Officer at Kaspersky
Andrey Efremov, Chief Security Council and Head of the UAE Cyber Council and Dr. Mohamed Al Kuwaiti, The MoU was signed by The UAE Cyber Security Council (CSC UAE) during GITEX Global 2023. Through this agreement, the UAE Cyber Security Council and Kaspersky will collaborate to share segmented scenario and inference in industry model training, basic model training, storage capability for solution provides optimal GLOBAL 2023. The large AI models at GITEX for the last five years and also in the new edition in Africa. This year we are launching three new lines. One is the gold micro SD, usually only video performance only on SD card, but this year we launched a gold micro SD that has a 560 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

**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 GTEX 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 year we are launching three new lines. One is the gold micro SD, usually only video performance only on SD card, but this year we launched a gold micro SD that has a 560 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

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

The OceanStor A310 deep learning data 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 scenarios in large AI models. The launch demonstrates Huawei’s alignment with the latest trends of AI development in the era of large AI models. The OceanStor A310 deep learning data lake storage caters to different industries and scenarios in large AI model applications. Peter Zhou, President

**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?

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

**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.

Managing Director for the Middle East, Andrey Efremov, Chief Business Development Officer at Kaspersky

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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facility that has more than 2,000 devices. Anyone in the planet that contains 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 that is what 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 to 20 to 30% of RMA. We are famous for having the lowest RMA in the memory industry.
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".

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 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.”

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

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 ten days. 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 system for AI model training and large model applications ensures a low efficiency in training, making the city much more efficient and sustainable. This marks the emergence of new AI capabilities, using massive text and images as training datasets, the current loading speed for a large number of small files is less than 100MB/s, resulting in low efficiency in loading training data. The frequent loading of large datasets is a challenge in digitizing cities and infrastructure, 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 in systems integration and new use cases.

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.

Huawei Business...

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Huawei Business...

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Smart security for every home.

Ring lets you monitor every corner of your property. With a Video Doorbell at your door, Security Cameras and Alarm system around the house, you can create a Ring of Security around your entire home.

Ring... smart security for every home.
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 all directly from solar and wind. Sometimes it’s winter, sometimes the wind is not blowing, and the sun is not shining. Therefore, we need some kind of storage 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 Corus 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, 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 advantage of 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 applications 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?

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, by using the right amount of precious metals in the stack or components which you need for such a system. In addition, we have to overcome the start-up costs. With higher volumes, we can bring costs down with our institutional know-how and automation. Then, we can reach the 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 be down to three to four euros.

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

For Bosch, hydrogen is one of the key components we 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 euros 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 sector, there’s legislation as well. This will also be a push towards new technologies. We do expect large numbers in the next decade.

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

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

Helping Retailers Close the Gap between Strategy and Execution for Labor, Inventory and Customer Experience Plans. Find out more at Zebra Technologies
Sebastian Krause has an incredible career across 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 2013, 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 shouldering the responsibility of helping their customers modernise and transform their infrastructure and applications by leveraging hybrid cloud and AI technologies.

IBM spoke to Krause during a whirlpool trip to Dubai, and in a fascinating conversation explored the outline IBM’s plans to help enterprises succeed in their digital transformation goals.

Krause 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 was the 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 through our OpenShift platform. We are giving companies much greater flexibility and transparency in relation to where their workloads are, which is what our customers want.”

Krause also outlined the role played by the Watson consulting arm in terms of helping customers 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, not everyone is equally equipped to help clients go on their cloud journey, and to help them understand where workloads need to be brought into a deployment. We also make 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 the technology, and how they want to use it. “Our Watson platform is designed for generative AI. Generative AI came into the public domain through ChatGPT, and it has generated a lot of excitement but, in truth, what can it do, but there is also dangers around generative AI, and it’s essential to get it right when it comes to data privacy. That’s something that businesses 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 Watson platform provides differentiated capabilities that are really suited to businesses because you need to be compliant to regulations that either exist today, or are currently on the horizon,” said Krause.

Krause also stressed the need for businesses to demonstrate greater discipline with regard to where data is residing, which is a key component of the capabilities that is embedded in its Watson 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 something called Watson 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 created to do this in terms of what is next with governance,” said Krause.

Krause pointed out 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 really 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 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 supports that. However, we have completed in 2018, was the chance to experience the hybrid cloud environment versus an environment where you are training your models in a different environment versus an environment where you are training your models in a different environment,” said Krause.

However, Krause warned that businesses must take into consideration the best ethical practices for adopting the technology, and how they want to use it. “Our strategy is essentially providing the technology, and you don’t need to bring the data to the platform. There is also the digital labour use-cases, which is essentially automated processes when you augment the capabilities of humans to eliminate some of the mundane tasks employed by businesses. However, these three use-cases are lifting off quite significantly, but they are also multiple other use-cases that come to fruition very soon,” said Krause.

