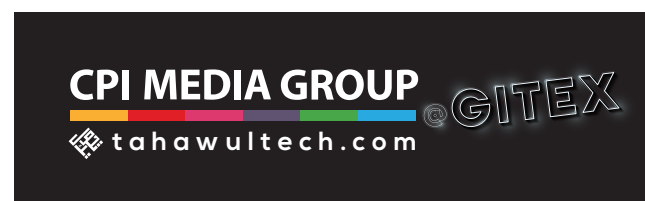




# 60 MINUTES

## GITEX TECHNOLOGY WEEK

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



DAY 5 AM

## Dell Technologies seeks to master native edge

Veronica Martin spoke to Tarek Saliba, SE Manager at Dell Technologies during GITEX Global about the new products and solutions they are demonstrating and launching, key technologies and trends driving innovation and what value GITEX brings to Dell Technologies.



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

We are focusing on five main strategies starting with the cloud, helping our customers to adopt a multi cloud strategy. We're also focusing on data and we are

using again the native edge, which is a very attractive technology and very relevant today.

According to analysts 70% of the data in the future will be generated at the edge as customers are seeing its value, they are implementing a lot of infrastructure at it and they need to capture this data at the edge to process the data as soon as it's generated. This comes with challenges though. One of them is security because the native edge isn't as secured as the main data centre. This means you need the infrastructure to support this type of environment.

Additionally, we are seeing customers moving hundreds of servers into one single location, but also to multiple ones, so in many cases they don't have the capacity to manage all these operations. With the Native Edge you can manage easily all these locations and organisations don't need to send employees to these locations to manage and operate. They can manage everything from one single location.

The fourth one is security because we

► CONTINUED ON PAGE 3

## IFS brings innovations to GITEX 2023

Veronica Martin caught up with Emmanuel Serrurier, Chief Revenue Officer at IFS, during GITEX Global to discuss the new products and solutions they are demonstrating and launching, key technologies and trends driving innovation and what value GITEX brings to IFS.

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

We are excited to showcase our most innovation version of our solution. The current version includes more than 200 out of the box workflow templates and the goal is to increase customer's efficiency. In the updated version, we have improved dramatically the performance compared to the previous release, added new reporting

capabilities, integrated an AI chatbot with the virtual agent and improved API's integration. This release is truly a significant milestone because we have implemented all the requirements from our customers.

**From your company's perspective, what are the key technologies and trends that you're seeing that will drive your innovation and product roadmap for the next 12 months?**

The first one is generative AI. This means we will help our service with service agents to deliver a better service and



we'll help employees to find answers faster. The second one is the continuation of the low-code and no-code to empower servers team like IT, HR facilities management to improve services with no need for

► CONTINUED ON PAGE 3

## Logitech brings a personalised touch to the workplace

Angelos Stefanidis, Logitech Head of B2B, Video Collaboration & Personal Workspace, Emerging Markets (AMECA, India & SouthEast Asia), discusses the trends driving the personal workspace concept within organisations, how Logitech is complementing this year's theme for GITEX and their new products and solutions.



**What is your main focus at GITEX Global 2023?**

We have expanded our presence with our own stand where we can showcase our products and solutions. We are a B2B solution provider, and we offer the full portfolio enterprise segment. Sustainability is also one of our main priorities for the future of work and we are one step ahead as we are really committed to reduce

environmental carbon footprint.

**How is your business complementing the event's theme of 'The year to imagine AI in everything'?**

In our industry, few people know the word Logitech comes from log in French and tech, which is software and technology in English. Using AI, companies now will be able to transform the workspace as employees are going back to the office

and they're looking for latest technology to be adopted. We also want to bring equity in the meeting rooms between the members who are on premise in the office and employees who are working at home as most people know are doing hybrid work. We have launched Logitech Sight, an AI-powered tabletop camera that works with our front-of-room camera Rally Bar or Rally Bar Mini to intelligently capture the best perspective of meeting participants and track conversations as they move around the conference room, helping

► CONTINUED ON PAGE 4

## Sennheiser brings vast portfolio to GITEX 2023

Mig Cardamone, Sales Director, Country Manager, Sennheiser Middle East, discusses their unified communications portfolio, meeting room trends and GITEX perspective in this exclusive interview.

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

At GITEX we are showcasing our Unified Communications portfolio of products for better collaboration and learning.

During the show, our customers will get the chance to experience first-hand our audibly superior solutions in a meeting room set-up that features solutions from our TeamConnect Family and SpeechLine Digital Wireless portfolio.

With our TeamConnect family, we provide solutions for meeting rooms and hybrid



learning classrooms of any size, and provide options that are plug & play as well as those that offer more advanced configurations.

Whilst our TeamConnect Ceiling 2 microphone (TCC2) remains an industry standard ceiling microphone and is scalable for large rooms of 80m2 and above, our recently launched

TeamConnect Ceiling Medium (TCCM) offers the same feature-packed technology of its bigger brother but for medium size rooms of 40m2.

Both of our ceiling microphones have our patented automatic, dynamic beamforming microphone arrays that allows customers to utilise their meeting rooms and classrooms in exactly the way they want and with best-in-class intelligibility. Both TCC2 and TCCM are available now.

