# 60 MINUTES
## GITEX TECHNOLOGY WEEK

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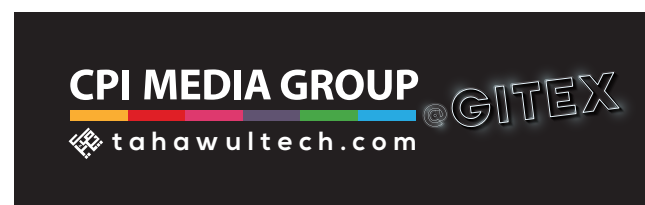
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# Lenovo explores new frontiers at GITEX 2023

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

**What does it mean to be participating in GITEX this year and what are the products and solutions you're showcasing?**

Participating in GITEX this year holds great significance for Lenovo, just as it does for every major player in the market. Our presence aligns closely with this year's theme of AI, which, incidentally, harmonizes well with Lenovo's vision. In line with the overarching AI theme that GITEX embodies, it resonates seamlessly with Lenovo's mission. Our focus at this event is on demonstrating how Lenovo products and solutions are relevant to the discussion. We have simplified this message by showcasing

real-life scenarios and use cases, offering a comprehensive view of a typical person's day, spanning from their morning routine and commute to work, to entertainment, shopping, and Smart City experiences. This effectively reflects the practicality of our solutions.

Our presence at GITEX this year revolves around five pillars: AI (in the form of a service offering), hybrid clouds, sustainability, and security. In each of these domains, we provide tailored solutions for various industries and markets. An exciting offering unique to Lenovo is our venture into HPC (high-performance computing) as a service,

the first of its kind in the region.

In summary, our presence at GITEX revolves around AI, scale as a service offering, hybrid cloud, security, and sustainability, with various use cases that reflect everyday experiences. What

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# 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 GITEX and their experience with emerging technologies.*

Premier Inn, a leading British hotel brand with hotels in several key regions including the United Kingdom, Germany, United Arab Emirates, and Qatar, is making significant strides in elevating guest experiences. With a portfolio of 11 hotels in the region, Premier Inn has consistently offered top-notch accommodation. Recently, Premier Inn Middle East has announced a transformative collaboration with HPE Aruba Networking to enhance their digital hospitality offerings.

Premier Inn's unwavering commitment to delivering exceptional guest experiences is bolstered by a cutting-edge network infrastructure. Through the adoption of HPE Aruba Networking EdgeConnect SD-WAN, the hotel chain harnesses the power of

technology to redefine the digital experience offered to its guests. This partnership empowers Premier Inn Middle East to offer seamless and secure connectivity, from the edge to the cloud, enhancing

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# 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.*

The Department of Health – Abu Dhabi (DoH), the regulator of the healthcare sector in the emirate, has signed a Memorandum of Understanding (MoU) with M42, a global tech-enabled healthcare network, at GITEX Global 2023, to integrate M42's newly announced Clinical Large Language Model (LLM), Med42 across Abu Dhabi's healthcare ecosystem, with an aim of creating a direct impact on patient care.

As part of DoH's digital transformation efforts, the Department seeks to make clinical decision-

making more efficient by utilising Clinical LLM to act as an AI assistant for healthcare professionals. Potential use case examples include supporting the development of

personalised treatment plans, helping doctors access and process relevant information faster, and supporting

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# 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.*

Tencent Cloud, the cloud business of global technology company Tencent, recently announced its showcase at the GITEX GLOBAL 2023, one of the world's largest and most inclusive tech events held in Dubai, United Arab Emirates. Attending for the second time, Tencent Cloud is looking to strategically grow its business in the Middle East and Africa (MEA) market, demonstrating its unique and

competitive solutions and ecosystems in the gaming, media, telecommunications and public sectors.

During the event, Tencent Cloud will be debuting the SuperApp-as-a-Service, along with their latest innovations,

under the Tencent Cloud AI and media solution family, that will be tailored for MEA enterprises.

Leveraging the track records in supporting Weixin/WeChat ecosystem with over 1.1 billion monthly active Mini Program users, Tencent Cloud's SuperApp-as-a-Service features the Tencent Cloud Mini Program Platform (TCMPP) that

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## 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

> **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. Comparing ourselves to competitors, 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.

**Alaa Bawab**

## Premier Inn ...

guest interactions and satisfaction.

HPE Aruba Networking EdgeConnect SD-WAN offers several key benefits to Premier Inn. It streamlines their infrastructure by consolidating various networking functions, reducing the reliance on multiple devices like WAN optimisation, routers, and firewalls, ultimately simplifying network management and minimising equipment sprawl. Additionally, the solution offers zero-touch provisioning through central orchestration, automating the configuration of settings and security parameters across all 11 locations without the need for on-site IT expertise, ensuring consistency and reliability throughout the network.

