networks, Linkerd, LogRhythm, OSFIVAT, Palo Alto Networks, Rapid7, Recorded Future, Respective, Sectore, Thales, Trend Micro, Trellis co-partnering at thrifty tech event.

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 sustainability and success.

Commenting on the significance of GITEX, Nidal Othman, CEO of StarLink, said “Year after year, we continue to grow stronger, driven by our mission to practically 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 underscores our unwavering commitment 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 aspirations, and for our steadfast channel partners, who have stood by our side for the last two decades.”

As the EMEA cyber security 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”.

**Acer...**

Our established PC business will shine at some of our latest innovations including our AI-based technologies such as the immersive and productive business environment for our valued customers. Our presence at GITEX underscores our unwavering commitment 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 aspirations, and for our steadfast channel partners, who have stood by our side for the last two decades.”

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**about StarLink:**

StarLink, An Infinigate Group Company is accelerated at the fastest growing “True Value-added Distributor” across the Middle East, Turkey, and African regions with over the-ground presence in 31 countries. StarLink is recognized as a “Trusted Cyber and Cloud Advisor” over to 3500 plus enterprises and government customers that use one or more of StarLink's best-of-class networking and security solutions, sold through its Channel network of over 3500 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 infrastructures. For more information about StarLink, please visit www.starkinme.com.

**Press Contacts:**

Raj Joy, Marketing Director | StarLink | E: raj@starkinme.com
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*. 

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 digital platforms, IoT devices, and emerging technologies, businesses are generating and storing vast amounts of data. An is an evidence of the importance of providing scalable and efficient data management solutions to help organisations handle and derive value from their data.
ACCELERATE YOUR DIGITAL TRANSFORMATION TO UNLOCK BUSINESS VALUE

YOU CAN COUNT ON US

Rapid advancements in technologies are reshaping industries, fostering new business models, and challenging traditional practices. To thrive in the coming decade, organizations must embrace change, reinvent themselves, accelerate digitization and deliver great customer experience.

At BCT, for over 24 years, we’ve assisted clients worldwide in unlocking business value from their digital transformation initiatives. Our winning formula comes from our unique combination of innovative IP products, customer-centric IT services, and strategic technology partnerships.

1000+ Customers | 20+ Countries | 4000+ Associates | 20+ Partnerships

USA | Singapore | Malaysia | Brunei | Taiwan | India | Oman | UAE | Qatar | Saudi Arabia

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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.

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 OT and IT convergence, you need to ensure that any converged solutions adequately span the technological chasm between IT and OT networks and security needs.

Introducing CirrusInsightsNow.ai

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. CirrusInsightsNow.ai is 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 German 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.

Don’t miss the opportunity to be part of this exciting development in Agile Product Management. We look forward to seeing you at GITEX 2023!
Modernizing Critical Infrastructure Protection

Discover why OPSWAT is driving Critical Infrastructure Protection (CIP) cybersecurity forward at GITEX. Dive into a world of innovation and learn how OPSWAT is protecting IT, OT, and everything in between to help create a better, more secure future.

Join us at Hall 24 Stand A20 to learn more about our end-to-end, IT to OT cybersecurity platform.

Can’t make it to the booth? No problem. Scan the QR code and learn more about our solutions to get started today.
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 nudge the way customer and employee experiences are delivered. The solutions on display will also show how organizations can chart their own path to delivering AI-enhanced experiences within their existing operations.

“Two words capture the current business zeitgeist better than ‘artificial intelligence’. The capabilities being delivered by AI are supercharging 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 Hadi Altab-Loft, Senior Vice President – Global Head of Sales, Avaya, and President, Avaya International. “As our global customers look to generate 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 can go public with public - and private - can empower their teams with advanced 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 driving effect on creative disciplines, Avaya will demonstrate how generative AI can sit at the heart of customer experience transformation. Teaching everything from agent experience to customer journey with generative AI.

