GITEX TECHNOLOGY WEEK
60 MINUTES

CPI MEDIA GROUP @GITEX
tahawultech.com

DAY 1 PM

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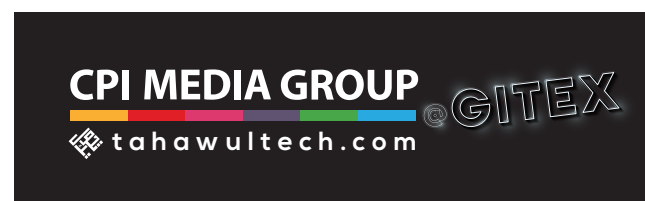
---

Cloudflare to unveil 'Connectivity Cloud' at GITEX GLOBAL 2023

The company will offer GITEX visitors more information about its 'Cloud Connectivity' - 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 offering GITEX trade visitors more information about its recently launched 'Cloud Connectivity' - the most complete platform for regaining control of security and IT resources

Loubna Imenchal

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 institution in Azerbaijan to promote the country's technological development, has announced its participation at GITEX GLOBAL, as well as Expand North Star Dubai, the world's largest event for startups and investors, taking place between 15-18 October.

IDDA, represented by its Chairperson Inara Valiyeva, Advisor to Chairperson Shahin Aliyev

and Deputy Chairperson Rashad Khaligov, will be bringing along three local startups as part of the Azerbaijani delegation to showcase the country's growing innovation ecosystem.

At its premier appearance at the events, IDDA plans to talk about

---

A pioneering new approach to Sentiment Analytics

Navin Prasad, Organisation Chief, Dropthought, elaborates on the valuable insights they can provide to companies through their data collection solutions.

How is Dropthought leading advancements in Customer Experience Management, especially within Sentiment Analytics? What differentiates your approach/solution from others in the current market?

At DropThought, we're revolutionizing Customer Experience Management through our pioneering approach to Sentiment Analytics. Our solution stands out in three key ways:

• **Granular Sentiment Analysis:** While many competitors provide a broad sentiment rating for feedback, DropThought takes it a step further. We break down feedback into individual sentences,

meticulously analyzing and assigning specific topics and sentiments. This provides unparalleled insight into customer sentiments and the specific aspects influencing them.

• **AI-Powered Conversation-Based Engagement:** We've integrated state-of-the-art chatbot capabilities into our platform. This empowers users to

---

Redington Re-Imagines the Digital Future at GITEX Global 2023

Experience live thought-leadership sessions, engaging podcasts and interesting demos of avant-garde technologies

Redington, the leading technology integrator and innovation powerhouse, will showcase its strategy to 'Re-Imagining the Digital Future' at GITEX Global 2023.

This will be the company's 10th year of participation at the iconic five-day technology event. During the show, Redington will reinforce its

---

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 front-line workers with new capabilities so they can deliver new outcomes for their end 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

Cloud-delivered Converged Networking and Security and for Remote Users and Locations

Cybersecurity, everywhere you need it

F⊞RTINET®

Cloudfare...

across the entire ecosystem: on-prem, public cloud, SaaS and the Internet.

Speaking about the company's participation, Bashar Bashaireh, Managing Director of Middle East & Türkiye at Cloudflare says, "Today, everything and everyone in your organisation's IT environment needs to be connected and secured everywhere, all the time. But the cloud, SaaS, Internet, and on-prem domains are intrinsically different, and the tools used to tie them together usually just add more complexity. All of this results in IT and security teams having less control over their environment — making the whole organisation less agile, less secure, and less financially efficient. How can they close the control gap? A connectivity cloud is a unified platform of cloud-native services that dramatically simplifies secure "any

to any" connectivity, helping businesses regain control of their IT environment. It improves agility, reduces risk, and cuts IT costs".

"We are very excited to be present at GITEX. The exhibition is happening on the back of one of Cloudflare's biggest innovation weeks of the year - Birthday Week, where we unveiled several of our latest technologies. So, the timing is perfect for us to share our portfolio and new transformational solutions with the region's IT and networking professionals. We are also looking forward to engaging with current and potential partners, as we build out our channel ecosystem and expand our program".

Besides Connectivity Cloud, below are some of the initiatives and innovations that the company is keen to demonstrate at GITEX:

Workers AI - the most complete platform to deploy fast, secure, compliant AI inference at scale. The solution

offers end-to-end infrastructure essential for the efficient and affordable development and deployment of AI models for the new age of AI applications. Developers will now be able to develop full-stack AI applications on the Cloudflare network. They benefit from the best end-to-end experience when building AI applications, enabling fast and affordable inference, without the constraints of infrastructure management. At a time when all businesses, from startups to large corporations, are looking to improve their services through artificial intelligence, Cloudflare's platform enables developers to rapidly deploy production-ready applications by integrating security, compliance and performance.

**Magic WAN Connector – ** a lightweight software package that organisations can install in any physical or cloud network to automatically

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

connect, steer, and shape any IP traffic. The solution speeds up, simplifies and secures organisations' connections to the Internet. This connector complements the company's Cloudflare One solution, a Zero Trust network-as-a-service platform. It will enable CISOs and CIOs to accelerate, simplify and, above all, secure the connection of employees, devices, applications, networks and data centres that may be geographically distributed, without having to sacrifice performance and reliability.

Cloudflare One Data Protection

**Suite - ** a unified set of advanced security solutions designed to protect data across every environment – web, SaaS, and private applications. Powered 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 AI environments from a single platform.

Executives from Cloudflare are also keen to share industry insights and best practices with trade show attendees. "It is important for CISOs to break down silos by building bridges between themselves, the CIOs 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 cybersecurity solution that is so easy to implement and so effective in the face of threats, that it's easy to forget", concludes Bashaireh.

Trade attendees interested in a meeting, can visit Cloudflare@ GITEX at stand number B20, Hall 8.

IDDA...

the digital development of Azerbaijan and how it creates and fosters an ecosystem for local and foreign ICT businesses there. Through a set of meetings and active networking, the agency plans to grow its expertise,

while promoting the successful projects they have at hand, including the rapidly evolving 'Relocation Program' and the educational initiative launched in collaboration with Holberton School.

