Cloudflare to unveil ‘Connectivity Cloud’ at GITEX GLOBAL 2023

The company will offer GITEX visitors more information about its ‘Connectivity Cloud’ - the most complete platform for regaining control of security and IT resources across the entire ecosystem: on-prem, public cloud, SaaS and the Internet.

Cloudflare, Inc., the leading connectivity cloud company, recently announced its presence at GITEX GLOBAL 2023 taking place in October. The company that has just celebrated its 13th anniversary, will mark the occasion by unveiling GITEX trade visitors more information about its recently launched ‘Cloud Connectivity’ - the complete platform for regaining control of security and IT resources utilized by many competitors.

Cloudflare’s insightful perspective on cybersecurity, privacy and regulatory compliance ensures that customers can rely on a secure and reliable platform for their operations. They offer unparalleled security and performance, making their solution the go-to choice for businesses of all sizes.

IDDA empowers Azerbaijani Innovators at GITEX GLOBAL and Expand North Star Dubai

Innovation and Digital Development Agency will have its premier appearance at the Dubai event bringing along three Azerbaijani startups to present their projects to a wide tech audience.

The Innovation and Digital Development Agency (IDDA), an initiative in Azerbaijan to promote the country’s technological development, recently announced its participation at GITEX GLOBAL, taking place between 15-18 October. This marks the first time that IDDA will expose its innovative solutions to a global audience, allowing the Azerbaijani startups to showcase their unique contributions to the digital world.

IDDA, represented by its Chairperson Inara Valiyeva, Advisor to Chairperson Shahin Aliyev, and Deputy Chairperson Rashad Khaligov, will be bringing along these local startups as part of the Azerbaijani delegation to showcase the country’s growing innovation ecosystem. At its premier appearance at the event, IDDA plans to talk about its commitment to empowering the next generation of Azerbaijani innovators, supporting them in their pursuit of excellence and innovation.

Zebra Technologies leads the way in on-device Generative AI

Zebra Technologies successfully demonstrates on-device Generative Artificial Intelligence (GenAI) for its handheld mobile computers and tablets powered by Qualcomm, without needing connectivity to the cloud. This innovation opens the door to enhanced customer experiences across industries, while ensuring new levels of privacy, security, capability and cost savings.

This breakthrough empowers Zebra partners and customers to unlock exciting productivity gains that will shape the future of work across industries from retail to warehouse and logistics to hospitality and healthcare. On-device execution of GenAI LLMs (large language models) has the potential to empower frontline workers with new capabilities so they can deliver new outcomes for their and customers. On-device AI can offer additional personalisation as well as enhanced privacy and security as data remains on the device. It also drives faster performance and lower costs as GenAI searches on the cloud can be expensive. A whitepaper published by Qualcomm Technologies, Inc. suggests that GenAI-based search cost per query is estimated to increase by ten times compared to traditional search methods. By removing the need to utilise the cloud, costs can be reduced.

"Zebra’s devices are powerful platforms with cutting-edge software and AI models which we are driving forward with our partner ecosystem to solve customer challenges and add value," said Tom Bianculli, Chief Technology Officer, Zebra Technologies. "We are taking GenAI to the mobile edge on-device and applying it to areas such as voice AI, computer vision, and machine vision software powered by deep learning as well as task and workflow software using orchestrated AI." Potential use cases for LLMs include improving associate effectiveness by enhancing their
FortiSASE
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is a unified platform of teams having less control complexity. All of this usually just add more Internet, and on-prem. But the cloud, SaaS, and on-prem environments need to be clouded. Cloudflare says, “Today, Middle East & Türkiye at the Internet. Speaking about the development of innovative ecosystems, foreign ICT businesses creates and fosters an ecosystem. IDDA’s mission is to foster a culture of entrepreneurship and expand our ecosystem. IDDA offers businesses comprehensive support from relocation advice to work permit procedures. In addition, as part of its mission to develop skilled professionals in the ICT sector locally, IDDA has initiated a collaboration with the globally renowned Holberton School. Over two thousand applications have been received to date and 60 students have already enrolled. Known for its unique peer to peer tech programs, that mimic Silicon Valley benchmarks, Holberton will play a significant role in fostering the emerging ICT ecosystem in Azerbaijan. IDDA also has its own Technost scholarship programs launched in 2021. To this day, it has already granted over 3,500 scholarships and aims to grow to 10,000 recipients in its fourth year, covering up to 100% of tuition for selected candidates. The IDDA stand will be located at Expand North Star in the new Dubai Harbour venue, where the three Azerbaijani startups – Bonpara, SchoolPlus and Harbour – will be featured as well as showcase their talent and technologies. As a sponsor, “PASHA Holding” will have a reception desk in the IDDA booth.

We are looking forward to engaging with current and potential partners, as we build out our channel ecosystem and expand our program*.


data centres that match Silicon Valley

Building new business relations here at the event will help us accelerate our efforts to ensure Azerbaijan’s continuous digital growth and provide it with a competitive edge internationally*.

Suite - a unified set of advanced security solutions designed to protect data across every environment – web, SaaS, and private applications. Powerled by Cloudflare’s Security Service Edge (SSE), customers can streamline compliance in the cloud, mitigate data exposure and loss of source code, and secure developer and admin environments from a single platform. Executives from Cloudflare are also keen to share industry insights and best practices with trade show attendees. “It’s important for CISOs to break down silos by building bridges between themselves, the CISO and CTOs (Chief Technology Officers) and the business departments, who have a growing need for innovation and technology without necessarily understanding or mastering it. There are not only tremendous synergies to be created, but also resource savings to be made by consolidating costs and technologies, and merging network and security. There’s still too much waste associated with the various technological complexities. This new way of working also requires a contract of trust, not only internally between different organisations, but also with their technology suppliers like Cloudflare. Our aim is to provide CISOs and their teams with a cost effective solution that is so easy to implement and so effective in the face of threats, that it’s easy to forget”, concludes Bashareh. Those interested in a meeting, can visit Cloudflare® at GITEX and number B20, Hall 8.
When it comes to data integration, we employ carefully selected algorithms that enable us to seamlessly merge information from various sources.

Dropthought is known for its smooth integration of multiple data sources and leveraging AI/ML for on-the-spot recommendations. Could you explain the process involved and its impact on enhancing the customer experience for your clients?

Absolutely. Our approach is underpinned by advanced Artificial Intelligence (AI) and Machine Learning (ML) analytics. When it comes to data integration, we use a distributed algorithm that enables us to seamlessly merge information from various sources. This involves Natural Language Processing (NLP) techniques to handle text-based feedback, speech-to-text technology for capturing audio feedback, and image recognition for visual data.