Will Douglas, IT Director at Premier Inn Middle East said: "At Premier Inn, we've always been dedicated to providing our guests with the best possible experience. Our partnership with HPE Aruba Networking and the implementation of EdgeConnect SD-WAN represents a leap forward in our journey to offer the ultimate

> **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."

## M42 ...

medical researchers to review medical literature and journals in a more efficient manner.

On this occasion, Dr. Rashed Obaid Al Suwaidi, Executive Director of the Healthcare Workforce Planning Sector at the Department of Health – Abu Dhabi said: "We remain committed to collaborating closely with strategic partners in the healthcare sector to pave the way for a future shaped by healthcare technology and innovation. Through our collaboration with tech giants across different fields, we seek to unlock the full potential of breakthrough solutions and revolutionise the speed of clinical decision-making – that is translated today by effectively employing Med42 as an AI assistant for healthcare professionals. The tool will allow us to efficiently harness healthcare data, and the development of new generative AI capabilities while improving patient care and the sector's outcomes and further cementing the emirate's position as a leading destination for healthcare and a global hub for innovation."

The strategic collaboration will see DoH harness M42's generative AI capabilities to address critical aspects of the healthcare ecosystem, including population health management, optimising processes, enhancing patient care and outputs, reducing healthcare expenses and increasing focus on healthcare awareness and disease prevention. One of the first points of integration will be with Malaffi to enhance the user experience through a chat-based interface.

Ashish Koshy, Group Chief Operating Officer at M42, said: "Through innovative solutions, such as AI, M42 is commitment to making a transformative impact across the healthcare sector. Our generative AI model, Med42 has the ability to accelerate access to healthcare knowledge and enhance clinical decision-making, all resulting in better patient care and in the future, a more personalised experience. Our partnership with DoH, is an important step towards accelerating the adoption of AI-assisted clinical care and creating greater efficiencies across the healthcare sector in Abu Dhabi."

Med42 is an open-access Clinical LLM designed to offer high-quality answers for both concise and extensive medical queries. The model outperforms larger closed models, like ChatGPT 3.5, and achieves a 72% score, in a zero-shot evaluation, on the US Medical Licensing Examination (USMLE) Sample Exam questions.

The Department of Health - Abu Dhabi (DoH) is inviting guests to visit its stand at GITEX, and view the latest healthcare technologies and innovations of Abu Dhabi's healthcare sector. DoH is participating under the unified umbrella of the Abu Dhabi Digital Authority (ADDA), located in Sheikh Saeed Hall, Hall 19/B20 from 16 October 2023 to 20 October 2023.

# Tencent Cloud...



transforms web and mobile apps into one light-weight 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 using TCMPP 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 services including citizenship and work permit applications, business registration, industrial license applications, housing and property leasing, healthcare facility access, tourism information, inheritance services, insurance matters, traffic ticket management, education and work benefits.

### Tencent's Transformative Technological Solutions, showcased at GITEX 2023

Quick-training Digital Human is Tencent Cloud's latest solution, empowering businesses of all shapes and sizes to reap the benefits from the AI revolution. It supports enterprise users to create customized digital avatars with minimal training, as such meeting the increasing demand for digital avatars across a vast variety of fields, including customer service, sales and marketing, virtual tour guiding, and more. Furthermore, the Tencent Cloud e-know Your Customer (eKYC) solution, utilizes AI technologies to optimise identity authentication processes with document recognition, liveness detection, and face verification capabilities.

Recognised by Frost & Sullivan as the No. 1 cloud services provider in Asia Pacific in the media sector, Tencent Cloud will also be officially releasing several products under its AI media solution portfolio at GITEX 2023, to cater to the booming digital content, media, gaming and entertainment demand in the MEA region. Tencent Cloud Smart Video Analysis Platform (SVAP), Intelligent Media AI Platform, will be showcased with their advanced capabilities helping media organizations, enterprises, and content creators in areas such as video content creation and moderation, and smart video analysis.

Dan Hu, Vice President of Tencent Cloud International for the Middle East and Africa, said, "Backed by our ecosystem-building experience in the consumer internet space, as well as our AI capabilities accumulated, including hosting apps and offering internet infrastructure for a billion of users, Tencent Cloud is well positioned to work with local partners in the MEA region to support the local public service transformation, enabling enterprises and international businesses to leverage Tencent technologies to access the Chinese market, in addition to undertaking their own digital transformations in local markets using Tencent products and services."