Elaborating about IDDA's participation Inara Valiyeva says: "It is an honour for IDDA to be amongst the IT market leaders that have gathered at GITEX

GLOBAL and Expand North Star Dubai this year. This is a great chance for us to learn from the best, while sharing our own unique experience of transforming the digital landscape of Azerbaijan, which is a country with an actively developing innovation ecosystem. IDDA's mission is to foster a culture of innovation, support the development of innovative

products and services, and drive economic growth through technology, entrepreneurship and digital transformation. We do all that through enabling the environment in the country for local and foreign ICT companies, investing in human capital and supporting the infrastructure that helps startups develop their potential. 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".

One of the key discussion points at the event will be the 'Relocation Program',

launched last year by the Agency to attract global ICT talent and companies. It currently has over 60 residents who have benefited from the technopark residence law introduced in 2023, which offers IT companies a significant set of benefits, including multiple tax waivers for 10 years and no work permits for relocating ICT specialists. Currently 6 international companies are in the process of obtaining technopark residence. As part of the 'Relocation Program', 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 in the program. Known for its unique peer to peer tech programs that match Silicon Valley benchmarks, Holberton will play a significant role in fostering the emerging ICT talent in Azerbaijan.

IDDA also has its own Technest scholarship program, launched in 2021. To this day, it has already granted over 3,500 scholarships and aims to grow to 11,000 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 Imajin - will be featured as well to showcase their talent and technologies. As a sponsor, "PASHA Holding" will have a reception desk in the IDDA booth.

Inara Valiyeva

> ## 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".

Dropthought...

engage with our system conversationally. They can create surveys, retrieve critical insights, and receive actionable recommendations, all through a chat interface. For instance, a user can ask "Why did my NPS drop last quarter?" and our chatbot will provide detailed insights, allowing for real-time understanding of customer sentiment trends.

- **• Action Planning for Proactive Improvement:**
DropThought goes beyond just analysis. Our platform includes an AI-powered Action Planning module. This recommends focus areas based on their impact on key customer experience metric scores. It also provides practical ideas, nudges, and suggestions to initiate improvements. This means that not only do we identify issues, but we guide companies towards effective solutions and improvements in their customer experience strategies.

This combination of granular sentiment analysis, AI-powered conversation-based engagement, and Action Planning truly sets DropThought apart. It's not just about understanding customer sentiment, but about empowering companies to take immediate, targeted action to enhance the customer experience. This comprehensive and dynamic approach is a game-changer in the realm of Customer Experience Management.

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 behind this 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 employ sophisticated algorithms that enable 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 audio inputs, 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-the-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're able 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 their 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 their 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 our clients can address customer concerns promptly, leading to a more positive and tailored customer experience.

Dropthought gathers data from both private and public domains to discern emotions, intentions, and trends. Can you share examples where such varied data collection offered valuable insights to companies? How does this aid in elevating the customer experience?
Absolutely. Allow me to illustrate the impact of our data integration capabilities with a specific example. 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 experience data collected through DropThought with their operational and sales data, residing in their platforms. This included key metrics such as recency of purchase, monetary value of purchase, and frequency of purchase. By combining these streams of information, we were able to create detailed customer segments based on their purchase history.

Next, we took it a step further. For each segment, we calculated an overall satisfaction score by blending the sentiment

Navin Prasad

"When it comes to data integration, we employ sophisticated algorithms that enable us to seamlessly merge information from various sources".

data from DropThought with the operational metrics from their platforms. This allowed us to quantify the satisfaction levels of each customer segment.

This integration and analysis provided invaluable insights. It allowed the marketing team to gain a comprehensive understanding of their most important customer segments. They could now discern not only what products or services these segments preferred, but also the specific touchpoints and experiences that influenced their satisfaction levels.

Armed with this knowledge, the marketing team could tailor their strategies and initiatives to cater precisely to the wants and needs of each customer segment. This led to more targeted marketing campaigns, personalized offers, and enhanced customer engagement. As a result, the e-commerce retailer witnessed a notable increase in customer satisfaction, loyalty, and ultimately, revenue.

This integration of experience data with operational metrics exemplifies how DropThought's comprehensive approach to data collection and

analysis can offer actionable insights that drive significant improvements in the customer experience.

Dashboards from Dropthought are instrumental in pinpointing issues in human experience pathways and determining their origins. Could you guide us on how these dashboards function and their role in helping companies distribute resources for maximum impact on human experiences?
Certainly. Our dashboards serve as dynamic tools for companies to gain comprehensive insights into their customer experience landscape. Here's how they work:

Quick Identification of Root Cause Issues:
- Our dashboards are designed for rapid navigation and visual representation of data. They offer an at-a-glance view of key metrics and feedback trends.
- By breaking down feedback into individual sentences with assigned topics and sentiments, our dashboards enable users to swiftly pinpoint specific pain points in the customer experience journey.
- For example, if a particular product or service is consistently receiving negative feedback, our dashboard will highlight this, allowing companies to quickly zero in on the root cause.

Deep Explorative Analysis:
- Beyond surface-level feedback, our dashboards facilitate deep exploration of customer sentiment and intentions. Users can dive into individual feedback entries to understand the context and underlying issues.

- This explorative analysis helps in uncovering nuanced 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 of purchase, monetary value, and frequency of purchase.
- This allows companies to quantify the impact of specific experiences on customer behavior and loyalty. For instance, they can assess how a negative experience affects customer retention and purchasing frequency.

Action Planning:
- One of our standout features is the Action Planning module, powered by AI. This module recommends focus areas based on their impact on key customer experience metric scores.
- It also provides practical ideas, nudges, and suggestions to initiate improvements. These recommendations are informed by both sentiment analysis and operational metrics.
- For instance, if a particular product category is consistently receiving low satisfaction scores, the Action Planning module might suggest targeted improvements in that area.

By combining quick identification of root cause issues, deep explorative analysis, impact assessment, and AI-powered action planning, our dashboards empower companies to make informed, data-driven decisions. This leads to more efficient allocation of resources towards

initiatives that will have the maximum impact on human experiences. It's a powerful toolset that not only identifies issues but guides companies towards effective solutions and improvements in their customer experience strategies.