And for the first time in the Middle East, we are showcasing our latest

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# GITEX

## GLOBAL

16-20 OCT 2023 - DUBAI

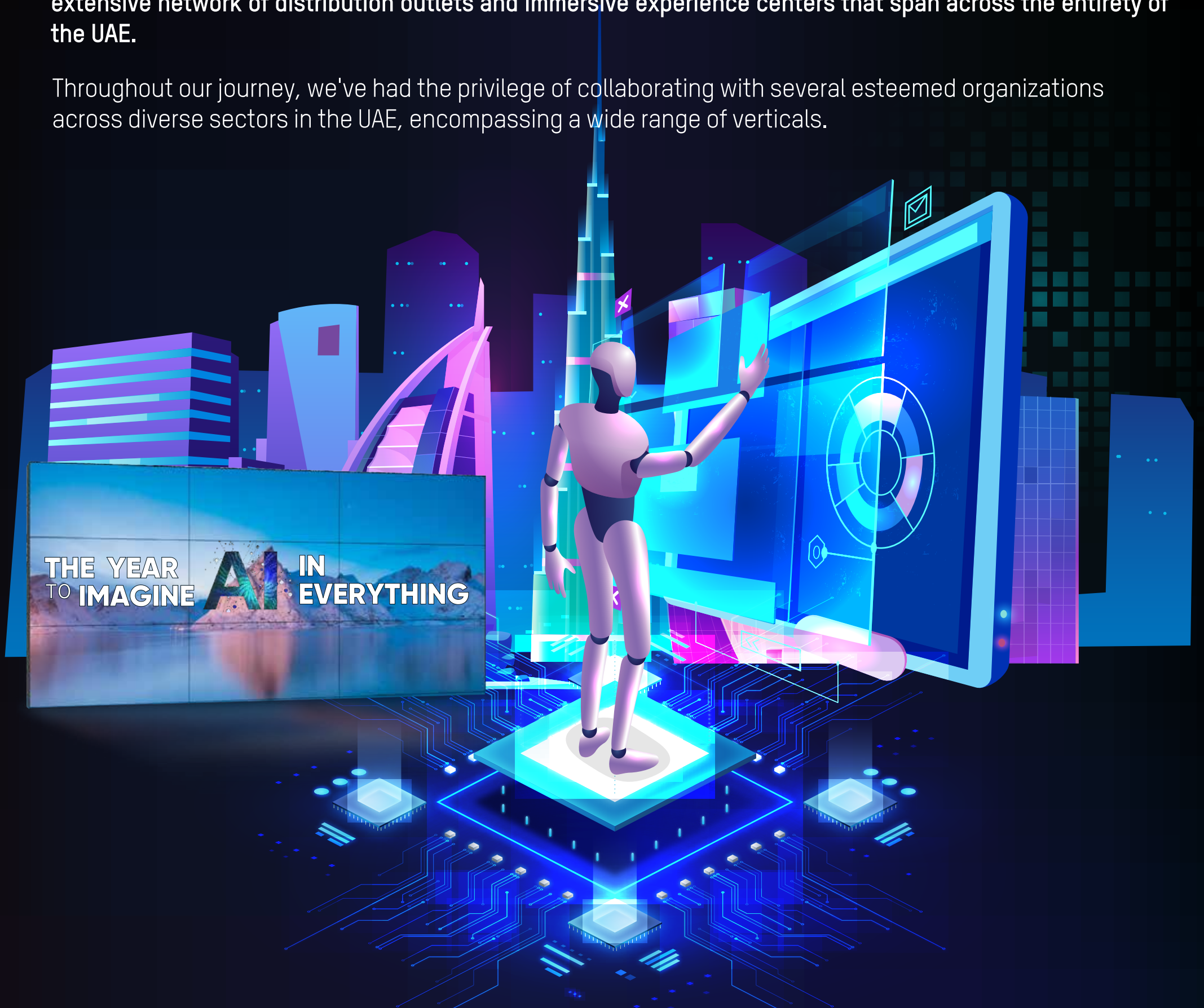
# ADS

SECURITY DEVICES TRADING LLC

## TECHNOLOGIES FOR THE SAFER WORLD

Over the course of time, ADS has demonstrated remarkable expansion and has played a significant role in fueling the increasing popularity of Hikvision's products in the UAE. This has been achieved through the extensive network of distribution outlets and immersive experience centers that span across the entirety of the UAE.

Throughout our journey, we've had the privilege of collaborating with several esteemed organizations across diverse sectors in the UAE, encompassing a wide range of verticals.



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- Retail
- Traffic
- Safe City



Booth No: **CC1-90**  
Concourse 1

## HIKVISION®

NATIONAL DISTRIBUTOR



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Dell Tech...

know that most of organizations have big concerns when it comes to security, so we are building our portfolio around cybersecurity. The five pillar is

around workforce transformation to support customers, to adopt the workforce and have the capability to work from any place they want in the hybrid world that we're living in.

We're also building our streaming platform a capability to move data from the edge to the data centre. This will help customer to manage multiple edges as well as one single streaming platform that move data from near edge to edge to the main data. We're also building the modern data centre and modern



We're building this virtualisation layer to help companies and data scientists to access data from everywhere".

data management solution, which is based on the data virtualization.

We're building this virtualisation layer to help companies and data scientists to access data from everywhere, so they don't have to move data around. We virtualise the data and give access to all data sources.

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?

Generative AI is the big thing now. The key in generative AI is the capability, as it's not like traditional AI where you do one model to do one single thing. Generative AI has the capability to generate new content, videos and images. It has the capability to have multiple use cases within one model and customers are starting to see the impact of this. Most of customers are focusing on AI and doubling their investment on it.

How important is an event like GITEX



Tarek Saliba

Global for your company – and what value does it bring to your organisation?

GITEX is great platform to meet our customers, colleagues, share our experience with

everyone and showcase all the new technology that we are bringing into the market with all our customers. The UAE is a very interesting country as it's adopting all the new technologies faster

than other places. GITEX gives the chance customers to come and see what Dell and other companies are doing right now and what's coming in the near future.

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IFS...

developers or an IT department.

The third one is cloud computing, which continues to grow as more organisation take advantage on it. This means managing the IT infrastructure now and operations across as organisations become more complex. That's the reason why we are bringing high level service to manage all these assets in organisations.

How important is an event like GITEX Global for your company – and what value does it bring to your organisation? GITEX brings a lot of value to our company. Firstly, the exposure, especially in terms of brand awareness. This is really a fantastic platform for us because it's not just an IT event as you see a lot of innovation and new capabilities



This is really a fantastic platform for us because it's not just an IT event as you see a lot of innovation and new capabilities for the future".

for the future. We have the opportunity here to showcase our latest release to all our customers.

Secondly, it gives us the chance to do presentations, where we'll share our customers' feedback and discuss the challenges our customers have experienced and how we'll help them to solve these challenges and bring fast return on investment.

The third aspect is



Emmanuel Serrurier

that in GITEX there are a lot of companies showcasing their latest technology, so it's important for us to get feedback from what is happening in the market today because that help us also to think about new capabilities in our products.

Finally, we have a lot of customers whose prospects reach out to us, share their current challenges and try to understand how we can help them. We have a lot of opportunities that have converted into projects. Besides, most our partners are here, so yesterday I had the opportunity to discuss with a few of them about how we can grow in this region and what will be the strategy from both sides. It's important for customers to understand from both sides how to get the best of the product and how to implement a solution directly. GITEX really is a fantastic event because you have all industry experts, prospects, customers and partners in one place.



