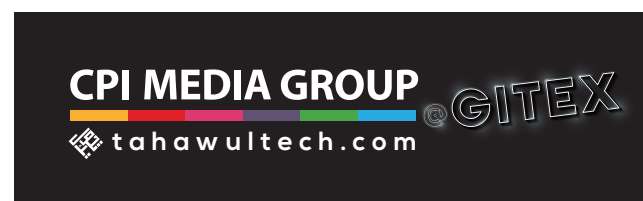




60 MINUTES

GITEX TECHNOLOGY WEEK

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



DAY 3 PM

African + Eastern CIO reflects on the journey so far

Santhosh John Thomas, CIO, African Eastern, discusses key moments in their cybersecurity journey so far and what the investment in a Security Operations Centre means going forward.

Can you provide an overview of your organisation's cybersecurity journey up to this point? What were some of the key milestones and challenges you encountered along the way?

African + Eastern, a name synonymous with excellence, boasts a remarkable history spanning more than three centuries, first as a general trading company originating in Africa and more recently in the Middle East with in excess of 50 years expertise exclusively in the distribution of alcoholic beverages in the Arabian Gulf. We proudly hold the distinction of being

the leading distributor in our region across the key categories in which we operate.

Our cybersecurity journey began approximately 25 years ago when our organisation was relatively modest, comprising around 25 to 30 employees. At the time, our IT infrastructure was basic, featuring the PIX firewall, which was considered state-of-the-art back then. However, our quest for cybersecurity excellence led us to progressively enhance our defences. We ventured into developing our in-house firewall solutions and gradually integrated more robust security measures, such as perimeter firewalls, vulnerability



assessments, intrusion prevention systems, and next-generation firewalls, among others. Over time, we diligently implemented these crucial components.

Yet, there came a point when we realised that the

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Simplifying AI security

Anita Joseph spoke to Toni El Inati, RVP sales, META & CEE at Barracuda Networks to find out more about their participation at GITEX and their experience with emerging technologies.

What are you showcasing at GITEX this year?

We have never missed GITEX before, except during the pandemic. We're getting bigger

and better and showcasing more and more innovations with every passing year. GITEX is an exciting, vibrant platform which showcases the

latest technological developments.

How is Barracuda aligning with this year's theme of AI/emerging technologies?

We had one of our UK-based consultants here at GITEX and he made a presentation about AI and security, and also about our integration with Microsoft and all the cloud providers. Its probably worth mentioning

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Ericsson and Hack for Earth launch the 'Hack for Earth at COP28 co-organised with Ericsson' hackathon

The 'Hack for Earth at COP28 co-organized with Ericsson' hackathon will take place between 1 and 3 December 2023 online.

Ericsson and "Hack for Earth" have partnered to launch the 'Hack for Earth at COP28 co-organised with Ericsson', taking place between 1 and 3 December 2023, online.

The objective of the hackathon is to identify innovative sustainability solutions using technology, creativity, and connectivity creating tomorrow's solutions from today's sustainability challenges.

In light of the United Nations conference on



climate change COP28, taking place in Dubai, United Arab Emirates between November 30 and December 12, 2023, the participants will focus on creating innovative and viable

solutions in this year's 8 challenge categories: Energy, Transport, Food, Partnership, Education, Sustainable Cities, Water and

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TP-Link outlines new product portfolios at GITEX 2023

Naseer Karim, Pre-Sales Manager, TP-Link MEA, outlines the companies' exciting new product portfolio and explains their perspective on some of the emerging technologies present at GITEX 2023.

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

Yes, of course. We're very excited about the new products and solutions we're demonstrating and launching at GITEX Global this year. One of the highlights is Omada Pro, our enterprise networking solution for mid-to-large networks. Omada Pro offers a wide range of features and functionality, including centralised management, high performance, and comprehensive security. Another exciting new



product is TOUS, our TP-Link Omada Unified System. TOUS is a single management platform for surveillance and networking, which allows users to manage gateways, switches, APs, and cameras from anywhere. It's easy to configure and manage, and it detects errors and recovers them automatically. TOUS also provides much wider

visibility of the network with detailed analytic reports.

We're also showcasing our Aginet portfolio at GITEX Global. Aginet is a range of products and solutions designed specifically for Internet service providers (ISPs). The Aginet portfolio includes a wide range of products, including routers, switches, APs, and cameras, as well as an end-to-end WiFi Management solution.

Finally, we're also demonstrating our TP-Link Tapo smart home products

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Lexar...

path we were on might not be the right one. Despite our extensive security infrastructure, we needed to shift our perspective. It was a turning point when we recognised the need for a comprehensive cybersecurity portfolio, viewed from a different angle. This realisation prompted us to embark on a new direction: establishing our very own Security Operations Centre (SOC). We initiated a thorough evaluation of various options, embarking on a journey to explore the realm of SOC's. This is how we reached where we are today, with a heightened focus on cybersecurity analysis and our ongoing journey in the world of SOC's.

Why did you decide to invest in a Security Operations Center (SOC) service for your organisation's cybersecurity needs? What were the driving factors behind this decision?

At African + Eastern, our IT department are structured into four key pillars. The first pillar is dedicated to IT operations and IT security, serving as the foundation of our technological framework. Our second pillar, the Enterprise team, focuses on managing ERP systems. The third pillar, the Digital Transformation team, is at the forefront of our technological evolution. Lastly, the newest addition to our portfolio is the Data Analytics team, which contributes to our data-driven decision-making.

Security is an exceptionally serious matter at African + Eastern, and it's a core aspect of our IT operations. As we assessed our security parameters, we came to realise that the various components we had in place, including the CO firewall, perimeter firewall, vulnerability assessments, and next-generation EDR solutions, presented a significant challenge for our organisation. Despite our commitment to security, the complexity of our security infrastructure was a challenge we needed to address.



Santhosh John Thomas

Recognising this, we made the strategic decision to establish a dedicated Security Operations Centre (SOC). The SOC's primary role is to provide continuous, round-the-clock monitoring of our IT applications and endpoints throughout African + Eastern.

In our quest for the right SOC partner, we discovered Secureworks®, a recognised leader in the field of security operations centres in our region. Our discussions with them culminated in a collaborative partnership. Today, we can confidently state that we've entrusted our security operations to Secureworks, effectively transferring and mitigating our security risks.

What specific security goals or objectives were you looking to achieve by implementing a SOC service? Are there any particular threats or risks that prompted this move?

Initially, there was a noticeable absence of dedicated personnel overseeing security matters in our organisation. While we had various security tools in place, the critical element of vigilant monitoring was lacking. Given the expansive nature of African +

Eastern's IT landscape and our substantial size, we faced the challenge of not having a dedicated resource to comprehensively analyse the vast array of logs generated. This realisation prompted us to take action, recognising the pressing need for rigorous monitoring of our secure development practices. Thankfully, we've experienced a relatively secure environment thus far, thanks in part to regular security audits. However, these audits also underscored that while we were secure, we had not reached the level of security we aspired to attain. Consequently, we arrived at the decision that establishing a Security Operations Centre (SOC) was imperative to provide continuous, 24/7 monitoring of African + Eastern's entire IT landscape.

Can you explain the timing behind the decision to implement a SOC service? What factors influenced the decision to do it now?

The need for a Security Operations Centre (SOC) became evident as the world and African + Eastern grappled with the challenges posed by the pandemic. Internally, numerous debates took place, leading to a year-

long deliberation on the best course of action. The central question revolved around whether to invest in establishing an in-house SOC or continue to acquire and manage the various security components independently. During this period, we continued our investments in other security areas, attempting to find the right balance.