**GDX 2023 and D42.**

D42. D42’s focus will be its recently updated and enhanced flagship platform. D42 offers integration with OpenAI’s ChatGPT, allowing business users to incorporate the tool’s learning models into their native dialogs to extend existing datasets and perform testing using a visual interface and natural language prompts. Version 12 also prioritizes precision and trust in project outputs, eliminating “false tox” tendencies in AI through Transparent Automated Feature Generation. It introduces Causal Machine Learning (CM) 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. D42 democratizes these capabilities, ensuring that anyone building ML models can understand the source of results. Transparency continues with Unique 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.

**For enterprise experts, D42.**

D42. D42 automates tasks and pipelines via a built-in scheduler to deliver clean, reliable, and timely data across the business. And D42’s platform provides a single-pane management tool for progress tracking and the ability to observe and control AI. “Each year, we come to GITEX to deliver a simple message: Everyday AI is a ‘winning strategy’, said Bhakta. “In 2023, with a deeper conversation about what we mean by ‘AI’ rather than ever, we see signs that the message is starting to get through. In a way, that means we can attract a more receptive audience than ever before. That is exciting not only for D42, but for the entire region”.

At GITEX Global 2023, D42 will exhibit from Stand CC2-15.
BRILLIANCE IN EVERY PIXEL
Hikvision LED Displays

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40+ automated assembly line, patching 100 million lamp beads per day (approx. 620 m² P2.5)

Strict quality control
Quality control at every stage, from 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 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 explainable machine learning and AI features to help IT teams reduce mean time to 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, AI/OPS, 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 Historic 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 proactive approach to threat detection, prevention, and incident response.

We are also delighted to announce our esteemed strategic partners Secureworks Hyland, Adrenaline, Qlik and Emudhra who will be joining us during GITEX 2023. We believe that GITEX 2023 promises groundbreaking 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.
FortiSASE
Cloud-delivered Converged Networking and Security and for Remote Users and Locations

Cybersecurity, everywhere you need it
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 showcase 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 first start-up event held by Dubai Chamber of Economic Development, will see 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 combine a comprised 41 halls spanning 2.7 million sq. ft of exhibition space—a 27 percent increase over the previous year—conveying the best minds and most visionary companies to scrutinise, challenge, define, and empower the digital agenda of the world.

**AI innovation wave, cybersecurity and launch show 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 global imagination, as 3,500 AI-influenced 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 into-security brands and global expert 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.**

More than 1,000 investors from 10 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.

Core Al Gargour, Vice President of Dubai Chamber of Economic Development, 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 global tech leaders from the global start-up community here in the emirate. Elevating the global tech ecosystem, realising entrepreneurship and innovation wave, and empowering industries to scale even higher and bigger in 2023, spearheading a global tech takeover across two Dubai mega venues next month.

**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 how its commitment to developing the future of identity is fuelling global growth in secure, sustainable and future-proof solutions. The company will showcase today’s technologies and innovations to visitors at GITEX to demonstrate how its technology empowers businesses to achieve their sustainability goals, while also providing them with secure solutions.

### Secure

HID will showcase HID FARGO Connect — the industry’s first cloud-native identity solutions platform — paired with card printing innovations such as the HID FARGO HD6600 retransfer card printer and the DT38500 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-volumes and high-security requirements of large organisations such as government entities and financial institutions.

Additionally, company experts will explain how 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 its strong presence at GITEX, 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 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 inextricably linked in today’s world,” said Andrew Munnik, Segment Director, MEA, HID. “At GITEX Global 2023, HID will demonstrate how we continue to lead the way in providing secure, sustainable and future-proof solutions that ensure 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.”

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The ERP solutions you need for the results you want

Stay ahead of the competition with Epicor Kinetic, cloud ERP built for manufacturers, with manufacturers. Get the visibility and intelligence to automate processes, drive analytics, and mitigate risk. Move quickly, stay agile, and stand out in a dynamic world.

**Epicor Kinetic**

EPICOR.COM/KINETIC
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 achieving this goal, Hikvision digital technologies are a powerful ally, allowing institutions to deliver on this promise.