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## Logitech...

remote attendees feel like they're seated at the table. The second area we are focusing with our solutions is for education. We have Logitech Scribe, an AI-powered whiteboard camera. The camera is compatible with leading services like Microsoft Teams and Zoom and broadcasts whiteboard content into video meetings with incredible clarity, virtually transporting everyone into the same room. This makes brainstorming, teaching, and team meetings equally accessible and productive for all participants through its simple-to-use design. Levelling the playing field for distributed teams, Logitech Scribe gives everyone — in-room or remote — a perfect view of the board.

### What are the trends driving the personal workspace concept within organisations?

All our customers and partners are expressing the fact that all the meetings they do now coming back to the office and having a hybrid set up are short in duration and very ad hoc. One of the technologies we have launched is the Rally Bar Huddle, designed for small rooms that caters to this group of people that want to do a huddle for quick discussions.

We are also bringing in Zone 2 Wireless, our new wireless headsets. The plastic parts in Zone Wireless 2 include 20% certified post-consumer recycled plastic to give a second life to end-of-life plastic from old consumer electronics, and the aluminium in Zone Wireless 2's decoration ring and temple extension are made by a process that uses renewable

energy instead of traditional fossil-fuel energy, so the cargo footprint is minimised.

### Which product within the Logitech personal workspace portfolio is receiving more interest now?

There are many vendors out there offering webcams, headsets, keyboards, and mice. We are the innovators of the mice, but nowadays everybody's looking for an upgrade. For example, people are looking to upgrade their built-in webcams and default keyboards that come with the laptop or the PC desktop. The quality of the audio and video isn't enough for the demands of video calls today. We have enhanced our webcams and introduced a new lineup of ergonomic keyboards, specifically the K860, which are more comfortable for people working long hours.



Angelos Stefanidis

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## Sennheiser...

addition to the family, and our very first video-enabled solution, the TeamConnect Bars. With options for small (TeamConnect Bar S) or mid-sized (TeamConnect Bar M) meeting and collaboration spaces, they are scalable, all-in-one conferencing devices, designed to meet modern meeting demands with built-in camera, microphones and speakers. The TeamConnect Bars will be available in the first half of 2024.

All our solutions easily integrate with your favourite meeting platform as well as being Microsoft Teams Certified and Compatible with Zoom.

Of course, we are also well-known for our wireless microphones, and at GITEX we are highlighting two ranges: SpeechLine Digital Wireless and Evolution Wireless Digital (EW-DX).

As the name suggest, our SpeechLine Digital Wireless microphones are dedicated for speech and lecture. They are IT-optimised and designed for university and corporate use, meeting the demands of IT managers by being easily monitored and controlled using our control and monitoring software, Sennheiser Control Cockpit.

With EW-DX, we add a layer of versatility and flexibility for more varied applications

**All our solutions easily integrate with your favourite meeting platform as well as being Microsoft Teams Certified and Compatible with Zoom".**

whilst maintaining the intuitive, easy to integrate and simple to use ethos that we build into of all our solutions. This is backed up by a modern app-based digital workflow, which is further supported by more sophisticated monitoring and control software for professional applications.

In another first for our Middle East customers, we are showing the new EW-DX EM4 Dante, a Dante-enabled 4-channel 1U receiver that completes our EW-DX range and will be available in the first half of 2024.

Finally, we also have on active display MobileConnect, a smartphone-based solution that distributes audio over existing WiFi networks that is innovative, scalable, and seamlessly connects you to your audience, who



Angelos Stefanidis

can listen, respond and interact effortlessly and in real time.

### 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?

In the meeting room and lecture environments, the trend is for platform certified solutions that are versatile but simple to use, something that Sennheiser delivers upon with all our solutions.

We are committed to an open ecosystem and brand-agnostic approach that allows integrators

and customers to choose a solution that best suits their needs. We have an alliance partner philosophy that means we work with complimentary manufacturers to ensure that our systems are fully compatible, are optimised for ease of installation, and user-friendly.

We also see the ongoing trend of hardware being supported and enhanced by software which is why we offer IT-optimised solutions and our free of charge software, Sennheiser Control Cockpit, that provides an easy handling control and monitoring solution for all of our network-

enables systems, which includes everything we are displaying at GITEX.

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

GITEX really has become a hugely important technology show, with global relevance, which from our point of view brings in the right profile of visitors from all over the Middle East, Africa, Central Asia and the Near East. To have that on our doorstep in Dubai, where our MEA operation is based, is extremely beneficial to us as an

organisation, allowing us to connect with end-users, channel partners and consultants over 5 packed days.

We can present our latest business to business solutions to exactly the right type of customers, meeting existing partners and connecting with potential new clients in an environment that is focused on bringing business partners together and showing the best that our industry has to offer. It has rightly become a fixture on the calendar with global appeal and we'll continue to support the event and our Middle East industry partners in the years to come.





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# FeatureMind views GITEX 2023 as a collaboration gateway

Edwin Stonestreet, Managing Director at FeatureMind, explores the highlights and challenges driving conversation at the technology event.

A gateway for tech creators, investors, and enthusiasts to collaborate, GITEX Global is a significant event in the annual calendar. The event highlights the latest technologies and pressing tech challenges, with Artificial intelligence and machine learning driving conversations.

GITEX sets the stage for us to shift our focus towards innovation and entrepreneurship, enabling it to have a significant impact on businesses and digital transformations, given that customer expectations are always on the rise. The discussions and updates around emerging technologies and trends in the retail industry bring attention back to the sweeping changes occurring in both the retail and tech industries.

FeatureMind is looking forward to coming together with the industry's leading minds to discuss the latest advancements in technology that will inform

**The discussions and updates around emerging technologies and trends in the retail industry bring attention back to the sweeping changes occurring in both the retail and tech industries”.**

and reshape how our customers do business in the future, with innovations designed to improve efficiency whilst also revolutionising the customer experience.



Edwin Stonestreet

## GITEX GLOBAL 2023: Huawei Launches Comprehensive Guide for Intelligent Campus to achieve net zero goals

The Future Net Zero Intelligent Campus White Paper for Middle East & Central Asia shares Huawei's innovative concepts, intelligent solutions, and practical experience in the intelligent campus domain



Huawei has launched the Future Net Zero Intelligent Campus White Paper for Middle East and Central Asia at GITEX GLOBAL 2023, the world's largest technology event. The white paper showcases Huawei's innovative concepts, solutions, and practical experience in the intelligent

campus domain and provides a comprehensive guide for planning, building, and operating intelligent campuses throughout their life cycle.

