GITEX TECHNOLOGY WEEK
60 MINUTES

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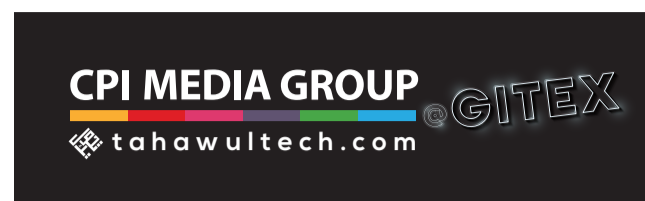
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Pure Storage puts innovation first at GITEX 2023

Omar Akar, Regional VP for Middle East & Emerging Africa at Pure Storage, tells Anita Joseph how the company is constantly innovating and evolving its products and solutions range to help businesses improve agility, profitability and business continuity.

What is your key focus/theme for this year's edition of GITEX

Our involvement at GITEX this year holds significant importance for us, and the UAE is a pivotal hub for the whole emerging market. The substantial investments and emphasis on technology development in the UAE are evident, and our participation in GITEX reflects our unwavering commitment to this thriving ecosystem. It's a unique opportunity for us to spotlight the array of cutting-edge technologies that

Pure Storage has been introducing, especially in recent times. We've made some remarkable announcements, some of which are directly related to our all-flash data center solutions. We are dedicated to aiding customers in their

transition towards a digitally transformed infrastructure, one that enhances efficiency, elevates service level agreements (SLAs), streamlines operations, and, most importantly, helps them achieve their sustainability goals. The UAE's strong focus on sustainability, as exemplified by its alignment with United Nations mandate and Vision 2030's clean energy mandate, makes this even more vital. Our showcase revolves around innovations around the all-flash data center.

Another exciting pillar of our strategy is the subscription model. We're urging customers to embrace an SLA-driven, Pay-As-You-Go infrastructure to boost agility and reduce overall costs. Our Evergreen model is already well-established as a leading subscription service for infrastructure as

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SolarWinds are real game changers at GITEX 2023

Anita Joseph caught up with Sascha Giese of SolarWinds to discuss how observability helps organisations transition seamlessly to the cloud

Can you explain the evolution from monitoring to observability?

Monitoring used to be the go-to solution to address challenges in the past, but it no longer suffices in today's dynamic environment. Everything is constantly in motion, shifting to the cloud or multi-cloud setups, which brings complexity due to various vendors. Observability is the game-changer here. Unlike monitoring, it empowers us to leverage the data we collect and provides invaluable support for users. It eliminates the need for manual scrutiny of individual layers, and our

goal is to assist IT administrators in their daily operations, benefiting larger organisations.

What role does observability play in ensuring the success of digital transformation projects and enhancing the user experience?

For many organisations

embarking on the journey to the cloud or digital transformation, it can be a complex process. Migrating workloads from on-premises to the cloud is a significant part of this shift. The challenge lies in understanding if these workloads will

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Take a deep dive into Avaya's forthcoming plans

Fadi Moubarak, VP, Channels at Avaya, took the time to discuss updates to their partner program, channel goals and their GITEX participation.

Can you tell us about any updates about your partner program and what it aims to achieve?

In general, I mean the channel program obviously always followed the company strategy, which is basically retainment for our customers. So, we'll start with retaining our base, which has proved over the year to be the solid foundation that allowed Avaya really to manage this turbulence and the transition. We have a huge set of very loyal customers and partners that we want to retain. Of course, we're always aiming at winning new customers, but we don't want to do that at the expense of the base. We

have, we do an additional we have and start that transformation journey, which our slogan says your path, your choice, and your face. So, the program must be aligned to that in the sense of guiding and rewarding the partners or the behaviour that aligns to that strategy. And that strategy, by the way, is resonating very well with customer, our partners, because our base is their

base.

We have globally, 75% of our business roughly goes through partners. So whatever customer we have is also their customers. So, they want to retain that base. So, we transform the channel program to reward partners who would retain that customer renew every single contract we have, whether it's a maintenance contract, it's a subscription contract, it's a cloud contract, and start the transformation journey in terms of driving innovation without disruption. When we talk innovation without

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Building a stronger defence with the power of positivity

Alexey Lukatsky, Business Security Consultant at Positive Technologies tells Anita Joseph how the company uses AI-driven insights to help businesses bolster their cybersecurity defences.

We're two days into GITEX. What's it been like, and what are you showcasing at the event?

Well, GITEX has been a great experience so far. We are a Russian-based company with a global presence. Our core focus is on detecting and countering threats, ATP groups, and malicious activities worldwide. At the event, we are demonstrating technologies that can help government and finance sectors detect and respond to various triggers. We're emphasising network detection and

response, EDR, web application security, viral sandboxing, black-box testing, and application code scanning. What sets us apart is our deep expertise, as our security researchers work on both the Blue Team and Red Team, contributing their insights to our product development. We incorporate pattern analysis, anomaly

detection, machine learning models, and more into our products, which in turn helps us and our customers in bolstering their cybersecurity defenses.

With the rising threat landscape and a shortage of qualified personnel, how does this affect threat detection and response, especially in this region?

Indeed, the shortage of skilled cybersecurity professionals is a pressing issue in this

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Pure Storage...

a service. Now, we're taking it a step further by offering to cover your electricity and bills. This isn't just about delivering SLA commitments; it's about going above and beyond to provide an end-to-end cloud experience.

What are some of the products and solutions Pure Storage is showcasing at this year's GITEX?
As much as 20% of our revenue goes back to R&D and so you can see how innovation is a key success factor for us. Pure was known to be a primary storage provider for mission

critical applications. Recently, we launched the E Family which delivers a subset of data services for lower tier workloads with

easy access to data. For AI to succeed, being able to access data easily is very, very critical. FlashArray//E, the newest addition

to the Pure//E family, further extends the energy savings and operational benefits of FlashArray to even more of the data

Omar Akar

> **This isn't just about delivering on commitments; it's about going above and beyond to provide an end-to-end cloud experience".**

repository market previously served only by disk storage.

Another thing we're introducing are the new SLA commitments as part of our Evergreen/One SLA-driven infrastructure. Evergreen//One combines the agility and flexibility of public cloud storage with the security and performance of an all-flash sustainable infrastructure. This

guaranteed, SLA-driven storage service improves how data is stored, mobilized, and protected.

We've also announced a next generation resiliency solution as part of the Pure Protect portfolio, which is a commitment to supporting our customers with their future business continuity strategy. This is primarily what we're announcing at GITEX.

Avaya...

disruption, the partners have a big role to play. I mean in the sense when you don't want to disrupt an operation, you must understand it and really navigate through the way they operate and the challenges or opportunities they're trying to address. And our partners are even very close to the customer, and they know that operation. So, they have a lot of services or complementing solutions that they usually bring into the equation for us to be able to deliver on that transformation journey without disruption.