Hikvision has developed highly immersive learning experiences for both students in person, digitally in classrooms, and those who join classes from home or from other remote locations. 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 obstacles, having 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 more on teaching itself and on delivering quality education resources to more students outside classrooms.

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

1. Enhancing classroom teaching with latest digital technologies

In conventional classrooms, teaching often follows 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 and materials to cover the curriculum. They need a whole host of tools and materials to make the classroom more effective and engaging.

Hikvision’s latest generation of in-classroom interactive digital displays, the teaching and learning experience becomes more efficient and engaging. This is based on visual experiences that are far superior to traditional chalkboards, the ability to share multimedia teaching materials directly to students’ devices in real time, and the 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 their living conditions do not allow access to schools or colleges nearby. Hikvision’s latest digital solutions can help to close this educational divide by allowing students to attend classes at home or in other remote locations to access classes broadcast from 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 participate in 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 a class – 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 or more to access 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 and creating better interactive experiences in classrooms fitted with multiple displays

Traditionally, teachers and students have used chalkboards to facilitate group discussions, share opinions, or make comments and annotations. Nowadays, 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 changes can feature the main display or bring together documents, graphs and 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 truly interactive classrooms a reality.

Find out how with Hikvision

Hikvision is passionate about helping your 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 provide highly interactive 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 or contact us today for a meeting to discuss your needs and we’ll be happy to help. Visit our booth at GSBS 2023 in Dubai and come and see us today for a meeting to discuss your needs!

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 30 to November 3, 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 to meet the growing demands of new applications and capabilities for professionals, content creators and PC enthusiasts as well.

At the 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. It will also allow users to capture, access, play video games and transfer high-definition multimedia files including 4K video at blazing speeds.

Lexar is a global leader in the design and innovation of data storage solutions that aim to boost productivity for our customers while also enabling them to discover and access their data securely.

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 discover and access their data securely.

Data storage for professionals, photographers, videographers, and content creators from the media and entertainment industry can be rather complex and challenging. Given that these industries continue to grow, they need 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 external 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 the Internet of Things, the proliferation of smart phones and laptops and the steady decline in the price of consumer storage devices, such as HDD and SSD, are some of the factors driving this trend,” said Fissal Oubida, General Manager of Middle East, Africa, and the Indian Subcontinent, Lexar.

“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 discover and access their data securely.”

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DOES YOUR DATA PROTECTION LEAVE GAPS?

Question it.

See what makes Commvault the only unified data protection that covers all your data, wherever it lives. Data protection vendors have been throwing around a lot of big claims and buzzwords that could put your data at risk. It’s time to question it all.

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Learn more at commvault.com/questionit.
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 Japan’s 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 allows 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 the entertainment industry through the power of blockchain.

“We are proud to be part of Gitex, presenting 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”.

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 more advanced skills preparing to conduct sophisticated attacks.

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 understanding of cyber threats. The report highlights how the UAE and Saudi Arabian companies are key targets on the Dark Web, with more than half of such attacks on companies in the region. The report also shows how inexperienced attackers with a small budget can use the Dark Web to successfully attack a target company.

In the MENA region, cybersecurity professionals are keenly interested in the latest developments and are looking for ways to protect their companies from threat actors. The report aims to provide valuable insights into the latest trends and threats in the region, helping companies build their defences.

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Positive Technologies experts conducted the study of the shadow market popularised by cybercriminals as a foothold to attack GCC companies (3). 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 to companies’ infrastructures coupled with cheap cyberservices and low attacker skill requirements make the information systems of the GCC companies extremely vulnerable. Experts note that companies build their defenses taking into account 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 (68,842,023 users and 91,484,658 posts total). These included multilingual platforms, centred around various subjects.
Reimagine Cybersecurity

Intelligence-driven security solutions.

Big Data
Dark Web
Cyber Risk
Threat Intelligence

www.resecurity.com  contact@resecurity.com
The New Approach to Cybersecurity Architecture.

At GITEX 2023, LinkShadow, a global leader in intelligent Network Detection and Response (NDR) will present a dynamic approach to cybersecurity posture - Cyber Security Mesh Architecture, an innovative concept that is transformative especially in an increasingly interconnected and dynamic digital landscape. LinkShadow’s expertise in NDR has made a significant impact on CSOs 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.

