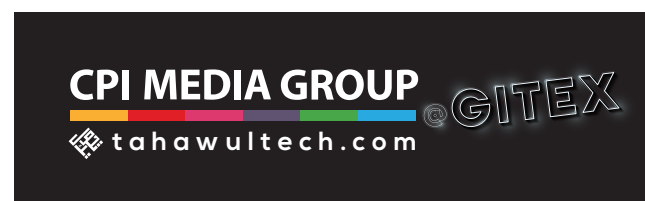




60 MINUTES

GITEX TECHNOLOGY WEEK

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



DAY 5 PM

The power of channel partnerships

Anita Joseph caught up with Charbel Zreiby, Channel Presales Director – CEEMETA 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 be participating in GITEX this year?

What are the products and solutions you are showcasing?

At GITEX, the world's leading technology show, we are actively promoting several cutting-edge innovations, many of which are long-awaited technologies. These

emerging technologies are summarized under the umbrella of multi-cloud solutions. Today, we are offering customers the flexibility to choose the cloud strategy that aligns with their specific needs. We are also emphasizing edge solutions, a crucial component of our multi-cloud strategy. Our substantial investment in edge solutions underscores their importance. Additionally, artificial intelligence (AI) is a significant area of focus. With the rise of generative AI, we have cultivated partnerships that enable us to offer comprehensive AI solutions and

development, along with 5G data management and robust security measures. All of these can be explored at GITEX, courtesy of Dell Technologies. What sets us apart is our collaboration with a select group of highly capable partners and distributors, who offer tailor-made solutions based on their expertise.

Can you tell us more about your channel partner ecosystem and its key highlights?

When it comes to

► CONTINUED ON PAGE 3

Mindware Launches MAGIC: Mindware's Aggregation Gateway for Innovation and Collaboration

This initiative comes as the role of IT distributors continues to evolve, recognising the vital importance of digital transformation in driving industry growth.

Mindware, a leading value-added distributor (VAD) in the Middle East and Africa, is excited to announce the launch of MAGIC (Mindware's Aggregation Gateway For Innovation And Collaboration). With MAGIC, Mindware is embracing a unified approach to support its partners and ecosystem through its cutting-edge consulting services.

This initiative embodies Mindware's commitment to excellence and innovation, propelling

the tech ecosystem in the Middle East and Africa forward. The 'Magic' Hub is more than just a service; it's a strategic partnership dedicated to nurturing the growth and prosperity of the company's valued partners. In essence, the 'Magic' Hub is Mindware's commitment to delivering well-designed, customer-centric, innovative, and efficient services. It's a testament to the company's dedication to cross-functional collaboration, risk



mitigation, and ultimately, the mission to enhance Mindware's competitiveness in the market.

At its core, the 'Magic' Hub is designed to excel

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RAH Infotech Opens Doors for Strategic Expansion in the MEA Market with New Office in Dubai!

Rohit Oberoi appointed as Co-Founder & CEO to lead RAH's Dubai office.



RAH Infotech, India's leading value-added distributor and solutions provider of technology products, digital transformation solutions and services, announced its strategic expansion into the Middle East and Africa (MEA) region by inaugurating its new office under the name RAH Technologies in Dubai, UAE. This move is a key component of RAH Infotech's global expansion strategy and underscores

its commitment to the MEA region. By launching operations from Dubai, RAH Infotech aims to reinforce its ties with regional enterprises and customers from the government sector. Leading RAH Technologies from Dubai for its business operations for the MEA region is Co-Founder & CEO, Rohit Oberoi. Rohit brings over two decades of diverse experience in IT & ITES, including channel and

alliances development, sales management, vendor management, profit centre operations, and finance operations. Under Rohit's leadership, the team will serve as trusted advisors to customers, assisting them in defending against current cyber threats and ensuring compliance with local regulations. Ashok Kumar, the Founder and Managing Director of RAH Infotech said, "I take immense pride in announcing that RAH Infotech is expanding

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Partner-first observability solutions from SolarWinds

Abdul Rehman Tariq Butt, Regional Sales Director at SolarWinds, on the company's revamped partner program and its Observability solution.

The Transform Partner Program

SolarWinds unveiled its latest enhancements to the partner program, aiming to provide more support to partners and facilitate quicker target achievement and increased profitability. The Transform Partner Program, which was launched a year ago, has recently seen significant upgrades. These updates include new mechanisms within the program, enablement tracks for partner certification, integration with key database and ITSM platforms, and a focus on helping partners specialize in these areas, ultimately leading to business growth. The Transform



Partner Program enables SolarWinds partners to grow their businesses by selling across the entire SolarWinds portfolio, selling into new businesses, and maximizing their profitability.