So, we see partners now coming to us really with very creative ideas of, okay, we have that base. This is what they have, this is what they need, these are the things we can add to your solutions and compliment your solutions with to take them in a phased approach from point A to point B wherever that point B is. Which by the way, point A to point B for the customer. In a certain industry, usually the path even defers in the same industry in the same country, you see two banks going around the opportunity they see in two different ways or in

the hospitality sector or in the government sector. Citizen services are becoming, governments are starting to think like a private sector about their customer experience, citizen experience, employee experience, and collaboration. So, the program we built it to reward them for retaining the base and for selling certain solutions that will accelerate the transformation to the new CX journey they anticipate. So, we have two types of rebates. One is volume based in the sales sense, this is your retention, additional retention rate. If you increase it by X percent, you'll get a reward. That X percent is achievable and valuable for them as well as for us. And there are transactional rebates which reward them for selling specific cloud solutions or hybrid solutions that we believe customers really will impact their transformation journey and drive innovation into those operations.

What are your channel goals and mission for the year ahead?
So, the channel goals is basically I would say three things. We are monitoring closely apart from the fact that in a way deenergize our China community in the sense of reducing unloyalty or those who chose to go on a different path, we're

Fadi Moubarak

> **We have a huge set of very loyal customers and partners that we definitely want to retain".**

going to reduce that. We want to reward the loyal one, divide the business on a smaller number of partners. It's not the quantity, the one thing that we always hear from our partners is that we don't crowd our markets with a lot of partners. And that's a value as a vendor. We drive our partners; we have a set of loyal partners that they're actively doing the work. We don't need to have a crowd.

So that's one to kind of make sure we are right sized in terms of market coverage. Number two, to drive certain initiatives about focus around selling our innovation solutions, whether cloud or hybrid.

And that we are monitoring, and we want to achieve a certain target through a subset of those partners. Those that have taken the decision to take that journey with us.

By the way we respect our partner's choices in terms of their strategy. It's not about forcing our strategy on them, it's about presenting it to them, and they buy into it, then let's work together and if they defer something, prefer something different, we respect that. And if it's still a win-win, then so be it. So that's the second angle. And the third angle being out of all the turbines we have, we're monitoring the wind of new robots to win new customers and monitored that growth in that sector.

How important is GITEX for your company and what value does it bring to your company?

Oh GITEX, I think one of the two most valuable events for us globally, one happened I in the US and that's the second one for the international markets. Even this year we start seeing customers from the US joining us here because Tex first has become not a region event, it's truly a global event. We see customers coming from Australia, from Japan, South Africa, UK, us from all over these regions coming here. Whether vendors presenting here, customers coming here, partners bringing customers here. So, for us it's a point of, it's a very, how do you say, concentrated outreach to our customers because we bring them all in one place, get them exposed to all of our solution in the most efficient manner, get exposed to our top executives, CEO down, which are present with us and we get exposed to them. And so, it's like six months' worth of sales efforts concentrated in one week because we have all the decision makers coming here from our side, from our partner side, and from the customer side, from top customers. So that's proving invaluable, and they rely on it is always very impressive. We measured it by deals influenced and eventually closed that we booked and it's always meeting our expectations.

Solarwinds...

function smoothly in the cloud and the cost implications. Just moving everything to the cloud can quickly become expensive. Observability steps in to help organisations estimate costs, ensuring a seamless transition. It's all about making services available 24/7 from anywhere, and observability assists in achieving that.

> **Observability is the game-changer here. Unlike monitoring, it empowers us to leverage the data we collect and provides invaluable support for users".**

Are there additional benefits of observability, such as addressing skill shortages and reducing environmental impacts?
Absolutely. Observability is a game-changer for addressing skill shortages. By automating manual tasks and freeing up IT personnel from firefighting or routine issues like password resets, it greatly improves efficiency. On the environmental front, we need to be conscious of our impact. Observability can help organisations optimise resource utilization, ensuring that they don't waste energy and resources. It's about changing the way we think about resource utilisation and being more environmentally responsible.

How has GITEX evolved over the years?
GITEX has grown significantly over the years. I've been attending since 2018, and it's been an interesting journey. While 2020 was an exception due to the pandemic, GITEX continues to expand. There are more halls, more vendors, and it feels like it gets more crowded each year. It's a fantastic platform for engaging with interesting vendors, having insightful discussions, and networking. It's almost like a family reunion because you get to meet other vendors and partners once a year. Plus, I have to say, I love the food here in Dubai, so I keep coming back.

Sascha Giese

Positive Technologies ...

region. To address this, we've established a point of presence for Positive Technologies, where we use automated solutions for threat detection, analysis, and rule creation. We also leverage machine learning models and datasets, integrating these into our products. In some cases, we share indicators of compromise through feeds with other organisations, helping them protect their customers as well. This collaboration allows us to provide robust protection even when there's a shortage of qualified experts in the region.

Based on your research and observations, what are the main cyber threats facing this region right now?
Middle East is not dealing with anything remarkably unique in terms of cyber threats. In our recent research, we've observed threat actors and activists, some of whom seem to target this region due to its volatile geopolitical situation. These attackers focus their activities against governments and enterprises, particularly those associated with governmental operations. We've seen a substantial number of attacks, around 86%, originating from these threat groups. The methods they employ are somewhat conventional, such as phishing, which is often effective due to the lack of security awareness and solutions on the part of many individuals. Exploiting these vulnerabilities, they infiltrate corporate and government networks and spread malware. How is Positive

Technologies incorporating emerging

Alexey Lukatsky

> **Identity Protection by Resecurity is pivotal in fortifying Dubai's digital infrastructure and bolstering the Emirate's digital economy".**

technologies like AI and automation into its IT security solutions?
We actively incorporate artificial intelligence, especially in our approach. We organise one of the world's largest cyber exercises, involving numerous Red Teams from different countries. This provides us with an extensive dataset of threats, techniques, and tactics, which we use to enhance our machine learning models integrated into our products. We also use machine learning to generate simulated attacks on various security solutions to test their detection capabilities. Furthermore, we leverage ML to create synthetic data that enhances the effectiveness of our solutions. In addition to AI, we have dedicated departments for security analysis of disruptive technologies, including blockchain, AI, biometrics, big data, and quantum computing. We evaluate these technologies from a security perspective, identifying vulnerabilities and weaknesses. This analysis allows us to offer valuable guidance to vendors and customers implementing these technologies in their operations.
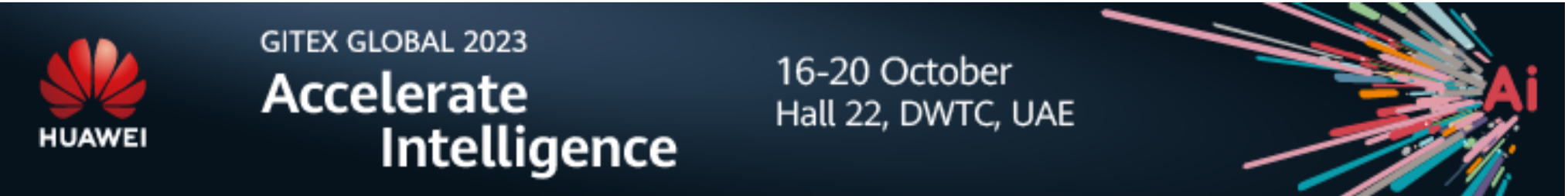
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Avaya, Summit Technology Awarded Contract for Magdi Yacoub Global Heart Centre in Cairo

