The power of channel partnerships

Anita Joseph caught up with Charbel Zreiky, Channel Presales Director – CEMEA at Dell Technologies, to explore how the company is focused on creating greater synergy with its partners to drive change and resonate better with their customers.

What does it mean to you when your company is a channel partner?

At Dell Technologies, we strongly believe in the power of partnerships. Our channel partners are a crucial part of our ecosystem, enabling us to deliver comprehensive solutions that meet the unique needs of our customers. We focus on building strong partnerships based on trust, mutual success, and shared values.

What are the benefits of being a channel partner?

Being a channel partner offers several benefits, including access to exclusive technology, tools, and resources. Our partners can leverage the latest innovations and offerings from Dell Technologies, allowing them to stay ahead of the curve and meet the evolving demands of their customers. Additionally, being a channel partner provides access to expert training, marketing support, and sales enablement resources.

What are the key attributes of a successful channel partner?

A successful channel partner possesses several key attributes, such as a strong commitment to customer satisfaction, technical expertise, and a track record of success in their market. Partners who are proactive in understanding the needs of their customers and are willing to collaborate closely with Dell Technologies are well-positioned for success.

How does Dell Technologies support its channel partners?

Dell Technologies provides extensive support to its channel partners through a range of programs and services. We offer comprehensive training and education, as well as marketing and sales support. Our partners also benefit from access to a dedicated team of experts who can provide guidance and assistance as needed.

What is the future of channel partnerships?

The future of channel partnerships is exciting. As the technology landscape evolves, so do the expectations and opportunities for partners. We anticipate continued innovation and growth in this area, with a focus on embracing emerging technologies and fostering even more robust partnerships.
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partnering with technology vendors, there are three crucial factors that partners consider. First, profitability plays a pivotal role, and we, at Dell Technologies, have a robust partner program in place. We provide our partners with one of the most attractive rebate schemes globally. This program is lauded for its predictability and simplicity, making our partners very content. Our partners also value our brand, which is synonymous with technological innovation and vision. Lastly, we prioritize support for our partners. We help them understand how to effectively sell technology solutions, position them, and convey their value to customers. Our team, specifically, employs a “ready to sell” framework that equips partners with resources from both sales and pre-sales to identify, qualify, and close deals successfully. We are committed to helping our partners stay at the forefront of technology and provide continuous support as they evolve. Our focus on enabling our partners to succeed fosters strong loyalty, creating a win-win scenario.

How significant is the Middle East region for your business, and what’s your perspective on the business opportunities here?

The Middle East and the broader region are of immense importance to our business. This region predominantly relies on channel partnerships for nearly 100% of its transactions, with specific areas, particularly in South Africa, presenting exceptions. We are actively working on initiatives to enable our partners to thrive in this challenging landscape. For instance, we are partnering with our partners with more collaborative spaces and opportunities for handling accounts that our internal teams do not manage. This unique approach is expanding across all regions. When you partner with Dell Technologies, you gain the space to do business independently and boost your profitability through our services. In addition, we have introduced several crucial programs, including our “partner-first” strategy for storage. This initiative prioritizes our partners and incentivizes them to drive sales. They also aim to foster our partners’ growth and enhance their relationship with us.

What is your vision for the channel partner industry in this region, and what are your distribution plans?

Our vision for the channel partner industry in this region is to strengthen it significantly. Historically, we’ve had substantial direct sales presence, but we’ve been actively transforming our approach. We’re focusing on channel development to ensure that our partners can run substantial businesses independently. Our goal is for our partners to be fully self-sufficient, capable of delivering the same quality of service as our in-house teams. While we could hire more resources, our partners remain essential to our ability to effectively cover all the countries in this region. Channel partnerships are a critical component of our go-to-market strategy, and we plan to continue prioritizing and empowering them to promote our business more effectively. Ultimately, we aim to make our channel partners fully self-reliant.

We are proud to offer a comprehensive range of digital solutions, technical mastery, and tailored support, all aimed at helping our partners achieve their business goals.