With the ever-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? How does Dropthought plan to scale the next-gen Customer Experience Management?
In light of the rapid advancements in digital technology and the emergence of immersive experiences like AR, VR, and the forthcoming Web3 and Metaverse, DropThought is poised to revolutionize the way feedback is collected and analyzed.

We are actively exploring the integration of AR and VR technologies into our feedback collection methods. This means that users will be able to provide feedback in immersive environments, enhancing the authenticity and richness of the data. For example, a customer could provide feedback on a product by interacting with a virtual representation of it in a 3D space.

By leveraging AR and VR, we aim to tap into the potential for more nuanced and context-rich feedback. This approach not only aligns with the evolving digital landscape but also offers a unique and engaging way for customers to express their experiences.

Our foray into AR and VR feedback collection is a part of our broader strategy to scale next-generation Customer Experience Management. We understand that as the digital economy continues to evolve, the ways in which customers interact with products and services will also evolve.

By proactively adopting these immersive technologies, we aim to stay ahead of the curve and provide our clients with the tools and insights they need to understand and cater to their customers' experiences in these novel digital environments.

In essence, DropThought is not only adapting to the changing digital landscape but also actively shaping the future of Customer Experience Management by embracing emerging technologies like AR and VR. This forward-thinking approach ensures that our clients are well-prepared to navigate and excel in the evolving digital economy.

tp-link | deco

Wi-Fi 7
Wi-Fi Like Never Before

Whole Home Mesh Wi-Fi 7 System

HomeShield — Compatible with **amazon alexa** — works with **Google Home**

- Unrivaled Wi-Fi 7 Technology
- True 10 Gbps Connectivity
- Seamless AI-Driven Mesh
- Works with All Deco Models

Wireless and Wired Combined Backhaul

6 GHz Wi-Fi
5 GHz Wi-Fi
2.4 GHz Wi-Fi
Ethernet Wired Connection

- Greatly Reduced Lag for Smooth Wi-Fi
- Stable and Reliable Broader Coverage
- More Device Connections for Higher Capacity
- Multi-Link Operation (MLO)

Seamless AI-Driven Mesh

- Seamless Roaming with One Wi-Fi Name
- Sophisticated Algorithms
- Self-Learning Capability
- Customized Wi-Fi

Enhanced Security – HomeShield

- Network Protection
- Parental Controls
- Private IoT Network
- Quality of Service (QoS)

Redington...

commitment to shape the future of technology and digital transformation.

With a focus on fostering innovation, Redington will also highlight key partnerships and initiatives for its channel community, enabling them to cater to the evolving needs of businesses in an era of rapid technological change.

featuring Redington's top executives, industry subject matter experts and leading customers, all diving deep into advanced technologies and re-imagining the digital future.

• **The Intelligent Drive**
This is an immersive platform designed to empower attendees with knowledge, help foster growth, and encourage collaboration within the industry. Attendees can attend the live sessions and embark

realm and experience Redington's digital avatar as it will be a replica of the immersive in-person experience. Attendees will find sponsor pods, visitors' lounge, and, believe it, or not, dedicated areas for knowledge sessions and games with exciting prizes up for grabs. With its digital twin, Redington is offering limitless possibilities for its ecosystem to network and collaborate in the metaverse.

• **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.

Dharshana Kosgalage, Head of Technology Solutions Group,

> ## Our offerings and initiatives are curated around the overarching theme of Re-Imagining the Digital Future".

Key Highlights of Redington's GITEX Global 2023 Showcase:

• **Technogram by Redington**
This is an exclusive platform that brings together industry stalwarts to showcase latest products, solutions, and their potential to revolutionise customer operations while elevating partner businesses. The daily line-up includes insightful sessions

on a transformative journey of learning, sharing, and expanding their market knowledge, with a primary focus on specific products and technologies that are shaping the future.

• **Digital Twin**
Attendees can connect with Redington and explore the Redington universe like never before from anywhere at any time. They can step into the virtual

Redington Middle East and Africa, said, "GITEX 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. These initiatives not only showcase our dedication to pushing the boundaries

of what's possible but also underscore our belief in the power of collaboration to drive progress".

Viswanath Pallasena, CEO, Redington Middle East and Africa, said, "This edition of GITEX Global holds special significance for Redington as we mark a decade of active presence at this premier tech 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 GITEX Global, reach out to senior executives at the Redington Stand A1 in Hall 5 to know more about how the distributor can help re-imagine your digital future.

Zebra...

product and customer service knowledge, acting as an efficient internal communications tool by answering employee queries on things like store policies, collecting and analysing feedback from associates to identify areas of improvement, enhancing productivity and increasing job satisfaction levels.

LLMs also have the potential to elevate the customer experience by powering personalised shopping assistants that could provide product recommendations, integrating shopping experiences across in-store, online, and mobile platforms as well as potentially enabling fully voice-activated shopping.

Zebra's TC53/TC58 and TC73/TC78 mobile computers and ET6x Series tablets powered by Qualcomm Technologies – together with Zebra's asset visibility and intelligent automation solutions – deliver elevated data insight, analysis and recommendations, problem solving, planning and creativity. Front-line

Tom Bianculli

workers can utilise a smaller on-device model, even in rural, built-up and underground working environments where connection to the cloud

may not be possible. Alternatively, users may switch to a cloud-based app or web browser GenAI tool via Zebra's Wi-Fi 6/6E and 5G enabled devices.

"On-device generative AI is unlocking new and enhanced experiences across industries," said Megha Daga, Senior Director, Product

> ## 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."

Management, Qualcomm Technologies, Inc. "Qualcomm Technologies' goal is to drive the transformation of industries, and we are doing that beginning with mobile devices. Zebra's demonstration is showcasing the type of transformation we aim to achieve."

This innovative solution from Zebra, using a solution from Qualcomm Technologies, reduces memory requirements and is built upon a wide array of open source and third-party models which are a significant part of Zebra's strategy to deliver effective on-edge AI solutions across multiple industries.