The under-construction Magdi Yacoub Global Heart Centre in Cairo will be an advanced healthcare facility that will triple the number of outpatients that the organisation can serve.

The Magdi Yacoub Heart Foundation, an NGO dedicated to offering free-of-charge medical services to the Egyptian people, has selected Avaya technology to power communications at its new healthcare facility being built in Cairo.

The under-construction Magdi Yacoub Global Heart Centre in Cairo will be an advanced healthcare facility that will triple the number of outpatients that the foundation can serve. Delivering the latest techniques in cardiovascular medical care, the facility will be able to treat up to 12,000 patients annually, enhance the treatment provided to newborns with congenital heart disease, and enable telemedicine that can extend medical support across the continent.

Integrated by Summit Technology Solutions, an Avaya Diamond partner, the Avaya technology being deployed underpins every layer of communication at the new facility. The premise-based stack will deliver seamless collaboration between 1,500 users – including doctors, support staff and administrative staff. Meanwhile, a contact center deployment built on the same platform will enable agents to effectively serve patients across a range of channels.

The scalable and sustainable communications solution spans the entire facility ecosystem. When completed, with direct integration with the facility's health information system, it will streamline internal communications to simplify complex processes, improve care team coordination, and increase patient safety. All backed by world-class security, reliability and performance.

> ## We are proud to be supporting the foundation as it expands its ability to deliver life-saving treatment".

And with enhanced multi-location communications connecting the new facility with the foundation's academy, the Magdi Yacoub Global Heart Centre in Cairo will contribute to upskilling around 1,750 healthcare professionals. Surgery rooms will be linked with lecture halls via video communication, to enable remote demonstrations and live teaching from across the campus.

The solution will also enable the foundation's contact center agents to intelligently communicate with customers calling into its contact center to drive more personalized, effective care across a variety of communications channels.

"In addition to improving access to quality care, the Magdi Yacoub Heart Foundation is integrating research, innovation, and training in a way that is unprecedented in the region. We are proud to be supporting the foundation as it expands its ability to deliver life-saving treatment", said Nidal Abou-Ltaif, SVP – Global Head of Sales, Avaya, and President, Avaya International.

Magda El-Sabee, CEO, Summit Technology Solutions, added: "Our aspiration is to help the Magdi Yacoub Heart Foundation scale up operations to meet the significant, growing demand for cardiovascular treatment by those who need it most. And while the main beneficiaries of this new facility will be Egyptians, the new centre will also be able to accommodate some more of the complex cases from the MENA region, GCC and Africa. This is an exciting, humbling and important project to be a part of".

The announcement on the foundation's partnership with Avaya and Summit Technology Solutions was made at the 2023 edition of GITEX Global. Avaya's presence at GITEX Global comes in partnership with Alcatel-Lucent Enterprise, Imperium Software Technologies, and Sestek.

Visit Avaya at its stand in Zabeel Hall, at Dubai World Trade Centre between October 16 and 20, 2023.

G42 and OpenAI partner up to deploy cutting-edge solutions

G42 and OpenAI launch partnership to deploy advanced AI capabilities optimised for the UAE and broader region.

G42, the leading UAE-based technology holding group, has announced a partnership with OpenAI, the AI research and deployment company behind ChatGPT, to deliver cutting-edge AI solutions to the UAE and regional markets.

This partnership will focus on leveraging OpenAI's generative AI models in domains where G42 already has deep expertise including financial services, energy, healthcare and public services. OpenAI will work with G42 to accelerate the solution development process, ensuring that organisations can best leverage the power of generative AI in their specific use cases.

Through solutions built by G42, organisations in the UAE and the region will be able to simplify the process of integrating these advanced AI capabilities into their existing enterprise landscapes, unlocking the potential of OpenAI's models.

To drive this expansion across the entire region, significant AI-ready infrastructure is imperative. G42 will prioritise its substantial AI infrastructure

> ## We are excited to join OpenAI on the journey to shape a future where AI benefits all of humanity".

capacity to support OpenAI's local and regional inferencing on Microsoft Azure data centres.

Commenting on the partnership, Peng Xiao, Group CEO, said: "At the core of our mission lies the pursuit of AI as a transformative force for good, fueling innovation and progress. Our partnership with OpenAI transcends technological synergy; it's a convergence of value and vision. We are excited to join OpenAI on the journey to shape a future where AI benefits all of humanity".

Sam Altman, Co-Founder and CEO of OpenAI, stated: "Our partnership with G42 is a significant commitment to further harnessing AI's transformative power. Leveraging G42's industry expertise, we aim to empower businesses and communities with effective solutions that resonate with nuances of the region. This collaboration lays the foundation for equitable advancements in generative AI across the globe".

Both organisations will continue to explore ways to accelerate generative AI innovation and adoption globally.

G42's efforts in the field of generative AI are currently on full display at GITEX Global in Dubai where its portfolio companies are showcasing a wide range of offerings that span across multiple industries.

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Security That Enables Digital Transformation: Gitex Global 2023

Mohammed Eissa, Regional Sales Director, MEA, Entrust shares their hopes and expectations for GITEX 2023.

Mohammed Eissa

Our world is evolving faster than ever. Technology has woven itself into our daily lives, bringing unprecedented convenience and posing new challenges. As we step into the 43rd edition of GItex Global, we are at a crossroads: a world where much of the way we interact and conduct business and commerce is digital first, and one where data, privacy, and identity are under rising threats.

Our ability to add trust and security into this digital-first world is the key to unlocking its many benefits to business, government, and our everyday lives.

At Entrust, securing the digital world isn't just a mission; it's wound into the very fibers of our DNA. We take this mission seriously because our customers take this mission seriously. We know that when we provide solutions that protect data, enable strong identities and secure payments, we are enabling everyday moments that require a high degree of trust. They are astonishingly easy for end users – and highly complex to implement.