Philippe Jarre

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its presence to the MEA region." He conveyed trust in Rohit Oberoi's capacity to lead the company's expansion in the MEA region, deeming it a noteworthy success story for the times ahead. "The establishment of our office in Dubai marks a significant milestone for our expansion plans, and it fills me and my team with immense pride and joy." Established in 2005 with a mission to be a top-tier technology enabler, RAH Infotech has been delivering world-class IT solutions to channel partners and enterprises in the APAC and SAARC regions. The newly inaugurated office in Dubai represents a substantial stride in RAH's expansion plans, targeting both new and existing markets. "I'm thrilled to join RAH Infotech and spearhead its expansion into a new phase from Dubai. With a robust 18+ years presence in the market, the company possesses a keen understanding of evolving technology demands across diverse geographies. Backed by strategic partnerships offering best-of-breed solutions and a skilled team attuned to market needs, we are confident that RAH Infotech will replicate the success it has achieved in the APAC and SAARC regions in MEA," stated Rohit Oberoi, Co-Founder & CEO at RAH Infotech.

Partnerships are crucial for SolarWinds' success, as these distributors specialize in their respective fields and bring additional value to the table. During events like GITEX, SolarWinds works closely with these partners, showcasing integrations with their products and demonstrating the various flavors of solutions offered. For channel organisations attending GITEX, SolarWinds wishes to emphasize its commitment to supporting its partners. SolarWinds has a strong presence at the event, with teams from marketing, channel management, sales, and technical support available to engage with partners. The company aims to demonstrate its dedication to the region and the success of its channel partners.

"The Transform Partner Program enables SolarWinds partners to grow their businesses by selling across the entire SolarWinds portfolio".

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Ajman Bank Unlocks Agility and Innovation with Codebase Technologies’ Digibanc Platform at GITEX

The Digibanc platform, developed by Codebase Technologies, underpins Ajman Bank’s super app. Over the larger兵团 of innovation, offering a full front-to-back technology stack to address the bank’s business and operational needs. Leveraging Codebase’s microservices architecture and ready-to-market components, Codebase Technologies has implemented a new technology foundation from which Ajman Bank can create and launch digital banking products and services, benefit from enhanced customer analytics, and optimize internal workflows. Through its API-first approach, the team integrated Digibanc with key third-party partners, including Kong, Infobip, Microblink, and Aquent, enhancing Ajman Bank’s capabilities with fintechs and improving its customer-centric offering. As financial institutions embrace a more flexible approach to product and service development, the Digibanc platform empowers Ajman Bank with a flexible foundation that is highly scalable and agile. Thanks to the platform’s unique API-first architecture, the bank can embrace collaboration in new ways by seamlessly integrating fintechs into its customer offerings. Digibanc also provides the bank with the flexibility to fine-tune business logic and workflows on the fly, as well as launch new customer experiences through a composable banking approach made possible by Digibanc deployed on the cloud. Tamer Al-Majee, Managing Director MENA, commented, “Digibanc has exponentially enhanced Ajman Bank’s capabilities to become a digital-first leader. With its new technology platform in place, the bank’s team has an extreme degree of flexibility over their products and services, customer journeys, and improved insights into their business as a whole. With these enhanced capabilities, Ajman Bank has reinvented its approach, and we’re proud to have helped pave the way.”

Ajman Bank Chairman, and Beyon’s Strategic Advisor, Shaikh Abdulla bin Al Khalifa, said, “We are pleased to be participating alongside major technology giants at GITEX GLOBAL, the world’s leading tech event, taking place at the Dubai World Trade Centre, Dubai Exhibition & Convention Centre Emirates. This week, the Company is taking part in a new era of customer-centric banking, emphasizing the importance of seamless integration across multiple channels and touchpoints. Through our collaboration with fintechs and other industry leaders, we are able to offer our customers personalized, innovative services that align with their changing needs. Our partnership with Cloud4C and Microsoft Azure is a testament to our commitment to innovation and excellence. This event is an opportunity for us to showcase our progress and highlight our focus on delivering superior experiences to our customers. Our goal is to create a future-ready platform that will enable us to continue our growth and maintain a competitive edge in the market.”

Beyon Digital Companies Exhibit Alongside Major Tech Giants at GITEX GLOBAL

The Beyon Group is making its first visit to a prominent exhibition at GITEX GLOBAL, the world’s largest tech show, taking place at the Dubai World Trade Center, Dubai Exhibition & Convention Centre Emirates this week. The Company is taking part in the first time under the Beyon brand, with its strong presence being taken by the biggest by a Bahraini company. GITEK WEEK brings together industry leaders, innovators and technology enthusiasts from around the globe, providing a platform to showcase the latest advancements and trends with a focus this year on AI and analytics. At the event, the Beyon Group, including Baleco and its 4 digital companies: Beyon Moray, Beyon Cyber, Beyon Solutions and Beyon Connect, is showcasing its latest innovative digital products and solutions, while also highlighting some exciting plans for the future. During the opening ceremony, H.H. Shaikh Mohammed bin Rashid Al Maktoum, UAE Vice President, Prime Minister and Ruler of Dubai, visited Beyon among several other major tech companies including 6a, Huawei, Salesforce, G42, Microsoft and IBM. During the event, several partnerships and agreements were signed in the presence of Shaikh Abdullah bin Khalifa Al Khalifa, Beyon Chairman, and furthermore, a number of visits were exchanged with key delegates and exhibitors from leading companies including E&, du, Emerson and Huawei.

