Lenovo explores new frontiers at GITEC 2023

Alaa Bawab, General Manager, Lenovo Infrastructure Group, META, discusses their product showcase for GITEC 2023 and the value the Middle East region holds to them.

The Department of Health – Abu Dhabi partners with M42 to deploy new clinical generative AI model

The agreement will see DoH integrate the Clinical LLM to assist and accelerate clinical decision-making and enhance patient care across Abu Dhabi.

Tencent Cloud Empowers MEA Enterprises with New SuperApp-as-a-Service, AI and Media Capabilities

Tencent Cloud’s second year of participation in the significant tech event underscores company’s commitment to growing its cloud business in the MEA market. The showcase also features the digital platform upgrade for Abu Dhabi’s government services.

Premier Inn Middle East Elevates Guest Experience with HPE Aruba Networking

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

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An exciting offering unique to Lenovo is our venture into high-performance computing as a service.”

How important is the Middle East region for Lenovo?
Regarding the Middle East market, it holds immense importance for Lenovo. We view the region as a vital investment opportunity and are actively expanding our presence. The toolcom petitors, we’re in a growth phase. With my 28 years of experience in the region, I can confidently say that Lenovo is on an upward trajectory. Our increased presence and alliances reflect this growth, and our commitment is evident in our expanding coverage, revenues, personnel, and technological advancements.

With this advanced technology, we’re ensuring that guests enjoy a comfortable stay and have seamless, secure, and unparalleled connectivity.
Digital hospitality. With this advanced technology, we’re ensuring that guests enjoy a comfortable stay and have seamless, secure, and unparalleled connectivity, enhancing their overall satisfaction during their visit.
Commenting on the partnership, Zeeshan Hadi, Country Manager, Middle East and Africa at HPE Aruba Networking, said: “Premier Inn is a brand known for its unwavering dedication to excellent service. We are delighted to support them in their efforts to revolutionize the hospitality industry. By leveraging HPE Aruba Networking’s cutting-edge networking solutions, Premier Inn will be able to deliver flawless, secure, and unforgettable experiences to its valued guests.”

CONTINUED FROM PAGE 1

lenovo...
sets Lenovo apart is our comprehensive product portfolio, spanning from mobile devices to cloud solutions. This diversity enables us to provide an end-to-end user experience, while our vendor-agnostic approach to software applications further enhances our value proposition. We’re committed to fostering partnerships and alliances in the industry to deliver cutting-edge solutions.

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Tencent Cloud transforms web and mobile apps into one lightweight mini-program for aggregation, open to any cloud infrastructure with container-based deployment. It offers a robust digital infrastructure which is fundamental for enterprise and public service transformation. On 17th October 2023, Tencent Cloud and TAMM, under the Department of Government Enablement of the Emirate of Abu Dhabi, held a signing ceremony to celebrate their partnership, and this collaboration will transform the public services into mini programs and aggregate them on TAMM through TCMP capabilities. This lifestyle transformation has turned TAMM into a Super App, consolidating over 700 essential public services from more than 30 government entities and the private sector on a single, standardised mini program, to provide businesses including citizenship and work permit applications, business registration, industrial license applications, housing and property leasing, healthcare, facility access, tourism information, inheritance matters, traffic ticket payment, and education and work benefits.

Tencent's Transformers Technological Solutions, showcased at GITEX 2023, with more enterprises, agencies and institutions in the region and globally through Tencent Cloud's products and solutions.

Today, Tencent Cloud is well-represented in the region and globally with more enterprises, looking forward to working with more enterprises, agencies and institutions in the region and globally through Tencent Cloud's products and solutions.

Sharing insights about the evolving cloud gaming landscape of 400 technologies and connectivity solutions that support enterprise grade digital transformation through its global infrastructure network, covering more than 26 geographic areas across five continents and 70 availability zones, with more than 3,800 acceleration nodes. Now in its 43rd edition, GITEX Global stands as one of the world’s most iconic tech events. This year, the exhibition is expected to host over 6,000 exhibitors and more than 1,400 speakers from over 190 countries. In 2022, the event attracted more than 9,000 companies and over 170,000 attendees. This year’s GITEX Global is set to showcase the trending growth of AI over the past 12 months. Notable speakers from the tech industry will also cover a wide range of topics, including Cybersecurity, Mobility, Sustainable Tech, and more.
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Avaya Cloud Solutions Help Motul Deliver Effortless Customer Service Experiences

Avaya Experience Platform, a cloud contact center solution, has helped Motul create and track new KPIs that have helped the company evolve its customer service processes.