As digital life accelerates, we're helping our customers solve bigger challenges, like Zero Trust frameworks and multi-cloud network security. We are enabling more seamless and secure travel, and readying enterprises for post quantum encryption. And we are helping banks and governments secure and enable digital-first journeys for account opening and government services.

> **Our involvement at Gitex is a reflection of our mission and values, and we encourage everyone to join us on this journey".**

This year, the focus on cybersecurity is a united effort to create a safer, more resilient cyberspace. It has garnered recognition from federal, state, and local governments, along with industry and academic leaders. Cybersecurity is a team sport. Our involvement at Gitex is a reflection of our mission and values, and we encourage everyone to join us on this journey. Together, we can build a safer, more resilient digital future.

Redington Shines the Spotlight on B2B E-Commerce Platform at GITEX Global 2023

The main theme for the company's e-commerce team at the tradeshow is 'Re-shaping the future of Digital Distribution in B2B E-commerce.'

Redington, the leading technology integrator and innovation powerhouse, is putting the spotlight on its unique B2B E-Commerce Platform at GITEX Global 2023.

Redington's B2B e-commerce platform is rapidly gaining traction across the globe. The platform is poised to transform the landscape of business transactions, providing a seamless and digital avenue for channel partners to procure technology products and services efficiently.

GITEX Global is an ideal venue for the distributor to highlight the growth of its state-of-the-art B2B e-commerce platform, also known as Redington's 'Digital Twin', designed to meet the evolving needs of businesses in an increasingly digital world.

Key Features
Redington's B2B e-commerce platform

> **We are committed to enhance this platform to offer partners a one-stop-shop solution".**

Mohit Jain

is a user-friendly and comprehensive digital marketplace that offers a wide range of technology products and solutions to meet the needs of businesses of all sizes and industries. It addresses the gap between supply and demand in the digital era, providing customers with convenient access to Redington's expansive portfolio of offerings from its Technology Solutions Group, Enterprise Solutions Group, and Mobility Solutions Group.

The platform is operative across 10 countries, extending Redington's global reach and enhancing its ability to serve a wider audience. This strategic expansion ensures that customers can now access and acquire technology solutions with utmost convenience, supported by Redington's expertise and seamless logistical network.

"Our digital transformation journey is not about technology alone. It's about empowering stakeholders to embrace change and innovation, and to use technology to create new and better ways of serving our customers and partners. Redington's B2B E-Commerce Platform is a critical element that strengthens this journey and is having a significant impact on our business. We are committed to enhance this platform to offer partners a one-stop-shop solution. GITEX is the ideal platform to showcase our leadership in this space and connect with more partners", said Mohit Jain, Vice President, E-Commerce, Redington MEA.

Redington's B2B E-Commerce Platform marks a significant leap forward in the digitization of business processes, offering a solution that aligns with the growing demand for efficient, transparent, and user-friendly procurement platforms.

Visit GITEX Global 2023 and meet Redington's E-Commerce team at Stand A1 in Hall 5 to Re-Shape the Future of Digital Distribution in B2B E-commerce.

Logitech Rally Bar Huddle Brings Equitable Meeting Experiences to Small Rooms

All-in-one, feature-packed video bar promotes equal representation and scalability in huddle rooms.

Logitech UAE recently announced Rally Bar Huddle, a premium all-in-one appliance-based video bar for huddle and small rooms, and the newest addition to Logitech's family of conference cameras. Designed to deliver equitable video conferencing meetings with ease, Rally Bar Huddle is quick to set up, simple to manage, and easy to integrate with Tap IP through CollabOS.

As companies redesign their office spaces to create more collaboration areas for their hybrid workforce, huddle rooms have become more popular. According to research firm Futuresource, 68%* of companies plan to invest in AV technology for small meeting rooms and huddle spaces.

"The rapid popularity of huddle rooms is outpacing the ability of businesses to equip them with video conferencing capabilities. With this in mind, we accurately crafted Rally Bar Huddle to provide cutting-edge AI features that enhance modern, inclusive meetings, all while ensuring an affordable price point accessible to every huddle room user", said Loubna Imenchal, Head of Enterprise Business for AMECA at Logitech

Rally Bar Huddle is designed for rooms up to six people to ensure every participant is seen and heard clearly. Built-in AI video intelligence and 4K image quality welcome remote participants to the conversation. The redesigned ported-audio system makes Rally Bar Huddle two times louder than Logitech MeetUp. Advanced sound pickup via six beamforming mics and AI-based noise suppression creates a natural meeting experience for remote employees.

Ongoing software improvements make Rally Bar Huddle smarter through regular updates that add advanced features like RightSight 2. With RightSight 2, teams get access to AI features such as: Speaker View, which detects and shows the active speaker while also showing the entire room; and Grid View, which gives each participant equal representation by detecting faces and zooming in on each person to give them their own frame; plus integrations with Zoom Rooms Smart Gallery, Microsoft IntelliFrame and others.

Rally Bar Huddle can be deployed three ways. It works with both a dedicated Windows or ChromeOS computer; in BYOD mode; or runs supported video conferencing applications on the device in appliance mode without an external computer. Rally Bar Huddle works with leading video conferencing platforms, including Microsoft Teams, Zoom, and Google Meet.

IT teams can take Rally Bar Huddle out of the box and have the meeting room up and running in minutes. After setup, IT teams can monitor room health, deploy updates, and modify settings through single, cloud-based Logitech Sync. And with Sync Insights, teams can assess how meeting spaces are used over time.

Organisations can customize Rally Bar Huddle for specialty settings or to best suit their decor. An off-white fabric cover provides an alternative to the default graphite, and the easy-clean cover helps keep the video bar clean in healthcare and education environments.

Approach to Sustainability
The plastic parts in Rally Bar Huddle include

> **We accurately crafted Rally Bar Huddle to provide cutting-edge AI features that enhance modern, inclusive meetings".**

a minimum of 42% certified post-consumer recycled plastic to give a second life to end-of-life plastic. The paper packaging for Rally Bar Huddle comes from FSC-certified forests and other controlled sources. By choosing this product, you are supporting responsible management of the world's forests. All Logitech products are certified carbon neutral and use renewable energy where possible in their manufacturing. The carbon footprint of all Logitech products, including Rally Bar Huddle, have been reduced to zero by supporting forestry, renewables and climate-impacted communities.

Presight and TOTM join forces at GITEX 2023

Presight and TOTM technologies forge joint venture to develop and deploy proprietary data analytics driven identity-as-a-service.