SolarWinds Observability Observability, as opposed to traditional monitoring services, represents the next evolution in the

technology landscape. It allows for more complex conversations with customers, enabling partners to offer a higher level of service. SolarWinds Observability delivers unified and comprehensive visibility for cloud-native, on-premises, and hybrid custom and commercial applications to help ensure optimal service levels and user satisfaction with key business services.

GITEX 2023

SolarWinds is actively participating in events like GITEX alongside key partners. These

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Dell Tech...

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



We’re focusing on channel development to ensure that our partners can run substantial businesses independently”.

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 providing our partners with more collaborative spaces and opportunities for handling accounts that our internal teams do not manage. This



Charbel Zreiby

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.

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Mindware...

in handling mega deals efficiently - offering an array of support services that encompass technical expertise, financial acumen, marketing prowess, legal compliance, and comprehensive training. By embracing a holistic approach, Mindware ensures that its services are not only technically proficient, but also in alignment with the unique needs and expectations of its partners and vendors. “I am delighted to

announce the launch of MAGIC. With this initiative, we are taking a bold step towards providing unparalleled support to our valued partners. This reflects our commitment to embrace digital transformation and equip our partners with the tools and expertise they need to succeed in today’s ever-evolving market. 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”, said Philippe Jarre, President Mindware Group.

Mindware’s comprehensive suite of initiatives empowers



Philippe Jarre



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”.

partners and vendors in various ways. It includes technical excellence, delivering expert tech support and top-tier training programs. It involves

sales and marketing empowerment, providing tailored marketing materials and strategic guidance. Moreover, it encompasses

financial, legal, and strategic support, with a focus on advisory, financing, and legal compliance.

Earlier this year, Mindware soft

launched the MAGIC concept with select group of partners, and the concept and outcomes were well received.

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RAH Infotech ...

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



Rohit Oberoi

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



Ashok Kumar

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

Technologies. RAH Infotech provides a comprehensive range of solutions for effective data management, network security, regulatory compliance, and sector-specific operations through an integrated ecosystem. The company’s distribution and reseller program focuses on nurturing partners for mutual success. RAH Infotech’s commitment to aligning its business with emerging technologies is reflected in its robust product portfolio, contributing to the development of a strong partner ecosystem.

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SolarWinds...

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

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

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.



Abdul Rehman Tariq Butt



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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.

Ajman Bank, one of the UAE’s leading financial institutions, unveiled a pivotal step in its digital transformation journey at the Ajman Digital Government pavilion during GITEX Global 2023. The bank announced a strategic partnership with Codebase Technologies to launch its new retail super app, marking the institution’s transition into an era of unparalleled digital agility. To further amplify the bank’s digital capabilities, Cloud4C and Microsoft Azure cloud solutions have been integrated. This collaboration is geared towards unlocking enhanced customer value, streamlining operations, and driving increased revenues through state-of-the-art innovation.

Mustafa Mohammed Saeed Al Khalfawi, CEO of Ajman Bank, remarked, “This isn’t merely a platform upgrade. It’s a paradigm shift in our operational approach, leveraging advanced tools, automation, and enhanced capabilities to navigate the evolving banking environment. The Digibanc platform has been

pivotal in our transition to a more customer-focused, innovation-driven model. The transformative power of technology and cloud solutions in the financial sector is undeniable. As a front-runner in the UAE banking scene, we’re committed to harnessing these innovations to elevate customer experiences and boost our operational efficiency”.

Codebase Technologies’ Digibanc platform serves as Ajman Bank’s new epicenter of innovation, offering a full front-to-back technology stack to address the bank’s business and operational needs. Leveraging Digibanc’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

Digibanc has exponentially enhanced Ajman Bank’s capabilities to become a digital-first leader”.

workflows. Through its API-first approach, the team integrated Digibanc with key third-party partners, including Kong, Infobip, Microblink, and Aquant, enhancing Ajman Bank’s collaboration 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 innovation center 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 offering. 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 Mauge, 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.”

Taking a cloud-first approach to fortify the underlying operational foundations is a primary step toward long-term agility, scalability, and flexibility. As an Azure Expert MSP, a Microsoft Gold Partner, and one of the few firms globally to achieve 11 Advanced Specialisations on Azure, Cloud4C was best positioned to support Ajman Bank’s digitalization journey in the cloud without risk by helping deploy the entire Digibanc environment on a well-architected, fully secure Azure cloud compliant with standards outlined by the UAE Central Bank. This allows Ajman Bank to focus on core operations, seamlessly transform, and become

future-ready powered by a next-gen digital banking platform on a fully managed intelligent cloud.