However, a pivotal moment occurred when it became clear that our current approach was inadequate. We realized that the threat landscape was continually evolving, and merely investing in isolated security solutions was not a sustainable strategy. This realisation led to the unanimous decision that a dedicated SOC was imperative. After over a year of careful consideration and evaluation of numerous potential partners, we ultimately chose to collaborate with Secureworks. Their global expertise and comprehensive SOC services aligned perfectly with our security requirements and vision for the future.

What were the key considerations that led you to choose Secureworks as your SOC service provider? Were there any unique features or capabilities

It was a turning point when we recognised the need for a comprehensive cybersecurity portfolio, viewed from a different angle”.

that stood out to you?

Our decision to partner with Secureworks was shaped by several critical considerations. Firstly, the reliability of their XDR (Extended Detection and Response) platform, known as “Taegis™,” stood out. This flagship platform proved to be exceptionally effective during our rigorous evaluation process. It offered comprehensive threat detection and correlation rules, which impressed us greatly. This level of effectiveness left no room for doubt in our discussions, making it abundantly clear that Secureworks could meet our security requirements.

Secondly, our interactions with the local team at Secureworks, led by Gopan Sivasankaran, underscored their distinct advantage. Gopan's local presence set them apart, unlike many other SOC service providers in the region who lacked a senior resource on-site. This local presence was particularly valuable in cases requiring swift escalation, such as responding to security incidents or potential breaches. We found this aspect to be a crucial parameter when assessing the suitability of a partner.

The third vital factor that weighed in favour of Secureworks was the depth of expertise they brought to our region. Our interactions with their local technical team left us thoroughly impressed. Their knowledge and support, especially during a proof of concept, exceeded our expectations. At no point during this process did we doubt our decision to partner with Secureworks. Their combination of expertise, resources, leadership, and a robust platform made them the clear choice as the right partner for African

+ Eastern in the realm of SOC services. Hence, we confidently selected Secureworks for our SOC journey.

How does the Secureworks SOC service align with your organisation's broader cybersecurity strategy and objectives?

At African + Eastern, we hold security in the highest regard, recognising its paramount importance. This perspective is mirrored by Secureworks, making our conversations about our security objectives seamlessly aligned. We embarked on discussions at a broad level, delving into our security priorities, and found a remarkable resonance with the approach taken by Secureworks. This synergy enabled us to chart out our objectives and correlate them with the metrics and strategies they had to offer.

Secureworks, with its wealth of expertise, introduced valuable insights into our discussions. We found ourselves in strong agreement on critical aspects such as incident response, threat hunting, and the validity of security measures. The cohesion between their proposals and our organisational objectives was evident. Following these discussions, we swiftly solidified our partnership with Secureworks, marking the beginning of a mutually beneficial journey. Their commitment to security aligns perfectly with our vision, making them an ideal collaborator in our pursuit of safeguarding our organisation.

In what ways do you envision the SOC service evolving to meet the changing threat landscape and

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African Eastern...

your organisation's evolving security needs?

Every organisation, regardless of its size, whether small, medium, or large-scale, requires a dedicated Security Operations Centre (SOC). The choice between establishing an in-house SOC or opting for a global partner depends on the organisation's specific needs and preferences. However, it's essential to recognise that a SOC is not merely the endgame in the ever-evolving landscape of cybersecurity.

Hackers continually devise sophisticated

strategies to breach an organisation's defences. To effectively combat these evolving threats, a SOC must be dynamic and mature, capable of adapting to the changing threat landscape. In my perspective, the evolution of SOC's is an ongoing journey. We should encourage the development of multiple SOC players across the world, fostering the creation of comprehensive threat databases and threat vectors. It's a path that needs to be nurtured and refined over time to keep pace with the evolving threat landscape and safeguard organisations effectively.

What advice would you offer to other CIOs or organisations considering a similar path towards enhancing

their cybersecurity through SOC services and providers like Secureworks?

African + Eastern has always recognised the importance of security. Yet, due to various challenges, including resource constraints, user-friendliness concerns, and budget limitations, the journey towards bolstering our security measures was complicated. It's a challenge shared by many organisations in this region, where security is often viewed as an expensive necessity, rather than a readily embraced priority. Some might question the substantial investments in security, asking why such extensive measures are essential.

In response, I'd pose a simple question: Why do

we take out insurance for our personal lives? The same principle applies to our organisations. In a rapidly evolving security landscape, where new threats and vulnerabilities emerge daily, investing in security is akin to securing insurance for our digital existence. It's an indispensable safeguard that shouldn't be overlooked. Cybersecurity is not a destination but an ongoing journey, one that necessitates continuous investments, the right expertise, alignment with business goals, and support from management to ensure that your organisation remains well-protected in the complex realm of application security.

Tell us about your

partnership with Finesse

As we began our search for the ideal SOC partners, we swiftly recognised Secureworks as one of the foremost choices in this region. Their global and local presence made them a strong contender. However, we understood that this wasn't the entire solution; we required a local SOC partner to address our specific needs. This realisation prompted us to explore how we could further enhance our security infrastructure beyond Secureworks.

Enter Finesse—a significant addition to our cybersecurity equation. Engaging in discussions with Finesse, who acts as a direct partner of Secureworks, was a pivotal moment in our journey. Finesse boasts

deep expertise in the platform provided by Secureworks, offering the local support we required. This collaboration provided us with a seamless and efficient avenue for bolstering our security.

Since African + Eastern doesn't maintain an in-house security team, we entrusted Finesse with the task of managing our security operations. Their proficiency of the Secureworks platform, combined with the local presence of Finesse in Dubai, has contributed immensely to keep us safe and secure. Should any security issue arise, we know exactly who to contact first and have a well-defined protocol for escalation. Finesse has proven to be the right partner in our ongoing cybersecurity journey.

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Barracuda...

that Barracuda is particularly strong from an email security standpoint, and we've had AI integrated into our solutions for a long time now. So, today,

when cyber attackers are using AI to unleash more complicated threats, Barracuda already has AI-powered solutions in place to counter them.

How do you see the Middle East region and

how would you describe the threat-security landscape in this region in particular?

The Middle East region is vibrant and full of opportunities and customers are becoming smarter than ever before. They have a vision and

they are willing to listen. This makes us determined to fulfill their wishes and provide them the best solutions. Our resources in the region are growing, particularly in the UAE, Qatar and Kuwait and there are exciting times ahead.

The Middle East region is vibrant and full of opportunities and customers are becoming smarter than ever before”.

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Ericsson...

Environment.

Ann Molin, Founder and Secretary General of Hack for Earth Foundation says: “We are happy to partner

with Ericsson for our upcoming Hack for Earth hackathon at COP28, a company with as bold an ambitious agenda as ourselves for sustainable innovation for our future. I believe we will create a most impactful hackathon at COP28 through this partnership!”

Fida Kibbi, Vice President and Head of Marketing, Communications and Sustainability & Corporate Responsibility at Ericsson Middle East and Africa, says: “We are happy to partner with Hack for Earth to identify innovative

sustainability solutions driven by technology, creativity, and connectivity. Ericsson remains committed to leveraging our technology to contribute to solutions that drive positive change in society responsibly. We are looking forward to the

creative solutions from the participants of the Hack for Earth at COP28 co-organised with Ericsson.”

Applications are open to youth 16-35 years of age via the link: Hack for Earth at COP28 co-organized with Ericsson
A total of eight winning teams will be

chosen - one winning team from each category in the Hack for Earth at COP28 co-organised with Ericsson. The winning teams will enter into Hack for Earth's 6-months custom acceleration program, Build for Earth.

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TP-Link...

at GITEX Global. Tapo is a range of affordable and easy-to-use smart home products that allow users to manage their home networks and smart devices from anywhere using a single app.

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?