"Zebra recognises the importance of ethical and responsible AI," said Andrea Mirabile, Director of AI Research, Zebra Technologies. "We are committed to ensuring our AI initiatives are aligned with federal guidance on accountability, ethical purpose and transparency and help set the standard related to delivering solutions to end-users. We also support the Business Roundtable AI Road Map and policy recommendations for responsible, appropriate, and ethical AI development and deployment."

Learn more about GenAI on-device in this video

Digital Transformation Simplified

cirrus labs
Your Journey Is Our Journey

PILLARS	BLOCKS	OUTCOMES
Agile Product Management	Design Thinking | Innovation | Ecosystem | Product Portfolio	Competitive Advantage
Artificial Intelligence	NLP | Predictive ML | Generative | AI Ops| XReality | Robotics | Computer Vision	Disruptive Innovation
Data	Data Strategy | Data Integration | Data Warehouse | Data Governance | Data Quality	Predictive Analytics
Security	Governance | Risk | Compliance | Cyber Security| Monitoring	Compliance & Governance
Cloud Computing	Cloud Strategy| Application Development| Cost Optimization| Call Center	Secure Scaling
Modernized Technology	Architecture | Software Delivery | Testing | DevSecOps | API Hub	Future Ready
Agile Organization	Train | Launch | Coach | Scale	Customer-centric Innovation
Digital Strategy	Visioning | Technology Strategy | Policy	Unified Vision

Learn more by scanning the QR Code:

or visit us at:
Hall 26 - B25

GLOBAL DEV SLAM

CO-LOCATED WITH

GITEX GLOBAL

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 the region and what support can customers and partner expect from your team?

Karim Assem: For the past two decades, EDB has been dedicated to enhancing Postgres for enterprises through its energy and expertise. 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 revolutionize 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 distribution 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 encapsulates 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

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

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 specialisations, certifications, training programs, technical support, and 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 solutions and remaining at the forefront of technology trends, ultimately reinforcing the success of its vendors, partners, and the organisation as a whole.

Alfred Chrispanous

Karim Assem

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 our viewers 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 value does 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

Maya Zakour

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 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:

- 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.

Synology present pioneering IT Solutions across Edge, Core, and Cloud Environments at GITEX 2023

Explore Secure Data Storage, Data Protection, Surveillance, and Cloud Innovations.

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

Synology, a global leader in delivering comprehensive IT solutions that span edge, core, and cloud environments, today announced its participation at the 2023 edition of GITEX Global.

Synology will showcase its latest products and developments at Stand H8-40, Hall 8, in four dedicated zones, displaying its innovative secure data storage and management, data protection, end-to-end smart surveillance system, and cloud solutions.

Michael Chang, Sales Manager of Synology, said, "In an era where data demands are growing rapidly, IT manpower is relatively tight, Synology's solutions can be the best support for enterprise data management".

Enterprise storage and data management: Discover Synology's storage solutions, designed for petabyte-scale storage and high availability, offering comprehensive data integrity and protection capabilities. With the incorporation of the latest 7.2 version of DiskStation Manager, businesses are empowered to leverage a suite of advanced tools, including immutable snapshots and the Multi-factor authentication (MFA), thus enhancing data security measures. In addition, benefit from Synology's suite of data management tools, which now includes a preview of new generative AI capabilities for streamlining business and organisation-wide workflows.

Data protection solutions: Delve into Synology's backup solution, Active Backup for Business, which offers comprehensive protection for computers, virtual machines, and servers within the organization. It can also extend to provide full protection for SaaS services like M365 and Google Workspace, with on-premises and cloud backup and recovery options available. The license-free backup packages are tailored to meet specific organisational needs, enabling rapid recovery from catastrophic IT events.

End-to-end smart surveillance system: Experience Synology's comprehensive surveillance solution, which combines newly launched AI-powered cameras featuring high-quality, stable, 24/7 recording and built-in AI recognition. With these features, organisations can detect people, vehicles, and space intrusions. Additionally, utilise the centralised video management system, Surveillance Station, for intelligent monitoring and simplified multi-site management.

Cloud Solutions: Explore Synology's secure C2 cloud infrastructure for password management, backup and recovery, secure file sharing, identity and access management as well as scalable object storage with S3-compatibility. As well as the deep integration with Synology's on-premises system to create an efficient and reliable hybrid cloud infrastructure.

"We extend a warm welcome to all organisations, channel partners, and industry associations to visit us at the Synology booth. Here, we can discuss the opportunities and prospects of Synology's data management solutions, allowing more businesses to benefit from our innovative technologies". Said Michael Chang, Synology Sales manager.

Visit Synology at its stand in Hall 8-40, at Dubai World Trade Centre between October 16 and 20, 2023.

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.

Vertiv, a global provider of critical 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 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 Rack, a versatile and robust rack enclosure designed to support and protect IT equipment in

Tassos Peppas

data centers and network installations; and the Vertiv™ SmartCabinet™ 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 Ingram Micro's stand A1 in Hall 2, sharing highlights about latest infrastructure solutions such as the Vertiv™ Environet™ Alert monitoring software, prefabricated and integrated modular solutions (PFM or IMS), and its latest cutting-edge power and thermal management systems.

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

"We are delighted to be showcasing our offerings

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

at GITEX Global 2023. We have been part of this event since its beginning, 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™ XR 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 innovation and customer experience.

For more information about Vertiv in the Middle East, please visit Vertiv.com/en-emea/MEL.

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

Optimising Wireless Technology

Shaheen APM, Solutions Manager, Middle East and Africa at Allied Telesis tells Anita Joseph how the company, a leading provider of hardware and software products, is redefining enterprise networking with the first-of-its-kind hybrid wireless LAN solution that maximises both mobility and bandwidth.

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 ensures greater bandwidth availability when multiple devices are connected. While this multi-cell approach offers benefits, it can lead to disconnections and disruptions as devices move between access points.

This is where our hybrid solution comes

Shaheen APM

into play. By combining the strengths of both architectures, we offer a unique and comprehensive solution. With multiple radios in our access points, we enable network segmentation. Stationary devices in an office can benefit from the multi-cell architecture, guaranteeing higher bandwidth. Meanwhile, mobile devices in constant motion can utilise the single-cell architecture for uninterrupted connectivity. This hybrid approach maximizes both mobility and bandwidth, catering to a wide range of user needs.