“In the current experience economy, banking users demand the best services backed by exceptional speed and security at their fingertips. By choosing Microsoft Azure, Ajman Bank can now seamlessly innovate, deliver personalised services, and grow their business without worrying about internal IT challenges. Cloud4C’s Mission Critical Operations Center, powered by a proprietary AIOps-driven Self-Healing Platform, 25 Centers of Excellence, and 650+ dedicated Azure experts, guarantees that all cloud requirements are met and managed with utmost agility and confidence”, added Rakesh Reddy, Regional Director of MEA at Cloud4C

Beyon Strengthens its Regional Presence with Historic Participation at GITEX GLOBAL 2023

Beyon Digital Companies Exhibit Alongside Major Tech Giants at GITEX GLOBAL.



The Beyon Group is making its mark as a prominent exhibitor at GITEX GLOBAL, the world’s largest tech show, taking place at

the Dubai World Trade Centre in the United Arab Emirates this week. The Company is taking part for the first time under the Beyon

brand, with its strong participation being the biggest by a Bahraini company.

GITEX Week brings together industry

leaders, innovators and technology enthusiasts from around the globe, providing a platform to showcase the latest advancement and trends, with a focus this year on AI in everything. At the event, the Beyon Group including Batelco and its 4 digital companies - Beyon Money, 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. Sheikh Mohammed Bin Rashid Al Maktoum, UAE Vice President, Prime Minister and Ruler of

Dubai, visited Beyon among other major tech companies including e&, Huawei, Salesforce, G42, Microsoft and IBM.

During the event several partnerships and agreements were signed in the presence of Shaikh Abdulla 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, Ericsson and Huawei.

Commenting on the participation, Shaikh Abdulla 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 by a Bahraini company. Having a strong presence at GITEX GLOBAL was a priority

for us, serving to create a strong level of awareness for our digital companies, and their portfolio 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 its digital economy”, he concluded.

GITEX GLOBAL 2023

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16-20 October

Hall 22, DWTC, UAE



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GITEX GLOBAL is the powerful nexus bridging the future of economies in Dubai, Africa, and now Europe

GITEX catalyses global tech ecosystem expansion with momentous European launch in world's most dominant tech economy .

GITEX GLOBAL, the world’s largest tech show, kicked off its record edition this week in Dubai to a phenomenal international response over its first three days. Its huge scale in 2023 was amplified by the announcement that the mega tech and start-up event will launch in Europe, spearheading the international market expansion impetus of the global tech community.

GITEX EUROPE 2025 was announced today (18 October) at a signing ceremony at the 43rd GITEX GLOBAL, which this year again surpassed capacity at the Dubai World Trade Centre (DWTC) where it runs from 16-20 October 2023 featuring 6,000 exhibitors, and welcoming 180,000-plus attendees from 180 countries.

GITEX, the most trusted iconic tech event brand with an influential global following of tech professionals will now create a super corridor to connect international tech executives with elevated commercial and research development opportunities in the world’s most sort after digital economy.

GITEX EUROPE is organised by KAOUN International – the international affiliate of DWTC, who organises GITEX GLOBAL – in partnership with Messe Berlin, where the blockbuster event will debut from 21-23 of May 2025.

Extending a global tech hub network with a powerhouse event brand

GITEX EUROPE is the second overseas venture for the powerhouse GITEX brand, following the historic debut of GITEX AFRICA Morocco in May 2023, independently rated as the world’s best tech event launch. Through seamless explorative missions in the world’s most dynamic ascending markets, GITEX GLOBAL is now the powerful nexus bridging the future of economies, in Dubai, Africa, and now Europe.

The official signing ceremony of the launch between KAOUN International and Messe Berlin was attended by His Excellency Omar Sultan Al Olama, UAE Minister



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”

of State for Artificial Intelligence, Digital Economy and Remote Work Applications, and Chairman of Dubai Chamber of Digital Economy; and Franziska Giffey, Vice Mayor of Berlin and State Senator for Economic Affairs, Energy and Enterprises.

“Berlin is a natural partner and twin to Dubai,” said H.E. Al Olama. “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. This is a continuous momentum that started with GITEX AFRICA and we’re hoping to make GITEX Europe the most successful tech event in the continent”.

Senator Giffey said: “Berlin and GITEX are a perfect match. We are united in our vision of connecting the global community of innovators and we share the passion for pioneering new technologies”.

“Located in the heart of Europe, Berlin is home to one of the world’s

most vibrant start-up ecosystems and a major destination for talent and investment. We are thrilled to team up with GITEX in our endeavour to advance transformation and boost Germany’s and Europe’s innovation power”.

