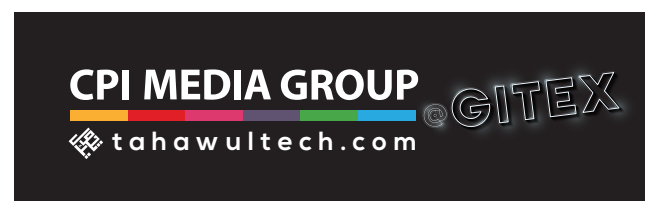




# 60 MINUTES

## GITEX TECHNOLOGY WEEK

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



DAY 2 PM

## Lexar showcase well-tested product lines and solutions at GITEX 2023

Veronica Martin spoke to Fissal Oubida, Global Marketing Director MEA at Lexar, during GITEX Global about the new products and solutions they are demonstrating and launching, key technologies and trends driving innovation and what value GITEX brings to Lexar.

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

We have participated in GITEX for the last five years and also in the new edition in Africa. This

► CONTINUED ON PAGE 3

year we are launching three new lines. One is the gold micro-STY, usually only video performance only on SD card, but this year we launched a gold micro SD that has a V60 capacity and can be used in cameras. The second product we're launching this year is the SL500, with a very high performance and high



## SentinelOne addresses the advantages of AI in cybersecurity

Veronica Martin caught up with Meriam El Ouazzani, Regional Director, Middle East, Turkey & Africa at SentinelOne, during GITEX Global to discuss the products they are showcasing, the latest technology and cybersecurity trends in the Middle East and the significant advantages that AI brings to cybersecurity.

**Can you tell our readers about SentinelOne's participation at GITEX 2023? What products are you showcasing and what are your expectations from the event?**

GITEX is a great platform for us where we get to meet our global customers and



show our technology. We have a team of experts here to share

with our customers the latest market trends in cybersecurity, but also our technology stack as we have developed from a company that was completely focused on EDR into one that is doing XDR

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## Huawei Launches New AI Storage Product for the Era of Large Model at GITEX GLOBAL

The OceanStor A310 deep learning data lake storage aligns Huawei with the latest trends in AI development while addressing critical industry challenges.

Huawei has launched a new AI storage model, the OceanStor A310, designed for the era of large AI models at GITEX GLOBAL 2023. The solution provides optimal storage capability for basic model training, industry model training, and inference in segmented scenario



models, unleashing new AI capabilities. The launch demonstrates Huawei's

alignment with the latest trends of AI development in the era of large models. The OceanStor A310 deep learning data lake storage caters to different industries and scenarios in large AI model applications.

Peter Zhou, President

► CONTINUED ON PAGE 4

## Orange Business hosts panel discussion on the future of digital cities

Orange Business – Gitex Conference Sponsor - hosts panel discussion on the future of digital cities with line-up of distinguished international speakers.

Orange Business – the enterprise division of Orange – is an official Conference Sponsor at Gitex 2023, where the company will also host a moderated panel discussion on the digital city of 2050, featuring senior international thought leaders and speakers, including Anas Naim,



Managing Director for the Middle East and Turkey, at Orange Business.

Orange Business has been involved in large-scale, complex smart city projects in United Arab Emirates, Saudi Arabia and the Middle East for more than 10 years. It is currently engaged in some of the region's most significant and iconic developments

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## The UAE Cyber Security Council and Kaspersky sign an MoU to enhance cyber readiness and resilience

The UAE Cyber Security Council (CSC UAE) and Kaspersky signed a Memorandum of Understanding (MoU) to educate and elevate the level of cyber readiness and resilience across all sectors of the economy.

The MoU was signed by Dr. Mohamed Al Kuwaiti, Head of the UAE Cyber Security Council and Andrey Efremov, Chief Business Development Officer at Kaspersky

during GITEX Global 2023. Through this agreement, the UAE Cyber Security Council and Kaspersky will collaborate to share

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## Lexar...

capacity that can reach up to four terabytes. We are also launching the fastest SSD in the world at 12,000 megabytes per second and nobody else in the market has this speed on SSD at the moment.

This is a very competitive industry and every year someone is catching up. Additionally, we are introducing a DDR 5A, which is 8,000 mbps, the fastest one on the memory side. We are also increasing the capacity on other existing products that were reaching only one terabyte and now they are reaching from two to four. Lexar has more than 900 research and development engineers and no memory brand solutions in the world has this number.

We also have a testing facility that has more



Fissal Oubida

than 2,000 devices. Anyone in the planet that use a memory card or a flash, we have it. We test our products online on different devices to make sure our products are compatible to any device. Our product never comes from the factory directly to the consumer, they always go to a testing facility

first. This increases our cost and generates delays, but with that we ensure customers receive a tested product that will never fail. That's why our RMA is less than 0.5% while other brands can reach up 20 to 30% of RMA. We are famous for having the lowest RMA in the memory industry.



## We ensure that our customers will receive a tested product that never fails”.

**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?**

Our industry of memory and solutions is very dynamic and all the brands are competing on creating new features. The number one trend I see is the bumping capacities, as the lower capacity SSD will slowly disappear, and the second one is data security, where customers will have more encrypted memory devices. For example,

Lexar has a unique fingerprint encryption called F35 USB that only can be unlocked with a personal fingerprint. We have also created partitions inside this USB, so it can be used individually or for bigger groups.

Performance is also one of the biggest trends. Everybody who has a device now, either a camera, laptop or desktop, wants more speed and we want it too. Our diamond card, which is a CF card used by camera at the moment, won the TPA awards and is the number one memory card in the

world. Why? Because it's fast, as you can take 200 pictures per second. Even the most expensive and sophisticated camera in the world doesn't work fast if you don't have a powerful card. With our diamond card, each picture appears in less than a millimetre of a second.

**How important is an event like GITEX Global for your company – and what value does it bring to your organization?**

GITEX is the number one platform for us to showcase our new product. It has thousands of visitors, so there is no better way to advertise our new solutions. This is also a great opportunity for us to meet with potential distributors in Middle East, Africa and India, as we are connected to them geographically and also culturally.

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## SentinelOne...

today. Some of the demonstrations that we have that are active today are regarding our Singularity XDR.

We're looking at a platform that allows you to have the full visibility on your cybersecurity and automation as well for response. Whenever we are talking about the cybersecurity for SentinelOne or the XDR, we always look at the protection part, the detection and the response. It's very important for our customers to have the best technology that is protecting them, their endpoints, cloud and identity. It's also crucial to provide them with a mechanism by which they can do a detection and an automated response. We are also demonstrating other technologies about identity. We have acquired a company called Attivo Networks, where we built a complete portfolio that covers three elements. The first is the identity active directory portion that allows us to do the assessment of the active directory in a proper head check.

The second part is the identity security and the third is deception that allows us to have a deception base and point protection. We're also going to be showcasing our Singularity Cloud storage security, which allows our customers to secure their cloud storage, whether it's private or public. We're also going to be showing AI for cybersecurity that allows customers to manage their company in a much easier and simpler way.

**What are the latest technology and cybersecurity trends in the Middle East?**

We are seeing many trends from cloud to AI, but AI is being undermined quite a lot from our customers and partners. We've been investing in the AI and leading in the domain, so we understand that one of the challenges that customers are having today is related to skills, as we're not finding that people are developing those skills quite fast, and we know this is a big issue for our customers. Even if you're giving them the right tools and they develop the right processes, we're left with this element of people that is not

covered, so we have introduced the Purple AI, which is a simple language model that people can use to query, correlate the data and then take an action based on that data. Because the engineers have to do it with a very simple language (similar to ChatGPT), it allows us to bridge the skills our customers are struggling with, giving the SOC analysts the ability to take the right actions on time and in an efficient way.