Presight AI Holding Ltd, a G42 company, the leading UAE-based Big Data Analytics and AI company, and TOTM Technologies Limited have announced plans to establish a joint venture [via their wholly-owned subsidiaries] for the development and deployment of their combined proprietary technologies, marking a deepening collaboration between the ADX-listed tech provider and Singapore's home-grown, SGX-ST Catalist-board listed biometrics and Digital ID solutions provider.

The agreement was signed today by Thomas Pramotedham, CEO of Presight and Pierre Prunier, CEO & Executive Director of TOTM at Gitex 2023 in the presence of H. E. Kamal R. Vaswani, Singapore's Ambassador to the United Arab Emirates.

The joint venture agreement will establish an entity that will leverage Presight's Big Data AI and Data Analytics capabilities to enable the scale-up deployment of TOTM's Digital Identity products and solutions on cloud and on-demand. This will allow governments and enterprises to transform mission-critical infrastructure with intelligent new solutions that are data-driven, further opening new ways of working, operating and doing business with biometrics-driven Digital Identity.

For national governments who are transitioning to, or looking to implement national digital identity programs, the Presight x TOTM joint venture entity offers a public-private approach which turns national digital identity from a cost center to a profit center, enabling revenue-generating digital transformation at the national level.

The Presight x TOTM joint venture entity aims to provide open-standards and off-the-shelf technologies which minimises and reduces vendor lock-in, burdensome maintenance costs, and hinder interoperability to establish a future-proof foundation and propel national digital transformation at the national level, particularly in Middle East, Africa and South-East Asia markets.

The digital transformation include disrupting traditional industries by leveraging hardware-less e-KYC authentication, and building new digital systems and frameworks that may not require an internet connection for the deployment of contactless biometric authentication to unlock the power of a digital identity, secured with real-time liveness detection and supported with age classification.

Thomas Pramotedham, CEO of Presight said: "We are excited to partner with TOTM to develop, integrate and deploy biometric AI solutions in the public safety, healthcare and fintech sectors in the Middle East, Africa and South-East Asia regions. Together, this partnership is uniquely positioned to further support our clients, and the region, on their digital transformation journeys, and elevate the digital ecosystem to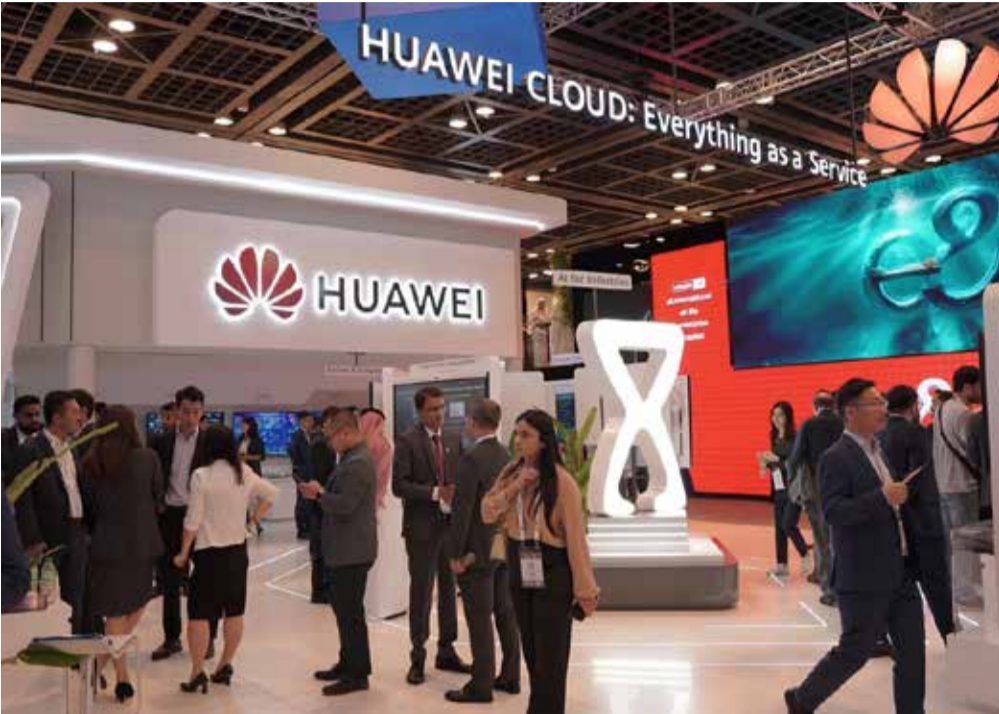 deliver long-term and sustainable value with our combined technologies. A robust and dynamic digital identity platform is an essential cornerstone to develop a stronger and more inclusive, safer and resilient digital society. TOTM has a deep appreciation for our value proposition and adds strong execution experience and robust technology platforms for identity management and biometrics. We look forward to our future partnership".

Said Pierre Prunier, CEO & Executive Director of TOTM, ''We are immensely proud to be announcing this joint venture with Presight, which is a significant milestone in TOTM's journey as we lead the way with our unique approach which makes it easy for countries to make the transition to digital-first national ID systems through the adoption of the Public-Private-Partnership model. The establishment of this joint venture entity will allow us to address issues arising from outdated ICT architecture, better prepare us to adopt and adapt to emerging technologies and social imperatives, enable cost-effective implementation and operation, and will extend the reach and utility of foundational identities to provide increased value to governments and users alike. The technologies that we are seeking to develop jointly with Presight will be based on modular architecture that allows for easy integration between government ministries, is cloud-native and API-driven. With this approach, initial implementation can be done relatively quickly and cost-effectively, for a solid foundational platform that invites modular scalability and increasing functionality and connectivity, laying the foundation for a robust ecosystem of e-citizen services and digital enterprise solutions".

For more information related to Presight x TOTM Technologies Biometric AI and digital identity solutions visit https://presight.ai/totm-solution/.

> **A robust and dynamic digital identity platform is an essential cornerstone to develop a stronger and more inclusive, safer and resilient digital society".**

Huawei Cloud Unleashes the Power of AI at GITEX GLOBAL 2023

Huawei Cloud introduces Pangu Model 3.0, the first-of-its-kind commercial Arabic model that is trained with hundreds of billions of parameters, surpassing peer models in understanding and generation capabilities

> **It's a dynamic environment where we can share our vision, exchange ideas, and gain valuable insights into the evolving needs of businesses and industries".**

Huawei Cloud is set to make a significant impact at GITEX GLOBAL 2023 with a focus on 'Everything as a Service, Reshaping AI for Industries'. Huawei Cloud presents 'Pangu Model Reshaping AI for Industries', highlighting its commitment to building the cloud foundation for an intelligent world with systematic innovation.

With AI adoption expected to grow significantly across major industries, this strategic move aligns PwC's Global Artificial Intelligence Study, which predicts that AI could contribute up to $15.7 trillion to the global economy by 2030.