LinkShadow to showcase intelligent NDR at GITEX 2023
Will be presenting the LinkShadow Cyber Mesh Platform - The New Approach to Cybersecurity Architecture.

OPSWAT to highlight cybersecurity gaps at GITEX 2023
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 Yan Salsak, 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 must take bold steps to address both current and future cyberthreats that could potentially compromise our infrastructure.

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. 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 about opportunities.” He added. Presenting this concept at GITEX, a prominent technology event, indicates LinkShadow’s keenness to showcase its innovative approach to a broad audience, potentially garnering interest from organisations looking to enhance their cybersecurity stance. The LinkShadow team inHall 25 – Cyber Valley will be available for a one-on-one meeting or demo session. Reach out toinfo@linkshadow.com or visit https://www.linkshadow.com/gitex2023

For further information, visit www.tahawultech.com
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Raqmiat and SAS: Shaping the Future of Digital Transformation in the Middle East at GITEX 2023

Raqmiat, 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 will showcase a diverse range of transformative solutions.

Advanced Analytics and AI Solutions
Discover SAS’s cutting-edge analytics and AI solutions. These powerful technologies offer 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
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
Drive business value with advanced 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.

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

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.

Middle East Millennials and Gen Z Employees Have High Digital Experience Expectations

The Riverbed Global Digital Experience Survey commissioned by Riverbed and conducted by Sapio Research, uncovers that Millennials 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 that they will need to provide more advanced digital experiences to meet their needs.

With heightened digital expectations and talent, productivity, and competitiveness at risk, almost all respondents (97%) say 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 almost (97%) critical, 94% of UAE and Saudi leaders cited at least one major obstacle to delivering a seamless DEX. Respondents identified budget constraints (36%), IT talent/skills shortages (32%), lack of sufficient observability tools (28%), lack of advanced AI or cloud services (31%), and too much data (29%), and too much 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

At a time when the digital experience is business critical, 94% of UAED and Saudi leaders cited at least one major obstacle to delivering a seamless DEX. Respondents identified budget constraints (36%), IT talent/skills shortages (32%), lack of sufficient observability tools (28%), lack of appropriate AI or cloud services (31%), and too much data (29%), and too much monitoring tools (26%) as the top obstacles hindering their ability to deliver on the digital employee experience.

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. This 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 overcome growing IT complexity, and take proactive steps to enhance digital employee experiences.

*ITT Solutions – we are highlighting our solution portfolio. Now, a year after the successful launch of our new platform, Alluvio Unified Observability, we are excited to introduce you to the latest advancements in the world of AI and analytics, able to overcome the greatest obstacles hindering businesses from meeting the needs of their workforce. With Millennial and Gen Z employees making up significant portions of the workforce, ensuring digital systems meet their expectations is becoming key to attracting and retaining top talent**.

**In the era of digital transformation, businesses are understanding 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, Raqmiyat, we are dedicated to helping organisations unlock the full potential of technology and achieve their business objectives, at a time when the push to hybrid work is hindering their ability to deliver on the digital employee experience. Riverbed’s global research in the region has resulted in the fact that nearly all (97%) of regional respondents believe more investment into unified observability platforms would allow for a better employee and customer digital experience. Adapting to recent trends, UAE and Saudi leaders believe that these technologies are critical, 94% of UAE and Saudi leaders cited at least one major obstacle to delivering a seamless DEX. Respondents identified budget constraints (36%), IT talent/skills shortages (32%), lack of sufficient observability tools (28%), lack of appropriate AI or cloud services (31%), and too much data (29%), and too much monitoring tools (26%) as the top obstacles hindering their ability to deliver on the digital employee experience.
Book of unlimited possibilities

Lenovo Yoga Book 9i with Dual OLED screens

Engineered to do it all – that’s a laptop evolved with Intel® Evo™ platform.
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 leader in 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 Solaris 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 companies with full-stack 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 a key business service meets 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 Database Solutions – help keep organisations’ data available and scalable while pinpointing the root cause of performance issues.