Krause highlighted the investments IBM has made in what the company describes as client engineering capabilities, which he feels brings them closer to their customers. “We have thousands of our consultants trained on generative AI ready to use on the platform and they are helping customers to transform by leveraging generative AI. And we have also significantly invested in what we call client engineering capabilities. Our teams work with our customers very closely, and they are focused on the go-to-market on a much smaller scope. Ultimately, we want to show them that our software capabilities will drive tangible outcomes for the clients. That’s why we have our client engineering teams that are highly trained experts to really help them provide the technology for their specific strategy, and the objectives that they need to pursue,” said Krause.
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 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 is 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.
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.

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 said: “With sustainability and ethical values at our core, Ericsson Gulf Council is committed to add life to life, to drive positive change and foster a greener future. Our partnership with du to offer the Ericsson Connected Recycling platform in the UAE is a significant step towards achieving our sustainability goals and fostering environmentally responsible business practices. This partnership aligns perfectly with the UAE Green Agenda 2030, emphasizing our commitment to building a sustainable and prosperous future.”

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-networked 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 drive innovative data visualizations and efficiency in the value chain.

Can you tell us 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. Last 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 at GITEC, it is extremely important. We have a presence here for the last 18 years and we started participating in GITEX since 2007. Our 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 are the end-user and the ones using our product.
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Concourse 2, Booth CC2-18
Dubai World Trade Center
16th – 20th October 2023

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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 early in 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 recognized that computers represented the dawn of a new industrial revolution.

“My interest in technology was at a very young age, primarily because my father recognized that computers represented the future,” Saieed explained.

“I got my first computer when I was 7-years-old in 1989, and from that point on I was hooked. I developed an appreciation within my family and in my community for being the ‘tech guy’ and people regularly consulted me on computer issues,” said Saieed.

Fast-forward to 1999, and the ambitious Saieed had reached the stage where he wanted to commit himself fully to a career in information technology. He had already amassed a substantial portfolio of traffic on internet back in 1999. 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 eighteen years old 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 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 concluded 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 quest 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 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 than 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 with 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.
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David Boast, General Manager – MENA at Endava, argues that it’s time to step up the green economy, how its diverse product portfolio is enabling customers to be more sustainable – and the key milestones Cloud Project.

**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 using digital services to market are perhaps the greatest of offenders.

But so too is insufficient testing, the lack of quality 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. Archits contributes to problems in that unstandardised IT environment that could put an enterprise at risk.

**One step back, two steps forward**

It might seem like fix tech solutions that are retrofitted over the rear mirror. And as long as things go right, few bother 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, often unstable, 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 the long haul**

It might also be time to imagine that in today’s era of constant digital acceleration, an organisation that prescribes getting things right, rather than getting to market first, can come out on top.

But the fact that Apples is the world’s most valuable company, and still sells more smartphones than any of its competitors, proves that being a pioneer (or being more important than just being a pioneer). Once an organisation has ready to forget their near-sighted view, they will easily see cost savings, outmoding business models, and a long overdue health check before the board.

The box and Co-Level executives have to instil a long-term, stewardship culture that prioritises getting things right, rather than getting to market first, can come out on top.

**Our commitment to our customers**

At Moro Hub, we have been investing in bringing 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 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 an immediate increase in our business applications from Moro Hub cloud.

**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 datacentre, which has been recognised 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 as the world’s largest solar-powered data center comes from the fact that it establishes a new economic agenda. An economy which is based on sustainable digital transformation. As we 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 commitment to our customers’ strategies and goals towards environment and sustainability. Moro Hub is a new datacenter at Mohammed bin Rashid Solar Park which 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.

**What differentiates Moro Hub from other digital transformation providers in the market?**

Our commitment to our customers success is the key differentiator.

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

At 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

CNM 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.

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. How can you explain 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 in-house 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 troubleshoot the issues as the AI has already identified them and given suggestions as to how to fix the issues.

Expertise is a day’s 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 presents blind spots, which make it harder to provide a consistent experience. 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 multiple access, smart services, networking, 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 clouds? 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 every use case. The scenario for enterprises of all sizes – from those smallest in 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 simplify and 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 networks.

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 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 provided 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, 2022, CommScope invested approximately 600 million USD in R&D and new product introductions, with continuous investment in RUCKUS® and ONECELL™ building blocks to drive future growth. However, growth is a never-ending and ongoing journey. Our strategy is to expand and help more enterprises on their digital journey.
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