David Shi, President, Enterprise Business Group, Middle East & Central Asia region, Huawei and Li Ying, Vice President of Huawei

Enterprise Marketing & Solutions Sales, released the Future Net Zero Intelligent Campus white paper at GITEX GLOBAL 2023. This white paper outlines the development trend of intelligent campuses, defines the features of future intelligent campuses, and presents the form and

blueprint framework of net zero intelligent campuses. It also explores how intelligent campuses can support high-speed and high-quality economic development, realize the zero-carbon strategy, and build an intelligent world where everything is connected.

As pioneers of sustainable smart cities and green building initiatives, countries in the Middle East and Central Asia have made remarkable achievements in digital, intelligent, and low-carbon development. Huawei is willing to invest more resources to build intelligent campuses that are more secure, convenient, and greener with government and enterprise customers in the Middle East and Central Asia.

David Shi, President, Enterprise Business Group, Huawei Middle East & Central Asia region, said, "We have released this white paper to describe the net zero intelligent campus journey, and we're working with our partners to define an intelligent future, powered by the latest digital technologies and experiences".

As the primary place for people to work and live, the intelligent campus is at the core of high-speed and high-quality economic

development and is key to realizing the zero-carbon strategy, and for building an intelligent world where everything is connected. Huawei works with customers, partners, and consulting companies to share successful experiences in intelligent campus construction and operation, helping the campus on its path to being smart and low carbon.


Huawei and its partners have served more than 800 customers, including government campuses, office campuses, stadium campuses, and university campuses. Facing the trillion-dollar campus market, we develop competitive campus portfolio solutions and leverage our global expertise and technology to build intelligent campuses for customers.

Digitalisation has emerged as a global catalyst for innovation and transformation, serving as a key indicator of a country's comprehensive strength and modernisation. Smart cities embody countries' digital strategies and have become a key pillar in building and maintaining competitiveness. Campuses serve as fundamental city

infrastructure and "testing grounds" for the world's leading cities to progress towards smart city status. Regional governments are actively building intelligent campuses, implementing innovative, green, net zero-carbon, agile, and human-centric development as part of ambitious smart city projects.

Huawei is participating in GITEX GLOBAL 2023 as a Gold Sponsor, where it is presenting new directions to help all industries make the most of intelligence, digitalization, and the strategic opportunities presented by AI, supported by cloud, advanced network capabilities, and digital power technologies. The company is also focused on accelerating intelligence through business, industry, and ecosystem development. Additionally, as the lead sponsor for the event's cybersecurity program, Cyber Valley, Huawei is sharing its leading-edge cybersecurity capabilities and solutions.

To access the Middle East Central Asia Future Net Zero Intelligent Campus White Paper 2023, visit <https://e.huawei.com/en/material/enterprise/1b8fa3aab48148bf9d388db52c1324cb>




GITEX GLOBAL 2023

Accelerate Intelligence

16-20 October

Hall 22, DWTC, UAE







# Innovative Solutions for a New Era of Security, Resilience & Productivity

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16-20 OCT 2023 - DUBAI



# Living Homes Unveils a Truly Intelligent AI driven Home Of the Future At GITEXGlobal

A unique concept for smart living and immersive experience at home will be showcased at GITEX fusing AI, Virtual Reality and Robotics.

Living Homes will present at GITEX Global (Hall 29) a vision for a human-centric, context-aware home of the future with intuitive intelligence that adapts to its inhabitant’s emotions. The visitors of the Living Homes booth in Hall 29 will be able to take part in an unforgettable immersive experience driven by technology, design and emotion.

Living Homes is opening its Dubai office in October and will be launching its operations in the region in collaboration with the global luxury real estate leader BARNES International. The office will feature the first of its kind immersive room for ultra-realistic smart home virtual experience. The innovative Intelligent Home of the Future



With its unmatched offering Living Homes builds a groundbreaking integrated AI platform for an intelligent home”.

platform is developed in partnership with the software company Musala Soft, part of Qinshift. Living Homes is an applied Research &

Development lab on a mission to create the future of truly intelligent homes – by fusing the latest advancements in AI, IoT, Robotics, VR and

nature-friendly design. With its unmatched offering Living Homes builds a groundbreaking integrated AI platform for an intelligent home

that takes care of its inhabitant’s preferences, emotions, habits and lifestyle and adapts to them.

## MoHAP Launches Health Sector’s First National Centre of Excellence for AI

Emirati personnel manage advanced technology in cooperation with SAS data analytics experts.



The Ministry of Health and Prevention (MoHAP) has officially launched the UAE health sector’s first Centre of Excellence (COE) for artificial intelligence. The centre aims to promote the digitalisation of health data, employ smart technologies to develop health capacities and offerings, and establish a comprehensive digital service ecosystem providing service users with sustainable, innovative, high-quality services.

The Ministry announced the COE’s launch while participating in GITEX Technology Week 2023 in Dubai, which is being hosted in the city from

October 16-20. Within this participation, the Ministry is presenting a package of digital products and up-to-date technical systems and solutions to meet current and future health needs and solidify its position as a key leader of the government’s digital transformation.

According to the Ministry, the COE, which was assigned Emirati cadres to manage its advanced technology in collaboration with SAS, a global leader in AI and analytics software, whose experts will cover seven fields of expertise. The first is licensing medical facilities, using AI to facilitate location

selection for hospitals and medical centres by providing analytic results to investors before they apply for medical facility licenses. The centre will also support doctors to secure necessary licenses based on national needs.

Furthermore, there will also be an organ donation and transplant centre to match donors and patients through test results, helping to facilitate organ transplants and prioritise critical cases both within and outside the country. AI will also be used to analyse the results of radiological scans, increasing the efficiency of diagnoses. In addition, the new centre will launch an

AI lab in December of this year.

The COE will also manage the nation’s strategic stock of medicines using AI to link databases and analyse usage in order to establish needs-based distribution strategies. It will track the shipment of medicines from the country of manufacture all the way to the patient, with additional linkage to other national systems.

Our main goal is to expand the application of AI to improve the well-being and quality of life of service users and society”.

The Ministry noted that the COE will enhance the analysis of birth and mortality data, which will help to better analyse causes of death and related data. This function will play an important role in managing the Ministry’s crisis, emergency, and disaster centre. Finally, the centre will assist in data security control and big data analysis, which will contribute to strengthening the cybersecurity of the Ministry’s network.

National strategy

To shed further light on the goals of the COE, H.E. Ahmed Ali Al Dashti, Assistant Undersecretary for the Ministry’s Support Services Sector, said that the centre is one part of the Ministry’s vision to develop digital services by applying the latest service technologies, among them AI, big data, and cloud computing. Through this step, the Ministry is aligning with the UAE’s National Strategy for Artificial Intelligence 2031 and the vision of the UAE Centennial 2071.