"At Tencent Cloud, we also believe that cloud technologies including super app solutions are essential to enterprises and governments that embark on a digital transformation journey," Hu added.
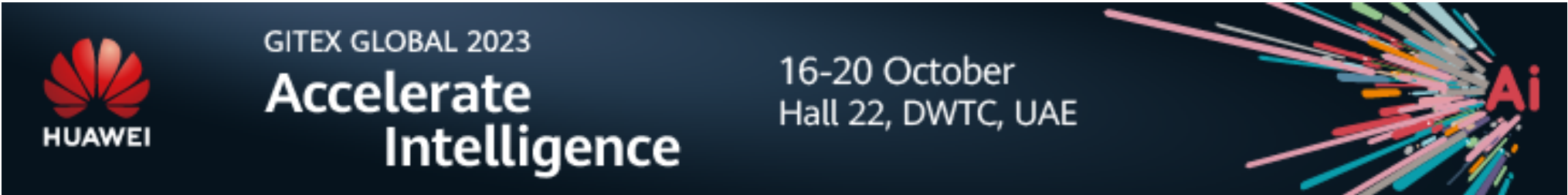
"We are pleased to be collaborating with TAMM to upgrade its digital platform for government services for all Abu Dhabi residents. We look forward to working with more enterprises, agencies and institutions in the region and globally through Tencent Cloud's products and solutions".

Sharing insights about the evolving landscape of cloud gaming, Dan Hu, Vice President of Tencent Cloud International for the Middle East and Africa, spoke with Ralph Simon, Chief Executive Officer at Mobilium Global, to discuss how 5G is shaping the future of video gaming, elaborating on the roles of cloud service providers in offering comprehensive gaming solutions, for telcos and gaming platform providers, utilizing technologies such as TRTC with low latency and Edge Computing Machine. During the fire-side chat, Dan Hu shared his excitement for future plans for the Middle Eastern market, as gaming services are expected to benefit significantly from 5G. He commented that AI will drive forward the next-generation gaming systems, as Tencent Cloud continues to offer its solutions to the Middle Eastern market for enterprise adoption, including the Tencent Cloud SuperApp-as-a-Service for digital transformation.

### International Business Posts Strong Growth

Tencent Cloud's international business presently covers Japan, South Korea, Southeast Asia, Latin America, Europe, the Middle East, Africa, and other major markets.

In the first half of 2023, Tencent Cloud's international business has achieved a double-digit revenue growth and a 66% revenue contribution with the partner countries' ecosystems, with the Middle East being one of the fastest growing regions with many regional customers showing strong interest in exploring potential SuperApp projects.

Today, Tencent Cloud is investing in local partner ecosystems, particularly in audio and video live streaming, with the goal of becoming a preferred technology service provider in the region. They plan to expand their resources in the audio and video domain and deploy AI products in the short term, while also strengthening their global partner network by recruiting influential local partners in the Middle East.

Tencent Cloud's international business and government partners benefit from the company's wide portfolio 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 2800 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 180 countries. In 2022, the event attracted more than 5,000 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.

> " 
> **We look forward to working with more enterprises, agencies and institutions in the region and globally through Tencent Cloud's products and solutions".**

# Avaya Cloud Solutions Help Motul Deliver Effortless 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.*

Motul, the world-class oil and lubricants company founded in 1853, is now delivering effortless experiences for its customers and employees through a range of touchpoints after adopting a suite of cloud-based solutions from Avaya, a global leader in customer experience solutions.

Motul is running Avaya Experience Platform, a cloud contact center solution that makes it easy to connect the right agents with customers through voice, video, chat, messaging, and more. This is integrated with Avaya Cloud Office by RingCentral, a cloud-based communications solution that has enabled over 400 global employees to seamlessly collaborate across borders.

"Our business development relies heavily on our close relationship with our customers. And communications play a key role internally as well as externally. With Avaya Cloud Office and Avaya Experience Platform, we're able to communicate and collaborate much more effectively," said Mathieu Blin, CIO at Motul.

"We were willing to switch to the cloud-based infrastructure for the features that we got in return. Giving our colleagues a single, unified platform that's common across every office, in every geography, means that we're able to share information seamlessly and act upon it quickly".

The two solutions are fully integrated, enabling information to flow smoothly between the front and the back offices. Agents are given improved access to subject matter experts, making it easier than ever for Motul to resolve complex customer queries. And agents that have hybrid responsibilities between customer service and admin can navigate easily between the two solutions.

Avaya Experience Platform also delivers advanced analytics and reporting, and has helped Motul create and track new key performance indicators (KPIs) that have helped the company evolve its customer service processes. The solution's ability to integrate seamlessly into Motuls' CRM applications has made the roll-out of these KPIs pain-free.

"Now, we have a strategic approach to improve our customer experience, reinforce our competitivity and secure our success on the long term. We're confident in the ability of Avaya's technology to meet our customers' contact preferences", said Blin.

What's more, as an existing Avaya customer, Motul found that these cloud-based solutions could be implemented without disruptive technology upgrades or extensive employee training, enabling the company to realize faster time to value from the new capabilities.

Nidal Abou-Ltaif, SVP, Global Head of Sales, and President of Avaya International, said: "Motul has thrived for over 150 years thanks to its culture of putting customer connection at the very heart of its drive for excellence. We're proud to be helping the company continue with its people-first values as its customers and workforce move into the digital realm".