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, AMF Security can isolate or disconnect the affected device or port, whether it's wired or wireless. This rapid response capability is vital for mitigating security threats effectively.

Overall, the Hybrid Wireless LAN solution not only offers flexibility and performance but also maintains a high level of security to safeguard sensitive data and protect against emerging threats.

Huawei accelerates intelligence for shared success as GITEX GLOBAL 2023 opens

Huawei is proud to be the Gold Sponsor of GITEX GLOBAL 2023 and the lead sponsor for the event's cybersecurity program, Cyber Valley.

At GITEX GLOBAL 2023, Huawei is showcasing its latest ICT innovations, reaffirming its commitment to empowering digital transformation through Artificial Intelligence (AI) across various industries to help them make the most of intelligence. The global ICT leader will demonstrate new industry solutions and use cases in the domains of cloud, advanced network capabilities, cybersecurity, and digital power technologies.

AI is poised to become a game-changer for the global economy and has already started revolutionizing multiple industries and sectors. AI has entered into core production systems and has started creating greater value, with AI adoption expected to reach 20% by 2026 in major industries. The domain has the potential to redefine global productivity and competitiveness.

According to PwC's Global Artificial Intelligence Study, AI could contribute up to $15.7 trillion to the global economy by 2030.

Under the theme of 'Accelerate Intelligence', Huawei is showcasing ways to integrate AI into various industry scenarios and empowering organizations to reimagine their digital transformation and innovation roadmaps for the AI-powered intelligent era. As the Middle East and Central Asia region prioritizes sustainability initiatives, Huawei will showcase its green technology, demonstrating its dedication to fostering a more sustainable future across the entire industry.

Steven Yi, President of Huawei Middle East and Central Asia, said, "The new AI-powered intelligent era will usher new opportunities and values for businesses, industries, and ecosystems across the Middle East and

Huawei...

Central Asia. At GITEX GLOBAL 2023, Huawei will demonstrate the latest breakthroughs in intelligent ICT innovations and unlock the immense potential of cloud and AI for Industries while ensuring that the ICT sector is continuously reinforcing its digital parameters and end-to-end cyber security practices. By bringing together industry visionaries, business leaders, and top technical experts, we will be 'Accelerating Intelligence' for a 'Win-Win Intelligent Future'."

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 ISP.

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 unleashes 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 8771-X1T, Huawei CloudEngine 16800-X, and High-Quality 10Gbps CloudCampus.

Within the storage domain, Huawei will address the major challenges in the development and implementation of large-model applications. Huawei's F2F2X solution (Flash-to-Flash-to-Anything) and OceanStor A310 will provide solutions to meet the dynamic demands of modern storage in the AI era. Additionally, Huawei's innovative F5G 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 data 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

> **By bringing together industry visionaries, business leaders, and top technical experts, we will be Accelerating Intelligence for a Win-Win Intelligent Future".**

aims to provide versatile products and solutions for hundreds of millions of small businesses and SOHOs 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 Cloud brings 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 5+N+X 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 8.3.0.

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' on October 18th on the AI Stage in Hall 9, DWTC.

This year at the Huawei booth, Huawei is also showcasing for 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 All 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 Data Center 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, Marvel Distribution, 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: https://e.huawei.com/ae/events/2023/ae/gitex.

D-Link honoured with prestigious design award

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.

> " To enable smarter living, we are dedicated to innovative product design, aiming not only for functionality and sustainability but also to showcase technological beauty".
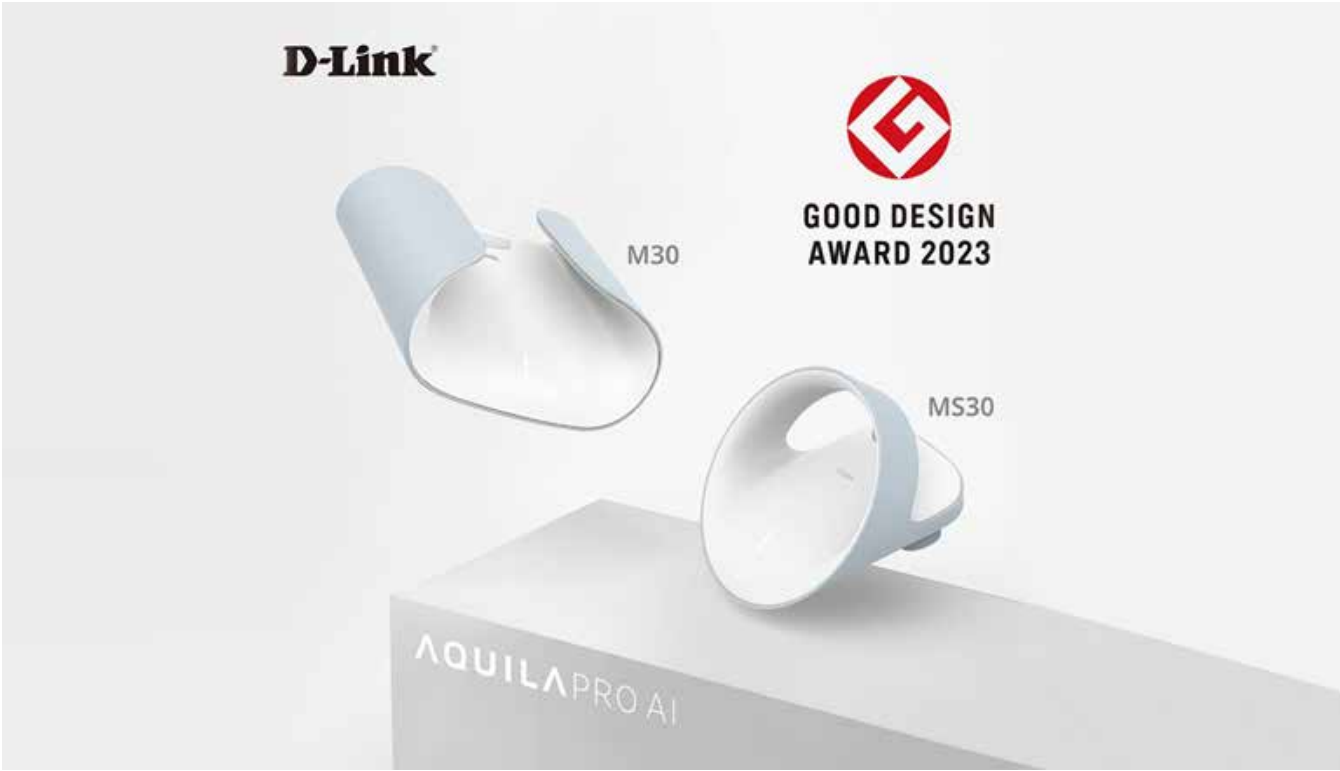
D-Link Corporation is proud to announce that its AQUILA PRO AI AX3000 Wi-Fi 6 smart mesh system, including the M30 smart mesh router and MS30 Matter-compliant smart home gateway, has been honoured with the prestigious 2023 Good Design Award.