Commenting on the participation, Shaikh Abdullah bin Khalifa Al Khalifa, Beyon Chairman said, “We are pleased to be participating alongside major technology giants at GITEX GLOBAL and are proud to have the largest ever representation of our companies at GITEX GLOBAL. Having a strong presence at GITEX GLOBAL was a priority for us, serving to create a strong brand image for our digital services, and their portfolios of innovative products and services. Our attendance demonstrates Beyon’s commitment to regional growth and expansion, and it’s been very satisfying to see excellent engagement from customers and leading companies during the event”. "GITEX presents an ideal platform for us to connect with industry leaders, customers, and partners, enabling us to forge new partnerships, and drive digital transformation across the region", he said.

“OUR vision for Beyon is to grow regionally and globally and expand our digital presence through our digital companies, in line with the Kingdom of Bahrain’s vision for transformation and digital economy”, he concluded.
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Going to Berlin proves that we are able to take the best and the brightest minds from the region to Europe and also bring them back to Dubai!"
Digital Dubai concludes successful participation in GITEX Global 2023 reporting significant turnout

The platform hosted over 40 events including the signing of cooperation and partnership agreements between Digital Dubai and various parties.

Taking part in the exhibition contributed significantly towards Digital Dubai’s goals to showcase the progress it has made on its projects and overall mission to digitalise every aspect of life in the emirate.

At the unified Dubai Government Pavilion, Digital Dubai highlighted the landmark project launched by all its affiliated institutions, especially in the fields of cybersecurity and data, in addition to its own projects. The platform included updates on cybersecurity-related projects like Al Maha Dubai Application Programming Interface (API) Tester, Mrqab, and the Cyber Security Operations Center (CyberSOC) – Aaas. The platform also shed light on data-related projects like ‘Know Your Customer’, the Dubai Population Now project for real-time population count, the Dubai Statistics Center (DSC) Website, Dubai Talks platform, the Opinion Polls Enablement Project, the Household Income and Expenditure Survey for 2024, and the Dubai Dashboard project.

As for Digital Dubai’s projects, the platform showcased the DubaAI interactive platform, along with the 5.0 edition of UAE PASS, and the Digital City Experiences initiative.

Fintech surge unveils the future of retail and digital payments

The event has welcomed thousands of people across the fintech ecosystem over the past four days.

Fintech Surge 2023, the global gathering for the entire fintech ecosystem, hosted its final day today at its new location, the iconic Dubai Harbour. The event has welcomed thousands of people across the fintech ecosystem over the past four days. The final day set the stage for the future of retail and digital payments. One of the sessions focused on ‘The Shift From Speculation to Web3 Utility - Spotlighting Payments, FX & Ad’ Miriam Kwan, Vice President of Middle East and Africa at Circle, highlighted how her company is expanding its presence in the region including within the UAE. She explained why reducing costs of cross border payments is very important as more than 1.7 billion people are under banked globally. Miriam added that there is a vital need for companies like Circle to provide an alternative to the traditional payments system. She commented: “People are paying very high remittance fees, between 6% to 8%. Using stable coins like USDC can reduce transaction fees. KSA and the UAE represent some of the largest outbound remittances in the world and the Middle East and Africa region is one of the largest crypto corridors internationally. That is why this region needs more expansion in this area.”

As part of its SEM Elevate programmes, Fintech Surge has also served as a dynamic launch pad for global start-ups, addressing funding and digital financial literacy challenges for SMEs. Piit Rich, Richard Werner, Chairman of Valhalla Network, gave a keynote on the Future of Retail, AI & Paytech. His talk explained how banks are not just financial intermediaries but have greater roles now across the financial sectors than ever before. Werner outlined the reasons why Germany, for example, has more than ten times as many banks engaged in SME lending than the UK, higher than any number in Europe. He highlighted that for lending for SMEs, the better it is for retail, e-commerce and fintech to grow and prosper.