**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?**

We are investing more on XDR and AI, which will help in the endpoint detection, response and protection. We are also developing technologies through acquisition and are looking at elements like the identity that we're putting a lot of emphasis on. AI is simplifying IT for the good guys, but also the attacks for the bad guys who are using it to develop and push further their attacks. We're also looking to simplify IT, so our customers can focus on developing their own AI



Meriam El Ouazzani

strategy, lead with our technology, be able to bridge that skills' gap and deliver the right cybersecurity inside their organisations.

**Can you tell us about the significant advantages that AI brings to cybersecurity – leveraging behavioural and generative AI in cybersecurity?**

Regarding AI, we see in the market a lot of endpoint systems that are not using it. Instead, they are using a heavy human interaction with the system analysis. AI facilitates how the cybersecurity is

managed, how the data is correlated, because in cybersecurity we have a lot of data that needs to be correlated and actions that need to be taken based on the correlation that has been done. We're looking at AI to simplify what we are doing today and manage the cybersecurity for our customers.

We also use AI to analyse the context of the attack, so we are no longer looking at security or endpoint security as a malware. All the malware and attacks we see are coming with new signatures. If we base

our technology on systems that would only identify if the attack is known or not, then we know what SentinelOne has done and how it was built from the beginning is on a technology that allows us to use AI to analyse the trends and patterns that we see. Rather than identifying a malware being identified and recognized, it allows us to identify the day one of the attacks and this allows us to block more attacks that are coming from outside. It also allows us to understand and refresh the database that we have that is connected to the effect in the market.



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## Huawei...

of Data Storage Product Line, Huawei said, “With the OceanStor A310, we are bringing our customers and partners a cutting-edge AI storage solution to unleash

Enterprises face four significant challenges in the development and implementation of large model applications. First, data preparation takes a long time, with dispersed data sources and slow aggregation. Currently, preprocessing about a hundred terabytes of data takes

Huawei is committed to accelerating the intelligent era, leveraging a trusted, secure, and reliable OceanStor platform used by some of the leading businesses in the world”.

new AI capabilities and create value for various industries. Visitors to our GITEX stand can witness how Huawei is committed to accelerating the intelligent era, leveraging a trusted, secure, and reliable OceanStor platform used by some of the leading businesses in the world”.

around ten days. Secondly, for multi-modal large models using massive text and images as training sets, the current loading speed for a large number of small files is less than 100MB/s, resulting in low efficiency in loading training sets. Third, frequent tuning of large



Peter Zhou

model parameters and instability in the training platform leads to training interruptions approximately every two days on average. The Checkpoint mechanism is needed to recover training, and the fault recovery process takes more than a day.

Finally, the high threshold for large model implementation, complex system construction, difficult resource scheduling, and GPU resource

utilisation is usually below 40%. Huawei OceanStor A310’s deep learning data lake storage caters to different industries and scenarios in large model applications.

In the context of basic/industry large model scenarios, OceanStor A310 is a deep learning data lake storage solution that offers unlimited horizontal scalability and high performance for mixed workloads.

It enables end-to-end massive data storage management for AI processes, including data collection, preprocessing, training, and inference. It possesses data analysis capabilities consistent with HPC and big data, allowing for the processing of data from similar sources.

Huawei is a Gold Sponsor of GITEX GLOBAL 2023 and the lead sponsor for the event’s cybersecurity

program, Cyber Valley. Visit the Huawei booth in Hall 22, Dubai World Trade Centre, at GITEX GLOBAL to experience the latest technology innovations and learn how the company is accelerating 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>.

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## Orange Businesss...

spanning Egypt and the Arabian Gulf countries, and through the SMART Africa initiative to accelerate sustainable socio-economic development across the continent.

Most recently, Orange Business announced a deal with KAFD to design, build and run a Smart City Platform that will integrate and connect existing digital technologies at Saudi Arabia’s prime business district, KAFD, while leveraging the power of AI and data analytics. Orange Business will also provide a range of Digital Master Systems Integration services and orchestrate its partner ecosystem by working alongside company experts on systems integration and new use cases.

**Location: Digital Cities, Hall 25, Main stage, Gitex Global Wednesday, October 18th, 14:45-15:35 Digital City 2050: What will the digital city of the future look like?** The future is now and cities are rapidly transforming

into digital ecosystems. The digital city of 2050 is a bold and exciting vision of urban life. Imagine a city where everything you need is at your fingertips – from self-driving cars to highly intelligent buildings and homes. The smart city of the future will be an interconnected matrix of information, data, and technology that will revolutionize the way we live, work, and play. Featuring advanced technologies such as Generative AI, AR, VR, and IoT, this city will reshape the landscape of urban life.

**Anas Naim**, Managing Director - Middle East and Turkey, Orange Business  
**Petr Hlaváček**, Deputy Mayor, City of Prague, Czech Republic - Leading the areas of architecture, development, and city planning for the 10th Most Sustainable City in Europe  
**David Tan**, Assistant Chief Executive Officer, JTC Corporation, Singapore - Singapore government industrial developer specializing in master planning and developing clean, green, and smart estates.  
**Romalice Ishimwe**, Chief Digital Officer, Ministry of Infrastructure, Rwanda - Leading the charge in digitizing cities and infrastructure



implementation in Rwanda  
**Dr. Muneer Zuhdi**, CTO Enterprise - China, India, & MEA, Nokia, UAE - Technologist and strategist with 25 patents, promoting technology to accelerate digital and cognitive transformation for cities and industries  
**Daniel Diez**, Chief Transformation Officer, Magic Leap, USA - Leading global marketing, growth, & business transformation for one of the top Augmented Reality Technology

Cities that ‘learn’ need constant interaction, collecting real-time data on user behaviour and needs, enabled by AI and supported by predictive and prescriptive analytics”.

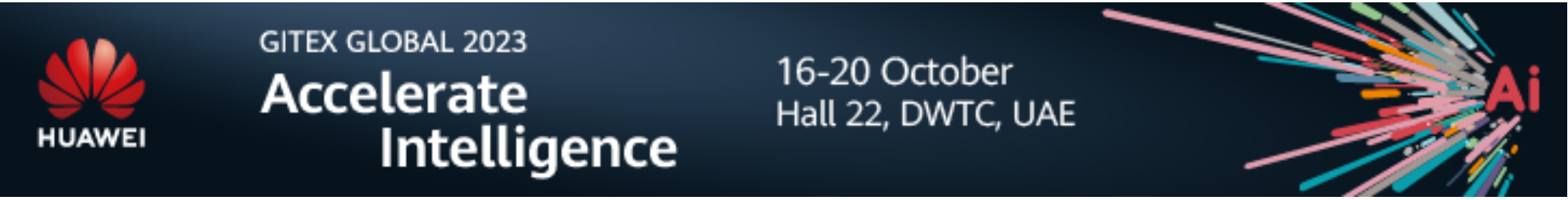
Companies in the World.  
**Roberto Frongia**, Director of Strategy and Operations, TONOMUS

Compute, KSA - Part of a team at NEOM, using “Connect, Compute, Platform, and Innovation” to

create sustainable, nature-inspired tech solutions that blend humans and machines

Moderator: Mohit Dantre, Presenter, Abu Dhabi Media Network, UAE

**Sahem Azzam**, Senior Vice President for Middle East Africa and Turkey at Orange Business, comments: “We are very pleased to be a conference sponsor at Gitex for the first time and to welcome distinguished speakers to our session on the future of digital cities. We have been talking about smart cities in the region for more than a decade. The third wave of smart city evolution - the cognitive city – harnesses new technologies (Cloud, IoT, AI) creating new use cases with solutions delivered faster ‘as a service’ via the cloud to citizens, transforming business and finance models and driven by data. Cities that ‘learn’ need constant interaction, collecting real-time data on user behaviour and needs, enabled by AI and supported by predictive and prescriptive analytics. It responds quickly and automatically to improve the user experience, making the city much more efficient and sustainable. This marks the emergence of the cognitive city”.