H.E Al Dashti noted that

the establishment of the Centre of Excellence for Artificial Intelligence is the fruit of a joint venture between MoHAP and SAS, a leader in the field of data analysis and AI, in line with the leadership vision to leverage the latest technological innovations, using big data for predictive analysis of information and more effective decision-making. Moreover, the centre aims to attract an elite team of national researchers to drive technological innovation that enhances the UAE’s status as a flourishing global centre and leading example of digital government, in line with the main goals of the UAE National Strategy for Artificial Intelligence 2031.

Health data analysis

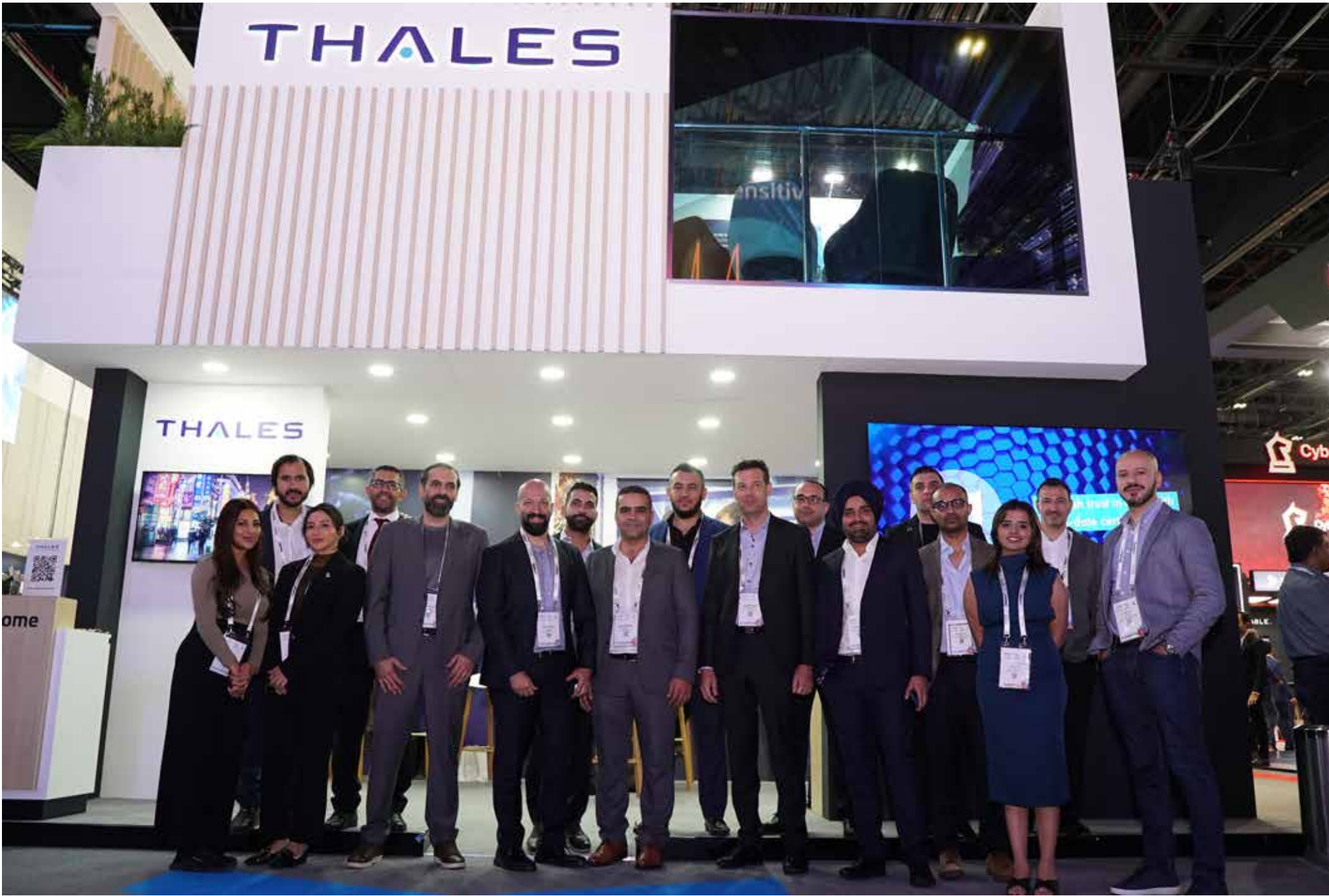
Sameer Alkhoory, Information Technology Director and Digital Health Department, said the launch of the COE falls within the framework of applying best data-founded practices to implement optimal means of strategic planning and decision-making, using databases to assess and measure the performance of health services. This is an important element of

setting plans and policies and ensuring the ideal distribution of health resources and services to promote the health of society and modernise health indicators.

The centre, Khoury said, will work to develop high-quality analytical and predictive models via AI applications and advanced data sources, with the goal of providing reliable, quality analytics and research that contribute to enhancing the experience of service users. This partnership with SAS will boost the vital role that the centre will play in developing fast and efficient digital solutions for processing big data.

“With innovative technologies like advanced analytics and AI shaping our society, the Ministry of Health and Prevention is committed to leading the way in such developments”, said Michel Ghorayeb, Managing Director of SAS UAE. “Our main goal is to expand the application of AI to improve the well-being and quality of life of service users and society through developing the future of the UAE health sector using artificial intelligence”.





Thales Group were delighted to meet up with all their partners during GITEX Global 2023. Together, they will continue to promote and deliver products that will provide their customers with robust data protection

# GITEX Global 2023 Showcases Seamless Collaboration with Yealink

*The workplace of the future is now a reality, and Yealink is here to demonstrate it.*

The anticipation surrounding this year's GITEX Global 2023 is now over as the event has finally begun, with groundbreaking innovations set to steal the spotlight. At the heart of the action, DVCOM Technology, the visionary Middle East value-added distributor, is participating as a key player at GITEX, exemplifying its commitment to accelerating business transformation. Offering cutting-edge solutions, from Cloud-Centric Unified Communication and

Collaboration to Interactive Touchscreen and Physical Security, DVCOM is well-prepared to lead the way in shaping the intelligent enterprise of the future.