The announcement on Motul's partnership with Avaya 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.

> **We're confident in the ability of Avaya's technology to meet our customers' contact preferences".**

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# Next 'Gen' Security Threats

*Fady Younes, Cybersecurity Director, EMEA Service Providers and MEA, at Cisco, has penned an exclusive thought leadership article for tahawultech.com in which he has warned that whilst there is great optimism at the recent innovations in generative AI, it has also opened the door as another avenue for cybercriminals to attack enterprises.*

**Fady Younes**

The past decade has seen a massive adoption in machine learning (ML) and artificial intelligence (AI), and an increasing number of organizations have been leveraging such technologies to automate their operations to make their products and services better.

Despite the extensive use of ML and AI by organizations for some time now, many individual users only had their first interactions over the past few months, and mostly in the form of generative AI like ChatGPT, which has brought AI to the front of the public's mind, fueling an intensive race for AI development.

As with any innovation, the use of AI is expected to have both positive and negative effects on global culture. It's expected that few will benefit quite so handsomely as cybercrime, though. We live in a digitized age when cyber-attacks are becoming increasingly common, and AI can help streamline criminals' operations, making them more efficient, sophisticated, and scalable while allowing them to evade detection and attribution.

Today's cyberattacks are more sophisticated and relentless than ever before, and they are using the latest technologies to gain grounds. To counter it, there is currently a tremendous amount of innovation in cybersecurity, driven by automation, AI, machine learning, proactive detection and remediation and prevention. That is the goal of security – prevent threats, but when you can't prevent them, detect them immediately to respond, remediate, and record in real time or near-real time."

**Empowering cybercrime**

A major area of impact of AI tools in cybercrime is the reduced need for human involvement in certain aspects of cybercriminal organizations, such as software development, scamming, extortions, etc., which in turn will decrease the need to recruit new members and lower operational costs due to a lower headcount.

AI presents another avenue for cybercriminals to exploit by utilizing it to analyse enormous amounts of information, including leaked data. This analysis empowers them to identify vulnerabilities or high-value targets, enabling more precise and effective attacks that could potentially yield greater financial gains.

Another area of criminal activity that can thrive with AI is the development of more sophisticated phishing and social engineering attacks. This includes the creation of remarkably realistic deepfakes, deceitful websites, disinformation campaigns, fraudulent social media profiles, and AI-powered scam bots.

**Counteracting cybercrime**

On the other side, cybersecurity professionals, defenders, and law enforcement agencies can harness the power of AI to counteract the advancements made in cybercrime. They can utilize AI to develop innovative tools, tactics, and strategies in their fight against malicious activities.

Areas such as threat detection and prevention will be at the forefront of AI security research. Many existing security tools, heavily rely solely on malicious signatures and user input, which render them ineffective for detecting advanced attacks.

Consequently, an increasing number of vendors are turning to machine learning (ML) and AI technologies to achieve more precise and effective threat detection.

Prominent examples include Cisco Secure Endpoint and Cisco Umbrella utilizing advanced machine learning to detect and mitigate suspicious behavior in an automated manner on end hosts and networks respectively.

Cisco Talos, too has been leveraging AI for several years to automate threat intelligence operations such as the classification of similarly rendered web pages, identifying spoofing attempts through logo analysis, phishing email classification based on text analytics, and binary similarities analysis.

The rise of AI presents new challenges and great opportunities as its user base and applications continue to expand. The effective and targeted utilization of AI-related technologies will play a pivotal role for cybersecurity experts and law enforcement agencies in detecting, defending against, and attributing digital criminal behaviour.

By harnessing the power of AI themselves, however, these entities can enhance their capabilities in combating evolving threats and ensuring the security of digital ecosystems. As the landscape of cybercrime evolves, embracing AI will be instrumental in staying ahead of adversaries.

> **AI presents another avenue for cybercriminals to exploit by utilising it to analyse enormous amounts of information, including leaked data."**

9:36 AM

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# Redefining Digital Signature Solutions

*Veronica Martin spoke to Waleed Alawadi, Head of Digital Transformation Solutions at GCG Enterprise Solutions about the unique capabilities and functionalities of the G-Sign, the inspiration behind its concept - and what makes G-sign different from other digital signatures.*

**Waleed Alawadi**

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

**Could you provide our readers with an overview of the current GCG portfolio in the new fast-paced digital economy we live in?**
GCG has more than 40 years' experience in the market, specifically in the printing industry and digital solutions.

Based on the history of GCG, we have tried to build more solutions, which can cover the market needs.

Recently we have also developed different areas of solutions in terms of digital transformation solutions, AV and some of the printing solutions like managed print services.