Some of the key technologies and trends that we're focused on for the next 12 months include WiFi 7, 5G, and artificial

intelligence (AI). WiFi 7 is the next generation of WiFi technology, and it offers a number of advantages over previous generations, including faster speeds, lower latency, and increased capacity. WiFi 7 is still in its early stages of development, but we're excited about the potential of this technology to revolutionise the way we use the internet. 5G is the next generation of cellular technology, and it also offers a number of advantages over previous generations. 5G is much faster than 4G, and it has lower latency. This makes it ideal for real-time applications such as gaming and streaming. 5G is also expected to

play a major role in the development of the Internet of Things (IoT). AI is being used in a variety of ways for us to improve the performance and security of our upcoming networking products. For example, AI can be used to optimise network performance by automatically adjusting settings and configurations in compliance with our Wi-Fi 7 products. AI can also be used to detect and respond to network threats in real time. We have already tapped into the smart security systems, now we have a way of upgrading our tech with AI. We're very excited about the potential of AI to make our networking products even better.

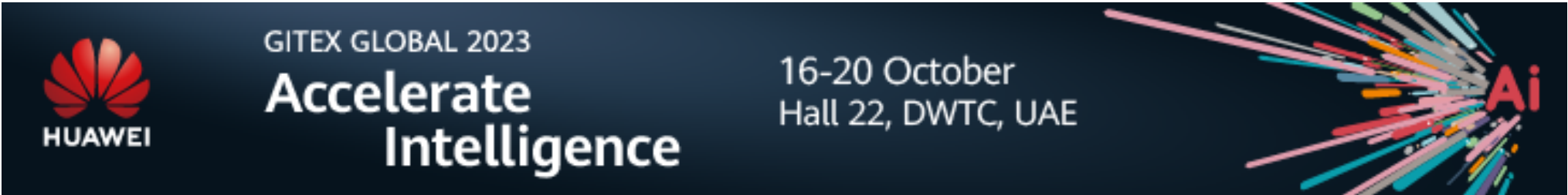


How important is an event like GITEX Global for your company - and how value does it drive for your organisation?

GITEX Global is the largest tech event in the world,

and it's a very important event for TP-Link. It gives us an opportunity to showcase our latest products and solutions to a global audience. It also gives us a chance to meet

with potential customers and partners, and to learn about the latest trends in the networking industry. GITEX Global is a valuable event for TP-Link in a number of ways. First, it helps us to increase our brand awareness among potential customers and partners around the world. Second, it's a great opportunity to generate leads from potential customers and partners. We can meet with them face-to-face, learn about their needs, and demonstrate our products and solutions. Overall, GITEX Global according to me is a very important event for TP-Link, and it drives a lot of value for our organisation.





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Huawei launches Intelligent Cloud-Network new products and solutions to accelerate industry intelligence at GITEX GLOBAL 2023

Huawei is presenting new directions to help all industries make the most of intelligence, digitalisation and the strategic opportunities presented by AI at GITEX GLOBAL.

Huawei has unveiled its latest Intelligent Cloud-Network products and solutions at GITEX GLOBAL 2023, the leading technology event in the Middle East and Central Asia (MECA). The solution offers unmatched computing power and super-connectivity for AI-driven productivity in the intelligent era.

The wave of digitalization and intelligence in the industry is setting off a new round of business transformation. Countries in MECA are consequently increasing investment in digital infrastructure to improve competitiveness. Further, thousands of industries are accelerating the technological upgrade of “connectivity + intelligence”. With a 100K



computing card cluster and ultra-high throughput of over 95%, Huawei Intelligent Cloud-Network ensures long-term stability and reliability. It can also detect, locate and fix network faults in seconds

with its AI big model. Steven Zhao, Vice President of Huawei Data Communication Product Line, said: “Focusing on scenario-specific solutions and more than 10 cutting-edge technologies, Huawei

Datacom invests heavily in R&D for continuous innovation. Looking ahead, Huawei Datacom will continue to evolve in the six directions of Net5.5G, providing customers with innovative products

and combined solutions to accelerate industry intelligence”.

Huawei Intelligent Cloud-Network features innovative network technologies, such as E2E 400GE, elastic ultra-broadband bearer, on-demand security subscription, and high-quality 10GE with full series products. It also delivers a new SASE architecture that integrates network security into the basic network architecture and provides efficient risk management.

The solution enhances the user experience with its high-quality 10GE campus solution that redefines the ultra-HD video experience. Using AI, it can intelligently identify audio and video applications and prioritise them on the network. One switch card can support the ultra-HD video of 10,000 users without freezing.

Huawei has launched a new SASE architecture, which integrates network security capabilities into the basic network architecture, converges security protection at the network access edge, and provides an efficient solution to handle risks.

Vincent Liu, President of Huawei’s Global

Enterprise Network Marketing & Solution Sales Department presented awards to outstanding IP Club members in the Middle East and Central Asia region. Vincent Liu said that IP Club has been booming in the Middle East and Central Asia region. Members have participated in IP Club membership activities, shared their valuable experience, conducted in-depth technical discussions, and explored the future development direction of the IP industry, which has promoted the development of the IP industry in the region.

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 Center, 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>.

The UAE’s Artificial Intelligence Office partners with Core42 to enhance national talents

This collaboration reflects a deeper commitment to facilitate the interaction between talented coders and AI experts to refine essential skills for the digital future.



The Artificial Intelligence, Digital Economy, and Remote Work Applications organisation signed a memorandum of understanding with Core42, a G42 company, aimed at driving a robust Emiratisation AI program. This initiative encompasses comprehensive training programs designed to strengthen collaboration structures within technical fields and promote the development of national talent in emerging fields, including artificial intelligence and coding.

The Memorandum of Understanding was signed by His Excellency Omar Sultan Al Olama, Minister of State for Artificial Intelligence, Digital Economy, and Remote Work Applications, and Kiril Evtimov, Chief Executive Officer of Core42, during Global DevSlam, hosted at CodersHQ, as part of Gitex Global 2023. Gitex Global 2023 is the world’s largest specialized gathering dedicated to advanced technological fields, including artificial intelligence, generative

artificial intelligence, Web 3, and various pivotal digital fields.

His Excellency Omar Sultan Al Olama stated that the UAE seeks to cultivate collaborations with leading institutions, enhancing a foundational cornerstone to advance progress and digital transformation within the nation. This represents a significant stride towards emphasizing the importance of developing national talents within the digital sector. Furthermore, it plays a major role in

bolstering the key drive towards comprehensive digital transformation, as envisioned by the UAE’s leadership through the implementation of exceptional strategies and initiatives.

His Excellency added that the UAE embraces leaders and innovators in the field of artificial intelligence who possess the capability to advance the global digital landscape. The UAE is dedicated to providing support for these technologies by leveraging a variety of elements that enhance digital applications. In doing so, the UAE aims to bolster its position in the digital world, setting an inspiring example and taking promising steps towards achieving tangible digital progress.

Kiril Evtimov, Chief Executive Officer of Core42 said: “At Core42, we believe in leveraging the power of innovation to serve our community and drive our nation’s vision forward. This partnership with the UAE’s Artificial Intelligence, Digital Economy and Remote Work Applications

We are confident that this alliance will lead to the development of new AI solutions resulting from deeper people capabilities that will have a positive impact on the UAE and the world”.

represents a pivotal step in this direction. Together, we aim to cultivate an ecosystem where Emirati talent thrives, fortified by cutting-edge AI tools and global best practices. As we embark on this journey, we are confident that this alliance will lead to the development of new AI solutions resulting from deeper people capabilities that will have a positive impact on the UAE and the world”.