During GITEX GLOBAL 2023, Huawei Cloud unveiled its Pangu Model 3.0, which comprises of the first-of-its-kind commercial Arabic model trained with hundreds of billions of parameters, surpassing peer models in understanding and generation capabilities.

Frank Dai, President of Huawei Cloud Middle East & Central Asia, said, "With our 'Pangu model Reshaping AI for industries' solution, Huawei Cloud is showcasing our Pangu model 3.0 and Huawei Cloud Stack 8.3.0 at GITEX GLOBAL. The event offers us a unique opportunity to not only showcase our cutting-edge AI solutions but also to engage with industry leaders, innovators, and partners. It's a dynamic environment where we can share our vision, exchange ideas, and gain valuable insights into the evolving needs of businesses and industries".

Foundation models and related applications are the most complex hardware and software system engineering, which requires systematic innovation. Roy Luo, Vice President of Consulting and Solution of Huawei Cloud Middle East & Central Asia, said: "Huawei Cloud is committed to reshaping AI for Industries and bringing the most advanced cloud and AI technologies to the Middle East and Central Asia. Huawei Cloud focuses on systematic innovation. At the system architecture layer, the distributed QingTian architecture breaks the boundaries of computing, storage, and network, the traditional primary/secondary architecture is upgraded to the peer-to-peer architecture, greatly improving AI computing power. At the data processing layer, Huawei Cloud provides one-stop technologies for the entire cloud process, including data storage, analysis, sharing, and labeling, enabling enterprises to find, store, remember, and use foundation model data. We are committed to empowering enterprises from different industries in the region to build their own large models".

Ushering into the AI era, AI is transforming how we live, work, and interact. Dr. Zhu Shenggao, Vice President of AI Business at Huawei Cloud Middle East & Central Asia, stated: "AI has become an integral part of our society, permeating every aspect of our lives. Its adoption in industries is undergoing a rapid transformation. This remarkable shift is being driven by the emergence of large AI models meticulously trained on massive datasets. It is not just a technological advancement, but a fundamental shift that will shape the future of industries, and Huawei Cloud is at the forefront of enabling this transformation.

Huawei Cloud Pangu models are designed to focus on the practical needs of specific industry scenarios. The newly-launched Pangu Models 3.0 use a 5+N+X three-layer decoupled, hierarchical architecture, consists of 5 - L0 foundation models, N - L1 industry-tailored models, and X - L2 AI applications, offering a powerful foundation for a vast range of models and applications. The L0 layer of foundation models consists of NLP, CV, multimodal, prediction, and scientific computing, which provide general skills to power an endless possibility of industry-specific applications.

Huawei Cloud has more than 1,000 AI projects and we have always adhered to the "AI for Industries" strategy. Pangu models have been pre-trained with open datasets from more than 10 industries, including Finance, Government, Meteorology, Healthcare, Education, Automotive, and Utilities. The data volume of each industry exceeds 50 billion tokens. On October 18, Dr. Zhu will be participating in the AI Everything keynote, where he will be exploring how "Pangu Large Models Accelerate AI for Industries".

At GITEX GLOBAL, Huawei Cloud will also demonstrate its Huawei Cloud Stack 8.3.0, a hybrid cloud platform that supports data-AI convergence and facilitates AI cloud services deployment in on-premises data centers. Huawei Cloud Stack 8.3.0 provides more than 100 cloud services, enhancing the core capabilities of the Pangu Large Model to enable customers dive deep into cloud. It is the most complete AI production chain in the industry, lowering the threshold for large model development.

Customers can deploy Pangu Model 3.0 both on the public cloud and on-premises, offering flexibility and autonomy in model creation. Huawei Cloud Stack 8.3.0 enhances these capabilities, providing a comprehensive AI pipeline for enterprises to build large models efficiently.

Additionally, Huawei Cloud's GaussDB distributed database product excels with core capabilities in serverless, region-less, and mode-less functions, providing data service with unrivaled availability, performance, scalability, security, and intelligence.

In digital content production, Huawei Cloud MetaStudio empowers model production, asset management, content editing, physical simulation, and cloud rendering, allowing for virtual-physical integration at users' fingertips.

On October 19, the Huawei Cloud Partner Forum will facilitate knowledge sharing and industrial solutions based on Huawei Cloud and ecosystem policies.

Experience the Future of Whole Home Security with Ring at GITEX 2023

Ring's senior executives and experts will be available at H20-B05 with live, interactive demonstrations of Ring's entire product portfolio.

Mohammad Meraj Hoda

> **We're always looking at ways to enhance our technology and provide features that give our customers more information that adds to their peace of mind".**

Home security brand, Ring, will participate in the 43rd edition of GITEX Global from October 16 – 20 at the Dubai World Trade Centre. The company will showcase its whole-home security line-up while demonstrating how Ring products can integrate with compatible Alexa-enabled devices to offer customers an enhanced and more convenient home security experience.

In recent years, Ring has evolved into a full line of affordable whole-home security products, allowing customers to create a 'Ring of Security' around their homes. So, they can see who's at the door from anywhere with Ring Video Doorbells; add smart security indoors or outdoors with Ring Security Cameras; or put flexible, DIY security in their hands with Ring Alarm.

"We are constantly innovating on behalf of customers and continue to build upon the devices our users know and love. We're always looking at ways to enhance our technology and provide features that give our customers more information that adds to their peace of mind, such as incorporating advanced radar-powered features like 3D Motion Detection and Bird's Eye View to our pro outdoor cameras", said Mohammad Meraj Hoda, Vice President – Emerging Markets, Ring. "At GITEX, we're excited to engage with visitors, partners and customers, where we will share insights on how our devices can offer greater security, peace of mind and convenience".

The latest addition to the Ring family, Indoor Camera (2nd Gen), will be on display at GITEX 2023. It is Ring's first-ever security camera with a manual Privacy Cover, that disables audio and video recording when placed over the camera lens giving customers greater control over what their device captures. Ring will also showcase the Battery Video Doorbell Plus, with helpful features like Head-to-Toe video and Package Alerts that enable customers to easily see deliveries on their doorstep.

At the event, Ring will focus on how customers can use Alexa-enabled devices to effortlessly control their Ring devices, receive real-time alerts, and access a variety of features via voice commands for an extra layer of security. Customers can now arm, disarm, or check the status of their Ring devices using simple voice commands through their Alexa-enabled devices. They can receive instant notifications on their chosen Alexa device when motion is detected or the doorbell rings and easily incorporate Ring products into their Alexa routines for a seamless and customized home security experience.