The surge in international demand for GITEX to extend engagements and explore new markets catalysed the creation of GITEX EUROPE 2025 in Germany, the largest economy in Europe, accelerating future economies with a digital transformation vision centred around talent development, innovation, and purpose-driven, public-private-partnership (PPP) tech investment.

Trixie LohMirmand, CEO of KAOUN International, the organiser of GITEX EUROPE, said: “The mission of GITEX is to create positive impact in the industries and economies we serve, and impact is sparked when

the most imaginative, innovative and forward governments and people from diverse industries and cultures with shared ambitions come together to ignite open and honest collaborations. GITEX is all about the power of technology and people. The creation of GITEX Europe is centred on this simple DNA. We are motivated by the confidence the global tech community has placed on GITEX to lead them to the greatest markets in the world with the highest trust and commitment”.

Mario Tobias, CEO of Messe Berlin, added: “With GITEX EUROPE, one of the most important international tech and start-up events is coming to Berlin. Whether coders, developers, tech CEOs, investors, industry newcomers or representatives of politics, science and research – in cooperation with our partner KAOUN International we are bringing Europe’s tech community together in Berlin. It gives us great pleasure to lay the foundation for this today. GITEX EUROPE is an important expansion of our portfolio and addition to our other tech trade fairs”, added Tobias. “GITEX EUROPE provides the ideal platform for the full spectrum of digitisation topics – from AI, the

metaverse, blockchain, cybersecurity and telecommunications to climate tech and future mobility”.

Accelerating Europe’s dynamic tech ascendancy

GITEX EUROPE 2025 will arrive as the continent forges ahead as a global tech superpower, inspiring a resilient ecosystem that, according to recent estimates, will need to create 11 million new tech jobs by 2030 to meet the growing demand of a \$3 trillion European tech sector.

Home to 514 unicorns, Europe has global challengers and leaders in all new tech segments, while the continent now attracts 20 percent of global VC funding, up from five percent two decades ago.

Long-term optimism is underlined by the opportunity to deploy billions of dollars’ worth of European venture and growth funds on purpose-driven technologies that solve meaningful problems, with ESG investment and climate tech among the major beneficiaries in the coming years.

With over 160,000 start-ups and 2.6 million start-up employees that are more motivated, experienced, and connected than ever, Europe is perfectly poised to fast-track a golden age of tech

ascendency, intensified by the networking power, PPP collaborations, and real business-making capacity of GITEX EUROPE 2025.

Germany and Berlin: the epicentre of European innovation

Berlin’s rising status as a global tech hub is amplified by economic policies establishing the German capital as a magnet for disruptive companies unified by a desire to change the world via transformative tech shifts such as AI, blockchain, and quantum computing.

A global influx of tech talent, entrepreneurs, and investors has catalysed a vibrant, digital-savvy community where 5,600 tech start-ups and scale-ups are currently based, while every second euro of all German funding goes to a Berlin start-up.

Berlin has also been voted as the most popular start-up hub anchored by an ecosystem of dynamic accelerators such as Berlin Partner, while the ultra-urban city has created 25 unicorns and hosted a number of tech unicorns throughout their growth such as N26, SumUp and Auto1 Group. With the most patent applications of any European country, Germany has proven itself as an innovation hub, with Berlin at its core.

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.



Digital Dubai has concluded a notably successful participation in the Dubai Government Pavilion at the 43rd edition of GITEX Global 2023, which was held at the Dubai World Trade Centre from 16-20 October 2023.

The Dubai Government Pavilion brought together over 40 government and private entities in

the Emirate of Dubai, reporting significant turnout from attendees at the event, who visited the Pavilion to explore the latest developments, projects, services, and initiatives from Digital Dubai and other participating public and private-sector entities. This year's edition was the largest in the event's history, with 6,000 entities and companies

from around the world taking part.

The Dubai Government Pavilion recorded significant turnout from visitors who came to explore the innovative exhibits. Additionally, more than 40 local and international official delegations visited the platform, which hosted over 40 events, including the signing of cooperation and partnership agreements

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".

the world's foremost technology exhibition, was a great success. "Taking part in the exhibition contributed significantly towards Digital Dubai's goals to showcase the progress it has made on its projects and overall

At the unified Dubai Government Pavilion, Digital Dubai highlighted the landmark projects 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 AI Maha, Dubai Application Programming Interface (API) Tester, Mrqab, and the Cyber Security Operations Center (CyberSOC) – 'Asaas'.

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 Empowerment Project, the 'Household Income and Expenditure Survey for 2024', and the Dubai Dashboard project.