The collaboration reflects the UAE’s commitment and efforts to facilitate the interaction between talented coders and AI experts to bolster the development of their journey and refine the essential skills for the digital future. Additionally, it aims to equip individuals

with the digital tools in the artificial intelligence and coding field, essential for their professional growth and enrichment within these fields. This strategic partnership further serves to advance the cultivation of global leaders in the field of artificial intelligence, bolstering the UAE’s position as a frontrunner in this field.

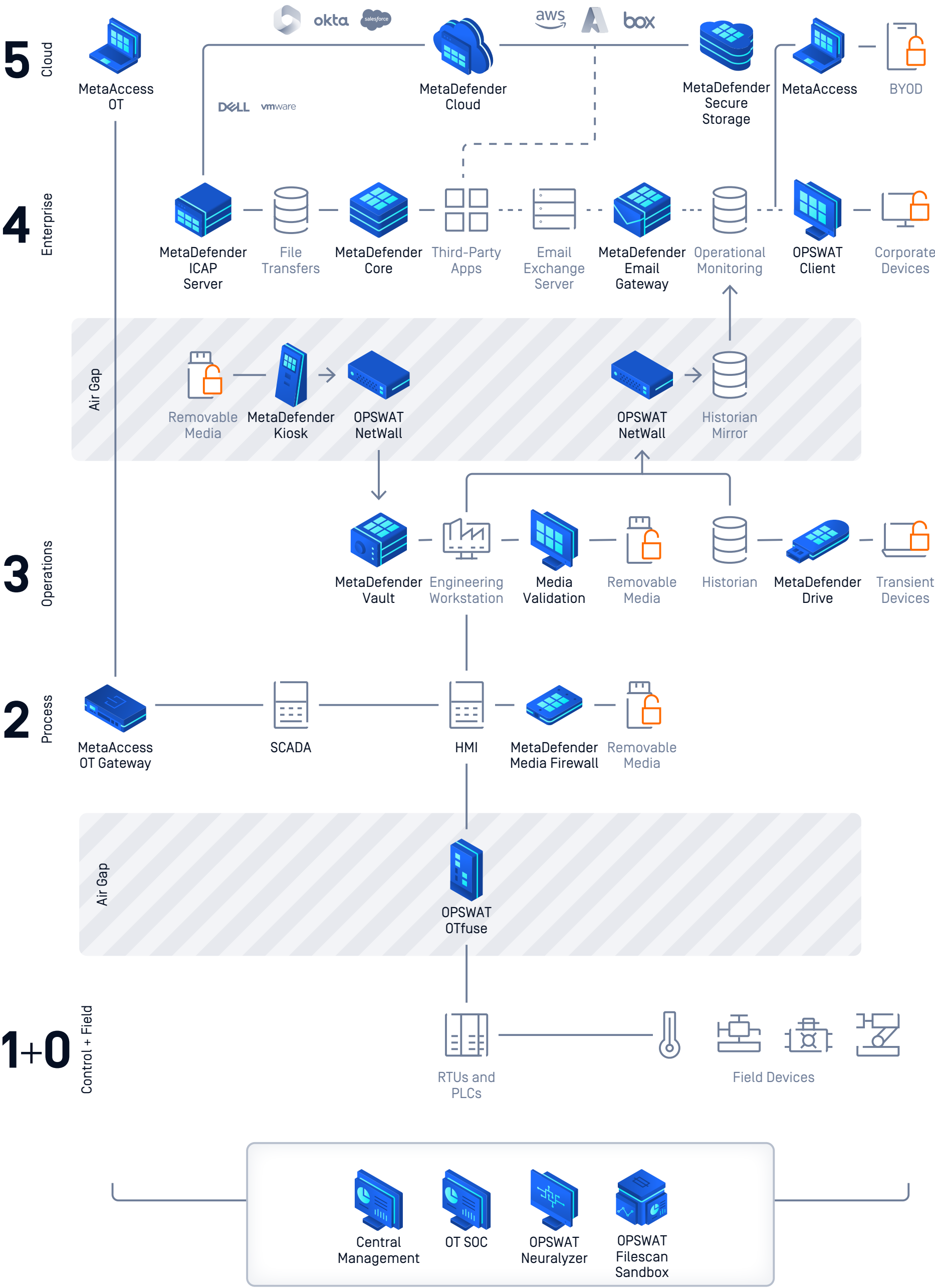
CodersHQ, one of the National Program for Coders initiatives, launched by His Highness Sheikh Mohammed bin Rashid Al Maktoum, Vice President and Prime Minister of the UAE and Ruler of Dubai, is working on initiatives aimed at strengthening the programming community in the UAE, building partnerships that bring together experts in artificial intelligence and coding, and ensuring the sustainability of the development of the digital economy.

Core42 is a leading digital transformation provider, offering a vast array of technological capabilities and solutions that enable the delivery of Enterprise AI and national-scale AI programs. Core42 seeks with its unparalleled scalable infrastructure, cutting-edge AI solutions, and centralised professional IT services to enable nations and organisations to transform their ambitions into realities and leverage the latest technologies to make impactful strides in their domains.

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



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The potential is ‘Large’

Kurt Muehmel, Everyday AI Strategic Advisor at Dataiku has penned an exclusive op-ed for September’s edition of CNME, in which he makes the case for the introduction of large language models (LLMs) into enterprise platforms, describing its potential as ‘phenomenal’.



Sebastian Krause

The potential for large language models (LLMs) that can be plugged into enterprise platforms is phenomenal.

Not surprisingly, a recent global Dataiku-Databricks study showed almost two in three (64%) organizations were at some stage of evaluating generative AI for adoption in the next 12 months. Some 45% are already experimenting with it.

So, how do we approach adoption of these powerful technologies so they can become part of our Everyday AI culture?

There are two main ways to accomplish this.

The first would be APIs (application programming interfaces, which allow bespoke code to make calls to an external library at runtime) exposed by cloud-native services. The second would be self-managed open-source models.

Let’s chat

Providers like OpenAI, AWS, and GCP already provide public model-as-a-service APIs.

They have low entry barriers and junior developers can get up to speed with their code frameworks within minutes. API models tend to be the largest and most

sophisticated versions of LLM, allowing more sophisticated and accurate responses on a wider range of topics.

However, the hosted nature of the API may mean that data residency and privacy problems arise — a significant issue for privately owned GCC companies when it comes to regulatory compliance.

There are also cost premiums to an API, as well as the risk of a smaller provider going out of business and the API therefore no longer being operable.

So, what about an open-source model, managed by the organization itself?

There is a wide range of such models, each of which can be run on premises or in the cloud. Enterprise stakeholders have full control over the availability of the system.

But while costs may be lower for the LLM itself, setting up and maintaining one necessitates the onboarding of expensive talent, such as data scientists and engineers.

In the end, different use cases within a single organization may require different approaches. Some may end up using APIs for one use case

and self-managed, open-source models for another. For each project, decision makers must look to a range of factors.

They must consider risk tolerance when using the technology for the first time, and so they must choose a business challenge where the department has a certain tolerance for such risk.

Looking to apply LLM tech in an operations-critical area is ill-advised. Instead, look to provide a convenience or efficiency gain to a team.

Finally, traditional NLP techniques that don’t rely on LLMs are widely available and can be well adapted to specific problems.

The importance of moderation

Following on from the risk issue, every LLM product should be subject to human review. In other words, the technology should be seen as an extraordinary time-saver for first drafts, but organizations should retain their review structure to ensure accuracy and quality.

Let LLMs work to their strengths. LLMs are best used for generating sentences or paragraphs

of text. To this end, it is also necessary to have a clear definition of what success looks like.

What business challenges are being addressed and what is the preferred — and preferably, measurable — outcome? Does LLM technology deliver this?