Visitors will also get hands-on experience with Ring Alarm, a DIY home security system with smart motion-detection sensors that alert homeowners with real-time notifications. Customers can equip their Ring Alarm with separate accessories such as outdoor contact sensors, panic buttons, and glass break sensors. For whole-home security, Ring Alarm can be linked to existing Ring Video Doorbells and Security Cameras in the Ring app, so that when the Alarm is triggered, it automatically activates all Ring cameras to begin capturing video, even if they do not detect motion.

HTL

Welcome to GITEX 2023, where the future meets the present and innovation takes center stage! At Hyvision Technology LLC, we're more than just a distributor; we're the bridge between innovation and implementation. Our mission is to make AIoT accessible to all by providing a diverse range of top-tier AIoT products and solutions.

In an era where technology is not just evolving but revolutionizing the way we live and work, we proudly introduce Hikvision, the vanguard of AIoT with AIoT open plateform. At HTL, we are at the forefront of the convergence of AIoT and AI, shaping a future where intelligence meets connectivity.

Hikvision AIoT Open Platform
Accelerating Diversified and Customized AIoT Applications

What is Hikvision AIoT Open Platform?

Hikvision AIoT Open Platform was developed to solve real-world challenges across diverse vertical markets and to meet a variety of specific user needs. The platform provides a warehouse of algorithm models for end users to train their own AIoT algorithms by inputting sample images. Users can then load these models onto varied forms of Hikvision products.

This platform also features privatized deployment, low learning costs, a friendly user interface, and accelerated algorithm application, allowing end users to customize AI algorithms suited to their own needs and scenarios while keeping their data privacy well protected.

Why should you use Hikvision AIoT Open Platform?

Simplified Data Management
· Intelligent data labeling
· Visual operating interface

Model-based Training
· AutoML methods & processes
· Low technical threshold

Easy Algorithm Deployment
· Abundant hardware options
· Managed application platform

High Adaptability & Scalability
· Iterative optimization
· Multiple integration interfaces

Inclusive Algorithm Ecosystems
Connecting professional AI service providers and end users with an array of unique application needs

Plentiful Algorithm Models for a Wide Variety of Applications

Object Detection Model

Attribute Classification Model

Mixed Model

Text Recognition Model

Operational Security

Food Traceability

Defect Recognition

Equipment Inspection

Safe Production

Obstacle Avoidance

HIKVISION

CirrusLabs modernises legacy applications at GITEX 2023

Shahnawaz Sheikh, VP Sales META at CirrusLabs outlines their new products and solutions at GITEX, the key technologies and trends driving innovation and the importance of GITEX.

Shahnawaz Sheikh

Can you tell our readers what new products and solutions you are demonstrating and launching here this week at GITEX Global?
We are an IT services company and we help companies in several areas on cloud computing, AI emerging technologies and software development, modernizing any of the legacy applications. As far as the products are concerned, we are launching Lockthreat 2.0, which is an AI driven solution for governance risk and compliance. We already have a customer using the version 1.0. and with this enhancement we are bringing in AI into the assessment part. When the assessments are submitted by the users or entities, somebody manually reviews them and gives them a code. We are trying to eliminate that manual process and to bring in automation, so the reviews and the scoring can happen much faster and the management can see better results.

We also have another product which is called Fresh Locate. We are trying to identify a market for it in this region, as in the US it's working very well, where there several states already using it. What it does in the US is that if you need to dig somewhere, or for example, any construction company wants to evacuate to build a large construction, they need to call 811 and provide their dimensions. This call centre will be connected to all the utilities, such as telecommunication, electricity, gas pipeline and the municipalities. They will map the JS of that to make sure there is no underground infrastructure affecting the new construction. If all clear, then they'll get a NOC. 8 months ago we also acquired SAP services and we are helping them with cloud transformation.

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?
One of the biggest trends is AI. We are demonstrating three generative AI prototypes for the customers. One is based on the sentiment analysis, which is very interesting from a contact centre perspective as if a consumer calls to complain, then there's a supervisor who looks at all the customers' feedback and it's a very laborious process. We are making it easy now with the help of generative AI as we are building a dictionary of keywords and then mapping them. This can be applied to any type of business. AI is a trend where customers want to add chat bots or anything related to AI that can help improvise their processes.

We are also looking into how AI can help IT operations become simpler. For this, we have a brand called Science Logic that helps any complex large networks integrating the cloud and virtual environments within their servers. Science Logic gives the asset inventory of all the assets that exist in that customer environment, takes all the logs, correlates that data and gives a meaningful insight to IT or business owners.

From the cloud perspective, we see customers are still adopting cloud. This region hasn't completely moved the cloud as it's still work in progress for some organizations, as they wanted to wait and see how it's working for other companies within their verticals.

How important is an event like GITEX Global for your company – and what value does it bring to your organization?
This is our first edition of GITEX, and we definitely see a great value in an event like this as it will help us to connect to lots of customers and prospects. This is a fantastic platform for us to establish business partnerships with technology companies from other countries and we are really looking forward to engaging with our customers, partners and potential prospects

> ## AI is a trend where customers want to add chat bots or anything related to AI that can help improvise their processes".

Kaspersky Container Security launched at GITEX 2023

Kaspersky launches specialized security solution for containerised environments.

Kaspersky has launched a full-featured solution for containerised environments – Kaspersky Container Security (KCS) at GITEX 2023.
It secures containerised application at all stages, from development to operation. The product is ready to go directly after installation, low-cost, and easy to deploy and integrate into the company's IT infrastructure. Together with Kaspersky Hybrid Cloud Security, it forms a security ecosystem for hybrid and cloud infrastructures.

Containerisation is becoming an increasingly popular choice in software development, as it helps developers to create and deploy high-profile applications more quickly. The main advantage of the technology is its autonomy, which is reflected in its name. Like bagged cargo on a container ship, separate from the ship itself but moving within it, the container holds everything needed to develop, deliver and deploy an application (microservice) – the binary code, associated configurated files, libraries and dependencies. That makes containerised applications easily portable, highly reliable and capable of being run by distributed teams.

Containerised environments need protection, as the number of cyberincidents grows. To counter this problem, Kaspersky launched Kaspersky Container Security, a specialised solution for containerised environments designed to protect businesses that already use or plan to implement containers. The product provides security for all stages of containerised application development. Besides the development process, the solution protects runtime, for example, it controls the launch of only trusted containers, the operation of application and services inside the containers, and monitors the traffic.

There are three main components in Kaspersky Container Security: 'KCS scanner', 'KCS agent', and managing 'KCS server':
• The KCS scanner checks configuration files for misconfigurations, scans images for vulnerabilities, malware, sensitive data, and checks them for accordance with assurance policies within the image registry and CI/CD platforms.
• The KCS agent ensures protection from various attacks on the application in the container, monitors container and network interactions in clusters, and checks the whole system for compliance with security standards.
• The managing KCS server aggregates the data received from the scanner and the agent, allows customers to visualize data and to generate reports, and integrates with other security solutions (e.g., SIEMs like Kaspersky's KUMA).