Once the data is aggregated, our ML models swing into action. These models have been meticulously trained on extensive datasets to recognize patterns, sentiment nuances, and thematic trends within the feedback. They operate in real-time, allowing us to provide on-spot recommendations to our clients.

The impact of this advanced analytics approach on enhancing customer experiences is profound. By leveraging AI/ML, we go beyond surface-level sentiment analysis. We work tirelessly to dissect feedback into individual sentences, assigning specific topics and sentiments to each.

This level of granularity means that our clients gain a deep understanding of not only how customers feel, but also the specific aspects of their experience that are influencing those feelings.

For example, if a customer provides feedback about a recent shopping experience, our system can break down the comments into distinct sentences. Each sentence is then analyzed to determine the sentiment (positive, negative, neutral) and the corresponding topic (e.g., product quality, checkout process, customer service). This allows our clients to focus on the efforts precisely on the areas that matter most to their customers.

Ultimately, our advanced AI/ML analytics enable us to provide actionable insights in real-time. This means that our dashboards can be a customer concern around. Leading to a more positive and tailored customer experience.

Dropthought gathers data from both private and public sources to discern emotions, intentions, and trends. Can you share examples where detailed data collection offered valuable insights to companies? This aid in elevating the customer experience? Absolutely. A few examples illustrate the impact of our data integration capabilities.

We collaborated with an e-commerce retailer who faced the challenge of understanding and catering to the unique preferences of their diverse customer base. We integrated customer experience data collected through Dropthought with their operational and sales data, residing in their platforms.

This included key metrics such as revenue, product purchase, frequency, and churn rate. By combining this data, we were able to create detailed customer sentiment and behavior models based on their purchase history.

Next, we took a step further. For each segment, we calculated an overall satisfaction score by blending the sentiment analysis and operational metrics. This comprehensive approach helps in uncovering nuanced insights that may not be immediately evident from aggregated data.

Quick Identification of Root Cause Issues: Our dashboards provide a bird’s-eye view of the most important customer segments. This enables companies to identify potential problems early on and focus their efforts on the areas most in need of improvement.

For instance, if a particular product category is suffering from low satisfaction scores, our dashboards enable customers to swiftly pinpoint specific pain points within the customer experience journey.

Armed with this knowledge, the marketing team can tailor their strategies and initiatives to cater precisely to the needs and expectations of each customer segment. This led to more targeted marketing campaigns, personalized offers, and enhanced customer engagement.

As a result, the company witnessed a notable increase in customer satisfaction, loyalty, and ultimately, revenue.

Deep Explanatory Analyses: Beyond surficial level feedback, our dashboards delve into deeper analysis and uncover insights that may not be immediately evident from aggregated data.

Impact Analysis: Our dashboards provide the tools to correlate customer feedback with operational metrics. For instance, we can overlay sentiment data with metrics like recency, purchase frequency, and monetary value.

For example, if you observe negative feedback on a product by product category, you can dive into individual feedback sentiments, overlay sentiment data with operational metrics, and identify specific aspects of the product that may be causing dissatisfaction.

By proactively adopting these immersive technologies, we aim to stay at the forefront of customer service and provide our clients with the tools and insights they need to understand and cater to their customers’ experiences in these novel digital landscapes.

In essence, Dropthought’s philosophy is not only adapting to the ever-evolving digital landscape but also actively shaping the future of Customer Experience Management.

With the over-evolving landscape in the new digital economy, and the onset of more immersive experiences, including the build up to Web3 and the Metaverse, how is Dropthought bridging the gap between your clients and their customers’ experiences?

We are actively exploring the integration of AR and VR technologies into our feedback-collection methods. With these immersive experiences, our clients will be able to quantify the impact of specific experiences and receive feedback on a product by product category. This enables companies to gain a comprehensive understanding of not only how customers feel but also the specific aspects of their experience that are influencing those feelings.
Whole Home Mesh Wi-Fi 7 System

Unrivaled Wi-Fi 7 Technology
True 10 Gbps Connectivity
Seamless AI-Driven Mesh
Works with All Deco Models
Our offerings and initiatives are curated around the overarching theme of Re-Imagining the Digital Future”.

Redington Middle East and Africa, said, “GITEK Global has always been a catalyst for transformative ideas, and at Redington, we are proud to be at the forefront of innovation. Our commitment to pioneering solutions is reflected in the initiatives we are set to unveil. Those initiatives not only showcase our dedication to pushing the boundaries of what is possible but also underscore our belief in the power of collaboration to drive progress”. 

Viswanath Pallassena, Chief Executive Officer, Middle East and Africa, said, “This edition of GITEK Global holds special significance for Redington as we mark a decade of active presence at this premier event. Our offerings and initiatives are curated around the overarching theme of ‘Re-imagining the Digital Future’. We look forward to sharing our expertise and exploring together the limitless possibilities that lie ahead”.

At GITEK Global, reach out to senior executives at the Redington Stand A1 in Hall 5.5 to know more about how the distributor can help re-imagine your digital future.

By some estimates, GenAI search cost per query is expected to surge 10 times in comparison to traditional search methods. GenAI LLM’s ability to run without a need for a Cloud on Zebra Technologies devices can bring considerable savings to organizations.”

“The Bridge by Redington” The Bridge by Redington aims to make it effortless and seamless for channel partners to connect with globally acclaimed technology companies. With easy access to innovative tech, this initiative will help partners strengthen their bonds with customers and pave the way for recurring success in the digital era. With “The Bridge”, Redington becomes the pivotal link between like-minded partners and visionary vendors, fostering collaborations that will drive innovation.

Shashanka Kaugale, Head of Technology Solutions Group, Zebra...
## Digital Transformation Simplified

**cirrus labs**

**Your Journey Is Our Journey**

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Learn more by scanning the QR Code:

or visit us at: Hall 26 - B25
Strength of partnership

Alfred Chrispanous, Managing Director, TechAccess Cloud & Karim Assem, Regional Sales Manager, EnterpriseDB speak to Anita Joseph about their partnership and what it means for the Middle East Region.

How do you plan to work with TechAccess Cloud?
Karim Assem: Our main objective is to establish a healthy and mutually beneficial relationship by aligning our goals and objectives. We will create a plan to ensure that we are both working towards the same goals and continuously improving our skills, awareness, and expertise to guarantee the success of our partnership. Our top priority is to work together towards better awareness, adoption, and enablement of open-source technologies for our end customers. Techaccess Cloud has a proven track record in building a full open-source stack and providing the market with the necessary tools and solutions to meet market demands.