Discussions of business value bring us neatly to a further consideration that applies to the entire field of artificial intelligence and to matters of ESG (environment, social, and governance) — responsible use.

Organizations that build or use LLMs are dutybound to understand how the model was built.

Every machine-learning and neural-network model that has ever existed was only as accurate, equitable, and insightful as the data used in its construction.

If there was bias in the data, then there will be bias in the LLM products.

Responsible AI does not just cover the general public. What of the employee? LLM builders must have an appreciation of the model’s impact on end users, whether these are customers or employees.

For example, ensuring that users know they are interacting with an AI model is critical. It is helpful to be very plain with users on how and where models are used and be open with them about drawbacks, such as those regarding accuracy and

quality.

The principles of responsible AI dictate that users have the right to full disclosure so that they can make informed decisions on how to treat the product of a model.

Governance and accountability

Many of these issues are addressed through a robust governance framework. Processes for approving which applications are appropriate uses for each technology are an indispensable part of an Everyday AI culture.

The rules of responsible AI make it plain that individual data scientists are not the right decision makers for which models to apply to which use cases.

Their technical expertise is invaluable input, but they may not have the right mindset to account for wider concerns. Those that do make the decisions should set up policies that can be easily followed without laborious consultation; and they should be held accountable for the results.

As with all business decisions, it is important not to run and join the LLM procession just because you hear the band playing.

Wait, watch, evaluate. And then make the moves that are right for your organization. LLM has a place in the modern enterprise. Make sure you place it well.

Western Digital showcases new storage innovations at GITEX Global 2023

Ultrastar® DC H670 26TB SMR HDD & Ultrastar DC SN655 NVMe™ SSD now available in the Middle East for Cloud and Enterprise Data Center Customers.



Western Digital, a global leader in data storage solutions, is set to mark its presence at GITEX 2023 with a range of new products and solutions for the Middle East market, which cater to diverse enterprise storage needs.

Participating in the event through its partners, QNAP, ASBIS and Formonix, Western Digital will highlight its latest innovations in the enterprise sector with the new Ultrastar DC HC670 26TB1 UltraSMR HDD available now in the region. Focused primarily on solutions for providing the best HDD data centre storage density and low total cost of ownership

(TCO), the DC HC670 uses Shingled Magnetic Recording (SMR) in place of conventional data recording methods. This is further combined with a suite of technologies on a 10-disk platform like the Western Digital OptiNAND™ technology, energy-assisted perpendicular magnetic recording (ePMR), a second-generation triple-stage actuator (TSA), and proven HelioSeal® technology. These advancements result in an 18% increase in capacity,

providing enterprise customers who invest in the technology with exceptional storage capabilities beyond traditional solutions.

The presence of the Ultrastar line doesn’t end there, as Western Digital will also be showcasing the new dual-port Ultrastar DC SN655 NVMe™ solid-state drive (SSD). This enterprise-class SSD is designed for cloud and scale-out workloads providing high QoS consistency for the emerging workloads for big data, artificial intelligence,

and machine learning that are increasing in size and complexity making them the ideal solution for scaling capacity and maximizing GB/watt.

Commenting on the participation at GITEX Global 2023, Tareq Hussein, Senior Sales Director, Middle East, Turkey & Africa at Western Digital said, “We are excited to be present yet again at GITEX, one of the largest technology events in the world, to showcase the latest in our innovative portfolio of products. We take this opportunity during this mega-event to not only showcase our products, but to also interact with our customers, partners and industry leaders”.

In its continued efforts to bring the latest in storage innovations to its consumers, Western Digital recently launched

We take this opportunity during this mega-event to not only showcase our products, but to also interact with our customers, partners and industry leaders”.

the latest addition to the WD Blue® lineup, the WD Blue SN580 NVMe sSSD. Joining the award-winning portfolio, this new NVMe PCIe® Gen 4.0 SSD is aimed primarily at the creative enthusiast community and professionals for creativity, productivity, PC upgrades and elevating custom builds. It also marks the first in the WD Blue lineup to feature nCache™ 4.0 technology and NVMe PCIe Gen 4.0, that will enhance productivity and boost performance for

an optimized workflow. Available in capacities from 250GB up to 2TB, the slim and sleek SSD offers DRAM-less and low power requirements and is now available in the UAE starting from 199 AED.

Hussein continued, “Each of our products are targeted at a particular audience and to solve a pain point. Our extensive portfolio targets challenges faced not only by high-end enterprises, but also by content creators, smart video professionals and even gamers. We are proud to be able to address the diverse needs of our audience and look forward to bringing even more products and solutions to the regional markets”.

Furthermore, Western Digital will also be showcasing other innovative products in its expanded portfolio at the event, including the 22TB WD Red® Pro CMR HDD for network-attached storage (NAS) applications, and 22TB WD Purple® Pro HDD for smart video surveillance and video analytics.

Visit Western Digital during GITEX at the QNAP booth in Hall 3, ASBIS booth in Hall 2 and Formonix booth in Hall 13.



David Boast

Commvault signs agreement with UAE Cyber Security Council to strengthen national data protection

Commvault software automates mind-numbing IT tasks and makes data work harder for customers so they can gain invaluable insights for their businesses.

Commvault, a global enterprise leader in data management across on-premises, cloud, and SaaS environments, has signed a Memorandum of Understanding (MoU) with the UAE Cyber Security Council at GITEX Technology Week 2023 in Dubai.

The UAE Cyber Security

Council was formed in 2020 by the Cabinet of the UAE to support the UAE's ongoing commitment to safer digital transformation. The Council is tasked with creating and developing regulatory and legal frameworks that focus on cybersecurity and cybercrime, as well as

securing present and upcoming technologies in the region, all in the name of improving the country's cybersecurity outlook.

The collaboration will help protect UAE data and support government and private sectors with their continued digital transformation journeys. Commvault will support

We are actively working with both government and private sector organisations to help guarantee greater data protection and ensure enhanced sustainability, productivity and flexibility with the use of data”.

the UAE Cyber Security Council across cloud, both on premise and off premise workloads, whilst providing Risk Visibility on data protection. Commvault's team of global experts will also offer Ransomware recovery services, as well as proactive data security through Commvault's industry leading solutions. The agreement will help raise awareness of the dangers of cyber-crimes and outline best practices to ensure greater defence against data threats across the region.

HE Dr. Mohammed Al Kuwaiti Head of the Cyber Security Council of the United Arab Emirates Government said that the cooperation with

Commvault, the leading global company in the field of data management across local, cloud and SaaS environments, falls within the framework of the Council's keenness to enhance cyber security awareness culture in work places. Cyber security awareness enhances ways to confront cyber challenges and protect the privacy of digital information services for patients and the IT sector in general.

Dr. Mohammed Al Kuwaiti stressed the importance of protecting data, developing the skills of work teams in the field of digital safety, and the ability to respond to any challenges related to data and the digital sector. He indicated that the Cybersecurity Council is building a robust base to establish a safe and solid infrastructure for cybersecurity in the UAE. The Council intends to make this topic an integral part of the internal work culture for institutions and individuals. This change represents an embodiment of the leadership's vision and the UAE's proactive approach towards addressing the various challenges imposed by fast-paced digital technology transformation.

Dr. Al-Kuwaiti stressed that cooperation with Commvault is in this field comes in response to the rapid technological development in our contemporary world. This rapid development requires that we preserve

health records, ensure information security and data privacy.

Yahya Kassab, Senior Director & General Manager – KSA & Gulf for Commvault, said: “We are proud to be partnering with the UAE Cyber Security Council to provide cutting edge, AI driven, technologies to protect and manage UAE data. The nation has been ahead of the curve for many years by launching a clear Cyber Security strategy and vision, whilst continuing to grow and develop in the midst of rapid digital transformation. Today we are witnessing increasing Ransomware threats and cyber challenges both in the UAE and wider region. We are actively working with both government and private sector organisations to help guarantee greater data protection and ensure enhanced sustainability, productivity and flexibility with the use of data”.