“Since switching to the cloud, we’ve seen a significant improvement in our customers’ experience,” said Mathieu Blin, Global Head of Sales at Motul. “With Avaya, we’re able to share information seamlessly and act upon it quickly.”

Avaya’s AI tools have enabled Motul to identify vulnerabilities in real time. Moreover, the company’s customer service representatives can now access and share information seamlessly. “We’re able to share information across every office, in every geography,” said Blin. “That makes it easier to provide our customers with the best possible experience.”

Avaya’s AI tools have enabled Motul to automate the detection and remediation of threats. “Our AI tools are able to identify vulnerabilities and proactively remediate them,” said Blin. “That means that we can prevent cyber-attacks from occurring in the first place.”

Avaya’s AI tools have been instrumental in helping Motul stay ahead of the curve when it comes to cybersecurity. “We’re confident in the ability of our technology to meet our customers’ contact preferences,” said Blin. “We’re proud to be helping the company continue with its pace of innovation and make it easier for customers and workforce to move into the digital realm.”
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Nedaa and du Unite to Pioneer UAE’s Telecommunication Sector Transformation

The partnership aims to bring about advancements in several crucial projects, where Nedaa plans to utilise du’s Internet of Things (IoT) capabilities within its network.

Professional Communication Corporation – Nedaa, and du, from Emirates Integrated Telecommunications Company (EITC), have officially signed a Memorandum of Understanding (MoU) on the second day of GITEX Global to explore and enhance collaboration in the telecommunication sector. The MoU was signed by H.E. Mansoor Bu Ostaiba, Chief Executive Officer of Nedaa and Fahad Al Hassawi, Chief Executive Officer of du. The MoU outlines key areas of cooperation, focusing on leveraging du’s robust telecommunications infrastructure to expand Nedaa’s network footprint and introduce innovative services. This collaboration will enable Nedaa to leverage on du’s extensive mobile network coverage, which will allow and ensure seamless national roaming connectivity across the UAE.

Commenting on the collaboration, H.E. Mansoor Bu Ostaiba, CEO of Nedaa stated, “This partnership marks a significant step forward in our commitment to providing cutting-edge communication solutions. By leveraging du’s telecommunication infrastructure, we anticipate not only expanding our network footprint but also introducing innovative services that contribute to the safety and security of the UAE.”

“We are excited to join forces with Nedaa in this strategic partnership to accelerate innovation and efficiency in telecommunication networks, especially in our small yet busy telecommunications landscape,” Said Fahad Al Hassawi, CEO of du. This MoU sets the stage for further discussions and formalizing the terms of the partnership in a Long Form Agreement, outlining the specific areas of interest, collaboration models, roles, responsibilities, and business opportunities. The partnership between Nedaa and du’s network will build on the commitment to advancing telecommunications in the UAE and contributing to the nation’s digital transformation.

The application has been built based on the market needs, so its unique features are based on our experience of this industry.”

The partnership aims to bring about advancements in the UAE and contribute to its economy.

The UAE’s Telecommunication Sector Transformation

UAE’s Telecommunication Sector

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Group-IB signs agreement with UAE Cyber Security Council to strengthen efforts to fight cybercrime

The agreement sees the signatories agree on the need to cooperate closely and, join efforts and capabilities in order to develop and disseminate new technologies that will secure the safety and the universe around the digital space.

Group-IB, a global cybersecurity provider, is delighted to announce that it has signed a memorandum of understanding with the United Arab Emirates’ Cyber Security Council, led by the Head of Cyber Security for the UAE Government His Excellency Dr. Mohammed Hamad Al Kuwaiti. The agreement was signed on October 16, 2023 at GITEX 2023 in Dubai by H.E. Dr. Al Kuwaiti, Group-IB’s Regional Sales Director MEA, Ashraf Koheil.