What will be their role in your Middle East strategy?
Karim Assem: The strategy of EDB is to rely on TAC as a Super VAD. We will leverage TAC’s vendor portfolio, rich channel network, and access to end customers. With the increasing popularity of Postgres among enterprises, TAC provides the right level of advocacy for the Postgres movement as well as for the open-source movement in general. This is a great strategy that benefits both parties.

Please share your go to market strategy for this region and what support can customers and partners expect from your team?
Karim Assem: For the past two decades, EDB has been dedicated to enhancing Postgres for enterprises through its extensive market reach. The company collaborates with a thriving independent community to build and improve Postgres. As a result, EDB has become the largest contributor with the most committers. Partners and customers have direct access to the experts who are shaping the technology’s direction.

Tell us more about TechAccess Cloud and your services? Has your business focus changed recently?
Alfred Chrispanous: Over the past two decades, our company has undergone a significant transformation in our approach to strategy, reflecting our unwavering commitment to staying ahead in a rapidly evolving vendor landscape. Looking towards the future, we believe that the future of value-added distribution is closely connected to the limitless potential of cloud services. This future will shape how we operate and support our partners and vendors within the ICT value distribution ecosystem. At TAC, we have adapted to this paradigm shift by establishing strategic distribution partnerships with infrastructure cloud and open-source services. We operate across the MEA region and have positioned ourselves as a crucial link in this ecosystem. Our aim is to provide access to the vast and dynamic landscape of open-source software while offering a diverse range of services and benefits in the infrastructure cloud space.

This partnership between infrastructure cloud and open-source software and services distributors creates a powerful combination of technological resources for businesses. It allows organisations to leverage the flexibility and innovation of open source while taking advantage of the scalability and convenience provided by cloud infrastructure. Moving forward, data analytics and AI-driven insights will be vital for optimizing distribution. They will not only expedite route planning, inventory forecasting, and demand projection. Cloud-native solutions provide agility and scalability to our operations, enabling us to pivot according to market fluctuations. In essence, cloud services will transform the distribution solution with increased efficiency, data-driven decision-making, and improved customer satisfaction. We pledge to lead the way on this transformative journey, driven by renewed vigour and vision.

Why do you call yourself Super VAD and what does that mean to your vendors and partners?
Alfred Chrispanous: TechAccess Cloud proudly announces its identity as a “Super VAD” or Super Value-Added Distributor, marking a milestone in its approach to technology distribution. This empowers TAC’s unique philosophy and the benefits it delivers to vendors and channel partners within the technology ecosystem. As a Super VAD, TAC goes beyond the traditional distribution roles. It not just facilitates the movement of products, from manufacturers to resellers, but puts a strong emphasis on enterprise sales and a value-centric sales approach that can revolutionise the distribution ecosystem. TAC’s Super VAD status offers a comprehensive enterprise-class sales service that includes market research, demand generation, technical support, and comprehensive training. It ensures that vendors’ products reach their intended markets with precisely targeted messaging backed by essential expertise. As a result, it accelerates go-to-market strategies and improves market penetration, allowing vendors to thrive in a competitive landscape. TechAccess’s reseller partners can benefit greatly from this alliance. By affiliating with TAC, resellers can gain access to a wide range of resources and expertise. We offer an array of specializations, certifications, training programs, technical support, pre-and-post sales assistance, empowering resellers to better serve their clients. Additionally, TAC’s market insights and demand-generation initiatives equip partners to identify new growth opportunities and enhance business effectiveness. In sort, TechAccess’s Super VAD status signifies a profound commitment to bridging the gap between vendors and partners, providing tools and the knowledge required for mutual success. The company firmly believes that its prosperity is intertwined with the success of its ecosystem. As a Super VAD, we are dedicated to cultivating a win-win environment where every stakeholder thrives.

You recently signed EnterpriseDB as a vendor partner. Why is this partnership important to you and your network?
Alfred Chrispanous: We are excited to announce our new partnership with EnterpriseDB. This collaboration is set to bring significant advancements in the technology distribution landscape. The partnership with EnterpriseDB enriches our product portfolio, introducing a range of robust, scalable, and reliable solutions tailored to address critical data management challenges encountered by businesses of all sizes. Postgres, EnterpriseDB’s open-source database solution, is rapidly gaining popularity. This invaluable knowledge resource is available to our channel partners through comprehensive training and support programs. It equips partners to deliver value-added services, thereby enhancing their client offerings.

To summarize, the partnership with EnterpriseDB signifies a strategic leap forward for TechAccess Cloud. It enhances the company’s product portfolio, extends its market reach, and equips its network with the essential tools and expertise required to flourish in an increasingly data-centric business environment. It also underscores TAC’s unwavering commitment to delivering value-added services and solutions at the forefront of technology trends, ultimately reinforcing the success of its vendors, partners, and the organization as a whole.
NetApp demonstrates key technologies at GITEX 2023

Maya Zakour, Director of Channel Sales at NetApp discusses the critical importance of unified hybrid infrastructure and the value it can provide to an organisation ahead of GITEX 2023.

Can you tell us what new products and solutions you are demonstrating and launching here this week at GITEX Global?

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. In fact NetApp is the safest place where the customers can store data across the Hybrid Multi-Cloud.

Data protection and security is part of the NetApp DNA and is a critical design criteria and capability of NetApp storage and data services. Whether moving a single workload to the cloud or an entire data centre, NetApp helps the customers to successfully and quickly move to the cloud, achieve their goals for doing so, and ensure that requirements are met. At the same time NetApp delivers AI and Modern analytics solutions that remove bottlenecks at the edge, core, and cloud, including AIaaS. With the NetApp portfolio of products, we can help our customers to improve return on cloud investments and streamline the management and scaling of cloud infrastructure with continuous optimisation across compute and storage. We help our customers to digitally transform their business with more predictability, lower cost, and less risk by building and running modern, containerised applications on NetApp.

From your company’s perspective, what are the key technologies and trends that you’re seeing that will drive your innovation and product roadmap for the next 12 months?

While the technology landscape is constantly evolving, there are several impactful trends that businesses should be prepared for in the next few years, for example: AI and Machine Learning, IoT, Cybersecurity and Data Privacy, Blockchain, Augmented and Virtual Reality, Quantum Computing. And we cannot forget the sustainable technologies, because the focus on sustainability is growing and businesses should embrace technologies that contribute to environmental conservation, including adopting renewable energy sources, implementing energy-efficient solutions and leveraging technologies like IoT and AI to optimize resource usage and reduce waste.

How important is an event like GITEX Global for your company - and how does it value it drive for your organization?