Commvault's modern data protection platform delivers a unified customer experience, helping them secure, defend, and recover their data on-premises, at the edge, or in the cloud. Customers rely on Commvault for the broadest support of legacy applications, modern workloads, and SaaS applications, all managed through a single intuitive platform. With Commvault, customers get enterprise-grade data protection that delivers agility and cost optimisation

Vertiv and MDS SI Group Extend their Distribution Partnership in the Middle East and Levant Region

Vertiv and MDS SI group remain committed to customer engagement through events and trainings, supporting the adoption of latest technologies across the region.



Vertiv, a global provider of critical digital infrastructure and continuity solutions, recently announced the extension of its five-year strategic collaboration agreement with MDS SI

Group during the GITEX Global 2023 event.

“This renewal underscores the strong collaboration that both organisations have cultivated in the Middle

East and Levant region over the past three decades, consistently advancing technology solutions, offering top-tier products and exceptional on-the-ground support”,

commented Karsten Winther, president for Vertiv in Europe, Middle East and Africa. “As we navigate the dynamic digital landscape, we look forward to continuing our journey together towards delivering innovative solutions that cater to the ever-evolving needs of businesses across the region”.

“We are very pleased to extend our strategic partnership with Vertiv. As the Middle East takes center stage to be the next global data center hub, companies and industries of all sizes are actively increasing investments in the region. Vertiv, a global provider of critical digital infrastructure solutions provides an extensive array of programs and

As we navigate the dynamic digital landscape, we look forward to continuing our journey together towards delivering innovative solutions”.

services to cater to the essential infrastructure requirements. This will empower data center operators to enhance their operations, fostering greater value with more energy efficient operations”, commented Sami Abi Esber, President - MDS SI Group.

“The extension of our partnership with MDS SI Group will further solidify our strong ties in

the region”, said Tassos Peppas, Vertiv's regional director for Middle East, Turkey and Central Asia. “Together we will provide cutting-edge technology solutions to customers across diverse industries to ensure the demand for data management is consistently met with the highest standards, especially in the area of critical IT infrastructure”, he added.

In addition to providing the best-in-class products and solutions across the region, Vertiv and MDS SI group remain committed to customer engagement through events and trainings, supporting the adoption of latest technologies across the region. This agreement will enable customers to access industry-leading solutions during a time when digitalisation, 5G, Artificial Intelligence (AI) and other trends are driving growth from hyperscale data centers to the network edge.

For more information about Vertiv solutions, visit Vertiv.com.



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At GITEX, Careem showcases innovations to displace CO2 emissions

Since its launch in February 2020, Careem Bike has displaced over 2,976,482 tons of CO2, the equivalent of 834 cars emitting CO2 throughout the year.



Careem Bike, the e-bike service on the Careem Everything App, has displaced over 2,976,482 tons of CO2, the equivalent of 834 cars emitting CO2 since its launch in 2020, supporting the UAE’s target to cut emissions by 40% by 2030.

Meanwhile, in 2023, 53% of Careem ride-hailing trips have been completed with hybrid or electric vehicles. Careem’s UAE fleet currently offers over 75 electric Teslas and more than 1,400 hybrids. Hybrid cars emit one third the emissions that internal-combustion engines do.

Mudassir Sheikh,

Careem Bike is now one of the largest pedal-assist bike-sharing networks in the world”.

CEO and Co-founder at Careem, said: “As the UAE embarks on an ambitious journey to reach Net Zero by 2050, we’re excited to see more and more people contributing to the displacement of CO2 emissions by choosing bike-sharing for transport. We’re also proud to see over half of all Careem rides in the UAE completed with hybrid or electric vehicles. We look forward to further increasing the number of hybrid or electric taxis and limousines in Dubai to contribute to building a more sustainable city”.

Sami Amin, Senior Director of Operations at Careem, said: “Careem Bike is now one of the largest pedal-assist bike-sharing networks in the world, showing that Dubai residents and tourists are actively choosing more sustainable modes of transport. We are excited to partner with the RTA to grow Careem Bike and reach the milestone of displacing nearly 3 million tons of CO2”.

Launched in partnership with the Dubai Roads and Transport Authority (RTA), Careem Bike has grown to become one of the largest pedal-assist bike-sharing networks in the world. Careem Bikes are used by residents and tourists throughout the year, even throughout the UAE’s summer months. The highest number of monthly active users was recorded in March 2023 at 26,557, while in July and August 2023 Careem Bike was still used by an average of 11,034 monthly active users.

Pure Storage Ushers in the Next Generation of Storage as-a-Service, Paying for Customers’ Power and Rack Space

Already the leader in SLA guarantees, Pure Storage adds expanded commitments to ensure enterprises’ energy-efficiency, capacity density, and data loss protection.



Sujoy Banerjee

Pure Storage®, the IT pioneer that delivers the world’s most advanced data storage technology and services, has advanced its Evergreen® portfolio with the introduction of a first-of-its-kind commitment to pay its customers’ power and rack space costs for the Evergreen//One™ Storage as-a-Service (STaaS) and Evergreen//Flex™ subscriptions. Also, Pure Storage is unveiling new No Data Migration, Zero Data Loss, and Power and Space Efficiency guarantees, coupled with flexible upgrades and financing, across the Evergreen portfolio.

“With the expansion of Pure’s Evergreen portfolio, we continue to challenge the status quo of enterprise Storage as-a-Service, yet again delivering industry-first guarantees and AI-powered services to solve problems for our

customers. As enterprises feel increased pressures to maximize resource and energy efficiency and to safeguard their data from disaster, we are providing them with unparalleled levels of resiliency and efficiency all through a simple and smart services platform,” said Prakash Darji, VP and GM, Digital Experience Business Unit, Pure Storage.

Industry Significance: For years legacy Storage as-a-Service (STaaS) vendors have packaged the same CapEx solutions on an OpEx basis, ignoring what it means to deliver a true service. What enterprises want from STaaS are SLA-based outcomes that not only optimize IT budgets and spending but also optimize labor, while furthering security, sustainability, and agility goals.

Pure Storage first disrupted the storage ownership

experience with the introduction of its Evergreen architecture in 2015 and has since grown its storage subscription portfolio to meet each customer where they are. In 2018, Pure Storage launched Evergreen//One, the industry’s first true enterprise STaaS offering, delivered and managed via unique SLAs and guarantees. In 2022, Pure Storage introduced Evergreen//Flex, combining storage ownership with fleet-level consumption economics. With relentless innovation, Pure Storage continues to push the boundaries of what enterprises expect from their storage experience.

Today’s announcement represents the next major evolution in enterprise STaaS. As the most energy efficient technology in the market - helping customers achieve up to 85% reduction in energy use and carbon emissions and up to 95% less rack space than competing offerings - Pure Storage again disrupts the market with a commitment to pay its customers’ power and rack space costs, aligning TCO savings and long-term efficiency goals.

Combined with new guarantees, flexible financing, enhanced resilience, and AI-powered service capabilities, Pure continues to eliminate the status quo, driving choice and flexibility in purchase

and consumption with its Evergreen-based services.