The signatories will collaborate closely on incident response activities, indicative of the UAE Cyber Security Council and Group-IB’s continuous engagement with the country’s private sector to promote a thriving cybersecurity ecosystem that enhances the safety and security of the country’s residents.

The UAE Cyber Security Council and Group-IB have committed to establish knowledge-sharing frameworks that will see all parties share information and knowledge, with an eye on preventing digital crime that has been recognised as one of the most pressing challenges of the day. The framework also has an educational track, creating a pathway for Group-IB experts to deliver tailored cybersecurity training to public sector organisations in the United Arab Emirates.

This memorandum of understanding also establishes a strategic channel for government organizations in the United Arab Emirates to gain access to Group-IB’s comprehensive suite of cutting-edge cybersecurity solutions, including Threat Intelligence, Managed XDR, Fraud Protection, and Digital Risk Protection. Group-IB solutions, forged from the company’s more than two decades of experience in addressing the various challenges imposed by fast-paced digital technology transformation. Dr. 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.

The UAE Cyber Security 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.

This rapid development requires that we ensure information security and data privacy. Group-IB is thrilled to join forces with the UAE Cyber Security Council and we are delighted to announce a landmark agreement for the company in the MENA region”, Ashraf Koheil, Regional Sales Director MEA of Group-IB said.

Group-IB’s President of CSDPC, a United Nations NGO, and a collaborator of SCT quotes: “If we succeed in integrating the fundamental principles of Symbolic Language into AI and robotics, we can equip it with empathy, ethical understanding, benevolence, discernment, and more importantly, facilitate it to transcend barriers. This will allow AI to ensure self-sustaining solutions”. The launch of ChatDream, an AI product harnessing Symbolic Language, will address the critical issues and complex mental health assessments experienced by the profound impact of Symbolic Language.

ChatDream is making its official debut at GITEX Global, World Trade Center Dubai, from October 16 – 23, visit them at H25-29 to check the demo.
Acentrik debuts in the UAE: Pioneering the future of data exchanges in another continent

Acentrik, developed by Mercedes-Benz, is the result of years of dedicated research and innovation in revolutionizing data exchanges.

Acentrik, an award-winning data marketplace. A strategic product by Mercedes-Benz.

Mercedes-Benz – Singapore – announces the exclusive debut of Acentrik at GITEX Global 2023. Acentrik, a strategic product of Mercedes-Benz, is their first in-market data exchange platform that redefines the way enterprises and government institutions unlock the vast potential of data. Currently, the award-winning technology provider has established itself in markets in the EU and APAC region with phenominal traction and recognition, evident in their three awards credited this year. Now, ready for the UAE market, Acentrik is thrilled to revolutionize and value-add to the region’s data landscape.

Acentrik matters in our data-driven world. In an era where data has become the foundation of decision-making, be it in enterprises or government institutions, the imminent need for a secure and compliant tool to build one’s data ecosystem has never been more critical. Acentrik, developed by Mercedes-Benz, is the result of years of dedicated research and innovation in revolutionizing data exchanges.

Acentrik offers the solution to data challenges like data in silos and privacy concerns while achieving cross-border data exchanges. Acentrik stood out as a strategic product that offers multiple possibilities for greater business to government collaboration, internal data transfers and even avenues for data monetization.

The standout feature of Acentrik is its pioneering Compute-to-Data approach, coupled with edge computing capabilities. This innovative feature allows privacypreserving compute jobs to be performed in a trusted environment. By bringing algorithms to the data instead of transferring the raw data, Acentrik provides unparalleled level of data privacy and security.