SolarWinds AI Platform integrated signal enables security teams to cover more than 90% of MITRE ATT&CK techniques with patented and proven MITRE DEFEND countermeasures. Teams can also combine AI-driven behavioral detection and signature analysis, with ATT&CK expertise 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 product’s patented AI can automate threat detection and triage, allowing more effective prioritisation of actions, 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 behavior, 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 investigation, while SolarWinds Global tech evangelist to learn about “Understanding Alert Fatigue.”

Visit SolarWinds at GITEX and its stand metro company executives, including President and CEO Sudhakar Ramakrishna, along with over 100 product experts to explore new and innovative features in the 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 SOCs 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 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 scale and speed. The Vectra AI Platform, with its patented Attack Signal Intelligence™ delivers the integrated signal enterprises need to optimize their investment in XDR.

Vectra at GITEX 2023

At GITEX, Vectra will showcase how its flagship platform can address what El-Khayat calls the “spiral of more.” It uses AI-powered threat hunting to detect sophisticated, hard-to-detect attacks, and applying more security analyst burnout. The Vectra AI platform allows organizations to integrate Vectra’s AI’s public cloud, identity, and network signal with existing endpoint detection and response (EDR) signal to arm SOC teams in their fight against the ever-growing attack surface, more speed, and scale of hybrid attacks.

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CYBERSECURITY FOR ALL.

All threats, all businesses, all people.

Get fierce defenses for a world of complex threats.

Barracuda.com

Barracuda will be at GITEX Global 2023
Booth: H24 - C50
Veritas research reveals UAE businesses are confident in their security teams, yet still weary

A 2023 Veritas study in the UAE found 57% believe their organisation is secure, while 43% think it is not.

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. In those quarters (73%) admitting to having experienced a successful cyberattack, 52% said their organisation has suffered as a result of data security risks, such as ransomware, data loss or data theft, and 48% said costs 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.

Veritas Technologies recently unveiled the regional results of a new international survey, which finds that, while 57% of UAE businesses are confident that they have the right talent and tools to keep their organisations secure, 57% still believe they are currently lagging and seeing the result of rising data security threats.

Launched at GITEX Global 2023, and surveyed over 1,600 IT executives and practitioners across 13 countries around the world, including 300 respondents from the UAE, the new report from Veritas explores the challenges and risks organisations globally are facing when it comes to security.

A report by Regional Director, Middle East at Veritas Technologies, Sandi Hala Rutherford, to drive digital experiences.

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

WSO2, which 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.

Veritas research reveals how thousands of organisations, including some of the world’s largest corporations, 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 Sharke Kshetrapal, Vice-President and General Manager - Middle East, WSO2, expresses, “Digital disruption 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 them with its suite of scalable, flexible and extensible solutions that meet the critical and impactful areas of our customers’ 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 on investment”.

In addition to highlighting its vision to Middle East enterprises, WSO2 is keen on showcasing its offerings to start-ups and SMEs at GITEX Global this year. This initiative follows the recent launch of WSO2 for Startups, a dedicated programme for small and emerging businesses access to Choreo and Asgardeo, WSO2’s internal Developer Platform and Identity as a Service (iDaaS) offerings.

Kshetrapal 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 living 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 not only to generate their growth, but to bring services to market faster, and rapidly transforming from promising pioneers to market leaders”.

The report also reveals a shift in risks and responsibilities across IT teams, with 84% more focussed on security regulations, 78% on compliance regulations, and 88% on managing risk. More time is also being spent on data breach prevention (62%), data loss prevention (59%) and backup and recovery (59%) and compliance (55%).

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 technologies can help drive digital good practices and keep businesses on track.

Join Veritas at GITEX Global between 16th-20th October 2023, to learn more about the latest technologies and data protection solutions that can ensure their data is protected, compliant, and resilient in a constantly changing landscape. More customers can find Veritas at Stand #CC2-1, Concourse II, Dubai World Trade Centre.

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