As for Digital Dubai's projects, the platform showcased the DubaiAI 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 & Aid'. Miriam Kiwan, 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 programme, Fintech Surge has also served as a dynamic launch pad for global start-ups, addressing funding and digital financial literacy challenges for SMEs. Prof. 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. The higher the lending for SMEs, the better it is for retail, e-commerce and fintech to grow and prosper.

COO of SingularityNET, Janet Adams, introduced a daring mission to shape the future through Generative AI, exploring the rise of Neural Symbolic LLMs 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 inequalities, and pave the path to a positive AI era.

More than 100 exhibitors, 160 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, Expand North Star and Marketing Mania, Fintech Surge has provided a platform to scale up the deeply interconnected fintech ecosystem.



‘MEA Region is a hub for the latest technologies’

Christophe Malgorn, Director Secure Insurance, EMEA at HID Global, tells Anita Joseph how GITEX is an invaluable platform to explore and discover new technologies and how the company is at the forefront of cutting edge of innovations in identity security.

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 now. 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



Christophe Malgorn

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 kits, 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 HID, and it has consistently 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,

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

with people from Africa coming to the UAE, especially Dubai. This region places a significant emphasis on security, and when security issues arise, HID has a comprehensive portfolio of products to address those concerns. As a global leader, we see the Middle East and Africa as a critical part of our growth strategy.

GITEX GLOBAL 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.



Gu Yunbo

At GITEX GLOBAL 2023, Huawei showcased its F5G Green Intelligent OptiX Network scenario-specific solutions that enable industry intelligence through cutting-edge technologies and scenario innovations, and shared application practices with global customers and partners in various industries.

Industry digitalisation unleashes the potential of optical technologies, while the development of optical technologies accelerates industry digitalization and intelligence. Compared with copper lines, optical fibers are easy to obtain, have a long service life, and do not generate heat loss. They are also a much

greener communication medium. Huawei's F5G Green Intelligent OptiX Network focuses on industry scenarios based on the concept of “OptiX to Everywhere” and applies innovative optical technologies to build a secure, intelligent, ultra-broadband, efficient, reliable, and simple digital network infrastructure for various industries.

Gu Yunbo, President of Huawei Enterprise Optical Network Domain, said, “With the deepening of industry intelligence, industries pose new requirements on connectivity. Industry intelligence, therefore, requires a leading F5G intelligent all-optical

network. Amidst an intelligent evolution of 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 continues to promote industry intelligence and demonstrate three solutions and innovative products for different scenarios, accelerating AI enablement in industries.

For campus environments, Huawei has released the FTTO 2.0 solution. Based on the XGS-PON Pro technology, this solution supports 12.5G/25G to rooms, 2.5G/10G to APs, and 2.5G

to desktops, building green 10G all-optical networks 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 bearing of all services over one fiber and meet customer requirements for building next-generation campus networks.

In perimeter protection scenarios, Huawei has launched the optical-visual linkage perimeter protection solution. With the support of the optical sensing device OptiXsense EF3000 and the integration of intelligent vision, this solution provides perimeter protection with the advantages of multi-dimensional sensing, multi-dimensional review, and precise positioning. When a person or object enters the protected area, the intelligent optical fiber accurately detects intrusion events, NCE intelligently classifies intermittent and mobility events and intelligent vision identifies dynamic and static objects within the line of sight (LOS) and intelligently analyzes and eliminates false positives, improving identification accuracy. This 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, continuously build ubiquitous optical connections, and facilitate the intelligent upgrades of industries.

Huawei is participating in GITEX GLOBAL 2023, where it will present new directions to help all industries make the most of the new intelligence digitalisation and the strategic opportunities presented by AI, supported by cloud, advanced networks capabilities and digital power. 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://e.huawei.com/ae/events/2023/ae/gitex>.



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Navigating The Digital Divide

Anita Joseph caught up with Walid Gomaa, CEO of Omnix International, to find out how the company is helping partners bridge the digital divide.



In the rapidly evolving landscape of digital technologies, how do you ensure that your digital solutions are not only current but also future-proof for your clients?

Digital solution delivery starts by focusing on end user needs and preferences with a user centric design approach. Digital solutions must be relevant and end-user friendly. Future-proofing digital solutions requires a combination of proactive planning, adaptability, collaboration, and a commitment to staying informed about the ever-changing digital landscape.

Solution partners should develop strategic roadmaps that outline how digital solutions will evolve over time

with defined milestones and goals. To be able to do that, partners must evaluate technologies with long-term viability and community support. Partners need Partners to monitor industry trends, emerging technologies, and market developments to anticipate future changes. A key initiative is to embrace open standards and avoid lock-in technologies.