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GITEX Global 2023  
Stand H20-B05

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## Kaspersky...

information on identifying, investigating and responding to evolving cyberthreats in a timely manner. The collaboration also extends to exchange of expertise on the latest malware trends, indicators of compromise, and security risks faced by the economic sectors of the country, such as critical infrastructure.

Driven to build national capabilities related to cybersecurity, the UAE

Cyber Security Council and Kaspersky will implement and organize experience-led trainings and technical workshops across all sectors to counter information security threats. These initiatives will include exchange of ideas and dissemination of cybersecurity awareness materials to fortify educational efforts.

Dr. Mohamed Al Kuwaiti, Head of the UAE Cyber Security Council explained that “The ICT industry in the country has driven the economy forward by opening new windows



## Our collaboration strives to set cybersecurity best practices and share global expertise to ensure all sectors are well prepared to defend themselves”.

of opportunity. But, it is also vulnerable to new types of security risks that are sophisticated, dynamic and evolving in nature, that need to be curbed. To strengthen the economic environment of

the UAE, it is important to establish ties with partners who have the essential expertise and tools that can eliminate information security incidents. This MoU with Kaspersky is a step

forward on this journey. Our collaboration strives to set cybersecurity best practices and share global expertise to ensure all sectors are well prepared to defend themselves.”

“The UAE is at the forefront of driving global innovation, and it is a shared responsibility between the public and the private sectors to combat information security risks that are barriers to growth. Kaspersky firmly believes that education is a powerful tool that can ensure a safe and secure business

environment. With over 26 years of experience in cybersecurity, we look forward to working hand in hand with the CSC UAE to amplify efforts towards skill building and awareness across all economic sectors. With our global expertise and knowledge, we aim to set new industry benchmarks that can make organizations across industries resilient against evolving and unknown cyberthreats.” said Andrey Efremov, Chief Business Development Officer at Kaspersky.

# A greener future

*Veronica Martin, Deputy Editor at CNME, spoke to Dr. Thomas Pauer, President of Powertrain Solutions Division, Robert Bosch GmbH during Bosch Tech Day 2023, about the role of hydrogen in the global energy landscape, its approach to ensuring the safety of hydrogen and how Bosch is working towards reducing its cost.*

### Can you tell us about Bosch’s perspective on the role of hydrogen in the global energy landscape and its potential to address sustainability challenges?

We see hydrogen as one of the energy carriers of the future. We need a storage system because we cannot do everything out of direct regenerative energy. Everything will be electrified in the future, but we will not be able to cover it always directly from solar and wind. Sometimes it’s winter, sometimes the wind is not blowing, and the sun is not shining. Then, we need some kind of storage in between. Hydrogen is the perfect solution for that. That’s why we have invested in hydrogen. If we want to get rid of co2,

we have to go away from crude oil. Hydrogen is the best molecule in the chemical system that we can use for the storage of energy.

### Bosch has been actively involved in partnerships and collaborations related to hydrogen. Could you highlight some key partnerships and collaborations that Bosch has engaged in to promote the development and adoption of hydrogen technologies?

On the usage side of the hydrogen value chain, let us first have a look at the stationary fuel cell systems. There, our partner for the development of the fuel cell and stack technology is Ceres in the United

Kingdom. We have a good cooperation for many years now.

Another partner is PowerCell, a Swedish company. With them, we have developed the first generation of our fuel cell stack for mobile applications. It’s a startup company that has developed that kind of technology for years. Our part now is to provide the industrialization technology and the mass production competence. So therefore, it’s also a very good fit.

### The UAE is hosting COP28 this year, with a strong focus on sustainability. How do you see the UAE’s commitment to sustainability impacting the adoption and development of

### hydrogen technologies in the region?

If we look at hydrogen, the world is separated in several regions which act differently at the moment. We see China having a clear strategy towards hydrogen in mobility. Therefore, there are subsidies, hydrogen hubs, and we see a lot of interest in truck manufacturers towards hydrogen as a solution for their mobility of the future. In the US, the Inflation Reduction Act (IRA) is a subsidy program that boosts the introduction of these kind of sustainable technologies towards the markets. Hydrogen will be getting much cheaper in the future and this will boost the industry.

In Japan, there’s also a clear trend from governmental side towards hydrogen. They have a partnership with Australia building ships to transport green hydrogen from Australia to Japan. As a global company, we act individually on each market and adapt to the local circumstances.

The UAE has the great opportunity having sun and wind nearly every

day. From that point of view, probably we don’t need subsidies there as well. There are a lot of financially sound companies that can invest into these new technologies. Our aim is to find partners to bring up an ecosystem for hydrogen.

### Safety is a critical aspect when it comes to handling hydrogen. Could you discuss Bosch’s approach to ensuring the safety of hydrogen technologies and infrastructure?



## We see hydrogen as one of the energy carriers of the future.”

Safety is a must in all technical systems and this also applies for hydrogen systems. We have solutions for all safety relevant functions, using special kind of sensors and technologies to keep everything under control. No one has to be afraid about a hydrogen vehicle. You can see this already today on the road. There are vehicles all around the world and nothing has happened so far.

### The cost of hydrogen production and its competitiveness with other energy sources are important factors for its widespread adoption. How is Bosch working towards reducing the cost of hydrogen technologies and making them more economically viable?

Every new technology starts with a higher price level than existing technologies. Step by step, by developing new features and also new functions, we bring costs down. We have shown

this in conventional injection equipment and other powertrain systems. We can reduce costs, for example, also by reducing the amount of precious metals in the stack or components which you need for such a system. In addition, we have to overcome the starting point. With higher volumes, we can bring costs down with our industrialization know-how, and automation.

Then, we can reach the tipping point where a hydrogen fuel cell truck can be cheaper than a diesel truck with regards to total cost of ownership. Certainly, hydrogen itself as a fuel then must also get cheaper. Today it’s more than 9 euro per kilogram. In the future, it may go down to three to four euro.

### Looking ahead, what are Bosch’s future plans and strategies in the field of hydrogen and what milestones do you hope to achieve in the coming years?

First of all, we now can celebrate the market launch of our fuel-cell power module. Next, we want to scale, but that will need some time and depends on market demand. It’s like the chicken and egg theory. If hydrogen stays at nine euro per kilogram, no one will buy a hydrogen truck. If no one buys a hydrogen truck, the hydrogen will not get cheaper. But we see that several countries plan to invest into hydrogen production to bring the costs down.

With lower costs for hydrogen and the technology, the tipping point will come between 2030 and 2035. This will also be supported by new legislation. In Europe, from 2035 and 2040 onwards, the CO2 footprint of trucks must be reduced. In the logistics area, there’s legislation as well. This will also be a push towards new technologies. We do expect large numbers in the next decade.



Dr. Thomas Pauer



# CyberKnight Inks First-Ever Zero Trust Consulting MoU with KPMG Lower Gulf at GITEX 2023

CyberKnight and KPMG unite to address CISOs' top priorities by delivering End-to-End Zero Trust Implementation.