Boundless possibilities for UAE with Acentrik

Acentrik is a strategic tool for data sharing and ecosystems. Access to data will be a necessity to drive organizational data-driven decisions and contribute to data strategies, Jochen Kaiser, Head of Data Ecosystems, Mercedes-Benz Group AG.
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Juniper Networks Unveils the Industry’s First Distributed Security Services Architecture for Unmatched Scalability and Operational Simplicity

Juniper Networks, the leader in high-performance, AI-driven networks, recently announced the expansion of its Connected Security portfolio with new products and capabilities that empower organisations to seamlessly extend security services and Zero Trust policies across distributed data centre environments. The new Juniper Connected Security Distributed Services Architecture uniquely integrates Juniper’s unified security management paradigm with best-in-class routing and AI-predictive threat prevention to bring much-needed operational simplicity and scale to data centre security. In addition, four new high-performance, firewall platforms deliver unmatched performance in a compact footprint that minimizes cost, space and power consumption.

With the adoption of edge computing, multi-cloud, 5G and IoT, business data is increasingly distributed across geographically dispersed locations, making it harder to secure and manage. To adapt to this changing environment, organisations need a modern data centre architecture that delivers reliability through automated and centralised operations, scalability performance to support the most stringent workloads (e.g., AI model training) and comprehensive data security, regardless of where the data resides. The newest enhancements to Juniper’s Connected Security portfolio provide a secure bridge for customers to facilitate their transition to a modern data centre, at their own pace. This is achieved via the following unique innovations:

• Juniper’s Connected Security Distributed Services Architecture: Juniper’s connected security architecture is designed to deliver an architecture design that fulfills the requirements for the forwarding and security services layers that have traditionally been combined in a single firewall appliance. By decoupling these layers, customers can utilize their existing Juniper MX series routers as an intelligent forwarding engine and load balancer. This unique design gives customers independent scaling flexibility without chassis limitations, multi-path resiliency and cost efficiency. When coupled with Juniper Security Director Cloud, the operational experience is as simple as managing one logical element, regardless of the quantities and form factors of any additional firewall engines added to the architecture.

• AI-predictive threat prevention: Building on Juniper’s Adaptive Threat Profiling and Encrypted Traffic Insights, AI-predictive threat prevention automatically generates custom signatures to defend against zero-day threats. Additionally, the enhanced URL filtering solution provides more granular control, with more than 200 categories to choose from and support for up to 200 languages, as well as a new portal for better insights on web content and easy recategorization. The AI-powered security solution enables customers and partners to predict and find new threats faster, leaving human experts to focus on more strategic security tasks.

• Four new best-in-class high-performance firewalls: The new Juniper Networks SRX firewalls (SRX6100, SRX2300, SRX4400, SRX4700) are 1RU in size, scale up to 1.4 Tbps and include built-in Zero Trust capabilities, delivering the industry’s highest firewall throughput performance per rack unit. The new platforms feature wire-speed MACsec along with natively embedded TPM 2.0 chips and cryptographically signed device IDs that allow security administrators and network operators to easily verify the trust posture of devices remotely and mitigate the risks of supply chain attacks. These new firewalls, like the whole SRX family, support industry-standard EVPN-VXLAN Type 5 integration, providing full fabric awareness to security operators and allowing them to respond to threats faster.

When combined with Juniper’s Connected Security Distributed Services Architecture, these additions to the Juniper SRX family offer customers even more options to build and expand their data center architectures securely and with sustainability objectives top of mind. “This unique data center architectures create more blind spots and operational complexity, it is vital to have advanced security capabilities that can scale with and change the transformation. Leveraging our expertise in both security and data center operations, Juniper is thrilled to deliver a new Connected Security Distributed Services Architecture, AI-predictive threat prevention and four high-performance firewalls to enable our customers to enhance their security posture across their evolving data centres”, said Shishir Singh, SVP and GM, Core Technologies and Juniper Networks.

Insticc Digital becomes GITEX Impact’s Platinum Sponsor, shows commitment to building a sustainable tech ecosystem

GITEX posed to break last year’s record & cross AED 2.6 billion in economic impact

Insticc Digital Solutions, a leading digital transformation and custom software development company geared towards the ever-evolving sustainable technology landscape in the AMEA region, has announced its Platinum Sponsorship of GITEX Impact 2023 - a global event bringing together stakeholders to explore innovative solutions in sustainable tech & finance, ESG investments, climate, and public-private partnerships. With a team of driven innovators and a vision to solve the world’s most pressing technological challenges, Insticc Digital Solutions focuses on creating enterprise solutions. From speed-to-market efficiencies and automation to cost-effective open source tech, the Insticc Digital™ Team comprises technology engineers, developers, and architects, combining 35+ years of experience in the rapidly evolving tech space. With Dubai on the fast track to becoming the world’s smartest city, it’s time to pay attention to developing digitally resilient tech infrastructure to avoid unforeseen challenges and disruptions by the ever-evolving cybersecurity threat landscape.