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 centrepiece for modern smart homes, both the M30 and MS30 represent MIT (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 introduces a unique hollow circular ring design, inspired by the graceful motion of spacecraft. This design symbolises the heart of the home, reflecting the concept of harmonious family life. Drawing inspiration from the Aquila constellation, the M30 takes the form of a majestic eagle, symbolising its lightning-fast speed. Both models ingeniously incorporate internal antennas into their unique designs, ensuring optimal signal transmission and reception through 360-degree spherical coverage. The versatile designs of the M30 and MS30 allow for horizontal placement or wall mounting, effortlessly integrating into any home environment while the textured finish adds elegance, enhancing device appearance.

Both M30 and MS30 are constructed with post-consumer recycled (PCR) materials and eco-packaging, reducing environmental impact. Furthermore, the unique feather-patterned ventilation design optimises power consumption for greater energy efficiency while efficiently dissipating heat to ensure unparalleled performance and lightning-fast internet speeds.

"To enable smarter living, we are dedicated to innovative product design, aiming not only for functionality and sustainability but also to showcase technological beauty", said CJ Chang, CEO of D-Link Corporation. "D-Link will continue to deliver products that offer a superior user experience and enhance smart home connectivity".

Navigating the digital divide

Anita Joseph caught up with Walid 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. A key initiative is to embrace open standards and avoid lock-in technologies.

An architecture review

Walid Gomaa

could be required. Partners need to adapt modular and scalable architecture 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 crucial 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 and relevant communication channels with end user stakeholders.

Solution partners provide enablement and support for end users about digital solutions at various levels for 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?

As solution partners enter the final quarter of 2023, several key learnings and trends have emerged:

- Remote collaboration tools and solutions are likely to remain in high demand.
- Hybrid work models, which combine in-person and remote work, are expected to continue.
- The pace of digital transformation has accelerated. Vendors and resellers should continue to prioritise digital solutions and services that support this transformation.
- Vendors and resellers should continue to explore opportunities to work together (strategically) to reach new markets and/or offer complementary services.
- The integration of AI and automation into various business processes continues to grow.
- Data privacy and security concerns are ongoing issues. Vendors and resellers should prioritise robust cybersecurity measures and compliance with data protection regulations to build trust with customers
- Sustainability and ESG (Environmental, Social, Governance) considerations are now important. Vendors and resellers should be prepared to address questions and concerns related to their environmental and social impacts.

In summary, the final quarter of 2023 presents an opportunity for vendors and solution partners to build on learnings and trends, adapting 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 with defined key performance indicators (KPIs) to measure success and align expectations. Solution partners must get the buy-in and sponsorship from end-customer leadership.

Solution partners work with end-customers to understand their current state, then set a vision and roadmap that outlines the steps and milestones for the journey. They work with end-customers to choose technologies and solutions that align with the end-customer's objectives and integrate well with existing systems. Solution partners maintain transparent and frequent communication with stakeholders at all levels and provide updates on progress, address concerns, and share success stories. They monitor the performance of the new digital workflows and systems and optimise processes and technologies based on performance data and user feedback.

After the initial implementation, solution partners conduct an evaluation to assess the transformation's impact on business goals. By following these steps and maintaining an end-customer-focused approach, solution partners can help ensure that the digital transformation journey is smooth and seamless, minimizing disruption and maximising the benefits for the organisation.