Based on the latest KPMG CEO Outlook Pulse Survey, globally, CEOs reported cybersecurity as the number one threat to their company's growth over the next three years – a significant increase from fifth place since 2020, and ahead of regulatory,

tax and supply chain risks. According to KPMG, "the concept of Zero Trust is a growing area of interest, and CISOs should continue to work toward the most effective means of implementing an organization-wide zero-trust architecture, as well

as a set of principles that align with business and operating priorities." To support UAE enterprise and government organizations with their Zero Trust Security journey, CyberKnight has partnered with KPMG,

a global network of professional firms providing consulting and advisory services. The signed agreement between the two companies enables co-delivery of End-to-End Zero Trust Security implementations

**We are thrilled about our strategic partnership with KPMG that adds a key missing link to the entire Zero Trust Security strategy".**

which consists of the development of a Zero Trust Security strategy, architecture, implementation of the security solutions as per recommendation in the roadmap and post implementation support. "We have spent the last 4 years evangelizing, educating, and creating awareness around Zero Trust Security across the Middle East. As a trusted advisor, we have been able to help customers cut through the clutter surrounding the 60+ cybersecurity domains that are technically associated with Zero Trust Security, as well as reduce the noise around the many vendors in space. Yet, we were missing the consulting element that should happen before any

solutions are mapped; until now. Therefore, we are thrilled about our strategic partnership with KPMG that adds this key missing link to the entire Zero Trust Security strategy, enabling us to jointly pioneer an innovative, end-to-end offering for the market.", commented Avinash Advani, Founder and CEO at CyberKnight. "We are excited to announce our new collaboration with CyberKnight, extending our Zero Trust Services within our Digital Transformation Service Portfolio. This partnership between KPMG and CyberKnight focuses on offering a holistic Zero Trust journey, guiding organizations in aligning their security objectives with their technology and business strategies from the start. KPMG will play a crucial role in establishing a strong foundation for Zero Trust, encompassing comprehensive zero trust strategy, fit-for-purpose security architecture and pragmatic roadmaps that, together with successful implementation of security technologies, will deliver the desired business outcomes", added Dimitrios Petropoulos, Partner, Digital and Innovation – Cyber at KPMG.

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# Be open to the shift

*CNME Editor Mark Forker secured an exclusive interview with Sebastian Krause, Senior Vice-President and Chief Revenue Officer at IBM, in a bid to find out how the company is leveraging their AI and data platform watsonx in an effort to help reshape the landscape of enterprise AI, the impact generative AI will have in driving new productivity – and the use-cases driving its adoption.*



Sebastian Krause

Sebastian Krause has enjoyed an incredible career at IBM, one that has spanned almost three decades.

Krause made a name for himself by leading IBM's software group across the EMEA region from 1995 to 2011, before relocating to New York, to head up the company's global storage organisation.

In 2015, he was appointed General Manager of IBM Cloud Europe, before heading back Stateside in 2020.

He is one of the most revered and respected executives within IBM, and is currently tasked with the responsibility of helping their customers modernise and transform their infrastructure and applications by leveraging

that a hybrid cloud model offered businesses the chance to experience the best of both worlds. The acquisition of Red Hat that we completed in 2018, was essentially the cornerstone for us in terms of laying the foundations for our hybrid cloud world," said Krause.

He highlighted how the capabilities of OpenShift really served the needs of enterprises from a flexibility and autonomy standpoint.

"OpenShift provides you with the ability to integrate multiple platforms, whether that is an on-prem platform, on the cloud, or a public and private cloud, you can seamlessly exchange workloads across multiple platforms. It has become evident that companies and customers

today have multiple data sources, and the data sits in different environments, so you really need an infrastructure and information architecture that allows you to bring the information together, and AI is the key technology to drive that," said Krause.

Many businesses have struggled with the demands of migrating their workloads, and Krause reinforced the importance of having a clear strategy when embarking on a cloud transformation journey.

"It's all about the strategy, why are you going to the cloud, and where are you going to be placing your workloads? Over the course of time, I think many companies have come to the conclusion that the workload that they initially moved to the cloud was not meant for the cloud, and it's better to have it in an on-prem environment. On the other hand, there might be workloads that can easily go into a public cloud environment for technical, or cost reasons, so the strategy might not have been thought through completely. There's an evolution right now in regards to where data is residing and a realisation that you can bring your compute power to the data, and you don't need to bring the data to the compute. That is a major reason in why cloud strategies are being revised, and specifically now with the capabilities of hybrid cloud computing, and that is what we are providing

through our OpenShift platform. We are giving companies much greater flexibility to deploy workloads wherever they want," said Krause.

Krause also outlined the role played by their consulting arm in terms of helping customers better understand where they need to place certain workloads.

"We have fully embraced the ecosystem, and we are working very closely with system integrators, software vendors, services partners and consulting companies. However, IBM Consulting is equally equipped to help clients to go on their cloud journey, and to help them understand what workloads they need to bring into a deployment that makes it stick to the strategy that the customer has chosen," said Krause.

Generative AI is the talk of the IT and technology ecosystem globally, and there is no denying the endless opportunities presented by the new technology.

However, Krause warned how businesses must take into consideration what the best ethical practices are for adopting the technology, and cited how their watsonx platform is designed for generative AI.

"Generative AI came into the public domain through ChatGPT, and it has generated a lot of excitement in terms of what it can do, but there is also dangers around generative AI, especially when it comes to data privacy. That is something that businesses really need to consider when looking at generative AI use-cases and applications. I think the technology is now front and centre, and everyone is aware of it, however, there is a big difference between using generative AI in a consumer environment versus an enterprise and business environment. Our watsonx platform is designed as a generative AI offering for business and the enterprise. Our platform provides differentiated capabilities that are really suited for enterprises, because you need to be compliant to regulations that either exist today, or are currently being worked on," said Krause.

Krause also stressed the need for enterprises to demonstrate greater transparency, and highlighted the governance pillar that is embedded in its watsonx platform.

"You need to be able to provide transparency in terms of where your data is coming from, and you need to have the capability of data lineage. One of the three pillars within our platform is called watsonx.governance, which provides the capabilities that I have highlighted that enterprises need in order to deliver the transparency in relation to where the data stems from, what has happened to the data, and how it has been applied to this specific use-case. Nobody has the capabilities that we have brought forward in terms of what is next with governance," said Krause.

As Krause pointed out

**Our watsonx platform is designed as a generative AI offering for business and the enterprise."**

enterprises simply can't afford to be sloppy when it comes to data and governance.

"Enterprises can't afford to have data that is going to their customer, or is part of their value chain that eventually has inappropriate content. If the data has not been cleansed and you don't know where the data is coming from, and who has been working on it, then that would be a significant problem in terms of reputational damage, let alone all the issues you would face with data privacy and copyright. That's why it has to be 100% assured that the foundational model that you are using has cleansed data and can be followed back to the source, and that's what the watsonx.governance is doing," said Krause.

Krause then illustrated the capabilities provided within the two other key components of the watsonx platform.

"The other two pillars of the platform are watsonx.ai and watsonx.data. watsonx.ai is basically a studio in which you can test, validate and train foundational models for your own purpose and in your own environment. You can do prompt engineering, which allows you to really make sure that you are training your model in such a way that it does what you are expecting it to do. watsonx.data is suited specifically for the application of generative AI workloads, and it allows you to have the ability to ingest and

store data that is coming from multiple sources, but is also tailored and optimised for the use-case of generative AI," said Krause.

Krause then moved the dial of the conversation towards the use-cases that are actually driving the adoption of generative AI applications.

He pointed to three use-cases where he sees a lot of activity, but predicted many more will emerge as the technology matures.

"In terms of use-cases we are seeing a lot of traction in customer care. When you are enhancing the experience of a user, whether you are doing that through summarisation, or process optimisation that is something that generative AI can do to help. These user experiences are driving significant MPS improvements because it is faster, and you are getting much more accurate information than you would have done through a traditional contact centre. We're also seeing a lot of customers doing modernisation in their environments, generative AI can help developers change the code they are using in a much more seamless way, with a vast reduction in errors in comparison to if humans were doing it. There is also the digital labour use-cases, which is essentially providing automated processes where you augment the capabilities of humans to eliminate some of the mundane tasks employed are faced with. These three use-cases are lifting off quite significantly, but they are also multiple other use-cases that will come to fruition very soon," said Krause.