COO of SingularityNET, Janis Adams, introduced a daring mission to shape the future through Generative AI, exploring the rise of Neural Symbolic LMs in an ever-evolving AI landscape. She explained how the Middle East is significantly contributing to this journey, while highlighting the need to ensure the ethical use of powerful technologies, reduce inequities, and pave the path to a positive AI.

More than 300 exhibitors, 865 speakers and 1,000 investors have attended the premier hub for the global fintech ecosystem, bringing together fintech entrepreneurs, buyers, innovators, investors, and regulators.

As a GITEX Global production and co-located with Future Blockchain Summit, Ecosystem North Star and Marketing Mania, Fintech Surge has provided a platform to scale up the deeply interconnected fintech ecosystem.
Can you tell us about your experience at GITEX and what you’re showcasing here? GITEX holds great significance for us, and we’ve been participating in this event for many years. It’s a valuable opportunity for us to connect with partners from the Middle East, Africa, and Eastern Europe. We not only engage with our partners at our booth but also have significant interactions outside the event. Many important discussions and collaborations happen beyond the exhibit area. We’re proud to have our tier one partners showcasing our products in different areas of the event, further emphasizing its importance. We operate primarily through a channel-based model, meaning we don’t directly sell to end-users. Therefore, we also meet solution providers catering to government, banking, and other segments. It’s not just large entities; we connect with smaller, second-tier resellers from the UAE, Africa, and the Middle East.

GITEX is a crucial platform for us to engage with end-users and customers who come with various applications, whether it’s in retail, transport, government, or banking. We’re displaying our full portfolio, offering solutions ranging from entry-level to advanced solutions. Additionally, we’re showcasing embedded solutions, like our enrollment kit, which enable easy data collection for various applications. In summary, GITEX has been a fantastic experience for us, helping us establish new connections and strengthen existing ones, whether they’re customers or partners.

Can you elaborate on the importance of the Middle East region for your company and the opportunities you see here? The Middle East is a pivotal region for HHD, and this consistency held that position. This region, which includes the Middle East and Africa, is one of our fastest-growing areas. We are witnessing a surge of opportunities, with people from Africa coming to the UAE, especially Dubai. This region places a significant emphasis on security, and when securing various complex perimeter scenarios, it can be widely used in multiple perimeter protection scenarios, such as railways and airports, to provide comprehensive and secure intelligent perimeter protection.

Huawei F5G Green Intelligent OptiX Network solutions have served customers in industries such as education, government, transportation, finance, and energy worldwide. In the future, Huawei will work with customers and partners to penetrate various industries, costsively building ubiquitous optical connections, and facilitate diverse intelligent upgrades of industries.

As a global leader, we see the Middle East and Africa as a critical part of our growth strategy.

**Gitex 2023: Huawei unveils F5G Green Intelligent OptiX Network to accelerate industry intelligence**

Based on Huawei’s “OptiX to Everywhere” vision, F5G Green Intelligent OptiX Network applies innovative optical technologies to build a secure, intelligent, ultra-broadband, efficient, reliable, and simple digital network infrastructure for various industries.

Huawei will continue to explore scenario-specific innovations in industries and work with partners to accelerate AI enablement in industries.

At the event, Huawei will showcase OptiXsense EF3000 and OptiXsense EF3000+, which are intelligent, ultra-broadband, and facilitating campus intelligence. Featuring ultra-broadband, simplified, high-quality, and green networks, the solution can be used in scenarios such as virtual simulation teaching and medical AI-assisted diagnosis to enable unified boring of all services over one fiber and meet customer requirements for building next-generation campus networks.

To power the electric power and transportation industries transformation, Huawei has launched the SE-OTN solution, which is applied to SDH reconstruction at various stations, including power substations, switchgear stations, toll stations, and on-campus BMSs. Using the next-generation optical service unit (OSU) standard for SDH evolution, this solution offers 20X more bandwidth than legacy SDH networks and inherits the high security and reliability of such networks. Additionally, common OTN solutions, the SE-OTN solution does not require complex optical layer devices, thereby simplifying network planning and O&M and effectively reducing construction costs.

As such, it represents an optimal choice for industries looking to evolve their SDH production networks. This solution fully meets the network requirements that energy and transportation customers have for building new service systems during the industry intelligence evolution.