News Highlights:

- **Industry-First Paid Power and Rack Commitment:** Pure Storage will pay for its customers’ power and rack space through an Evergreen//One Storage as-a-Service (STaaS) and Evergreen//Flex subscription to take responsibility for the associated costs of power and rack unit to run our offerings. By eliminating the growing challenges of managing rising electricity costs and rack unit space, Pure Storage further exemplifies what it means to offer a true, seamless cloud experience, on premises. The one-time, upfront payment can be made directly as cash or via service credits, is based on kilowatt per hour (kWh) and Rack Unit (RU) fixed rates, and is proportional to the customer’s geographic location and contract size.
- **Power and Space Efficiency Guarantee:** While Evergreen//One and Evergreen//Flex customers benefit from a paid power and rack commitment, expanded guarantees support customers who opt to own their storage via an Evergreen//Forever™ subscription, further establishing Pure Storage as the most innovative

subscription portfolio in the enterprise storage industry. The Power and Space Efficiency Guarantee supports Evergreen//Forever customers’ efforts to consume less power and store more data with less space, reduce energy costs, and report more accurately with transparent measurement of actual Watts per terabyte (TiB). If the guaranteed Watts/ TiB or TiB/Rack is not met, Pure Storage will cover the tab. The Energy Efficiency guarantee is already available as an Evergreen//One SLA.

- **New Future-Proof Business Guarantees:** With new No Data Migration and Zero Data Loss guarantees for Evergreen//One (SLA), Evergreen//Flex, and Evergreen//Forever, Pure Storage empowers its customers to mitigate unplanned costs due to data loss incidents, while maintaining day-to-day business operations amid upgrades. With the Zero Data Loss guarantee, Pure assures data protection with advanced data recovery services for any hardware or software product-related incidents, at no cost. With the No Data Migration guarantee, Pure ensures seamless technology upgrades with no data migrations,

reducing customers’ overall risk exposure, cost of ownership, and e-waste. In fact, Pure’s Evergreen architecture extends equipment life up to 10 years or more.

- **Flexible Upgrades and Financing:** Pure eliminates the need for major upgrades while providing customers with more choice. Pure’s Ever Agile program now includes a capacity plus controller trade-in delivered at up to 20% lower price than new controller costs. Meanwhile, the Capacity Consolidation program now includes expanded capacity trade-in credits valued at up to 50%. The latest updates, available via Evergreen//Forever, give customers flexible access to the latest innovations in performance, density, and energy efficiency. Additionally, with extended STaaS financing options for Evergreen//One, customers also gain flexibility in the procurement and deployment of Evergreen//One.

“Today, business success goes hand-in-hand with environmental responsibility. The introduction of a Paid Power and Rack commitment stretches the limits of innovation in the antiquated enterprise storage market. The latest Evergreen enhancements successfully balances enterprise requirements to make progress towards achieving critical ESG and net zero goals using incentives, while establishing peace of mind when it comes to data loss”, said Scott Sinclair, Practice Director, Enterprise Strategy Group (ESG).



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Eight out of Ten UAE CEOs See AI as an Important Enabler for Cybersecurity

Palo Alto Networks releases research on UAE's CEOs stand on cybersecurity at GITEX 2023.

According to new research by Censuwide, commissioned by Palo Alto Networks, 95% of UAE organisations surveyed plan to increase investment in Artificial Intelligence (AI) technologies to improve their respective cybersecurity strategy, with 81% seeing AI as an important enabler for their organisation's overall approach to cybersecurity.

“As organisations adopt new technologies at a rapid pace, it is critical that they take steps to improve their cybersecurity posture, including their ability to detect and respond to threats in real-time”, said Ercan Aydin, Regional Vice President at Palo Alto Networks, Middle East and Africa (MEA). “By incorporating AI into their cybersecurity strategies, organisations in the UAE and regionally can improve their ability to defend



Ercan Aydin

By incorporating AI into their cybersecurity strategies, organisations in the UAE and regionally can improve their ability to defend against a wide range of cyber threats”.

against a wide range of cyber threats, reduce response times, and gain better visibility into their security posture – combined with other best cybersecurity practices such as employee training, strong policies, and a layered security approach”.

The research found that 94% of UAE respondents understand the potential cyber risks, and 89% feel their organisation is cyber-ready. However, 52% of organisations researched said they have seen an

increase in cyberattacks in the past 12 months.

69% of CEOs researched said that cybersecurity is a board-level issue within their organisation, 39% have said they are accountable with the CIO for ensuring their organisation is protected against cyberattacks, especially if that could impact the business, customers and reputation.

While 65%5 said they are looking to increase investment in cybersecurity protection, 92% of respondents have confirmed that their company's CIO or CISO plan to lower the number of security solutions deployed in order to reduce complexity.

Palo Alto Networks is showcasing its leading cybersecurity technology at GITEX Global 2023, with live demos of its best-in-class cybersecurity platforms representing three main security pillars plus services: Strata (The Networks Security with NGFW and SASE), Cortex (Endpoint security and SoC Automation, Unit 42 Incident Response), Prisma Cloud (Cloud Security) and Professional Services.

Veritas Director weighs in on GITEX 2023 participation

Ramzi Itani, Regional Director, Middle East at Veritas Technologies, discusses the opportunities and points of interest presented by GITEX Global 2023.



Ramzi Itani

If a cyber-attack is a matter of ‘when’ rather than ‘if’, knowing ‘when’ becomes critical”.

GITEX serves as a melting pot for innovation, fostering partnerships, and exploring the emerging trends that are shaping the future of the technology landscape. It's a great opportunity to connect with customers and partners to showcase our market-leading data management and protection expertise. The evolving cyber threat landscape poses significant challenges for businesses worldwide. AI and emerging technologies are creating huge security risks and cybercriminals are exploiting them to build more sophisticated forms of attack. Yet,

the majority (77%) of UAE organisations are also turning to AI technologies to boost security. Given AI's dual nature as a force for both good and bad, the question going forward will be whether organisations' AI protection can outpace hackers' AI attacks.

Within our own customer base, we're seeing organisations embrace autonomous data management platforms, where the solutions use AI and machine learning to self-provision, self-optimize and self-heal. If a cyber-attack is a matter of 'when' rather than 'if', knowing 'when' becomes critical. Data protection strategies with inbuilt AI-powered anomaly detection can alert admins to suspicious behaviour and trigger automated recovery, minimising damage from successful attacks.

In today's evolving cyber threat landscape, the biggest takeaway from this year's event will be around how organisations can arm themselves with intelligence-driven technologies that ensure business growth is met with resilience.

Empowering creation

Fissal Oubida, GM of Middle East, Africa, and the Indian Subcontinent, and Global Marketing Director at Lexar, spoke to CNME Editor Mark Forker, to explain how their suite of solutions enables their content creators to weave their magic, the importance of data storage in the current and complex digital economy – and he highlights the cutting-edge products Lexar will be demonstrating at GITEX Global.



Fissal Oubida

For our readers who may not be aware of what Lexar does, can you please provide them with a brief overview of the company's journey - and what your mission statement is as an organization?

For over 25 years, Lexar has been a leading global brand in memory and storage solutions.

Our award-winning lineup performs second-to-none and includes memory cards, USB flash drives, readers, and solid-state drives for retail and OEM customers.

Whether shooting photos, capturing video, or simply transferring and sharing files on the go, Lexar memory solutions provide the performance and reliability needed to get the most from your digital device.

All Lexar product designs undergo extensive testing in

the Lexar Quality Labs with thousands of digital devices, to ensure performance, quality, compatibility, and reliability. Lexar products are available worldwide at major retail and e-tail stores.

Lexar has enjoyed tremendous success since its inception in 1996, but in our fast-paced and volatile world, where data is king, how have you evolved as a company and adapted your products and solutions to meet the changing demands and expectations of your customers?

Data storage has become indispensable amidst the rapidly growing internet users in the region, coupled with the steep rise in the volume of data generated from various digital platforms.