**Can you provide our readers with more information on the unique capabilities and functionalities of the G-Sign, GCG's new proprietary Digital Signature Solution Platform?**
G-Sign is a digital signature solution, which is built based on the customer requirements or market needs.

The idea of this application started when the pandemic happened and there was a requirement for customers to have a digital signature process.

The UAE pass or the digital identity provided from the government, is giving the digital signature option to all individual users in the UAE.

The idea was to build a middle application, which can communicate with the digital signature and convert this individual signature process, that any person can sign it to meet the business process of the business.

This means we will match it with the business requirement to build some of the workflow and enhance the efficiency of the people to track and sign the process.

Recently we started building also multiple features which can be added to these applications to meet the market needs.

**What was the inspiration behind the G-Sign concept that led to its development, and what problem does it solve for the businesses that adopt the solution into their day-to-day operations?**
G-Sign is not built to compete with any enterprise solutions in the market. The application is built based on the market needs.

The UAE Pass is the domain of this application that any users can sign the document and verify it from the government entity. The idea of this application has evolved a bit to match with the businesses.

We have started adding some features to this application according to business requirements. We have added some workflow engine and tracking of the documents.

Any industry, anyone in the UAE, can use it as an individual or as a business use. G-Sign is the first UAE digital signature solutions built based on the market needs.

**There are quite a number of digital signatures on the marketplace, so what is it that ultimately differentiates G-Sign from other digital signatures?**
The application has been built based on the market needs, so its unique features are based on our experience of this industry.

We have also added some integration capabilities to enhance the business process of our day-to-day business.

We are not competing with any enterprise solutions in the market as each customer when using the G-sign will feel it's meeting their requirements.

We have built our application within the UAE and you can install it in your on-prem and utilize it daily.

We are also protecting the confidentiality of the documents as you can have the document signed from the government verified and at the same time you can save it in your servers internally.

**What are the industry verticals that you are targeting with this solution, who are the type of customers that will typically look for this type of solution?**
Any industry running a business has a document that needs to be signed daily, so there is no specific sector we are focusing on.

For any type of business which is required to sign a document or a contract internally or externally, our solutions can fit to their requirements.

We have different types of customers, such as the government, lawyer offices and small enterprises.

We are offering solutions in different areas that can match with the small to medium business. The pricing structure we have built has a very reasonable price.

In terms of functionality, we have focused on the user interface, which is easy to use, comprehensive workflow engine capabilities and security, as they are the most important parts in the system. All of this means G-sign can be used in any industry.

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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 Osaiba, 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 telecommunication infrastructure to expand Nedaa's network footprint and introduce innovative services. This collaboration will also 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 Osaiba, 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 optimisation and efficiency in telecommunication networks. du's robust infrastructure, coupled with Nedaa's expertise in critical communication, creates a powerful synergy that will ensure seamless connectivity across the UAE and drive advancements in the 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 signifies a shared commitment to advancing telecommunications in the UAE and contributing to the nation's digital transformation.

# 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 digital space.*

Group-IB, a global cybersecurity leader, 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 H. E. Dr Al Kuwaiti'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 a knowledge-sharing framework that will see all parties share information on the latest information security threats, indicators of compromise, and novel tactics, techniques, and procedures leveraged by cybercriminals targeting the Middle East, Turkey, and Africa region (META). This framework also has an educational track, creating

> **Group-IB is confident that this agreement will provide a step change in digital security for the United Arab Emirates".**

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 of preventing digital crime, have been recognized as some of the best in class by multiple independent analyst agencies.

H. E. Dr. Mohammed Al Kuwaiti, Head of the Cyber Security Council of the United Arab Emirates Government, said that the cooperation with Group-IB, a global cybersecurity leader dedicated to detecting, preventing and investigating cyberattacks,

online fraud and intellectual property infringement, falls within the framework of the Council's keenness to enhance cyber security awareness culture in workplaces. Cyber security awareness enhances ways to confront cyber challenges and protect the privacy of digital information services 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 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.

Dr. Al Kuwaiti stressed that cooperation with Group-IB comes in response to the rapid technological development in our contemporary world. 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 believe this to be a landmark agreement for the company in the MEA region", Ashraf

Koheil, Regional Sales Director MEA at Group-IB said. "By leveraging the extensive experience and expertise of the UAE Cyber Security Council, which has an unfaltering commitment to protect the UAE populace, in line with the UAE government's strategic vision for the nation, Group-IB is confident that this agreement will provide a step change in digital security for the United Arab Emirates. Group-IB would like to express its appreciation to the UAE Cyber Security Council and H.E. Dr. Mohammed Al Kuwaiti for their cooperation throughout the negotiation process".