An architecture review could be required. Partners need to adapt modular and scalable architecture and build solutions that can scale seamlessly to accommodate increased user loads and data volumes. Partners need to consider adopting agile development methodologies to respond to changing requirements

and integrating customer feedback.

Partners need to form alliances and partnerships with technology vendor partners, startups, and research institutions to access cutting-edge solutions and expertise. While doing that, partners need to keep enhancing organisational skills through training and skill development. This is an ongoing process that requires willingness to evolve with technology and end users' needs.

Collaboration and communication are key when aligning digital solutions with business goals. How do you approach working with diverse stakeholders within partner organisations?

It is crucial to understand the end user's business model, customer base, and strategic goals to identify their pain 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 interactions. 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 in high demand.
- Hybrid work models, which combine in-person and remote work, are expected to continue.
- The pace of digital transformation has accelerated. Vendors and resellers should continue to prioritise digital solutions and

Partners need to adapt modular and scalable architecture and build solutions that can scale seamlessly to accommodate increased user loads and data volumes.

- services that support this transformation.
- Vendors and resellers should continue to explore opportunities to work together (strategically) to reach new markets and/or offer complementary services.
 - The integration of AI and automation into various business processes continues to grow.
 - Data privacy 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 culture. 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 objectives 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 end-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 conduct 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 journey is smooth and seamless, minimizing disruption and maximising the benefits for the organisation.

OPSWAT committed to bridging the skills gap in critical infrastructure

Irfan Shakeel, VP of Training and Certification Services, at OPSWAT, tells CNME Editor Mark Forker how the company is providing a bespoke training and certification program to address the glaring skills gap during GITEX Global 2023.

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.

Shakeel 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 fix the problems that exist. 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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Proofpoint identifies key innovation trends at GITEX 2023

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.

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 and regulate 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.

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 region. 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.



Haifa Ketiti

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 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 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 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 10+ 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.



Mohammed Kiki

Partners need to adapt modular and scalable architecture and build solutions that can scale seamlessly to accommodate increased user loads and data volumes.



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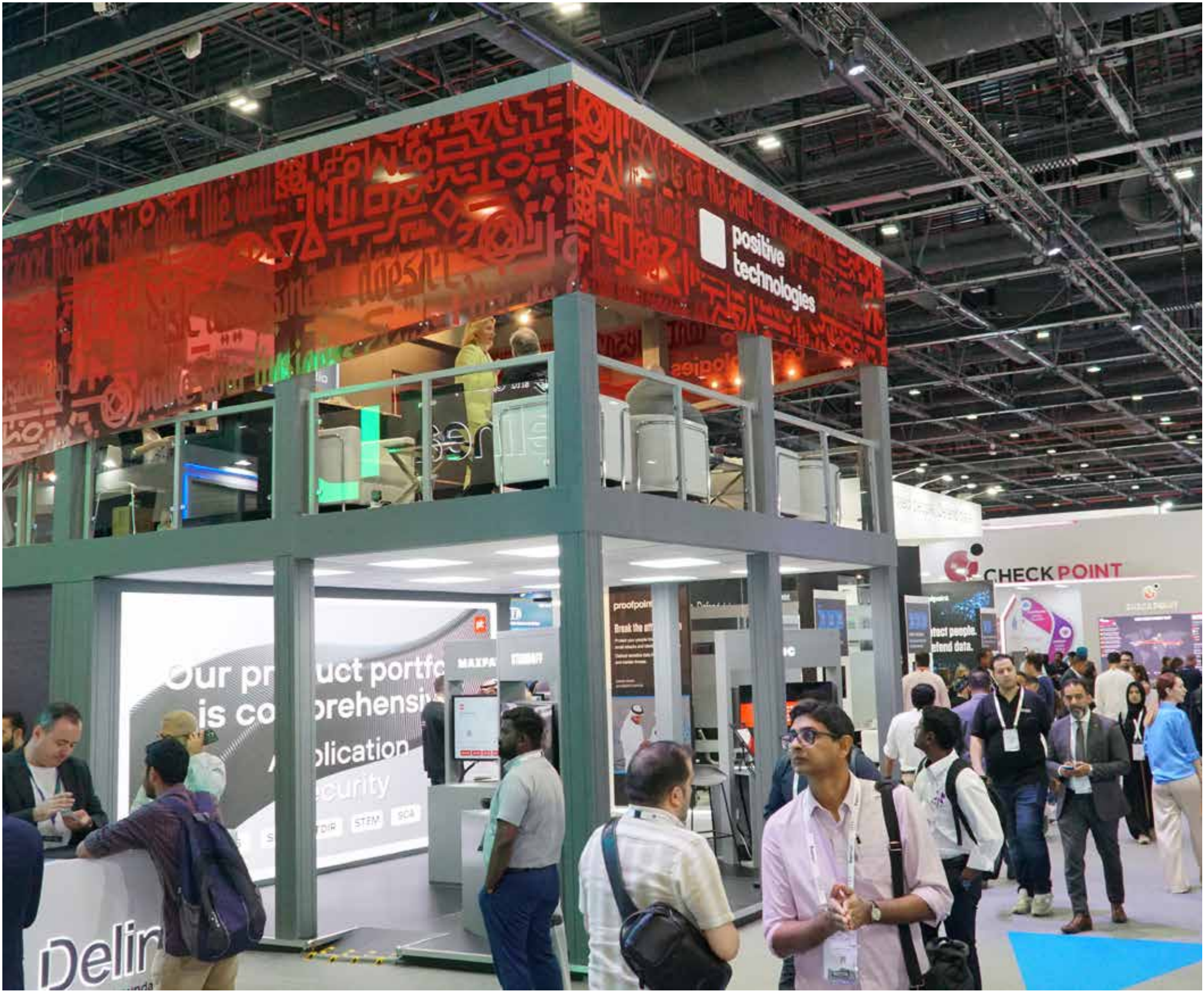