This has resulted in

a significant demand for more advanced and secure data storage solutions, a trend we expect will continue to grow for the foreseeable future.

Data storage for professional photographers, videographers, and content creators from the media and entertainment industry can be rather complex and challenging.

Given that both these industries continue to face unprecedented challenges in the digital era, the demand for high-quality content, the proliferation of formats and platforms, the need for scalability and agility, and the threat of cyberattacks are some of the factors that put pressure on the industry's data management capabilities.

Lexar is not just perfectly positioned to capitalize on the growing demand for

Data storage for professional photographers, videographers, and content creators from the media and entertainment industry can be rather complex and challenging.”

memory and storage solutions through our wide range of products, we also have been able to anticipate and respond to the evolving needs of our target market.

Moreover, data security is of topmost importance for Lexar – all of our new portfolio of memory solutions features data security

technology called 'Lexar DataShield', which is an advanced software that keeps files safe with 256-bit AES encryption.

In terms of industry verticals, what would you say is your biggest market? Is it the gaming sector, or professional content creators?

Lexar's award-winning product portfolio has a proven track record of allowing content creators to capture for longer, while offering blazing transfer speeds to accelerate workflows.

Our products are designed to enable photography and videography professionals and enthusiasts get their best shot, while allowing gamers to play at their peak without worrying about load times, stuttering graphics, or game lag.

We are diligent in working to consistently improve our storage offerings for photographers, gamers and professional content creators around the world.

We know that those who provide memory solutions operate in a saturated marketplace, and it is an ultra-competitive environment. With that in mind, what is it that ultimately differentiates Lexar from other providers of memory solutions?

It is a combination of factors that gives Lexar a definite competitive edge in today's marketplace.

To begin with, our focus on Research & Development. Over the years Lexar has invested millions of dollars in its world-class R&D facilities with the overarching goal of bringing to market memory and storage solutions that are technologically superior and address the evolving needs of today's consumers.

Our product designs undergo extensive testing in the Lexar Quality Labs, facilities with more than 1,100 digital devices, to ensure performance, quality, compatibility, and reliability.

And we are committed to providing outstanding customer service, with friendly interactions, personalized advice, and expert support.

With this dedication to performance, reliability, and support, customers can count on Lexar when it comes to

storing the memories that matter.

Moreover, innovation and customer-centricity are at the core of everything we do at Lexar, as is evident from the superior performance of our products and the trust shown in us by our ever-growing customer base.

GITEX Global will be a forum for us to demonstrate how we harness the wonders of technology to create cutting-edge memory and storage solutions that thousands of our customers rely on every single day.

GITEX Global is the region's flagship technology and IT conference, what can attendees expect to see at Lexar's stand during the event - and will you be launching any new products or solutions?

GITEX Global is the world's largest technology show, bringing together exhibitors and visitors from across the globe.

The event is an ideal platform for us to showcase our award-winning range of memory and storage solutions that are designed to specifically meet the unique needs of consumers in the Middle East and Africa region.

Lexar aims to showcase the future of flash memory solutions at Gitex Global 2023.

We will be demonstrating our new, expanded portfolio that is designed on Lexar's corporate pillars of Reliability, Data Security and Quality for photographers, videographers, gaming professionals, content creators and PC enthusiasts.

The new product lineup includes microSD™ cards, internal SSDs, DRAM and portable SSDs, which are designed to work seamlessly with multiple devices such as sports camcorders, tablets, smartphones, and even drones.

As is the case with all Lexar products, the newly expanded portfolio will offer high-speed performance combined with higher memory capacities, allowing users to capture, access, play video/games and transfer high-definition multimedia files including 4K video at blazing speeds.

Lexar will also be showcasing memory solutions with a unique rugged design that are water and dust resistant, capable of handling shocks from a height of 3 meters.

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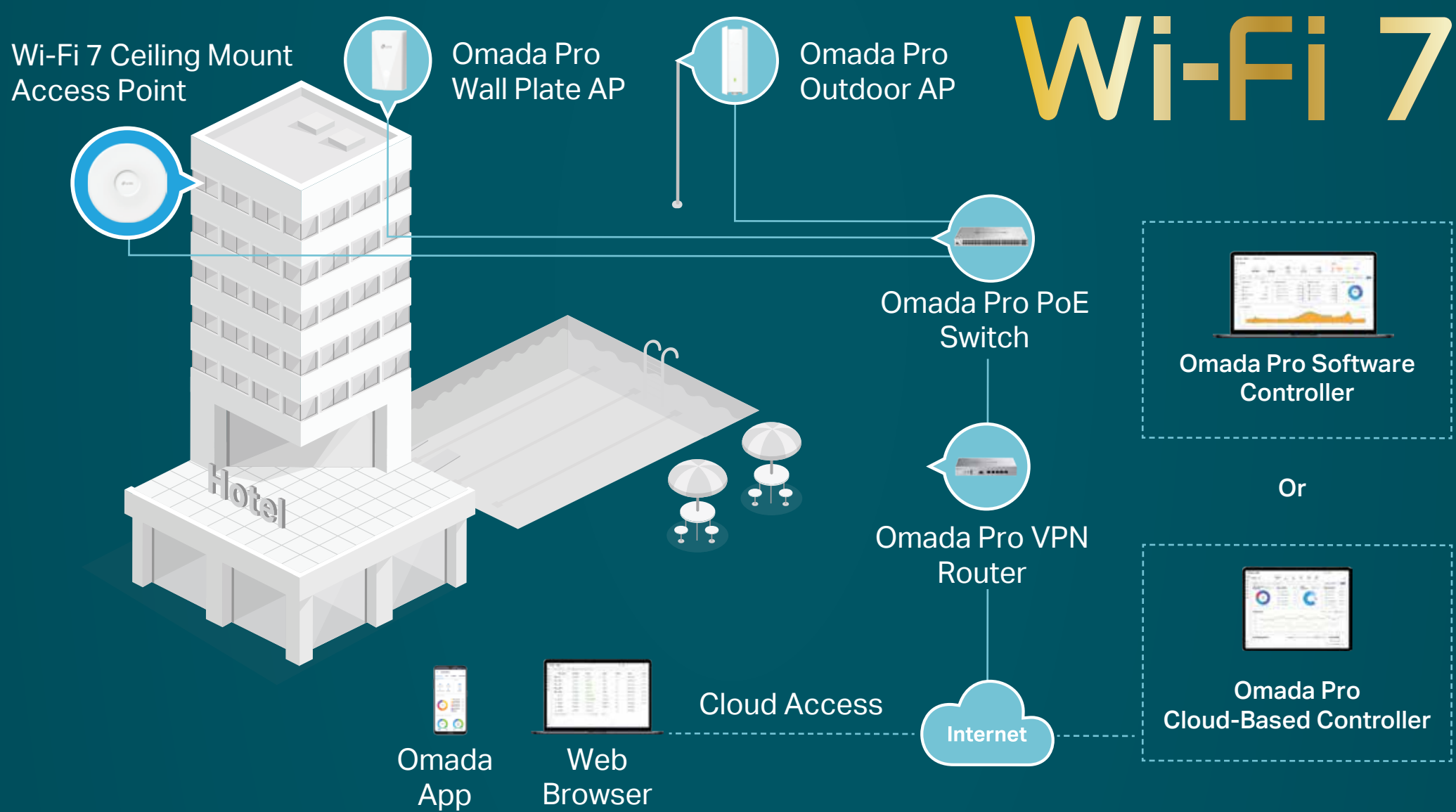


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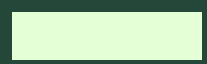
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The Picture Says it All!

A 2023 Gartner® Magic Quadrant™ Leader
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Figure 1: Magic Quadrant for Primary Storage



Source: Gartner

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