## Seamless Collaboration with Yealink

Collaboration is reigning supreme at GITEX Global 2023, where technology giant Yealink has joined forces with Microsoft to unveil game-changing innovations tailored for modern workplaces. Attendees are in for a treat as they are getting the opportunity to immerse

**Our mission is clear - we aim to introduce the most innovative technology to modern workplaces”.**

themselves in the cutting-edge world of seamless collaboration through Yealink's latest innovations and products designed for higher levels of calling, video conferencing, and collaboration. Yealink MeetingBoard,

the all-in-one collaboration display, is being showcased at our booth - H21 – D05 Combined with a full device ecosystem, the fit-to-all room solution is well designed to create real collaboration and smart co-creating experience.

Experience it on-site to learn how collaboration is made this fantastic with one whiteboard.

AI technology has opened a new era of video conferencing. Yealink is also demonstrating a new generation MVC series, including the MVC S60 and MVC S90 to showcase that fantastic power in the meeting rooms. SmartVision 60, the 360° all-in-one camera, lets everyone be included in medium-sized rooms with Multi-Stream People Feed and Voice and Face Recognition.

Equipped with an intelligent multi-camera system, MVC S90 performs perfectly in Pro-AV and extra-large rooms with the AI function of Multi-Camera Intelliframe and Presenter Tracking.

You can learn all about how intelligent solutions empower your meeting rooms with a higher level of equity and flexibility when you visit our space at the ongoing event.

Apart from meeting room solutions, personal solutions that empower productivity and efficiency become the main concern for every business in a hybrid working environment. At Gitex 2023, you can experience the full range of personal workplace solutions including headsets, desk phones, and DECT phones. The new T3 Series Phones, T31W and T34W for wireless calling experience will also make their debut at the show.

Renjan George, the Managing Director at DVCOM Technology, remarked, “Our mission is clear - we aim to introduce the most innovative technology to modern workplaces. GITEX 2023 serves as the ideal platform for us to showcase the transformative solutions we have in store”.

Wherever you work, Yealink aims to offer high-quality and effective solutions for your needs. Take a booth tour and have a conversation with experts from Yealink and DVCOM at the show to discover how Yealink solutions take both personal and team collaboration to the next level, no matter in the office, at home, or on the go.





# 80% of IT leaders concerned about compliance as data spirals out of control

More than three-quarters of ITDMs say integrating point solutions for data analytics and management has driven up the cost of data.

New research from Cloudera, the data company for trusted enterprise artificial intelligence (AI), has revealed that compliance is the main concern for 80% of IT decision-makers (ITDMs) when managing data. This comes when the same number of ITDMs (80%) also worry that data is spiralling out of control in their organisation.

The unpublished survey of 850 ITDMs across EMEA reveals that seven out of ten (70%) believe siloed data makes it harder for them to comply with data compliance regulations. Many organisations have deployed multiple-point solutions to help manage data throughout its lifecycle. However, this is driving up complexity, with 92% of ITDMs saying that integrating point solutions for data analytics and

management has made compliance more challenging.

“With data continuing to scale, compliance remains a significant challenge for many organisations, which is one of the many things we wish to address at GITEX Global 2023. Emerging innovations like AI will add further complexity, and with new regulations on the horizon, remaining compliant will only become more difficult,” says Karim Azar, Regional Vice President of Middle East & Turkey at Cloudera. “Organisations must start to think of data as a product and protect their greatest asset by ensuring that compliance is always on and everywhere.”

**‘Integration tax’ is driving up the cost of data**

While point solutions can effectively solve specific



data processes quickly – giving the illusion of faster time to value – they often increase the cost of data management. With the up-front cost of on-boarding tools, the technical cost of integrating them, and staff requiring specialist training to operate them in the long-term, many

organisations are, in effect, paying a ‘data integration tax’.

Research by Cloudera has revealed that more than nine out of ten (92%) of ITDMs believe that integrating point solutions for data analytics and management has driven up the cost of data.

All (100%) agree that integrating the different point solutions required for managing data across its lifecycle is challenging, with more than half (58%) finding it a ‘significant challenge’. This leads organisations to spend more than a quarter (29%) of their annual IT

budget managing data across its lifecycle.

“To effectively carry out their roles, engineers need access to data from across the organisation and the ability to self-service. However, due to the number of tools organisations deploy for managing data across its lifecycle, this isn’t possible. Each solution requires its own specialist skillset, which takes time and money to learn,” says Karim Azar. “Against this backdrop, organisations must look to modernise their data architectures and end their reliance on point solutions as data demands increase. This will help to reduce the cost integration tax while accelerating data’s time to value”.

At GITEX Global 2023, Cloudera aims to highlight its commitment to innovation while addressing the concerns of IT decision-makers across the region. The company showcases excellence in cloud technology solutions through a scalable, agile, and cost-effective approach to leveraging AI and data.

# Ericsson catches visitors’ attention at GITEX Global 2023 with its immersive sports demo

Ericsson has caught the attention of visitors at GITEX Global 2023 at Hall 21 with its unique demonstration that highlights the advantages and benefits of Network Slicing on a 5G network for communication service providers (CSPs) and consumers.



The demonstrated solution emphasizes the potential of immersive fan engagement for sports clubs, particularly in football, and the business opportunities it presents through Network Slicing and application programming interfaces (APIs) Exposure on a 5G network.

Combining the capabilities of 5G Standalone (SA), Network

Slicing and API Exposure technologies, CSPs can deliver new and immersive experiences to sports fans to capture new revenue streams. At GITEX, Ericsson has demonstrated how a Sports Fan App, showcasing the features these technologies provide, can offer gamification features, user-controlled cameras,

replays, and tiered subscription levels for enhanced personalised experiences and in-stadium purchases.

Sports clubs now have the opportunity to explore a wide range of models for direct engagement with fans through collaboration with technology and connectivity partners. As well as ideas to increase

engagement in grounds and stadiums themselves, there is big potential for revenue generation across the whole fan base; Ericsson’s goal in this fast-evolving area is to deliver the best experience wherever, whenever. Network Slicing, 5G SA, and API Exposure are key enablers for CSPs to deliver this experience,

opening sizeable new ‘add on’ subscription revenues based on fan base size, not stadium size.

To further highlight the benefits of Network Slicing and the opportunities of enhancing customer experiences, Ericsson also showcased a demonstration for ‘eXtended Reality Education 5G Experience’.

In addition to the Networking Slicing demonstrations, a ‘Sustainability Globe’ demonstration of a moving animation of the earth demonstrated how connectivity is critical for a more inclusive and a more sustainable world, underscoring Ericsson’s commitment to connectivity for a sustainable future.





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# Khazna introduces biofuel solution to drive sustainable data centre growth

Pilot project forms integral part of the company's 'Future First' strategy and will be rolled out across all sites once proven successful.