DELLTechnologies

Proactive protection that **never stops.**

—

Enhance your overall security posture across the business.
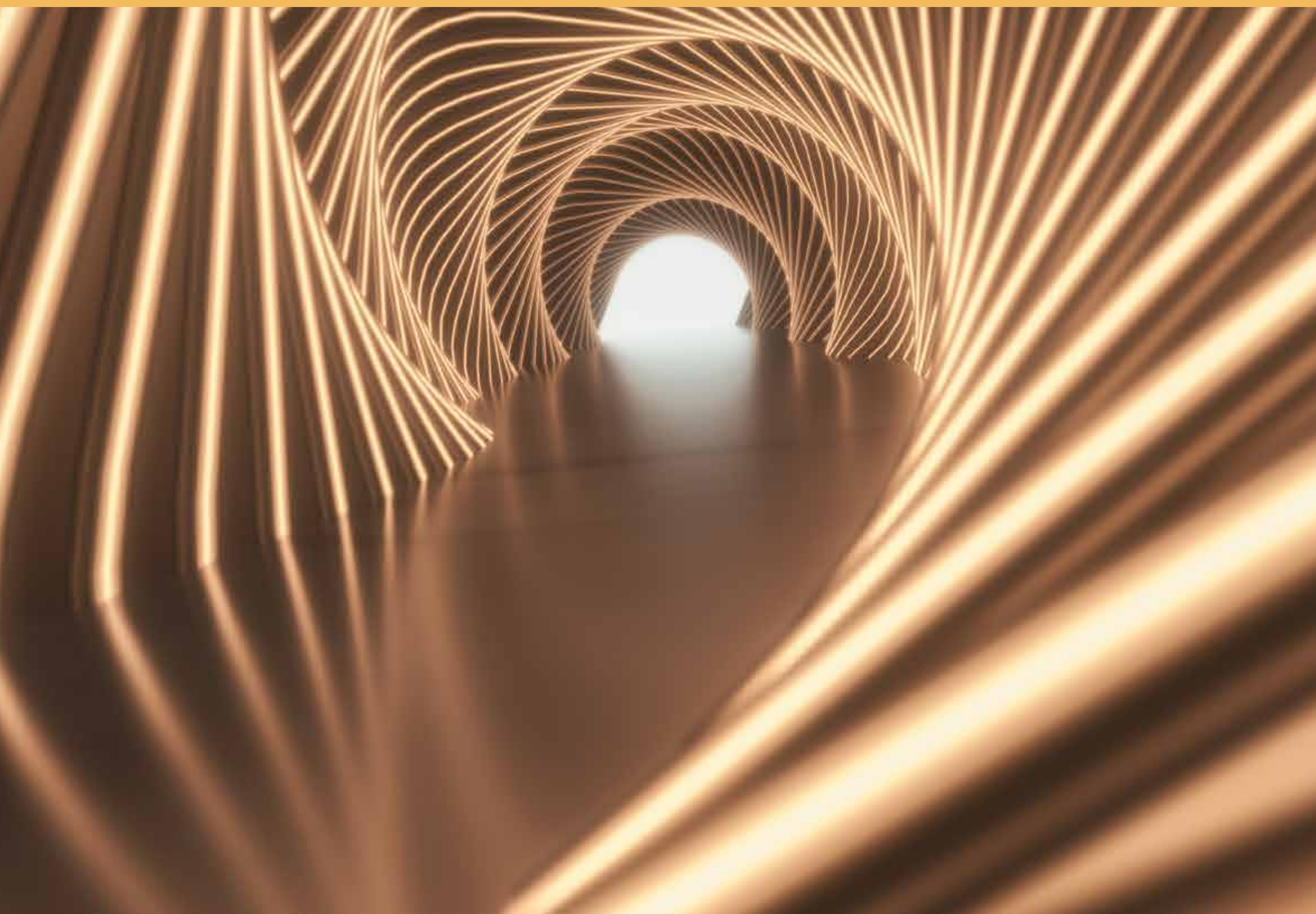
Visit us at Stand A1 - Hall 6

UAE Witnesses Unprecedented Ransomware Resilience - Acronis Report Highlights Flatlining Threats

Report outlines how the UAE leads the region in cybersecurity with the lowest infection rate of 10%.

As the global cybersecurity landscape faces increasing turmoil, the latest report from global cyber protection 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, painting a compelling picture of how these regions have stood strong against the tide of ransomware attacks, with threats showing signs of flatlining.

Driven by a steadfast dedication to fortify the digital realm in the region, the all-encompassing Acronis Cyberthreat Report 2023 forecasts a distinct levelling off in monthly ransomware detections throughout Q4 of 2023, down from a 6% jump reported in Q1 2023 over Q4 2022.

Unmasking the Ransomware Landscape in the UAE and GCC
In a landscape fraught with uncertainty, the UAE and GCC region emerge as beacons of cybersecurity strength, according to the insightful Acronis Cyberthreat Report 2023. Here are key highlights:

1. **Rising cyberattack costs in the Middle East:** The Cyberthreat Report reveals that various forms of cyberattacks are increasing in the Middle East, leading to significant financial losses for 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$6.53 million, which is 69% 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 encrypt a victim's files and demand a ransom payment. The report suggests that the number of monthly ransomware detections is expected to remain steady until the close of 2023. This underlines the region's robust cybersecurity measures in dealing specifically with ransomware, emphasizing their remarkable effectiveness in this area.

3. **Phishing's Persistent Challenge:** While ransomware may be on the wane, phishing remains a persistent challenge. Cybercriminals continue to rely on this tactic to target login credentials, demanding ongoing vigilance from organizations across the region.

4. **Malware Management:** Within the region, the Kingdom of Saudi Arabia and Kuwait have reported an 11% infection rate by May 2023, ranking 25th and 27th globally. The UAE maintains its resilience with a 10% 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 commitment to AI technologies highlights 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 been 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 Nasr, 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

> **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".**

them with cutting-edge cyber protection tools and strategies to navigate the ever-evolving cyber threat landscape.

Manchester City Legend at GITEX Cybersecurity Extravaganza
In a remarkable demonstration of the surging importance of cyber protection, the Acronis team welcomed Paul Dickov, the celebrated Manchester City legend, to their ranks. Together, they showcased that cybersecurity is not just a tech challenge but a collective endeavor. The event featured captivating live demonstrations, exhilarating gamification activities, and exclusive insights into the latest cybersecurity trends and innovations.

James Slaby, Director of Cyber Protection, will captivating audiences with daily thought leadership presentations. Unveiling the strategies to combat AI-driven cybersecurity threats, building unwavering cyber resilience, navigating the intricate realm of cyber insurance, crafting an incident response plan for unbeatable resilience, and safeguarding the invaluable data of Microsoft 365 and Google Workspace.

While global threats escalate, the UAE and GCC remain steadfast, with ransomware threats expected to flatline in Q4. As the digital battleground evolves, the UAE and GCC are well-equipped to navigate the ever-changing landscape, ensuring the safety of their digital ecosystems with the likes of Acronis continuing to play a pivotal role in bolstering the region's cybersecurity posture.

To learn more about emerging cybersecurity trends, threats and available solutions, visitors can visit the Acronis booth in the Cyber Valley section, H25 - C50.

Driven by AI

Jonathan Mepsted, Vice President, MEA, Netskope, tells Anita Joseph how the company is leveraging AI to help businesses transform safely and securely to the cloud.

What does it mean to be participating in GITEX this year?
GITEX is exciting-every year it's a sign of our presence getting bigger which is an indication that we're doing some things right. This is an invaluable opportunity to showcase the investments we're making in the region. I came to Dubai a year ago, and the team is now around 10 people in the Middle East where we have seen some significant milestones, especially in Saudi. We also have four data centres now in the region. So, GITEX is a great opportunity to showcase all of that.