Krause highlighted the investments IBM have made in what the company describes as client engineering capabilities, which he feels bring them closer to their customers.

"We have thousands of our consultants trained on generative AI and the watsonx platform and they are helping customers to transform by leveraging generative AI. We have also significantly invested in what we call client engineering capabilities. Our teams work with our customers very closely, and in a lot of instances on a much smaller scope. Ultimately, we want to showcase how our software capabilities will drive tangible outcomes for the clients. That's why we have these client engineering teams that are highly trained experts to really help customers provide the technology for their specific strategy, and the objectives that they have articulated," said Krause.

hybrid cloud and AI technologies.

CNME spoke to Krause during a whistlestop tour of Dubai, and in a fascinating conversation he outlined IBM's plans to help enterprises succeed in their digital transformation goals.

He kickstarted the discussion about IBM's strategic shift towards a hybrid cloud and AI model, and highlighted the

acquisition of Red Hat in 2018, as significant.

"Our company's strategy is hybrid cloud and AI. In 2020, we determined that this was the best path to take, and we started making significant investments in hybrid cloud and AI in a bid to drive new innovations for our customers. For years the debate had been public or private? However, it had become very clear by then



# Enchanted Tools Introduces Mirokaï Robots

*French startup dazzles GITEX 2023 with Innovative Technological Advancements.*



Enchanted Tools, a visionary French startup, has taken GITEX 2023 by storm with the unveiling of its cutting-edge Mirokaï robots, showcasing a remarkable fusion of technology and creativity. In an era where robots serve a singular purpose – to improve our world – Enchanted Tools is bidding farewell to intimidating machines and welcoming us into an era defined by enchanting robots. By seamlessly blending

elements of anime, artificial intelligence, and mechatronics, Enchanted Tools is on a mission to make professionals' lives easier and users' experiences happier, reshaping the landscape of robotics in the process. Driven by an unwavering belief that robotics can be captivating while preserving human touch, Enchanted Tools is pioneering a vision where technology revitalizes our world instead of

diminishing our humanity. The company's innovative solutions have far-reaching applications, spanning across hospitals, schools, nursing homes, airports, trade shows, hotels and restaurants. Enchanted Tools embarked on the journey of creating the Mirokaï by tapping into the rich tradition and expertise of French animation movies, coupled with the collaboration of character design experts

**Their primary testing ground is the hospital environment, where they excel in tasks”.**

who breathed life into a delightful alterity. Firmly rooted in the belief that art must serve as a

wellspring of inspiration for engineering, the Parisian teams have crafted a captivating narrative universe and a character backstory that resonates deeply with the founder, Jérôme Monceaux. “The Mirokaï robots represent a breakthrough in logistics robotics tailored for social environments, acting as professional assistants capable of seamlessly handling objects while maintaining direct interaction with end-users,” said Monceaux. “Their primary testing ground, currently in beta, is the hospital environment, where they excel in tasks such as pushing, pulling and transporting trolleys, medical equipment, medication and food. This allows nurses to devote more time to providing enhanced care to patients”.

**Key features of the Mirokaï robots include:**

- Anime-Inspired Design: The robots feature a distinctive appearance that defies the conventional cold and sterile imagery often associated with humanoid projects. By collaborating with

- professional cartoonists, Enchanted Tools has cultivated a narrative universe, enhancing the robots appeal and aiming to infuse everyday experiences with a sense of wonder.
- Absolute Simplicity, Total Efficiency: Instead of attempting to mimic every aspect of human dexterity, the Mirokaï robots excel through their simplistic yet effective approach of standardized handles. This contrasts with robots tasked with handling every conceivable object, often leading to inefficiencies. Enchanted Tools is committed to a 100 per cent success rate for robot deployments, with handles that can adapt to a wide range of objects for seamless manipulation.
  - Groundbreaking Agility: The Mirokaï robots' rolling globe design enables rapid and unhindered mobility which is crucial for effective collaboration with humans while easily navigating their surroundings.

Enchanted Tools is on a mission to redefine the world of robotics, ushering in an era where technology inspires awe and enhances our daily lives.



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# Ericsson and du offer Ericsson Connected Recycling platform in UAE

Ericsson and du sign a partnership agreement at GITEX Global 2023 to offer the Ericsson Connected Recycling platform in the UAE.



Ericsson and du, from Emirates Integrated Telecommunication Company (EITC), have signed a partnership agreement at GITEX Global 2023 to offer the Ericsson Connected Recycling platform as a Software-as-a-Service in the United

Arab Emirates (UAE) to shape a sustainable future and eliminate the environmental impact of non-electronic or non-electrical network equipment waste. Ericsson Connected Recycling is an end-to-end platform that provides comprehensive

traceability and transparency, optimisation, and the possibility to monetize waste streams. It also provides powerful sustainability reporting to gain valuable recycling insights that can help optimize operations and empower circularity. The

platform can integrate and orchestrate external data sources, store data safely and offers powerful big data management to enable insightful data visualizations and efficiency in the value chain. Karim Benkirane,

Our partnership with Ericsson solidifies our commitment to drive positive change and foster a greener future”.

Chief Commercial Officer at du says: “With sustainability and ethical values at our core, du’s vision to ‘add life to life’ encapsulates our commitment to creating value for our stakeholders, community, and the environment. We are strengthening our sustainability endeavors through the integration of the Ericsson Connected Recycling solution in the UAE, perfectly aligned with the UAE Green Agenda 2030. Our partnership with Ericsson solidifies our commitment to drive positive change and foster a greener future”. Nicolas Blixell, Vice President and Head of Ericsson Gulf Council

Countries at Ericsson Middle East and Africa says: “At Ericsson, we believe that what we do today sets the foundation for what is possible tomorrow. Ericsson Connected Recycling offers a platform that empowers circularity, can foster innovation, support sustainability , and limitless connectivity, through transparency, traceability, and digitization of waste flows and recycled materials. We are happy to partner with du to offer the platform in the United Arab Emirates, thereby contributing to a more environment-friendly economy and a sustainable development in the UAE in line with the UAE Green Agenda 2030”. Ericsson Connected Recycling, different from the Ericsson Product Take- Back Program, presents an opportunity to streamline waste streams, boost recycling rates, enhance operational efficiency with real-time data insights, and reducing the environmental footprint by reducing waste generation to the benefit of recycling and circularity.

# ManageEngine enhances IT solutions with AI

Veronica Martin spoke to Sujoy Banerjee, Associate Director at ManageEngine about their new products and solutions, the importance of GITEX Global and how ManageEngine is using AI in cybersecurity and the cloud.



Sujoy Banerjee

Can you tell our readers what new products and solutions you are demonstrating and launching here this week at GITEX Global? We are exhibiting all our products, which we carry from a 360-degree view of the IT for any enterprise, all the SMBs starting from their

service management, operations management, ID and access analytics. Las week we launched Identity 360 Vendor, which is a cloud native product for managing the challenges enterprises have on the identity. Our endpoint product is one our best-selling product and is called endpoint central, which is AI generated.