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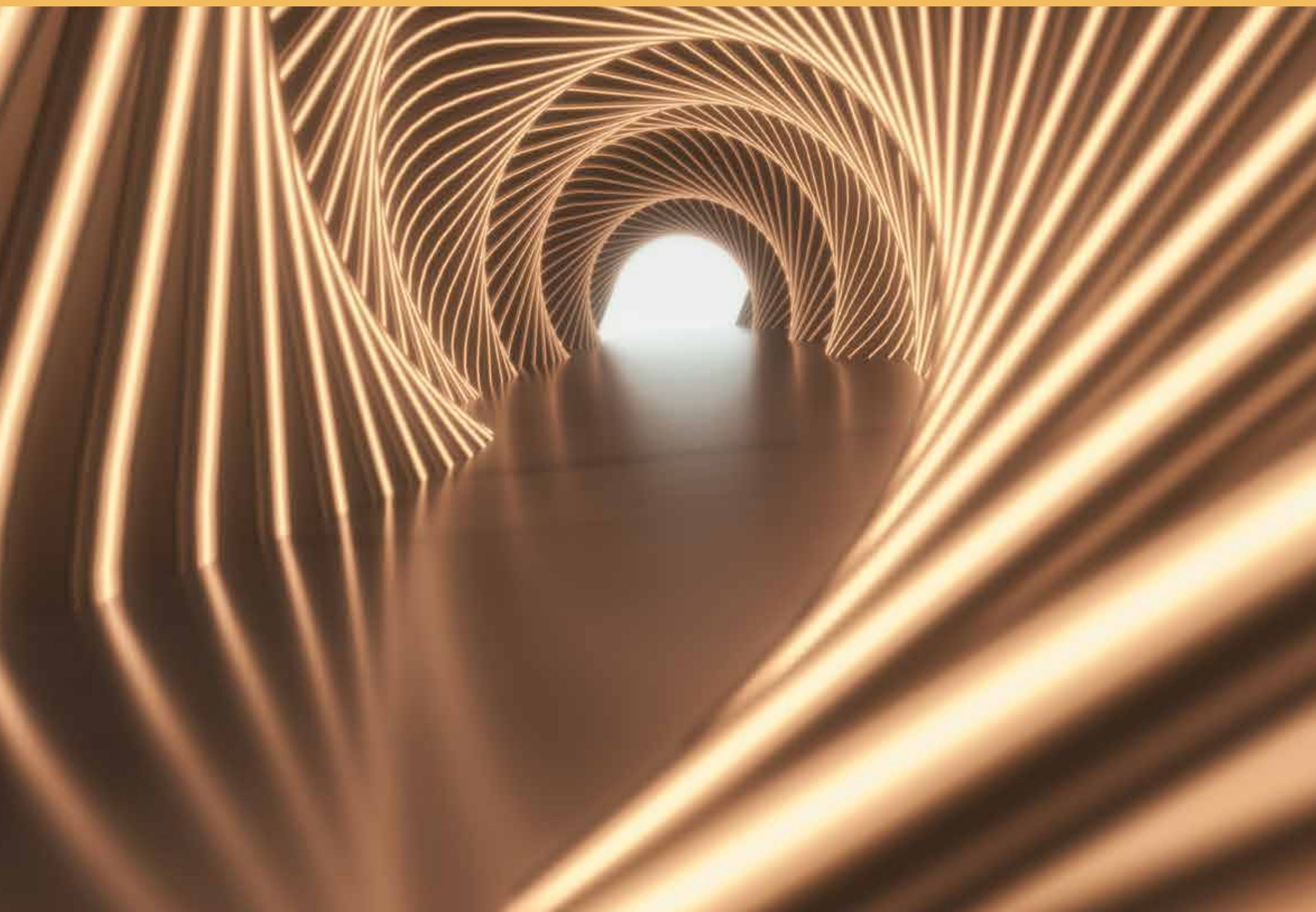
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