Group-IB opened the doors to its MEA-based Digital Crime Resistance Center in May 2021. The United Arab Emirates was chosen to be the site of Group-IB's MEA HQ due to the country's position as a key global player in cross-border efforts to combat cybercrime. This regional HQ offers all core Group-IB technological competencies and is staffed by subject-matter experts from the company's key business units: hi-tech crime investigations, Digital Forensics and Incident Response (DFIR) lab, Threat Intelligence, Computer Emergency Response Team (CERT-GIB), Fraud Protection teams, and Digital Risk Protection department. In September 2023, Group-IB launched a new innovative education hub at its Dubai-based Digital Crime Resistance Centre.

# Symbolic Language enhances AI, Cybersecurity & Robotics

*Symbolic Language promises to redefine how technology understands the human consciousness in AI and robotics, bridging the gap between people and machines in an unprecedented way.*



In a significant leap towards bringing advanced Emotional Intelligence to AI, Cybersecurity & Robotics, the Source Code Technology (SCT) unveils Symbolic Language at the prestigious GITEX Global 2023 in Dubai.

This technology was developed over 25 years by Professor Francis L. Kaya, Founder & President of Source Code Technology, in collaboration with experts from psychology, psychiatry, medicine, and education.

This groundbreaking innovation is poised to revolutionize various human-centered technologies in the fields of mental health, education, robotics and even cybersecurity through a coding of behaviors, emotions, and the universe around

us, bringing to light unknown aspects of the human unconscious world for the very first time. Experts believe Symbolic Language has the potential to unlock commercial value of many billions of dollars over the next 5 years.

For example, Government health agencies, burdened by the cost of a rising mental health crisis can incorporate Symbolic Language in their interventions to deescalate the condition and effect lasting changes.

In healthcare, when hospitalized patients speak incoherently, software programs embedded with Symbolic Language can help to decode underlying meaning and emotions, enabling medical professionals to symbolically understand the patient and respond effectively. Further, doctors can

treat patients with a deeper understanding of the mental states that accompany a physical condition and improve treatment outcomes faster.

In a diametrically different application, Gaming developers and Toy manufacturers can create immersive content and compelling products that appeal not only to kids and teens but also to their parents and educators.

Symbolic Language seamlessly integrates with AI and is universally accessible, transcending barriers of spoken language.

Dr. Royston Flude,

> **This will allow AI to ensure self-sustaining solutions".**

President of CSPOC, 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 for dream analysis and complex mental health assessments exemplifies the profound impact of Symbolic Language.

ChatDream is making its official debut at GITEX Global, World Trade Center Dubai, from Oct 16 – 21, visit them at H25-29 to check the demo.

# Logitech introduces desk booking solution for hybrid workplaces and debuts Logi dock flex

*Desk booking service makes hotdesking simple for employees, manageable for IT teams, and insightful for workspace managers.*



> **It provides IT and workplace managers with valuable insights into the utilisation of technology and office space".**

Recently, Logitech introduced a desk booking service that delivers a better hotdesking experience for employees and a greater ability to manage shared desks across multiple locations. The service runs on Logi Dock Flex, a fully-featured managed docking station built for shared desks in flexible work environments.

The move to a hybrid work model has given companies the opportunity to reassess and optimize their office space. However, the hybrid evolution has also introduced the challenges of motivating employees back to the office and the need for data and insights to understand space configuration and continued investment.

"Companies understand that they must provide incentives for hybrid work employees to come into the office. The solution doesn't involve merely adding more recreational amenities like foosball tables. Instead, it entails providing employees with a means to coordinate their in-office schedules. We adopted a multifaceted strategy in creating Logi Dock Flex. It not only addresses the challenges of desk booking and management but also fosters social collaboration. Additionally, it provides IT and workplace managers with valuable insights into the utilisation of technology and office space", Said Loubna Imenchal, Head of Enterprise Business for AMECA at Logitech.

A McKinsey Social Capital survey* shows that employees overall report feeling less connected to people within their company networks. Through Logitech's desk booking service, employees can plan days in the office with their teams, book a desk through Logi Tune, and notify their teammates in-app. Once on-site, they simply plug into Logi Dock Flex with a single USB cable and quickly get to work.

With an 8-inch display, three USB ports in the front and three more in the back, Logi Dock Flex supports dual display, network connection, and up to 100 watts of power, allowing for both secure, standard-issue device connections, as well as for employees to bring their own device. Employees can personalize their workstation with their own background photo and away message, and join meetings with one touch through calendar integrations with the Logi Tune app. And for ad-hoc booking, the interactive panel signals whether the desk is available or not.

IT teams can quickly install and deploy Logi Dock Flex at scale with secure cable management for clutter-free desk areas. Through Logitech Sync, IT can monitor and manage Logi Dock Flex remotely to adjust booking settings, manage equipment, and customize according to the company's hybrid policies.

Logi Dock Flex's multiservice capability allows IT teams to choose Microsoft Teams, Zoom Workspace Reservation, or Logitech's own desk booking service, with an additional choice of booking platforms to come. Logitech desk booking service is managed through Logitech Sync and can be deployed with either Logi Dock Flex or by using QR codes to work stand-alone, not requiring any purchase of Logitech hardware.