The intelligent perimeter protection solution provides protection and detection capabilities with zero false negatives, few false positives, all-weather, and full coverage for various complex perimeter scenarios. It can be widely used in multiple perimeter protection scenarios, such as railways and airports, to provide comprehensive and secure intelligent perimeter protection.

Huawei F5G Green Intelligent OptiX Network solutions have served customers in industries such as education, government, transportation, finance, and energy worldwide. In the future, Huawei will work with customers and partners to penetrate various industries, costsively building ubiquitous optical connections, and facilitate diverse intelligent upgrades of industries.

Huawei is participating in GITEX GLOBAL 2023, where we will share our new directions to help all industries make the most of the new intelligence digitalisation and the strategic opportunities provided by cloud, advanced networks capabilities and digitalisation. The company will also explore how it can optimise support for the region’s ICT ecosystem and drive industries to digital transformation.

For more information about Huawei’s participation at GITEX GLOBAL, please visit the Huawei GITEX GLOBAL website: https://ei.huawei.com/ae/en/events/2023/gitexglobal. 
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Navigating The Digital Divide

It is crucial to understand the end-user’s business model, customer base, and strategic goals to identify their unique points and specific challenges related to digital solutions. Solution partners should determine who the key stakeholders are, within the end-user organisation. This includes executives, sales teams, marketing teams, product managers, and technical staff. Building relationships with key stakeholders is important. This often involves regular meetings, calls, and face-to-face discussions. Solution partners should establish clear and relevant communication channels with end user stakeholders.

Solution partners provide enablement and support for end users about digital solutions at various levels for technical, sales, product development, and marketing teams. They work with end users to address issues and challenges promptly and professionally.

Solution partners should create feedback mechanisms to gather input and insights from stakeholders, act on their feedback to improve products and processes. All the above should be built on trust. Communication and trust are the foundation of successful collaborations.

What are some of the key learnings this year, as partners enter the final quarter of 2023? As solution partners enter the final quarter of 2023, several key learnings and trends have emerged. • Remote collaboration tools and solutions are likely to remain a high demand. • Hybrid work models, which combine in-person and remote work, are expected to continue. • The pace of digital transformation continues to accelerate. Vendors and resellers should continue to prioritise digital solutions and services that support this transformation.

• Vendors and resellers should continue to explore opportunities to work together (strategically) to reach new markets and offer complementary services.

• The integration of AI and automation into various business processes continues to grow.

• Dataprivacy and security concerns are ongoing issues. Vendors and resellers should prioritise robust cybersecurity measures and compliance with data protection regulations to build trust with customers.

• Sustainability and ESG (Environmental, Social, Governance) considerations are now important. Vendors and resellers should be prepared to address questions and concerns related to their environmental and social impacts.

In summary, the final quarter of 2023 presents an opportunity for vendors and solution partners to build on learnings and trends, adapting strategies and offerings to meet evolving customer needs and market conditions.

Digital transformation can often be disruptive to established workflows and company cultures. How do you work with clients to ensure a smooth and seamless digital transformation journey? It is important to start with clear objectives and expectations. Solution partners should work closely with end customers to establish specific and realistic timelines for the digital transformation journey with defined key performance indicators (KPIs) to measure success and align expectations.

Solution partners must get the buy-in and sponsorship from end customer leadership.

Solution partners work with end customers to understand their current state, then set a vision and roadmap that outlines the steps and milestones for the journey. They work with end customers to choose technologies and solutions that align with the customer’s objectives and integrate well with existing systems. Solution partners maintain transparent and frequent communication with stakeholders at all levels and provide updates on progress, address concerns, and share success stories. They monitor the performance of the new digital workflows and systems and optimise processes and technologies based on performance data and user feedback.

After the initial implementation, solution partners continue an evaluation to assess the transformation’s impact on business goals. By following these steps, and maintaining an end customer-focused approach, solution partners can help ensure that the digital transformation is smooth and seamless, minimising disruption and maximising the benefits for the organisation.

One of the most pertinent issues impacting the IT sector globally, is a talent and skills shortage. However, one company is proactively trying to counteract the challenge in the form of a new training program designed to equip security professionals with the tools they need to fight back. “There is a lack of adequate skills right across the cybersecurity industry, but it is more acute in the area that we operate in, which is the critical infrastructure space. OPSWAT is trying to combat that through our OPSWAT Academy program”, said Shakeel. Shakerie then went into more detail in terms of what their training platform provides for participants that enrol in the Academy program. In addition to this he said their ability to provide tailored and industry-specific training was a key differentiator for them.