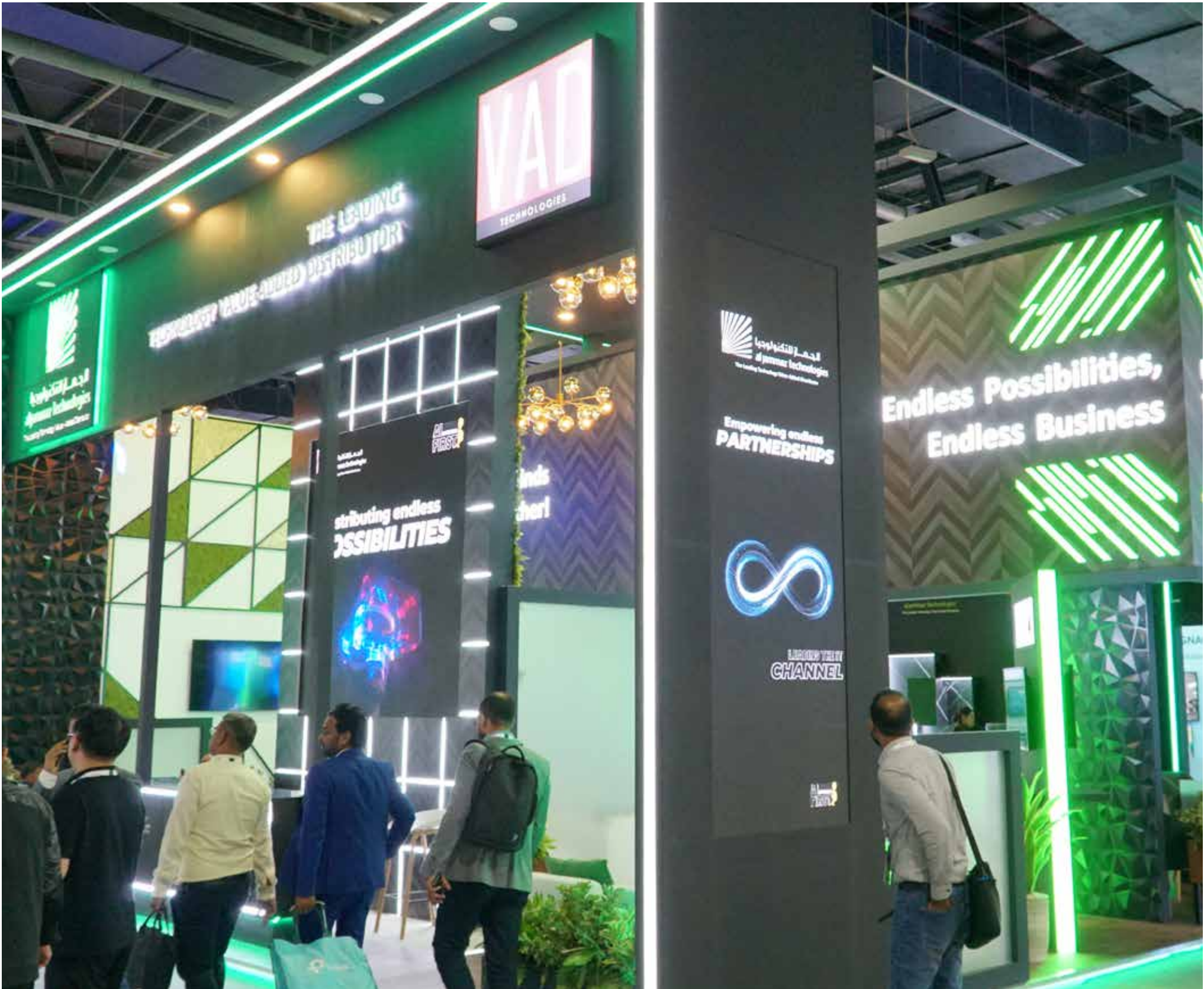


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