We are thrilled to participate in GITEX this year, which offers us an excellent platform to showcase our products, solutions and innovations to a large and diverse audience in the Middle East. It also allows us to strengthen our brand presence and demonstrates our commitment to the local market. Our main objective is to have a significant impact in this region by presenting practical use cases of our technologies and strengthening partnerships with stakeholders. 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:

- Networking and Partnerships because GITEX brings together industry experts, potential customers, partners, and investors from various sectors.
- Participating in the event enables NetApp to network with key stakeholders, build relationships, and explore potential collaborations and partnerships with other technology companies.
- Business Opportunities: GITEX serves as a hub for technology-driven businesses and startups. NetApp can identify emerging trends, market demands, and potential business opportunities. It allows the company to engage with potential customers, generate leads, and drive sales.

Industry Insights: GITEX features a comprehensive conference program with keynote speeches, panel discussions, and workshops conducted by industry leaders and experts. NetApp can leverage this opportunity to gain valuable insights into the latest technology trends, market dynamics, and customer needs. This knowledge can help shape NetApp’s product roadmap and strategic decision-making.

Participating in such a prominent event can contribute to NetApp’s growth, market share, and overall success in the region.

Zebra’s Retail Management Solutions Accelerate Retail Transformation and Improve Customer Experiences

Helping Retailers Close the Gap between Strategy and Execution for Labor, Inventory and Customer Experience Plans.

Find out more at Zebra Technologies.
Synology present pioneering IT Solutions across Edge, Core, and Cloud Environments at GITEX 2023


Here, we can discuss the opportunities and prospects of Synology’s data management solutions, allowing more businesses to benefit from our innovative technologies.

Vertiv to Showcase Cutting-Edge Solutions at GITEX Global 2023

From latest product presentations and workshops to augmented and virtual reality, Vertiv brings innovative technologies and immersive customer experience to the forefront.

The event has played a tremendous role in helping us amplify brand awareness and in reaffirming our leadership in critical IT infrastructure.

Vertiv, a global provider of digital infrastructure and continuity solutions, is gearing up to participate in GITEX Global 2023, the Middle East’s most prominent ICT event. Year after year, the company’s presence at GITEX reinforces its commitment to driving innovation in the data center and critical infrastructure space across the region.

GITEX Global, scheduled from the 16th to the 20th of October in Dubai, attracts industry leaders and visionaries from across the globe. Vertiv will be showcasing its best-in-class solutions, including the Vertiv™ Liebert® GXT5 uninterruptible power supply (UPS), a high-performance system designed to safeguard critical IT equipment and infrastructure from power disruptions; the Vertiv™ VR Flash, a versatile and robust rack enclosure designed to support and protect IT equipment in data centers and network installations; and the Vertiv™ Smart Cabinet™ 2, a comprehensive infrastructure solution for edge computing and remote IT environments.

Aligning with this year’s GITEX theme “The Year to Imagine AI in Everything”, Vertiv’s EMEA leadership team will be in attendance to engage in discussions about how artificial intelligence (AI) is shaping the data center industry and how Vertiv solutions can support high-density deployments.

The company will be actively participating in various activities, including a series of engaging presentations and workshops. Vertiv experts will be conducting several presentations at Ingrain Micro’s stand AI in Hall 2, sharing highlights about latest infrastructure solutions such as the Vertiv™ Environ™ Alert monitoring software, proliferated and integrated modular solutions (PAM or IMS), and latest cutting-edge power and thermal management systems.

Vertiv will also be hosting a workshop at Mindware's stand D1 in Hall 2, focusing on its comprehensive channel portfolio, offering valuable insights into the latest trends of products and solutions.

“We are delighted to be showcasing our offerings at GITEX Global 2023. We have been part of this event for many years and we have seen GITEX evolve over the years,” commented Tassos Peppas, Regional Director for Vertiv in the Middle East, Turkey and Central Asia region (METCA). “Our primary focus this year is to exhibit our latest offerings while highlighting Vertiv’s commitment in providing infrastructure solutions that support the technological boom the region is experiencing. The event has played a tremendous role in helping us amplify brand awareness and in reaffirming our leadership in critical IT infrastructure. We look forward to connecting with like-minded business leaders and industry experts at the event.”

Event attendees will have the chance to engage with the Vertiv™ VR App, a powerful tool to explore products in 3D through augmented reality, and the Vertiv™ Virtual Showroom, offering an immersive encounter which underscores Vertiv’s dedication to delivering innovation and customer experience.

For more information about Vertiv in the Middle East, please visit Vertiv.com/en-emea/ME.
ACCELERATING UNICORNS WITH SIA STARTUPS • ISVs • ALLIANCES

You Can
- Identify Market Gaps
- Ideate and Innovate on Cloud
- Create Disruptive Solutions

We Can
- Provide Dedicated Focus
- Expedite Time to Market
- Aid in Adoption & Innovation

Together We Will
- Build Competency
- Define GTM Strategy
- Align Commercial Strategy
- Drive Marketing Strategy

Talk to Us & Skyrocket Your Unicorn Journey

Visit us at Expand North Star (15-18 Oct) – Hall 7
Can you explain the “hybrid wireless LAN solution” and what inspired its development? What sets it apart from other wireless solutions?

Allied Telesis has introduced the world’s first hybrid WLAN solution, designed to optimise wireless networking in enterprise environments. This innovative solution allows simultaneous multi-channel and single-channel WLAN operations using a single access point (AP) design. Network administrators can tailor their network to their specific needs, combining the performance advantages of both architectures.

For instance, in a traditional office setup with four access points, all operating on the same channel, this represents the single-channel architecture, which is relatively uncommon. In contrast, the multi-cell architecture employs four access points, each on different channels or frequencies. This eliminates interference and can benefit from the unique and comprehensive architectures, we offer a wide range of network infrastructure components, ensuring seamless integration and interoperability. This eliminates the complexity often associated with integrating solutions from multiple vendors and enhances the overall user experience.

How will this new technology impact businesses and organizations that rely on wireless networks, and what specific benefits can they expect from its implementation?

This hybrid wireless LAN solution holds great promise for businesses and organisations that heavily depend on wireless networks, especially in sectors like IoT, manufacturing, and logistics. In environments where devices are constantly in motion, such as warehouses with automated vehicles, this technology can significantly improve efficiency. Consider an example in a vehicle manufacturing plant that uses automated guided vehicles (AGVs). These AGVs move materials across the factory, but with a multi-cell architecture, they could experience disconnections as they move between access points. This disrupts operations and affects efficiency.

With the hybrid solution, such disruptions are minimized. The AGVs can smoothly seamlessly traverse through the coverage area of multiple access points without any disconnection or reconnection, as from the AGV's perspective it is not seeing the multiple AP's but a single Access point which has a very vast coverage area. Allied Telesis uses the term “Channel Blanket” to describe this.