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? The key trends for us are AI automation, machine learning and cloud adoption. We are enhancing our products

during the next year to meet the demands of the constantly evolving market we are part of. How important is an event like GITEX Global for your company - and what value does it bring to your organization? For us GITEX is extremely important. We have a presence here for

last 18 years and we started participating in GITEX since 2007. Out team come here every year to have a better understanding of the market, the innovations and what our customers are looking for. We enhance our products based on the input and feedback we get from our customers because, at the end of the day, they

We are enhancing our products during the next year to meet the demands of a constantly evolving market”

are the end user and the ones using our product. Can you tell us how ManageEngine is using AI in cybersecurity and the cloud? AI is a priority for us for all our products. Our company is not just one or two products, it’s the overall supply support, the complete 360 degree of any IT requirement of any enterprise. We are implementing AI in all our products, particularly the ones for endpoint management, security and monitoring, and upcoming releases based on our customers’ requirements.



The Riverbed logo, with 'river' in a light blue color and 'bed' in a darker blue color, separated by a thin vertical line.The GITEX Global logo, featuring the word 'GITEX' in a stylized font with a gradient from orange to blue, and 'GLOBAL' in a smaller, white, sans-serif font below it. Below 'GLOBAL' is the date '16-20 OCT 2023' and the location 'DUBAI WORLD TRADE CENTRE' in a small, white, sans-serif font.

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# Invest in yourself

*CNME Editor Mark Forker spoke to Mohamed Saieed, CEO of Potensia Systems, to hear how the Egyptian technologist and entrepreneur showed resilience and courage in the face of adversity to build an exciting new company that is transforming traditional functions by harnessing the power of AI.*

Mohamed Saieed has enjoyed a remarkable life thus far, a rollercoaster of a journey that has taken several sharp twists and turns.

What has remained an ever-present component in his make-up has been a passion for entrepreneurship.

Despite some significant setbacks during his storied career, Saieed has always bounced back, and has shown remarkable fortitude and resilience to be in the position he is today.

Today, he is the CEO of Potensia Systems, a system integrator, that designs and deploys industry-specific technologies to streamline business operations through a portfolio of solutions, managed services and consultancy.

However, to get a better understanding of Mohamed Saieed, you need to go back to the start.

This story begins in Egypt in the 1980s, and from a young age, Saieed had a passion from technology, one that was inspired by his father, who recognised that computers represented the dawn of a new industrial revolution.

“My interest in technology came at a very young age, primarily because my father recognised that computers represented the future. I got my first computer when I was 7 years-old in 1989, and from that point on I was hooked. I developed a reputation within my family and in my community for being the ‘tech guy’ - and people regularly consulted me prior to purchasing a computer. I was obsessed with technology,” said Saieed.

Fast-forward to 1999, and the ambitious Saieed had reached the stage where he wanted to convert his passion into a career, confident in his ability to capitalise on the burgeoning opportunities that were emerging at the time of the .com bubble in the mid-to-late 90s.

“I organised a meeting with the Head of Telecommunications in Egypt back in 1999. I told them that I wanted to purchase a portion

of the traffic on internet because quite frankly they didn’t know how to use it effectively. I wanted to buy a portion of traffic in order to distribute it effectively across 3 states within Egypt, and incredibly within a couple of months I had made my first million. I had made my first million before I was 21, so I wasn’t actually eligible to open a bank account, so I decided to start investing the money into different areas, mostly property,” said Saieed.

It was during that particular success that Saieed came to the conclusion that in addition to his passion for technology, he also had got the bug for free market capitalism and wanted to make money, and make it fast.

However, despite the incredible success he enjoyed initially, he was about to be brought back down to earth with a bang.

“It had become very evident that by that stage in my career I had developed what they say in America as ‘entrepreneurial spirit’ – and I started purchasing domain names at the time, which was very profitable at the time. I decided to move to Dubai in 2005, because it was booming and it really was the place to be. I established a company in Dubai, but I lost everything and was brought back to reality with a major bump. I didn’t understand the culture, I didn’t know that many people, and it was no surprise really that the business wasn’t a success,” said Saieed.

His financial misfortune was not an isolated or uncommon incident at the time, because his business crashed around the same time of the global economic crash of 2008, the bubble had burst for Saieed and many of his contemporaries.

However, as the old adage goes, ‘when the going gets tough, the tough get going’ – and Saieed showed he could be resourceful in the face of extreme adversity.

“I had no money in my bank account, but I had a family and a daughter to support, so it was an extremely difficult time,

and I didn’t know what to do. I discovered that I had a passion for photography, so I went to events, and I hustled hard. I had an understanding of the emerging technologies at the time, such as photoshop and that really helped me become relatively successful and allow to get back in the game,” said Saieed.

Saieed enjoyed reasonable success from his photography business and other investments, but the big turning point in his life came when he established Potensia Systems in 2017.

“I analysed the market needs, and I could see there was a gap in the market for what we provide at Potensia Systems, and that’s why after I launched the company, I then started to narrow my focus on AI, because like my father all those years ago, I could see that AI was where the future was headed. We started as a systems integrator that was focused on security, we focused on both physical and cyber security, and we did an excellent job. But as I said at that time, internally we were really focusing our attention on AI. We then entered into an agreement with NVIDIA globally,

which was just huge for us, because they are the backbone of AI,” said Saieed.

The partnership with NVIDIA and the success of their day-to-day business ensured Potensia grew rapidly, but in another indication of Saieed’s unrelenting quench for innovation, he developed another AI platform during the COVID-19 pandemic.

“During COVID, I developed the first AI-platform for digital marketing that was specialised in food delivery. I collaborated with Talabat, Uber Eats and Deliveroo in a bid to generate all the data out there in order to be able to target audiences based on their individual preferences. I then sold this platform to one of the biggest delivery companies in the world – and I used that money to really invest in Potensia Systems, which helped drive the continued success of the enterprise,” said Saieed.

The next evolution for Potensia Systems was the development of an AI-platform that was specifically designed for investors.

“It was essentially for investors that were looking for investment opportunities in the Middle

East, with a particular focus on Dubai. Dubai has become the land of opportunity, it has no tax, a great lifestyle, and there is just so much potential here. However, when you don’t know the culture then you can take unnecessary risks, there is a risk to everything, but with the right guidance on your investment you can easily triple your investment. Our solution can help investors customise a profile for themselves and help them better understand the unique intricacies of the marketplace here in the UAE,” said Saieed.

The majority of investment from overseas is typically directed into real estate, but as Saieed explains their scope is broad.

“For example, take the agriculture sector, we can generate decades of data from that industry to help you make a better-informed investment on the opportunities that exist. You can tell us the markets your interested in, and what your expectations are and then we can create a customised portfolio for you. In addition to this, there are also opportunities for you to become a licensed investor in Dubai by using our

platform, so we provide an array of opportunities for investors that reside outside of the UAE,” said Saieed.

The dynamic CEO of Potensia Systems concluded a wonderful conversation by highlighting their unique partnership on high-performance compute with global ICT vendor Huawei, which he believes will help them scale the AI investment tool across the Middle East region.

“We’ve signed a deal with the Saudi government to roll out the same program there as we do in the UAE. We’ve partnered with Huawei on HPU (high-performance compute) that will help us to power this application. The database we got from the UAE government from the last 20 years is just enormous, so you can imagine the compute power we need to manage all this data across our application. However, we’re confident that we can continue to scale and grow, and our partnerships with industry leaders like NVIDIA and Huawei only solidify our own growing reputation in AI and managed services in IT and technology,” concluded Saieed.



Mohamed Saieed



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David Boast

## Time to step up

*David Boast, General Manager – MENA at Endava, argues that it is time for boardrooms to step up to the plate and move away from short-term thinking to really drive sustainable digital acceleration.*

As a term now synonymous with the Middle East, innovation is on every boardroom’s agenda. Organisations need to constantly push the boundaries of what’s possible.

Failure to do so could render even industry heavyweights irrelevant, with their market share eroded by agile up and comers.

Innovation isn’t just a remedy for staying relevant either, it’s a prerequisite to commercial progress. A quick look at the meteoric

rise of Netflix, and OpenAI, or closer to home, Swvl, and Kitopi, is testament to this.