We're way ahead of a lot of the others cloud providers. For a decade now, we've been helping organisations transform into the cloud, mainly because data is not in the data centre anymore. So, cloud has become intrinsically important. The other thing we notice is that AI is everywhere and it's brilliant, the opportunities that it brings. It's unstoppable and this is going to be the decade where enterprises will leverage AI significantly.

What kind of AI solutions does Netskope offer?
At the core of Netskope's solution is the Zero Trust engine, specifically focusing on data protection. Within that now, we're leveraging AI to help businesses take smarter, secure decisions. Cybercriminals are using Generative AI to create 1000s of malicious URLs, so we're using AI to get ahead of this. In this context, we're launching and showcasing we call SkopeAI. Scope AI is a product within our platform that specifically looks at Generative AI. SkopeAI employs the industry's only ML-Based cloud DLP solution that identifies new data and protects it in real-time. Powered by AI and adaptive learning, its revolutionary Train Your Own Classifiers (TYOC) technology lets you move at AI speed and safeguard your most valuable data with unparalleled reliability.

It's evident that generative AI is a pivotal technology. However, it comes with both potential and risks. How do you see the Middle East's role in AI development, and what steps is Netskope taking to address these challenges?
The Middle East is indeed poised to be at the forefront of AI development and utilization. It's an exciting prospect, but it also comes with the risk of

Jonathan Mepsted

> **It's a fascinating time for AI, but we must remain vigilant and ensure that it's used for positive purposes".**

malicious actors taking advantage of the vast potential of AI. We believe that the Middle East will lead in addressing the cybersecurity implications of generative AI. Netskope is committed to continued investment in the region.

We plan to enhance our New Edge infrastructure and increase our staff threefold in the next 12 months. It's a fascinating time for AI, but we must remain vigilant and ensure that it's used for positive purposes.

Elevating IT Learning

Irfan 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 Eastern 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 specialise in delivering cutting-edge training solutions in the ever-evolving fields of Information Technology. Our vision is "Elevating the learning industry through benchmark-setting excellence."

Here's an overview of our major activities:

• **Comprehensive IT Training:** We offer extensive 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 skilled trainers we are providing trainings to many reputed firms including Amazon (US), TCS, and Microsoft.

• **Corporate Social Responsibility:** 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 the wider range of customer bases for rendering our training solutions aligned with Office Connects excellence. The group of companies, such as Office Connect Goods Wholesalers, Connect Infotech, Connect Print Me, Connect Creative Media, SPS Design & Fitout and The Allure Automation jointly enhance our portfolio.

Our key offerings include:

• Tailored IT training solutions: We customize our training programs to meet the unique needs of our clients, ensuring that they acquire the skills and knowledge necessary to excel in their roles.

• Adaptable schedules: We offer flexible training schedules to accommodate the busy lives of professionals, enabling them to upskill without disrupting their work commitments.

• Client-centric training modes: Whether it's on-site training, virtual classrooms, or self-paced learning, we provide training modes that suit our clients' preferences.

• Hands-on skill building: Our training emphasises practical skills development through hands-on labs led by industry-experienced instructors.

• Industry-proven instructors: Our team of certified instructors is dedicated to facilitating learning 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 will impact approximately 25-47% of the workforce, leading to the automation of millions of jobs. Several other studies validate this finding, even going beyond. Now, the big question posed to the organizations 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 the industry, they will need to continually update or learn new skills, Network Binary stands for the same reason: to facilitate 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--to the schools and universities. To achieve this goal, we've established a Learning Ecosystem for universities, enabling the nurturing of technology leaders, with 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 diverse workforce from Asia 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 emphasize 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 in networking, cybersecurity, AI and cloud technologies. Organisations in the region recognize 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 corporations 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'll keep making IT training accessible to underserved individuals in neighboring nations, bolstering the region's human capital.

• **Supporting Digital Transformation:** 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 a 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.**

Committed to innovation

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 practices and responsible use of resources.

How would you define AVEVA in a nutshell?

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 6,400 employees, 5,000 partners and 5,700 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 betting 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 have aligned their organisations with ours to ensure a higher quality of support and customer service. Most of them have already completed their new technological and consulting skills in order to be essential partners for the digital transformation of our clients.

Our relationship with System Integrators is gaining significance. Indeed, they play a leading role in adapting AVEVA's agnostic 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 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 customers achieve data driven goals. Thanks to our solid partner network in this vast 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 levels of sustainability 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 from across the industrial ecosystem, adopting a data-centric approach indisputably increases the potential of teams. This will transform value chains into agile, 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. We are seeing 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".**

Karine Calvet

STANDS TO WATCH

OPSWAT

Stand: H24-A20

STANDS TO WATCH

LINKSHADOW

Stand: H25-C60

Are you confident your infrastructure can prevent a non-tolerable event?

Too many companies with SOC2/ISO27001/PCI DSS certifications have been hacked.

We treat threats differently to ensure no intolerable damage occurs. Ever.

global.ptsecurity.com

STANDS TO WATCH

KASPERSKY

Stand: H25-A30

![Huawei logo] HUAWEI

GITEX GLOBAL 2023

Accelerate Intelligence

16 - 20 October

Visit us at Hall 22
#HWGITEX23

Ai

Visit our Minisite

Contact Us

✉ enterpriseME@huawei.com

🌐 e.huawei.com/ae

riverbed

GITEX GLOBAL
16-20 OCT 2023
DUBAI WORLD TRADE CENTRE

Deliver Exceptional Digital Experience with Unified Observability and Acceleration Solutions

Don't Miss Riverbed at **GITEX Global 2023!**

Visit Riverbed Technology to explore two industry-leading portfolios that drive enterprise performance and exceptional digital experiences. With Alluvio™ Unified Observability, transform data into actionable insights to deliver seamless, secure digital experiences for customers and employees. With Riverbed Acceleration, provide fast, agile, secure acceleration of any app, over any network, to users everywhere.
Learn more at **riverbed.com**.

Concourse 2, Booth CC2-18
Dubai World Trade Center
16th – 20th October 2023