This technology’s advantages become increasingly evident as more devices and sensors rely on wireless networks in industrial settings.

Moreover, Allied Telesis offers a one-stop solution for all networking needs. We provide a wide range of network infrastructure components, ensuring seamless integration and interoperability. This eliminates the complexity often associated with integrating solutions from multiple vendors and enhances the overall user experience.

How does the hybrid wireless LAN solution address security and data privacy concerns, especially when managing different types of wireless clients or devices?

In terms of security, the hybrid wireless LAN solution maintains robust standards and protocols, whether it operates in single-cell or multi-cell mode. We comply with industry requirements, including IEEE standards and encryption and authentication protocols such as WPA2 and WPA3.

Additionally, we support features like RADIUS authentication and captive portals for enhanced security. One unique security feature we offer is the Autonomous Management Framework (AMF) Security. The Allied Telesis AMF Security (AMF-Sec) Controller is a powerful security solution with an intelligent, fully-featured SDN controller. With AMF Security, we extend our capabilities to integrate with leading security vendors, including endpoint security, SIEM, antivirus, and firewall providers.

When these third-party security solutions identify a threat, they communicate with AMF Security, which has comprehensive control over the network. In response, the hybrid wireless LAN solution can isolate or disconnect the affected device or port, whether it’s wired or wireless, and the rapid response capability is vital for mitigating security threats effectively.

Overall, the hybrid wireless LAN system not only offers flexibility and performance but also maintains a high level of security to safeguard sensitive data and protect against emerging threats.
which fully unleashes intelligent upgrades, Network to accelerate launch Intelligent Cloud—more intelligent AI network ubiquitous connectivity, computing power via delivers limitless Enterprise Network ISP.

In the AI era, Huawei is showcasing intelligent industry solutions designed to meet the specific needs of different industries, including public services, finance, oil & gas, electric power, transportation and ISPs.

In the AI era, Huawei Enterprise Network delivers limitless computing power via ubiquitous connectivity, providing enhanced and more intelligent AI network services to global users. At GITEX, the company will launch Intelligent Cloud Network to accelerate intelligent upgrades, which fully unlocks computing power with super-connectivity for unsurpassed AI productivity in the AI era. Other key products that will be showcased at the event include the Huawei AirEngine 8770 XFIT, Huawei CloudEngine 3680X-3, and High-Quality 3.0Gbps CloudCampus. Within the storage domain, Huawei will address the major challenges in the development and implementation of large-model applications. Huawei’s F2FX solution (Flash-to-Flash-to-Anything) and OhaStor A300 will provide solutions to meet the dynamic demands of modern storage in the AI era. Additionally, Huawei's innovative FSG solutions will be showcased at GITEX to support industry intelligence. In addition, in line with the company’s net zero policies and emissions reduction strategies, it is promoting the Huawei Net Zero Campus Framework, which enables campuses to assess their current situation and plan their transition to clean energy sources while meeting the growing demand for digital services and digital processing. To better meet the needs of SMEs and its partners, Huawei has been increasing its strategic investment in the commercial market since 2022, and visitors can experience the latest commercial market solutions at Huawei’s booth at GITEX GLOBAL. For the first time, HUAWEI eKit, a sub-brand designed for the distribution business under Huawei, is marking its presence at GITEX GLOBAL. It aims to provide versatile products and solutions for hundreds of millions of small businesses and SMBs by leveraging Huawei’s over 30 years of experience in ICT and digital transformation. This year, under the theme of “Everything as a Service”, Huawei Cloud is committed to building the cloud foundation for an intelligent world with systematic innovation. Huawei CloudEngine, the most advanced cloud and AI technologies to the Middle East and Central Asia thanks to its unique advantages in cloud-network-edge-device-chip collaboration. Under the slogan “AI for Industries”, Huawei drives applications of AI across industries to drive intelligent upgrades. At GITEX, Huawei is showcasing its industry-leading Pangu Models 3.0, with its SoN-XV, decoupled, hierarchical architecture. In addition, to meet enterprises’ data security requirements for AI models, Pangu Model 3.0 supports multiple deployment modes, including Huawei Cloud Stack 3.0.

Dr. Zhu Shenggao, Vice President of AI Business of Huawei Cloud Middle East and Central Asia, will deliver a keynote session on Pangu Large Models Accelerate AI for Industries. The company is also showcasing the very first time how the company transformed cybersecurity into a fundamental building block that became part of the Huawei DNA in the way it conducts business and development of its products and services. Huawei believes cybersecurity will be critical to the success of embracing the AI-driven digital future. “Cybersecurity is key to executing our AI intelligence strategy, providing strong fundamentals to accelerate digital transformation,” said Jeff Wang, Vice President of Huawei Global Cybersecurity & Privacy Office. Wang will be sharing a keynote proposing Trustworthy Engineering, Standardization and Certification. Dr. Aloysius Cheang, Chief Security Officer for the Middle East and Central Asia, will further underline the importance of having a sound Data-Centric Security Governance in the era where Data is the new oil, paving the way forward to unlock and unleash the full potential of AI at GITEX Cybersecurity conference. Huawei has set a strong long-term strategic commitment to sustainability, which aligns with the UAE’s hosting of COP28 this year. Within this commitment, Huawei Digital Power leverages intelligent energy data to help achieve carbon neutrality. Visitors can see demos of Zero Carbon Park, Zero-carbon ICT infrastructure scenarios of DataCenter Facility & Critical Power and Industry Site Power, and Solar-Storage EV Charging infrastructure scenarios at the stand.

The company is also highlighting how it nurtures a prosperous partner ecosystem for win-win outcomes, working with partners on solutions like these to promote the in-depth integration of AI and industry scenarios and enable the intelligent transformation of ever more industries. GITEX GLOBAL takes place from October 16 to 20 at the Dubai World Trade Centre. Huawei’s booth is located in Hall 22 and is proudly supported by our partners, including Enterprise Systems, Redington Gulf, Mindware, Al Rostamani Communications & Traffic Tech. Visit us at GITEX GLOBAL to experience the latest technology innovations and join us to Accelerate Intelligence. For more information about Huawei’s participation at GITEX GLOBAL, please visit the Huawei GITEX GLOBAL website:

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Navigating the digital divide
Anita Joseph caught up with Wald Gomaa, CEO of Omnix International, to find out how the company is helping partners bridge the digital divide.

In the rapidly evolving landscape of digital technologies, how do you ensure that your digital solutions are not only current but also future-proof for your clients?