But innovation isn’t without potential downsides. The constant need to pioneer new paths has an unfortunate side effect — short termism.

In the rush to be first to market, the end result is all that’s prioritised, with little consideration for the execution path to getting there, which results in saddling the organisation with technical debt — the rework and additional

investment needed to undo the shortcomings of quick fix tech solutions that are destined to become weak links in the long run. Instead of creating a springboard for success, organisations unwittingly end up building a house of cards.

**If it isn’t broken why fix it**  
When all eyes are on the road ahead, not enough attention is paid to what’s in the rear mirror. And as long as things go right, few bother to question this myopic

mindset.  
After all, business stakeholders haven’t had the need to understand the technicalities of product design, development, and delivery.  
CEOs need to think about the company’s performance for the quarter, and CFOs need to concern themselves with budgeting and forecasting. This way of working forces CTOs and CPOs to be tactical.

**The unintended cost of innovation**  
Bubbling under the surface though is a problem that has the potential to entirely derail business operations. Tech debt is the silent killer of the modern enterprise, and a consequence of its willingness to build skyscrapers over sinking sand.

There are many elements that contribute to tech debt — not having the right architectural foundation to support modern software development, and rushing digital services to market are perhaps the greatest offenders.

But so too is insufficient testing, the lack of comprehensive documentation, or poorly written code.

These problems are magnified in the region due to the revolving door of IT professionals who have little insight into how legacy investment really works. And this contributes to a precariously poised IT environment that could fail at any instant.

**One step back, two steps forward**  
It might seem

counterintuitive but given that these are the factors that cause tech debt, innovation roadmaps can actually benefit from organisations taking a step back to consider their risk profile, rather than blindly surging forward.

But herein lies the challenge. With the way that innovation is currently handled within large organisations, the short-term mindset is an inevitability rather than an unexpected outcome.

After all, how can boards expect leaders and employees, who are evaluated on a quarterly basis, and whose average tenure at organisations is constantly shrinking, to consider the long-term implications of their actions?

Boards and C-Level executives have to instil a longer term, stewardship behaviour that enables a culture of innovation, and technology planning well beyond the current horizons.

This is why there’s a strong case to be made for technology advisory to be brought into the boardroom. Just as the board assesses and outlines the long-term business strategy, so too it must take ownership of the innovation roadmap.

This may in some cases mean pausing new digital transformation initiatives and instead giving the organisation’s infrastructure a long overdue health check and to see how viable it is to build products in an agile way, which in most cases is not technically possible without an upgrade.

It will require a careful look at organisational needs,

not just as they presently stand, but as they are likely to evolve in the face of expansions, evolutions and changing regulatory environments.

It might also require a change in the company culture, from being an organisation that is easily swayed by the attractive, though often unattainable, promises of ‘disruptive and sweeping’ innovation, to one that embraces continuous improvement, implementing iterative advancements that can be given the time needed for perfecting.

**In it for the long haul**  
It might be hard to imagine that in today’s era of constant digital acceleration, an organisation that prioritises getting things right, rather than getting to market first, can come out on top.

But the fact that Apple is the world’s most valuable company, and still sells more smartphones than any of its competitors, proves that being a perfectionist can be more important than just being a pioneer.

Once organisations are ready to forgo their near-sighted view, they will easily see that innovation without long-term intent is a recipe for disaster.

And who better to set this long-term roadmap, than those who are unencumbered by the pressures of hitting quarterly commitments, or annual appraisals.

It’s time for the board to see that it’s not just the business, but the tech strategy that they need to take ownership of. It will then be them who can take credit for eliminating tech debt.

## The green economy

*Mohammad Bin Sulaiman, Chief Executive Officer at Moro Hub, tells CNME Editor Mark Forker, about the impact its solar-powered datacentre will have on driving Dubai’s green economy, how its diverse product portfolio is enabling customers to be more sustainable – and the key milestones it has achieved through its involvement with the Dubai Digital Cloud Project.*

**Can you tell us the role your new Green datacenter, which has been recognized as the Guinness World Record for the largest solar-powered datacenter in the world, will play in terms of helping the UAE achieve its Net Zero 2050 goals?**

The importance of Moro Hub world’s largest solar-powered data center comes from the fact that it enables new economic agenda.

An economy which is based on data & sustainable digital transformation. As we all know, data centers are the foundation for digital transformation.

Data centers consume a lot of power for data processing and cooling.

We have launched our solar powered green

data center to show our commitments and contributions to achieving our leaders’ strategies and goals towards environment and sustainability.

Moro Hub’s new green datacenter at Mohammed bin Rashid Solar Park advances Dubai’s green economy leadership.

It attracts eco-conscious businesses, fosters green tech innovation, and establishes Dubai as a global sustainability model.

**Can you outline to our viewers how Moro Hub is leveraging its product portfolio to help its customers become more sustainable?**  
Over the last few years, we have launched a number of products and solutions

that contribute to reducing the carbon footprint of our clients.

Migrating our clients IT infrastructure to our green data centers and clouds helped them in achieving many of their sustainability initiatives.

Another example is our Smart Cities and IoT solutions; which empowers regulators and clients to get real time analytics, helping them to take right decisions in the subjects related to environment and sustainability.

**What differentiates Moro Hub from other digital transformation providers in the market?**  
Our commitment to our customers success is the key differentiator.



Mohammad Bin Sulaiman

At Moro Hub, we have been investing in bringing to our customers the technology that will help them to achieve their strategic and operational goals.

At Moro Hub, we have highly skilled professionals who possess extensive knowledge and experience in various technical domains.

We have a strong ecosystem of partners which helps in making Moro Hub a preferred

one stop shop for digital transformation solutions

**What are the key milestones Moro Hub has achieved through your involvement with Dubai Digital Cloud Project?**

This July, Dubai Digital Authority launched Dubai Digital Clouds project with an objective to facilitate secure and scalable IT infrastructure for all the entities under Dubai Government.

DDA has selected Moro Cloud for private and public

data hosting and Microsoft Azure Cloud for public data hosting.

The selection came after comprehensive study on the capabilities and security features that we have and we provide.

Since the announcement, we had many meetings and workshops with government departments to guide them on how to migrate to our cloud.

Today, we have very good number of government entities who are running their business applications from Moro Hub cloud.

**How does Moro Hub intend on continuing to spearhead new innovations over the next few years? z**

In Moro Hub, we are committed to our customers and partners to continue investing in bringing advanced technologies to this region.

Some of the technologies that we are currently working on are AI and generative AI and Clean Energy technologies to power high density data centers that we are planning to launch.





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# The number ‘one’ platform

CNME Editor Mark Forker spoke to Moe Raslan, Regional Sales Director MENA at CommScope Ruckus, to find out how their Ruckus One platform is helping enterprises deploy ‘future-proof’ networks in the ever-evolving and complex digital economy.



Moe Raslan

RUCKUS One is an AI-driven network and business intelligence platform designed to help enterprises deploy ‘future-proof’ networks in a simple, safe and cost-efficient way. However, can you expand on the technical capabilities of the RUCKUS One platform, and how has it resonated with end users?

At RUCKUS Networks, we always looked at solutions that help deploy, manage and operate the next generation of purpose-driven networks.

With RUCKUS One, I believe we have achieved just that. RUCKUS One is a cloud-native platform that delivers network assurance, service delivery and business intelligence in a unified dashboard to simplify converged network management across multi-access public and private networks.

This means that it

delivers results through a unified dashboard to allow for an overall simplified experience.

The combination of state-of-the-art AI and multiple patented machine learning (ML) algorithms, RUCKUS One has the ability to react at high speeds to address incidents and prevent them from compounding and becoming problems that impact services.