Maria Rousan, Regional Managing Director at Insticc Digital comments: “Digital resilience is the only defense against cybercriminals. Imagine if they started meddling with smart cities infrastructure like traffic lights, it could have potentially deadly repercussions. It’s just one of the many scenarios that could play out. Digital resilience means expanding our capacity to maintain functionality, security, and sustainability at all times.”

Rousan added: “Dubai has always led by example in its avant-garde approach to technology and innovation and is an innovative and transformative tech hub in the realms of multiple sectors from transportation to healthcare, finance, and infrastructure. GITEX Impact 2023 offers the ideal platform for Insticc Digital’s launch in the AMEA region. As a team of innovative forward thinkers, obsessed with advancing technology to rocket business processes and communities 20X faster to market through agile solutions, we are thrilled to expand into the region. Our sights are set on future-expansions into Saudi Arabia. We’re ready to welcome you to our booth H29-G05, Hall 29 at GITEX!”

Without digitally resilient tech infrastructure, smart cities can’t sustain themselves.

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As the Platinum Sponsor of the 43rd edition of the region’s largest event for sustainability tech innovation, ESG strategies and solutions, Insticc Digital™ is committed to driving positive change through custom software engineering and AI and machine learning tools to transform traditional oil and gas industries, governments, and businesses into smart hubs for a sustainable future. GITEX IMPACT will run from 16 – 20 October 2023 at the Dubai World Trade Centre (DWT). Visitors to the Insticc Digital stand H29-G05, Hall 29 can experience AI technology demonstrating new age payment gateways, smart city digital transformation, drone and satellite construction project monitoring and cutting-edge contactless biometrics, in tandem with other pioneering technologies.
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Seclore to meet MENA region’s data security needs with its data-centric security solutions

Company has safeguarded five billion documents and emails for more than 2,000 global customers across 30 countries.

Vishal Gupta, CEO of Seclore, said: “At Seclore, our platform focuses on protecting the data itself, as opposed to the majority of security products that are concerned with protecting networks and devices. Regardless of where data is shared or stored – on-site, in the cloud, or with a third party – the level of control offered by Seclore enables businesses to revoke or modify access to digital assets at any time. These solutions, which provide real-time changes to access, usage and facilitates timely response to potential threats, come as part of our underlying mission to combat cyberattacks and safeguard data”.

Since establishing its regional office in Dubai in April 2017, Seclore has provided data and digital asset security services to several major clients in the UAE, including, Abu Dhabi Investment Council, Statistics Center Abu Dhabi, ETIMAD Holding, Dubai Financial Market, RAK Bank, Smart Dubai Government, Dubai municipality, and Federal Tax Authority United Arab Emirates. Furthermore, the company has also delivered services to clients in the Gulf region including Saudi Telecommunication Company, Qatar Islamic Bank, Oman Data Park, and National Life General Insurance Company SAOG. Following its market leadership in the United States and Asia, Seclore is on track to expand its footprint in the MENA region with a strong pipeline of projects that address data security threats and improve data protection. Additionally, the company has signed an agreement with Security Matterz, a speciality IT security organisation, as channel partner for reseller expansion in Kingdom of Saudi Arabia and UAE to deliver customised cybersecurity and EDRM solutions for leading clients.

At a ceremony held at the Core 42 stand on Wednesday, Oct 18, the company announced a partnership with Pure Storage. By combining Core 42’s expertise in data management with Pure Storage’s innovative data platforms, the two companies are set to transform industries. Together, they will deliver unparalleled performance, reliability, and agility to clients, driving digital transformation to new heights.
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