Digital solution delivery starts by focusing on end-user needs and preferences with a user-centric design approach. Digital solutions must be relevant and end-user friendly. Future-proofing digital solutions requires a combination of proactive planning, adaptability, collaboration, and a commitment to staying informed about the ever-changing digital landscape.

Solution partners should develop strategic roadmaps that outline how digital solutions will evolve over time with defined milestones and goals. To be able to do that, partners must evaluate technologies with long-term viability and community support. Partners need Partners to monitor industry trends, emerging technologies, and market developments to anticipate future changes. An initiative is to embrace open standards and avoid lock-in technologies. An architecture review could be required. Partners need to adopt modular and scalable architectures and build solutions that can scale seamlessly to accommodate increased user loads and data volumes. Partners need to consider adopting agile development methodologies to respond to changing requirements and integrating customer feedback.

Partners need to form alliances and partnerships with technology vendor partners, startups, and research institutions to access cutting-edge solutions and expertise. While doing that, partners need to keep enhancing organisational skills through training and skill development. This is an ongoing process that requires willingness to evolve with technology and end users’ needs.

Collaboration and communication are key when aligning digital solutions with business goals. How do you approach working with diverse stakeholders within partner organisations?

It is critical to understand the end-user’s business model, customer base, and strategic goals to identify their pain points and specific challenges related to digital solutions. Solution partners should determine who the key stakeholders are within the end-user organisation. This includes executives, sales teams, marketing teams, product managers, and technical staff. Building relationships with key stakeholders is important. This often involves regular meetings, calls, and face-to-face interactions. Solution partners should establish clear communication channels with end-user stakeholders. This helps partners provide enablement and support for end-users about digital solutions at all levels from technical, sales, product development, and marketing teams. They work with end-users to address issues and challenges promptly and professionally.

Solution partners should create feedback mechanisms to gather input and insights from stakeholders, act on their feedback to improve products and processes. All the above should be built on trust. Communication and trust are the foundation of successful collaborations.

What are some of the key learnings this year, as partners enter the final quarter of 2023?

In summary, the final quarter of 2023 presents an opportunity for vendors and solution partners to build on learnings and trends, adapt strategies and offerings to meet evolving customer needs and market conditions.

Digital transformation can often be disruptive to established workflows and company culture. How do you work with clients to ensure a smooth and seamless digital transformation journey? It is important to start with clear objectives and expectations. Solution partners should work closely with end customers to establish specific and realistic objectives for the digital transformation journey, taking into account key performance indicators (KPIs) to measure success and align expectations. Solution partners must build trust, credibility, and a strong relationship with each of their customers to ensure a smooth digital transformation journey.

To enable smarter living, we are dedicated to innovative product design, aiming not only for functionality and sustainability but also to showcase technological beauty.

D-Link AQUILA PRO AI AX3000 Wi-Fi 6 smart mesh system, including the M30 smart mesh router and MS30 Matter-compliant smart home gateway, has been honoured with the prestigious 2023 Good Design Award.

D-Link Corporation is proud to announce that its AQUILA PRO AI AX3000 Wi-Fi 6 smart mesh system, including the M30 smart mesh router and MS30 Matter-compliant smart home gateway, has been honoured with the prestigious 2023 Good Design Award.

This recognition is a testament to D-Link’s commitment to user-centric design and its dedication to delivering high-speed, seamless, and reliable whole-home Wi-Fi solutions to eliminate common pain points faced by users. Designed to be the ideal centerpiece for modern smart homes, both the M30 and MS30 represent MT’s Made-in-Taiwan quality-assured smart mesh systems. Meticulously designed to offer a hassle-free Wi-Fi experience and elegantly blend with any décor, these devices elevate both aesthetics and connectivity, revolutionising the smart home networking experience. The MS30 integrates a highly advanced Wi-Fi 6 routing design, inspired by the graceful motion of spaceship. This design symbolises the heart of the home, reflecting the family life, drawing inspiration from the Aquala installation, the M30 takes the form of a majestic eagle, symbolising lightning-fast speed. Both models ingeniously incorporate internal antennas and power (e.g., their lightning-fast speed). Both models ingeniously incorporate internal antennas and power (e.g., their lightning-fast speed). Both models ingeniously incorporate internal antennas and power (e.g., their lightning-fast speed). Both models ingeniously incorporate internal antennas and power (e.g., their lightning-fast speed). Both models ingeniously incorporate internal antennas and power (e.g., their lightning-fast speed). Both models ingeniously incorporate internal antennas and power (e.g., their lightning-fast speed). Both models ingeniously incorporate internal antennas and power (e.g., their lightning-fast speed).
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As the global cybersecurity landscape faces increasing turmoil, the latest report from global cybersecurity leader Acronis reveals a remarkable story of resilience in the United Arab Emirates (UAE) and the broader GCC region. The report showcases Acronis’ insights into the UAE and GCC cybersecurity landscape, which is a compelling picture of how these regions have stood strong despite the risks of ransomware attacks, with threats showing signs of flattening.

Driven by a steadfast dedication to fortify the digital realm in the region, the UAE and GCC regions are bracing against the ever-evolving threats. A significant milestone, the middle East is emerging as a beacon of cybersecurity strength, according to the insightful Acronis CyberTreat Report 2023. Here are key highlights:

1. Rising cyberattack costs in the Middle East: The CyberTreat Report reveals that various forms of cyberattacks are increasing in the Middle East, leading to significant financial losses for these organizations. These cyberattacks encompass a wide range of threats, including hacking, malware, and data breaches. Notably, data from IBM also indicates that the average cost of a cyberattack on an organization in Saudi Arabia and the UAE was US$5.3 million, which is 19% more than the global average.

2. Ransomware Resilience: Despite the rising costs associated with these broader cyberattacks, the UAE and GCC region has shown strong resilience against ransomware attacks, which can result in a victim’s loss and demand a ransom payment. The report suggests that the number of monthly ransomware detections is now around 10 people in the Middle East, with the global average at 43. This underscores the region’s robust cybersecurity measures in dealing specifically with ransomware, emphasizing their remarkable effectiveness in this region.

3. Phishing’s Persistent Challenge: While ransomware may be on the wane, phishing remains a persistent challenge. Cybercriminals continue to use this tactic to target login credentials, demanding organization employees from organizations across the region.

4. Malware Management: With the Kingdom of Saudi Arabia and Kuwait having reported an 8% reduction in malware infections by May 2023, ranking 25th and 27th globally, the UAE maintains its resilience with a 20% infection rate, securing the 31st global position.

5. AI as the Game-Changer: AI has emerged as the ultimate game-changer in the fight against cybercriminals. Over 70% of UAE businesses have adopted AI in their decision-making processes, underscoring its efficacy in countering advanced cyber threats. This trend is expected to continue, with advanced technologies highlighting the region’s dedication to cybersecurity excellence.