Kaspersky Container Security easily integrates into DevSecOps framework of organisation, CI/CD pipelines and infrastructure. It can strengthen DevOps protection both for companies with developed DevSecOps processes and for companies that only begin to implement them. The solution also allows predictable deadlines to be set for the application to be released due to the automation of security and compliance checks on all the stages.

"Containerisation is the new normal, but its risks are not covered by traditional endpoint or virtual machine security solutions. It requires specific solutions. Therefore, we are launching Kaspersky Container Security (KCS), a solution that protects containerised application during its life cycle including runtime, the most vulnerable area. KCS helps our customers to build the DevSecOps process, where security is ensured at every stage of development. This launch is an important step towards one of Kaspersky's key goals – to provide comprehensive protection to all types of digital assets of our customers. We are happy to introduce it at GITEX", comments Timofey Titkov, Head of Cloud & Network Security Product Line at Kaspersky.

To learn more about Kaspersky Container Security, please follow the link.

> ## KCS helps our customers to build the DevSecOps process, where security is ensured at every stage of development"..

Sophos Partners with StarLink to Distribute Cybersecurity Solutions

StarLink will distribute Sophos' portfolio of solutions, including MDR services and network, endpoint and messaging cybersecurity, through its channel network.

Sophos, a global leader in innovating and delivering cybersecurity as a service, today announced it has signed StarLink, an Infinigate Group Company, as a distribution partner in the Middle East and Levant regions. StarLink will distribute and promote Sophos' portfolio of solutions, including Managed Detection and Response (MDR) services and network, endpoint and messaging cybersecurity, through its extensive channel network. The partnership will commence on November 20th 2023.

"We are thrilled to partner with StarLink to provide cybersecurity to organisations in the Middle East", said Harish Chib, vice president, Sophos Middle East and Africa. "Cybercriminals are constantly upping their game, and Sophos research shows that attacks, such as ransomware, take place within hours after establishing a foothold in a network. Our mission is to provide organisations with the most effective cybersecurity solutions that protect, detect and remediate, and with StarLink's extensive portfolio, network and expertise, we are confident that together, we can empower organisations to defend their digital assets effectively".

"StarLink is proud to partner with a globally recognised security solutions provider such as Sophos", commented Ahmed Diab, COO at StarLink. "Our partnership will enable us to offer customers strategic and defensive security solutions that are backed by our unparalleled support and services – technical as well as on-ground. With our strong sales and marketing competency and strategic channel partnerships, we are well positioned to generate brand awareness, educate potential customers about Sophos' offerings, and establish valuable connections in the industry to achieve our core goal of increasing market share for Sophos in this region".

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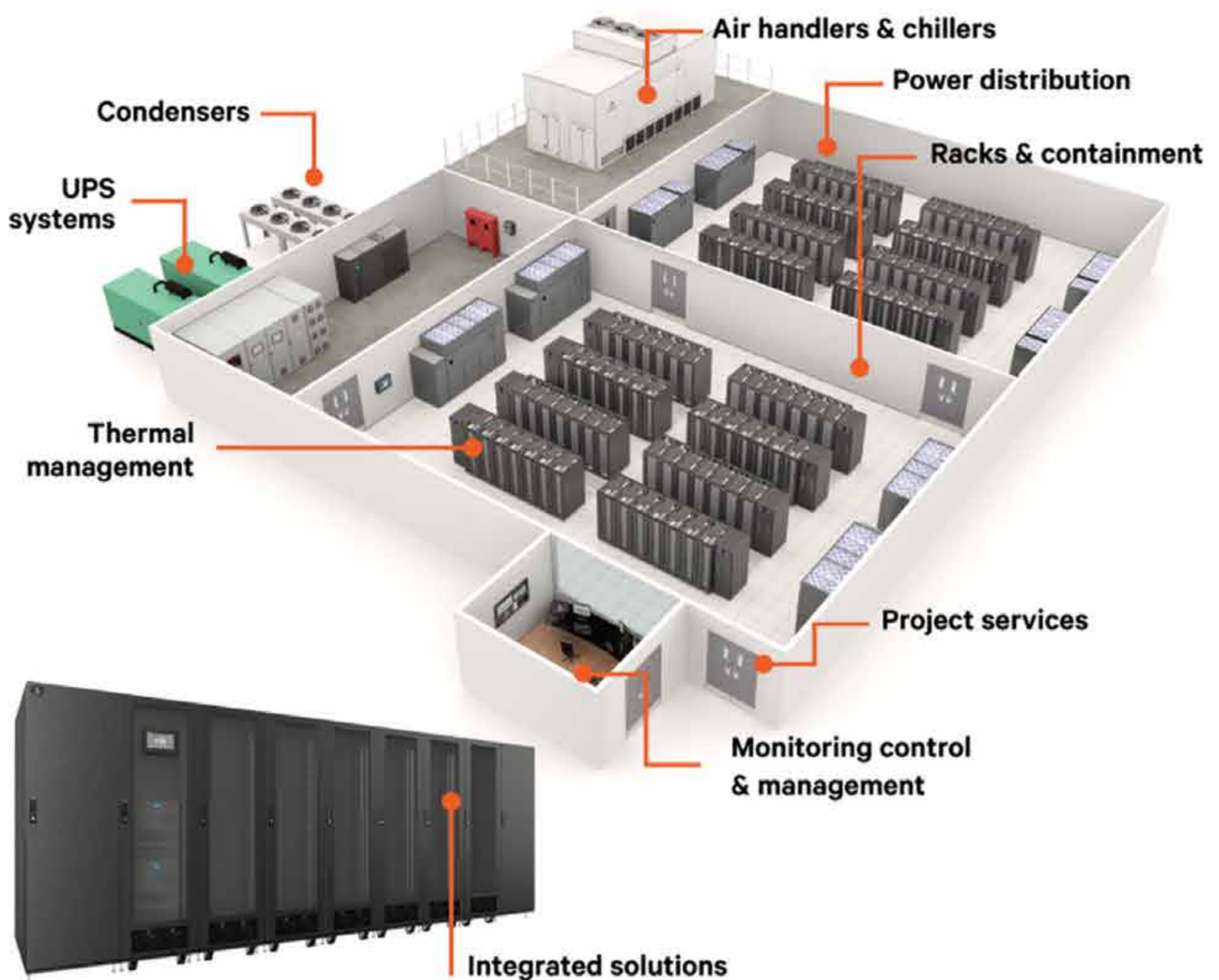
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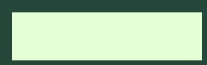
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