For Facilities Managers, real-time insights and analytics on space usage help them understand how flexible office and return-to-office policies are performing. Workplace management data like desk utilization, peak occupancy rates, and user behaviours take the guesswork out of usage and space planning.

## Approach to Sustainability

Logitech is committed to creating a more equitable and climate positive world by actively working to reduce our carbon impact. That's why Logi Dock Flex will partially be made using lower impact materials like post-consumer recycled plastics and low-carbon aluminium when possible and will be shipped in responsibly-sourced packaging.

## Pricing and Availability

Logi Dock Flex, offered in off-white, will be available globally in Fall 2023 through authorized sellers and on logitech.com with a suggested retail price of $699 USD. Logitech's desk booking service is available for free, and can be requested today through the Sync management portal. Premium features like usage insights, alerts, and floor plan maps are free during the public beta through July 1, 2024.

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# 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.*



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 entered markets in the EU and APAC region with phenomenal traction and recognition, evident in their three awards accredited this year. Now, ready for the UAE market, Acentrik is thrilled to revolutionize and valueadd 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 an unparalleled level of data privacy and security.

## Boundless possibilities for UAE with Acentrik

"It's a new future for data sharing and ecosystems. Access to data will be a necessity to drive organisations' data-driven decisions and contribute to data strategies", Jochen Kaiser, Head of Data Ecosystems, Mercedes-Benz Group AG.
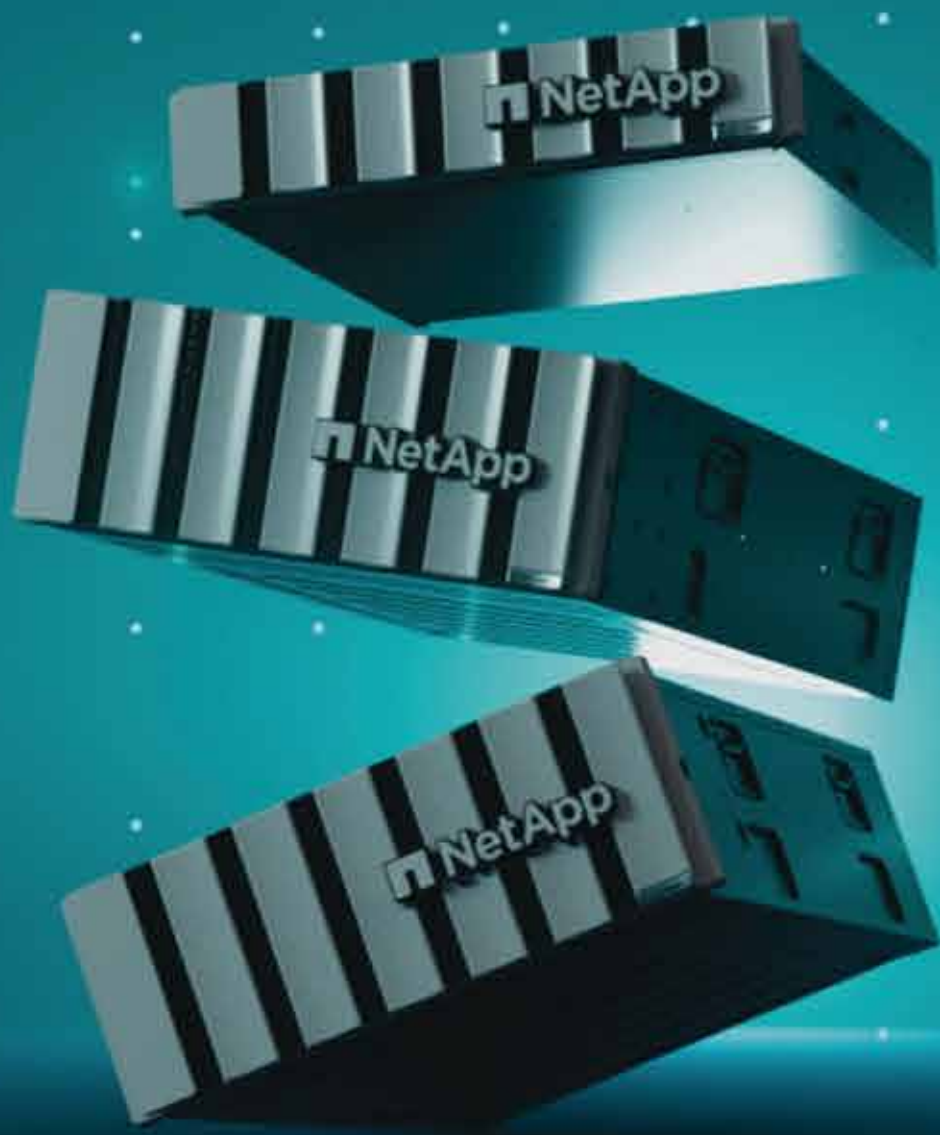
# Juniper Networks Unveils the Industry's First Distributed Security Services Architecture for Unmatched Scalability and Operational Simplicity