“The Middle East and largely the UAE region, due to its position as the go-to economic hub, both the public and private sector have key targets for cyber-attacks. Over the last few years, ransomware has remained the leading threat but due to serious and cost-effective interventions in terms of preparedness and solutions by the key stakeholders, the region is steadily succeeding in mitigating the attacks. Sustained education, upskilling and investment in cyber protection by enterprises across all sectors continues to play a pivotal role in making the region cyber fit,” said Ziad Nasef, general manager, Acronis Middle East. As the UAE and GCC region continue to demonstrate their prowess on the global cybersecurity stage, Acronis stands firmly at the forefront, equipping organizations with cutting-edge cyber protection tools and strategies to navigate the ever-evolving cyber threat landscape.

Manchester City Legend Nasr welcomes Acronis to G-Cloud 2023. Together, they showcased how cyber protection tools and solutions by the key stakeholders, the region is steadily succeeding in mitigating the attacks. Sustained education, upskilling and investment in cyber protection by enterprises across all sectors continues to play a pivotal role in making the region cyber fit.”

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Elevating IT Learning
Intan Shaikh, Chairman, Office Connect Group; Azeem Ahmad, Founder & CEO, Network Binary and Mohammed Gufran, Director-Technical & Operations at Network Binary, speak to Anita Joseph about how the two companies have strategically joined hands to bridge the IT skills gap.

Give us an overview of Network Binary and its major activities
Network Binary, based in Dubai, is a burgeoning IT training provider that serves not only the Middle East region but also the global market. We specialise in delivering advanced training solutions to empower both professionals and organisations in the rapidly evolving fields of networking, cybersecurity, virtualisation, cloud technologies, and more by specialising in delivering cutting-edge training solutions in the ever-evolving fields of Information Technology. Our philosophy is “Elevating the learning industry through benchmark-setting excellence.”

Here’s an overview of our major activities:
• Comprehensive IT Training: We offer well-crafted IT training programs covering a broad range of technologies from leading vendors like Cisco, HPE Aruba, Huawei, and Microsoft to name a few. With expert trainers, we are providing training to many reputed firms such as the Department of Economic Development (DED) and the Department of Culture and Tourism (DCT), and Microsoft.
• Corporate Social Responsibility (CSR): We are dedicated to giving back to society, with our CSR program being instrumental in making IT training accessible to deserving individuals who may lack financial means or access to education. This initiative aims to nurture future IT leaders and bridge the skills gap, current batch of 200 engineers are being trained under our CSR initiative.
• Strategic Partnership with Office Connect Group: As part of this group, we leverage this partnership to reach out to the wider range of customer bases for reaching out to customers following solutions aligned with Office Connects excellent offerings. The group of companies, such as Office Connect Goods Wholesalers, Connect Infotech, Connect Print Me, Connect Creative Media, DPSI Design & Print and The Allure Automation, jointly enhance our portfolio.

Our key offerings include:
• Tailored IT training solutions: We customise our training programs to meet the unique needs of our clients, ensuring that they acquire the skills and knowledge necessary to succeed in today’s market.
• Adaptable schedules: We offer flexible training schedules to accommodate the busy lifestyles of professionals, enabling them to upskill without hindering their work commitments.
• Client-centric training models: We provide both on-site training, virtual classrooms, or self-paced learning, depending on training models that suit our clients’ preferences.
• Hands-on skill building: Our training emphasises practical skills development through hands-on labs by industry-experienced instructors.
• Industry-born instructors: Our team of certified instructors is dedicated to equipping learners and ensuring that our clients stay at the forefront of technology trends.

In today’s accelerated digital transformation and rapidly changing scenario, what can customers look forward to from Network Binary?
At Network Binary, we understand the ever-accelerating pace of digital transformation and its profound impact on businesses across industries. We recognise the fact that “Change is unstoppable,” according to research conducted by Oxford University. It is projected that, by the conclusion of this decade, automation is expected to impact approximately 25-47% of the workforce, leading to a loss of millions of jobs. Several other studies validate this finding everywhere. Now, the big question posed to the organisations is “How to adapt to the speed of this radical change?”
We believe that for the organisations and individuals to remain relevant and thrive in this industry, they will need to continually update or learn new skills. Network Binary stands for the same reason to instilate Life Long Learning. In the past 15 years, we’ve worked with global industry leaders, particularly in the Middle East, to create a Learning Environment fostering active participation, critical thinking, group activities, problem-solving, and hands-on exercises led by experienced, certified instructors.
In essence, customers can expect Network Binary to be their trusted learning partner in navigating the digital transformation journey, offering them the expertise and skills needed to succeed in an ever-evolving IT landscape.
There is an acute shortage of skilled workers in the security domain today. How do you view this and what do you think can be done?
In response to the shortage of skilled workers in the security domain, we align with the UAE Skills Survey report by the Institution of Engineering and Technology (IET), as published in Khaleej Times. The report states that 93% of firms struggled to find qualified engineers, and employers seek ready-made, fully trained employees, as emphasised by Sir Julian Young, IET’s President. We also acknowledge the rising threat landscape where organisations and individuals facing growing information security concerns.
Network Binary offers a two-fold solution to this challenge: Firstly, recognising the importance to train the current crop of security engineers, we believe it’s equally crucial to take technology training – specifically security-related – to the schools and universities.
To achieve this goal, we’ve established a Learning Ecosystem for universities, enabling the nurturing of technology leaders, a specific focus on security, through tailored programs spanning one-to-three months as required.
Secondly, as we are aware, the UAE is undergoing a significant transition, shifting away from its historical dependence on oil and gas to a knowledge-based and technology-driven economy. It attracts a dynamic mix of Asian and Africa. Therefore, it’s crucial to extend our efforts beyond borders and provide technology training, with specific focus on security, to underserved individuals in various Asian and African nations. Network Binary has, so far, served thousands of learners in this regard through our Corporate Social Responsibility (CSR) program, as part of our commitment to giving back to society.
These two steps will create skilled, job-ready candidates from both within and beyond borders, aiding the UAE in achieving its long-term goals. We emphasise that a collective effort from educational institutions, the industry stakeholders, and training providers like Network Binary is crucial in addressing the shortage of skilled workers in the security domain.
How would you describe the Middle East market, and what are your plans for the region, going forward?
The Middle East IT market is a dynamic hub for digital transformation, innovation, and technology-driven initiatives. Demand is surging for skilled professionals’ networking, cybersecurity AI and cloud technologies. Organisations in the region recognise the need to upskill their workforce to meet the challenges of the digital age. At Network Binary, we recognise the immense potential of the Middle East market. Over the years, we have had the privilege of working with renowned institutions and organisations in the region.
Our future plans for the region align with our vision of “Elevating the learning industry through benchmark-setting excellence.”
• Expanding Our Course Offerings: We will continue to enhance our training programs to address emerging technologies and industry trends to cover areas such as artificial intelligence, data science, and IoT.
• Partnering with Local Institutions: We are keen on collaborating with universities, educational institutions, and government bodies in the Middle East to promote technology education. Our Learning Ecosystem for universities is one way we are nurturing technology leaders.
• Corporate Social Responsibility (CSR): Our CSR commitment stays firm. We focus on making IT training accessible to underserved individuals in neighbouring nations, bolstering the region’s human capital.
• Supporting Digital Transformations: We support Middle East organisations’ digital transformation with essential training and skill development programs.
Essentially, our Middle East plans center on training, and collaboration to help the region reach its technological goals, fostering knowledge-based, tech-driven economy.