In a groundbreaking move towards realising its 'Future First' strategy, which outlines the firm's sustainability ambitions, Khazna Data Centres, the largest hyperscale wholesale data centre provider in the region,

today unveiled its plan to introduce biofuels to its portfolio of generators. Announced at GITEX GLOBAL 2023, which takes place this week in Dubai, the leading UAE-born data center provider acknowledged

a need to move towards more sustainable practices in the industry. By introducing new ways of powering and subsequently cooling data centres, Khazna aims to do just that by lowering its reliance on traditional

energy sources. Hassan Alnaqbi, Chief Executive Officer at Khazna Data Centres said: "Khazna sits at the heart of the UAE's digital economy with strong ambitions to grow in the region. As

technology advances, we will witness an enormous increase in data volumes. To meet this demand, data centres will require much higher density rack configurations, which in turn require more energy. Our role as an industry leader is to look at viable options to make our data centers more sustainable. Today's announcement is therefore an important step in this direction as we continue our journey on this transformational path by switching to biofuel for our generators. We expect notable reductions in carbon emissions as a result of this strategy adjustment, which perfectly complements Khazna's goal of establishing high standards for environmental responsibility within the data center sector

without compromising on operational reliance and efficiency", Mr. Alnaqbi added. As part of Khazna's sustainability strategy, a pilot project will be launched by the end of this year. The project's first stage will involve blending biofuel with traditional diesel fuel and closely monitoring its performance. After the pilot project demonstrates success, Khazna intends to implement biofuel usage across all of its data centers, further demonstrating the company's dedication to sustainability. In the United Arab Emirates, Khazna Data Centres has emerged as a pioneer in enhancing the region's digital infrastructure. Khazna's strategic initiatives seek to become a driver in the transition to renewable energy sources to reduce reliance on conventional energy and lower greenhouse gas emissions. This week, visitors can learn more about Khazna Data Centres at GITEX GLOBAL 2023 by visiting Stand A20 in Hall 6 until October 20th, 2023.

# Schneider Electric launches APC Smart-UPS Ultra in the Middle East at GITEX Global 2023

New solution will enable the region's IT professionals and solutions providers to address IT infrastructure deployment challenges.

Schneider Electric, the leader in digital transformation of energy management and automation, today official launched the APC Smart-UPS Ultra, the industry's first 3kW 1U single-phase Uninterruptable Power Supply (UPS) at a press conference at GITEX Global 2023

Designed to deliver more power, flexibility, and intelligent monitoring in the smallest footprint, the APC Smart-UPS Ultra enables IT professionals and solution providers to address many of the challenges with deploying IT infrastructure in distributed edge computing environments and at the edge.

"To meet the digital demands, it's crucial that data centres in MEA be sustainable, efficient, and adaptable. Schneider Electric continues to innovate and address customer needs with the introduction of the APC Smart-UPS Ultra", commented Mouna Essa-Egh, Vice President

Middle East Africa, Secure Power Division, Schneider Electric. "The APC Smart-UPS Ultra is redefining the single-phase UPS, making it lighter and more powerful with the next generation semiconductor technology. In addition, it uses lithium-ion technology to power distributed IT and edge computing sites to ensure

our digital Life is On". The edge computing market in the MEA region is undergoing tremendous growth, growing at 18.2% to reach USD4.88 billion by 2028, according to Business Market Insights. The boom in digital technologies and smart applications is driving the need for compute, network, and storage resources that are localised and in close proximity to enable business-critical processes that rely on network connectivity to the cloud. Yet, configuring, deploying, and maintaining the supporting IT infrastructure for multiple, geographically dispersed sites comes with its own unique challenges. With the APC Smart-UPS Ultra, Schneider Electric is bringing to the MEA market its smallest, most advanced single-phase UPS that provides the flexibility to install anywhere and save on total cost of ownership (TCO) without compromising businesses' power protection needs. Given the growth projections for the data centre industry in MEA, there is a pressing need for optimized data lifecycle management. With almost 60% of data stored in an organization rarely accessed, it's crucial for data centres in the region to redefine their roles as not just storage spaces but as the core of organisational growth and innovation. The Smart-UPS Ultra's compact design delivers

more power while taking up less IT space, providing both installation flexibility and power density. The UPS's design is up to 50% smaller and lighter than comparable UPS solutions on the market today. The solution offers flexible mounting options including rack, tower or wall/ceiling mounts, so it can be placed out of the way to allow for more space for IT in the rack. Being understaffed or lacking onsite staff makes management, maintenance and service activities such as inspecting equipment, replacing batteries, swapping out failed equipment very burdensome, particularly if assets are highly distributed and geographically dispersed. The APC Smart-UPS Ultra is EcoStruxure™ Ready which allows cloud-based monitoring, delivers data-driven recommendations to optimise performance, and enables wherever-you-go visibility across multiple UPS devices. Connectivity is available via Ethernet Port or embedded network port, and the EcoStruxure Ready APC Smart-UPS web portal provides automated, customisable alerts regarding the health of the UPS to make preventative maintenance simpler in order to reduce downtime and lower mean time to repair.







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Customized  
Wi-Fi



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Protection



Parental  
Controls



Private IoT  
Network



Quality of  
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STANDS TO WATCH