*Unified security management integrated with best-in-class routing, firewalling and AI-predictive threat prevention to deliver essential security capabilities to the modern data centre.*

Juniper Networks, the leader in secure, 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, multicloud, 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 new modern data centre architecture that delivers reliability through automated data centre operations, scalable 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 is the first in the industry to deliver an architecture design that fully decouples 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 unique to the customer's environment through a proxy-less architecture. Coupled with AI, customers gain even more effective malware prevention at line rate. 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 real 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 (SRX1600, SRX2300, SRX4300, 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 series family offer customers even more options to build and expand their data center architectures securely and with sustainability objectives top of mind.

"As new distributed data center architectures create more blind spots and operational complexity, it is vital to have advanced security capabilities that can adapt with the transformation. Leveraging our expertise in both security and data center operations, Juniper is thrilled to deliver our Connected Security Distributed Services Architecture, AI-predictive threat prevention and new 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 Security, Juniper Networks

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

*GITEX poised 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 gearing to change the 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 entrepreneurs 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, Reginal Managing Director at Insticc Digital comments: "Digital resilience is the only defence against cybercriminals. Imagine if they started meddling with smart city 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 is known for its avante-garde approach to technology and innovation and is an innovator of sustainable tech in the realms of multiple sectors from transportation to healthcare, finance, and infrastructure. GITEX

> **Without digitally resilient tech infrastructure, smart cities can't sustain themselves".**

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 10x faster to market through agile solutions, we are thrilled to expand into the region. Our sights are set to future expansions into Saudi Arabia. We're ready to welcome you to our booth H29-G05, Hall 29, at GITEX!"

As the Platinum Sponsor of the 43rd edition of the region's largest event for sustainability tech innovation, ESG strategies and services, Insticc Digital™ is committed to driving positive change through custom software engineering and AI and machine learning tools to transform traditional cities, communities, and businesses into smart hubs for a sustainable future.

GITEX IMPACT will run from 16 – 20 October 2023 at the Dubai World Trade Centre (DWTC). 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.

# 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

> **We at Seclore, are confident that we will be able to aid businesses in closing this data security gap by safeguarding and managing digital assets in a more streamlined manner".**

Seclore, the leading provider of data-centric security solutions, reiterated its mission to bridge data security gaps and address the MENA region's cybersecurity needs with its data-centric security solutions. The company's solutions are designed to assist governmental organisations, financial institutions, and other corporate leaders in achieving compliance and meeting the region's data security demands. By leveraging its features like risk insights, data classification, enterprise digital rights management (EDRM), and email encryption, Seclore hopes to drive enhanced protection for personal data and digital assets.

Seclore's data-centric security approach can greatly protect against such attacks and mitigate the impact of ongoing security threats, by ensuring that only authorised individuals have access to sensitive digital assets, both within and outside of the organisation. Businesses can implement automated policies that limit who have access to what information, as well as set durations for their access.

With the support of its risk insights functionality, security teams can promptly assess current and potential risks in the organisation and evaluate the elements that can either increase or decrease these risks, such as data extraction activities, unauthorised actions, and the methods and locations used to access sensitive digital assets. Likewise, Seclore's EDRM protects sensitive information regardless of the device or location, while its data classification capability provides enterprise-wide visibility, a streamlined user experience, automated policy enforcement, and user-driven classification for better data management.

Vishal Gupta, CEO of Seclore, said: "Organisations are growing increasingly aware of risks associated with breaches of sensitive, cloud-based data. This has driven us to equip organisations with tools that enable visibility across hybrid environments and safeguard data as it travels across clouds, databases, applications, services, and even outside the corporate network. We at Seclore, are confident that we will be able to aid businesses in closing this data security gap by safeguarding and managing digital assets in a more streamlined manner".

According to IBM's Cost of a Data Breach Report 2023, the average global cost of a data breach in 2023 was AED 16.3 million, an increase of 15 per cent over the previous three years. Global cyberattacks also increased by 38 per cent in 2022, while the Middle East witnessed a 77 per cent increase in ransomware activities in the first quarter of 2023, indicating the need for significant cybersecurity investments. This is even more significant considering that businesses that rely on automation and AI for security reportedly save an average of AED 6.4 million.

While speaking at GITEX GLOBAL 2023, the largest technology event, Isaac Roybal, Chief Marketing Officer of Seclore, offered insights on evolving data security requirements and how organisations can close the data security gap in the UAE.

He 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 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 specialised 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 business outcomes 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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