We believe that for the organisations and individuals to remain relevant and thrive in the industry, they will need to continually update or learn new skills.
Anita Joseph caught up with Karine Calvet, Vice President of Partner Relations – EMEA, AVEVA, to discuss how the company, along with its partner ecosystem, is innovating on sustainable operations and responsible use of resources.

AVEVA is the world leader in industrial software. With our solutions, our customers can efficiently design and optimise their industrial operations with the aim of increasing energy efficiency, performing a comprehensive management of assets from the very conception and design through operation and maintenance to active monitoring.

In short, AVEVA provides our industrial customers with all the tools that are necessary to boost their growth and make it sustainable. We offer these tools within an integrated and secured environment in the cloud. Our industry platform enables our customers to lower their fixed technology costs while improving both internal and external collaboration along the entire value chain with customers, suppliers and partners. This results in increased performance and allows highly efficient business collaborations in the field of sustainability and responsible use of our resources. Globally, more than 20,000 companies in more than 100 countries work with AVEVA solutions; where 90% of companies are leaders in 12 industrial sectors (energy, food, pharmaceutical, infrastructure, mining, etc.) and rely on our solutions. This, coupled with our more than 6400 employees, 500 partners and 8,700 certified developers worldwide, makes AVEVA a trusted industry partner that delivers very high value through our solutions. AVEVA is also recognised worldwide for our commitment to innovation and collaborative work by actively contributing to building a more sustainable world. In this line, at AVEVA we are tremendously proud to have received the ICT Leadership Award 2022 as the best provider of sustainable solutions.

What are your business objectives for the coming years? Our goal is to support our customers in the development of industrial solutions focused on improving productivity, energy efficiency and the sustainable use of natural resources. This is an ambitious goal which we have been investing significantly in recent years. Today, we can say that AVEVA is the only industrial software company with the largest portfolio of products and solutions focused on the energy transition. Of course, our goal in the coming years is to be a decisive technological player in the energy transition and to contribute actively to carbon footprint reduction with our software solutions. AVEVA’s technology for asset lifecycle management is being considered very positively within the expansion and development plans of industries, accelerating our R&D plans hand in hand with the main players. This will expedite the process of energy transition either for the conception of the new industry around hydrogen, in the renovation of nuclear plants or in the improvement of production in existing industries. AVEVA, more than ever, is working on the transformation of the energy ecosystem to optimise the use of natural resources and protect citizens.

What do you expect from partners and integrators? What will the collaboration model look like? AVEVA has evolved significantly in recent years. In 2018, Schneider Electric acquired 60% of AVEVA and in 2020 AVEVA acquired the company OSIsoft. In these 4 years we have grown by 500%, reinforcing AVEVA’s position as a leader in Industrial Software. With more than 100 products, AVEVA covers the entire asset lifecycle, from conception and design to operation and maintenance. These solutions are based on an accessible platform either in SaaS or hybrid mode; we also offer the possibility to supply our products on-premises. Our very agile commercial model with credits allows customers to use all our products according to their priorities and needs.

This rapid evolution of the company and with such a high volume of customers requires a very powerful ecosystem of alliances, integrators and distributors. Our historical partners, the resellers, have made a huge effort to adapt to AVEVA’s new SaaS/Cloud strategy and how aligned their organisations with ours to ensure a higher quality of support and customer service. Moreover, they have already completed their new technological and collaborative work in order to be essential partners for the digital transformation of our clients.

Our relationship with System Integrators is gaining significance. Indeed, they are playing a leading role in adapting AVEVA’s diagnostic platform to the technological reality of our customers, and they are responsible for making the necessary technological adjustments to make it operational. AVEVA solutions allow economies of scale quickly and non-disruptively. With our global network of partners, our customers can access our platform and expand in record time, while significantly reducing their implementation, maintenance and operation costs. Additionally, the solid experience of our partners in the industry helps in building the necessary business cases to carry out investments in new transformation projects. In the Middle East, most of our deals are infrastructure oriented: Oil & Gas sector and Smart cities are key areas where our solutions help our customers meet their business data driven goals. Thanks to our solid partner network, our deals in the region, our growth is exponential.

What will be the technological trends in the industrial software market for the coming years? We can anticipate three trends: the connected industrial ecosystem, the digital twin, and the industrial metaverse. At AVEVA World 2022 in San Francisco, we saw many of our customers and partners working collaboratively in an agile and dynamic way on digital transformation projects with several goals in mind: to create new business models, to bring greater added value to their businesses, and to achieve better operational efficiency and profitability. We are therefore witnessing the birth of a fully connected industrial universe, enabling a new type of collaboration between colleagues, suppliers, partners and customers. By connecting different actors across the industrial ecosystem, adopting a data-centric approach indisputably increases the potential of teams. This will transform value chains into agile and profitable and sustainable networks. It is, in a way, the emergence of a new connected industrial economy. When it comes to digital twins, their value is clear: the speed in collecting data and using analytics tools to visualise it in context. This allows brand new ways of working with very high potential for growth, for example how leading companies like Shell and Worley are breaking down data silos with digital twins: they improve collaboration, promote transparency, and provide actionable insights that enable teams to work smarter and more connected.

In the long run, the logical continuation of digital twins will be the industrial metaverse. According to a recent survey commissioned by AVEVA, among 650 senior executives of international companies based in North America, Europe and the Middle East and operating in the chemical, manufacturing and energy sectors, 87% of respondents expect an increase in investment in industrial digital solutions in the next 12 months.

Our goal is to support our customers in the development of industrial solutions focused on improving productivity, energy efficiency and the sustainable use of natural resources.

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Karine Calvet
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