Ultimately, it improves the end-user experience by allowing for easy troubleshooting of problems by lean IT teams.

Today, many businesses are investing lots of money and time to manage their network infrastructure through several management interfaces and the management of several appliances.

As RUCKUS One is a one-stop solution providing quality converged network management solutions

for converged and switching needs, it has resonated well with customers and end-users.

RUCKUS One greatly reduces the time to solve problems on the network as it is able to detect and identify issues as they happen and also keep records of this.

It reduces the need for technical staff to trouble shoot the issues as the AI has already identified them and given suggestions as to how to fix the issues.

Gone are the days of technicians having to spend hours on site troubleshooting an issue that might have happened in the past.

RUCKUS One does not maintain any personal information regarding the end user in the cloud. Only networking information is maintained in the cloud, minimizing issues with privacy and security.

In this digital age, networks are becoming more dynamic and, as a result, more unpredictable. This creates blind spots, which make it harder to provide consumers with consistency.

However, RUCKUS One simplifies the complex nature of modern networks. It is easy to use and expand, with flexible configuration to allow for an entirely customizable, yet secure multi-access network experience.

In RUCKUS One, a single software platform can incorporate multi access, smart services, network assurances, policy and security and device management and control. Key benefits include –

- Deploy future proof networks in simple, reliable and secure ways
- Provide a top-level view of the network and visibility into status of all APs and switches in the network
- Customize and optimize network resources on a granular level

**In terms of the cloud networking offered by RUCKUS, do your solutions provide ‘complete flexibility’ for end users to move their management architecture across public and private cloud? We have seen many businesses locked into one deployment architecture, so how do you avoid that from happening?**

RUCKUS One acts as a “one-stop shop” for everything – delivering network assurance, service delivery and business intelligence.

Many enterprises are looking to provide the right kind of connectivity for their consumers, trying to decide between Wi-Fi or 4G/5G, or even both.

RUCKUS One is exactly what they’re looking for. We are passionate about providing a flexible solution for any case scenario for enterprises of all sizes – from the smallest of businesses to the largest of them, with multiple branch offices.

As mentioned before, one of the benefits of switching to RUCKUS One is its ability to customize and optimize network resources.

Once a customer has added all wired and wireless networks on the unified platform, they can change network settings depending on the demand, such as the network upload and download rates, the LAN port settings of the

APs or access control policies.

And since RUCKUS One helps manage networks and their devices on multiple locations, businesses are not locked into any one deployment architecture.

With the platform the network engineers can customize the switch settings or ports as per needs and have complete control over device access within their network.

**Do the solutions provided by RUCKUS continue to manage the customer’s network should their subscription lapse or a customer decides to discontinue their subscription for any reason?**

We give a grace period, for renewal of the cloud subscription. If the end user does not want to carry on with cloud our access points can be migrated to different controllers. We do not stop the access points from working.

In terms of growth, have you been happy with your performance thus far in 2023, and what is your strategy for further growth across the Middle East region in 2024?

Since the pandemic, several Middle Eastern sectors have bounced back, from a general industry connectivity viewpoint.

As the region’s digital economy continues to take shape, the investment in information and communications technology is expected to continue to grow.

Digital is now a permanent and dynamic fixture in today’s enterprises. Digital acceleration proved effective for several organizations in the region, and those that didn’t adopt the digital-first strategy have already begun investing in this direction.

CommScope is positioned in a way to offer industry-leading innovation to support enterprises’ growth.

Last year, in 2022, CommScope invested approximately 600 million USD in R&D and new product introductions, with continued aggressive investment in RUCKUS® and ONECELL™ in-building wireless solutions to drive future growth. However, growth is a never-ending and ongoing process.

Our strategy is to expand and help more enterprises on their digital journey.

**In this digital age, networks are becoming more dynamic and, as a result, more unpredictable.”**

**We know that many enterprises have struggled with the demands of cloud transformation. Can you explain to our readers why RUCKUS is such a strong advocate for cloud-managed networking? What are the key benefits of this approach?**

Cloud-based and AI-driven RUCKUS One is made for today’s enterprises and is future-ready to deal with tomorrow’s intelligent network needs.





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STANDS TO WATCH



FINESSE

Stand: H7 - 7





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HP

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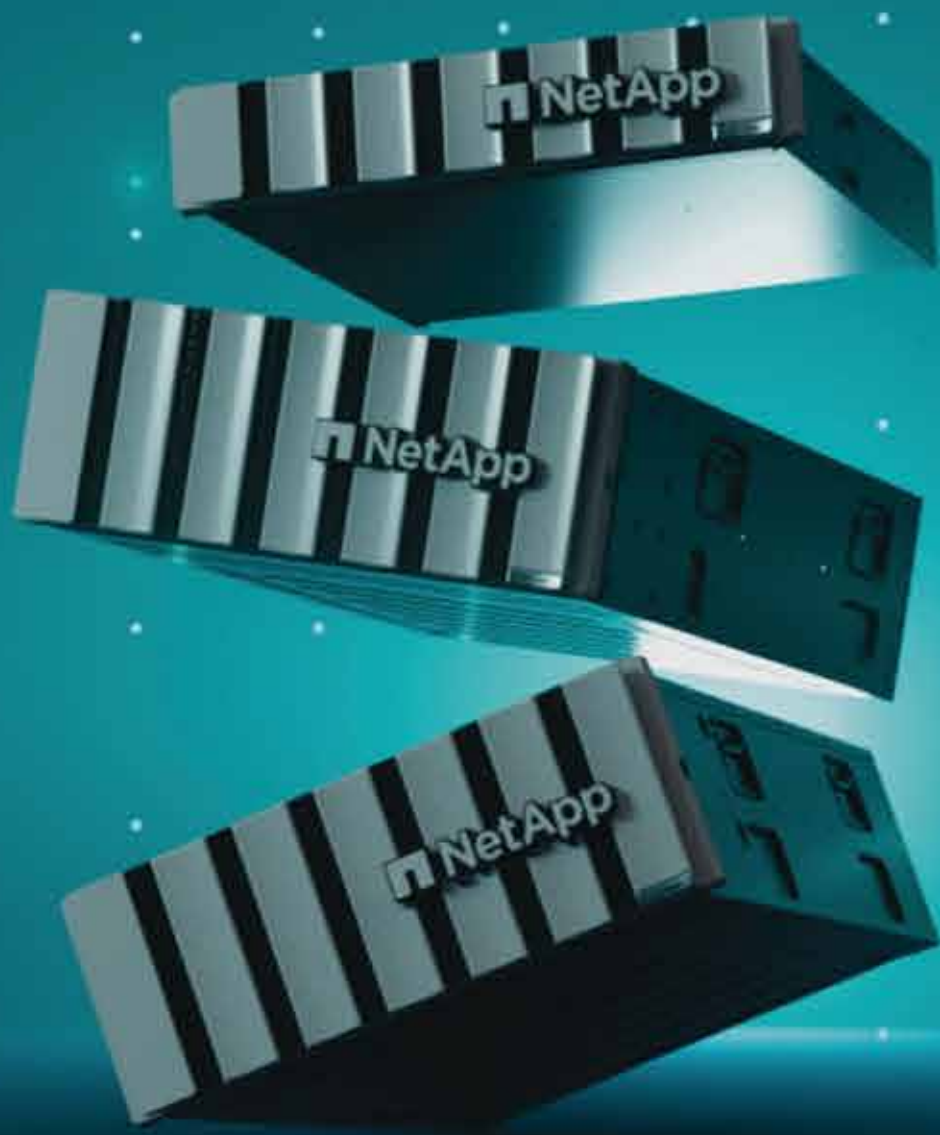
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