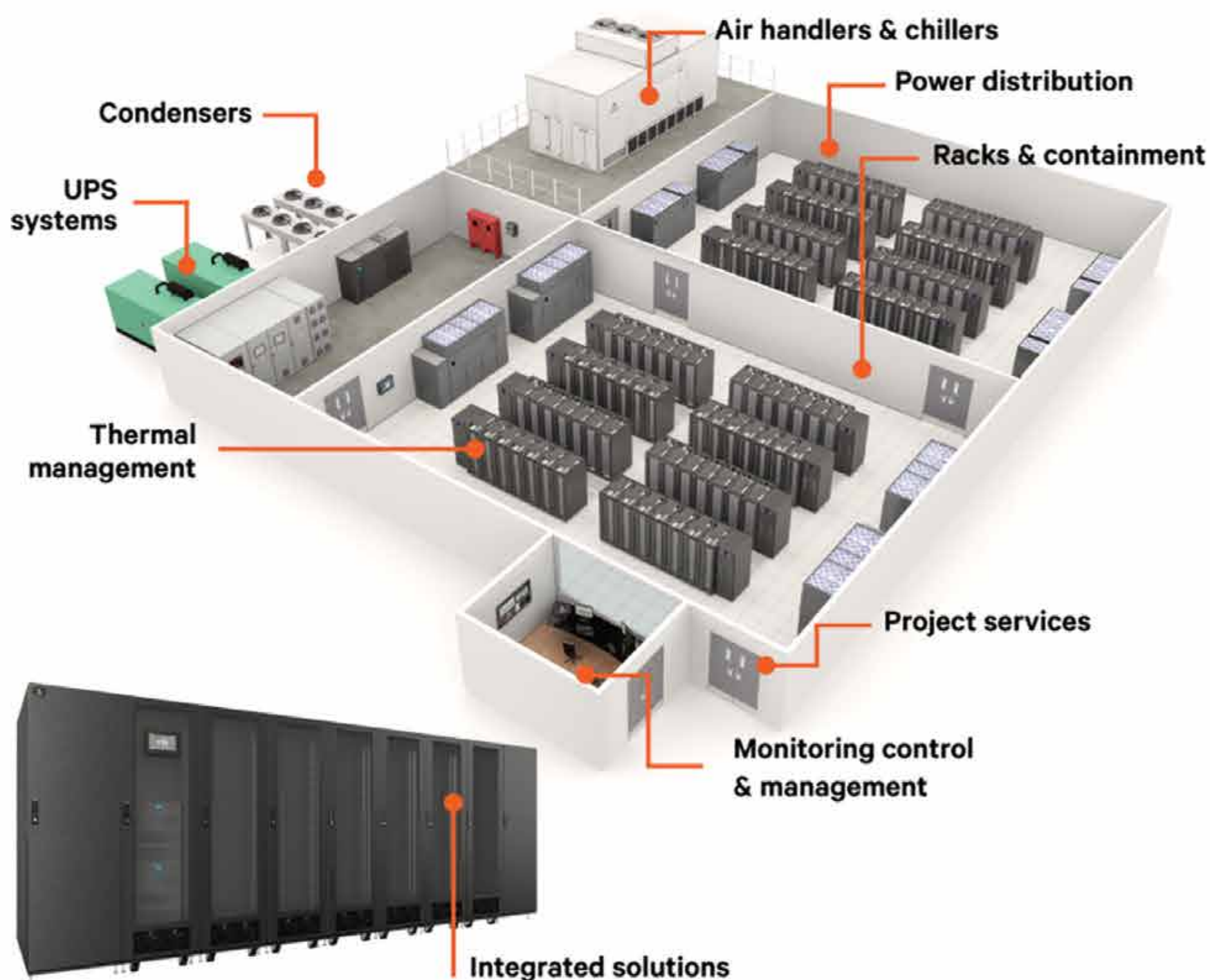
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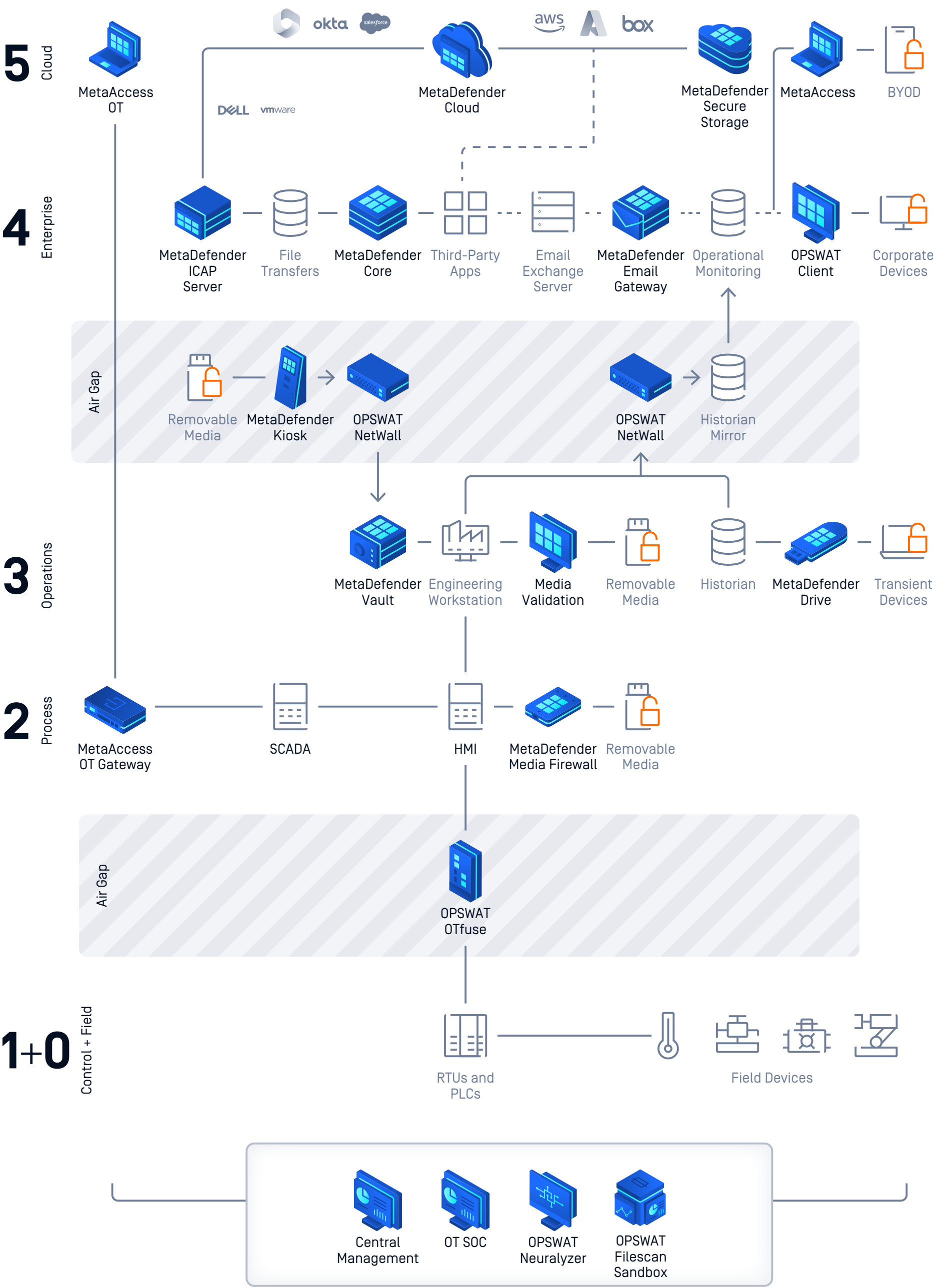
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