“We are committed to bridging the skills gap when it comes to critical infrastructure. We are offering training programs and certifications to equip people with the right skillsets and tools to provide the critical infrastructure with the robust security offering it needs and the protection it needs. We are offering a hands-on training program that is industry-specific and that’s a big differentiator for us”, said Shakeel.
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Veronica Martin spoke to Haifa Ketiti, Senior System Engineer ME at Proofpoint 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 Proofpoint.

Helping businesses stay ahead

Anita Joseph caught up with Mohammed Kiki, Regional Director - Saudi Arabia at Riverbed, to discuss how the company is helping businesses succeed in the current market environment.

Can you tell us how Riverbed is leveraging AI and Machine Learning in its Unified Observability solution?

AI is the buzzword now, but Riverbed has been doing this for a while. With Alluvio IQ, we provide intelligence to our customers on a global scale based on Machine Learning and on customer behaviour. This enables them to make informed choices based on AI driven insight. Alluvio IQ was designed to help IT teams address the challenges caused by today’s complex IT environments, resource constraints, and data silos. Alluvio IQ leverages full-stack, full-fidelity telemetry about the end user, the network, and application to analyze 30+ million data points per minute for complete visibility, even into remote and hybrid work environments. Unlike other products that correlate events primarily based on time, Alluvio automates the process of gathering and correlating 10,000+ metrics per minute across time, device, location, and applications. Alluvio IQ also provides automated investigative workflows designed to replicate the best practices of expert IT teams—enabling enterprises to filter out noise, reduce escalations, set priorities, and scale knowledge residing in the minds of a few across the broader IT team. Alluvio IQ enables IT organisations to move from simple monitoring and visibility to reap the full benefits of unified observability.

Can you tell us more about your recent study on the digital employee experience in the Middle East? And what are some key takeaways that organisations can learn from us?

We conducted this survey quite recently and discovered that it is the new generation employees—the millennials and generation Z—who are most demanding of IT. The old traditional way of doing business is no longer satisfying, to the extent that 53% leaders in the UAE and Saudi Arabia believe those new generation employees will be willing to leave their organisation if they do not get the digital experiences they expect. This is why we’re actually focusing more on helping organisations have a true and exceptional digital experience for their employees.

What solutions are you showcasing here at GITex? How do these solutions empower businesses to succeed in the current environment?

Last year, we introduced our new brand, and we also introduced the Alluvio Unified Observability portfolio. This year, we’re capitalising on that. We’re introducing new features, new solutions and also a new approach to our customers who are in need of more than just a simple tool, giving them the full visibility to make the right decisions to accelerate their digital transformation journey.

Can you tell us how Mohammed Kiki, Regional Director - Saudi Arabia believes new technology innovation is helping Saudi Arabia to succeed in the current market environment?

Technology innovation is helping businesses in Saudi Arabia to stay ahead of the curve. Mohammed Kiki believes technology can help businesses to better understand their customers and partners, and innovate and help them.

How important is an event like GITEX Global for your company—and what value does it bring to your organization?

GITEX is the biggest technology event in the Middle East. We are very excited to be here every year. We want to talk and meet our customers, prospects and other technology innovators, hear from the market, hear from the customers directly, their challenges, and then also come back and innovate and help our customers to have a better understanding of cybersecurity.

Can you tell our readers what new products and solutions you are demonstrating and launching here this week at GITEX Global? GITEX is one of the largest technology shows in the Middle East and we look forward to it every year. We are very excited to come and present our latest innovations to our customers, partners and prospects. Today we have solutions that help customers break the attack chain. We’ve got a threat protection platform that helps customers detect threats and block them.

We’ve got our newest platform, which is Identity Threat in real-time to help customers secure identities, discover common attack paths and prevent privileges, escalation and lateral movement. We also have our Sigma Information security platform, which is a SaaS-based platform that helps organizations defend their data andrgrade malicious or comply to regulations and compliance.

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 main key trends are AI, big data and digital transformation as they have enhanced the technologies of the world, but also have brought challenges and risks. It’s actually a two-sided weapon because it helps us automate the vast majority of the detection of immersion threats and helps our customers to better protect their people and data.

Anita Joseph caught up with Mohammed Kiki, Regional Director - Saudi Arabia at Riverbed, to discuss how the company is helping businesses succeed in the current market environment.

Mohammed Kiki
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