60 MINUTES

GITEX TECHNOLOGY WEEK

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TeKnowledge appoints Nidal Abou-Ltaif to accelerate growth

Nidal joins TeKnowledge with more than two decades of leadership experience at Avaya.

TeKnowledge, a global services leader specialising in skilling, advisory & tech managed services, is proud to announce the appointment of Nidal Abou-Ltaif as Chief Revenue & Transformation Officer, marking a pivotal step in the company's ambitious growth and expansion strategy.

"We are excited to welcome Nidal to the team," said Aileen Allkins, President & CEO of TeKnowledge. "His visionary leadership and proven ability to drive innovation and assemble customer focused teams are exactly what we need to accelerate our next phase of growth. Nidal's extensive experience in guiding governments and enterprises through complex transformations and security challenges makes him uniquely positioned to lead our efforts. His expertise in CX transformation, cybersecurity, AI, and technical skilling will ensure we deliver impactful solutions that drive success for our

Nidal Abou-Ltaif, TeKnowledge

Fortinet: How AI is empowering both attackers and defenders in the cybersecurity's landscape

Veronica Martin spoke to Kalle Bjorn, Director of Systems Engineering in the Middle East at Fortinet, about some of the most common threats that organisations face today.

In today's evolving threat landscape, who are the most prominent bad actors, and what motivates their actions in the cyber world?
The primary motivation has long been financial, with many threat actors earning enough money to evolve into sophisticated, organised entities. Some of

Kalle Bjorn, Fortinet

Logitech: pushing the boundaries of collaboration and communication

Veronica Martin caught up with Angelos Stefanidis, Head of B2B Sales - Video Collaboration & Personal Workspace - Emerging Markets at Logitech, during GITEX to discuss this year's newest product launches for personal workplace.

What are this year's newest product launches for personal workplace at GITEX 2024?
This year at GITEX, we're showcasing a full range of solutions and products tailored for personal workspaces, spanning software, hardware, and services. Our focus this year is

Angelos Stefanidis, Logitech

Starlink: bringing AI-driven solutions for the digital future

Veronica Martin caught up with Hussam Sheikh Ali, Country Manager at StarLink, during GITEX to discuss the key products and solutions they are showcasing.

Create a headline for this interview: Can you outline to our readers what your company's focus and theme is at this year's GITEX 2024 - and what key products and solutions are you showcasing at your stand?
At GITEX 2024, StarLink focuses on showcasing its expertise in

Hussam Sheikh Ali, StarLink

Commvault revolutionises cyber recovery

Ravi Baldev, Senior Director, Sales Engineering, Emerging Markets at Commvault, discusses their future of cyber resilience at GITEX 2024.

Can you outline to our readers what your company's focus and theme is at this year's GITEX 2024 - and what key products and solutions are you showcasing at your stand?
At this year's GITEX Global, we are excited to showcase the Commvault Cloud, the most comprehensive

Ravi Baldev, Commvault

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TeKnowledge appoints...

clients worldwide."

Commenting on his new role, Nidal said, "I'm excited to join TeKnowledge and contribute to its ongoing journey of innovation. I look forward to helping our clients and stakeholders realise their full potential. Joining TeKnowledge will allow us to scale AI adoption, deliver top-tier security, and empower individuals and organisations through nation-wide skilling programs to support their digital Journey. Our focus on customer-centricity will guide us as we deliver exceptional value."

TeKnowledge partners with governments, businesses, and technology providers to help them navigate today's complex digital landscape. Supported

> **A unified platform centralises operations, offering comprehensive, real-time insights into all security layers—endpoints, cloud, and identity—allowing teams to respond to threats swiftly and consistently".**

by a global team of over 6,000 technical experts, the company is a globally trusted services and learning partner for the world's top tech providers, handles more than 100,000 tech cases monthly and resolves over 14,000 cyber incidents annually through their 19 locations world-wide.

Nidal joins TeKnowledge with more than two decades of leadership experience at Avaya, where he successfully spearheaded growth and transformation initiatives. Renowned for his customer-focused approach and commitment to leveraging technology for positive impact, he has been widely recognised for his contributions to industry transformation. Prior to Avaya, Nidal held leadership positions at AT&T and NCR.

Recently, Cytek Security, Tek Experts, and Elev8 merged to form TeKnowledge, uniting their collective strengths into a single, unified brand offering end-to-end digital transformation services. ⑥

Fortinet: How AI...

these bad actors now operate with fully-fledged development teams, creating their own malware tools after years of lucrative criminal activity. Financial gain remains a significant driver.

However, we're increasingly seeing political motivations come into play. Nation-states are developing their own cyber tools, not only targeting other countries but also large corporations and organisations, particularly in strategic sectors. In regions like the Middle East, for instance, the energy sector—especially oil and gas—plays a critical role. Cyberattacks targeting this sector can have far-reaching consequences, potentially affecting global markets and stability.

What are some of the most common threats that organisations face today, and how have these threats evolved over recent years?
What's particularly concerning is that many well-known vulnerabilities remain widely exploited. We frequently encounter systems that are not regularly patched, providing an easy entry point for cybercriminals. For these bad actors, the process is straightforward; their primary task often involves delivering malware to unprotected targets. Because of the prevalence of unpatched systems, these outdated vulnerabilities continue to be attractive targets.

In recent years, a troubling trend has emerged: the increasing use of AI by cybercriminals. We're witnessing the development of malicious AI systems, alongside the exploitation of legitimate AI tools that were originally designed for good. For instance, where spam emails used to be generic messages sent to thousands, AI now allows for highly personalised phishing attempts.

Using AI, criminals can analyse platforms like LinkedIn to identify specific targets, crafting tailored messages based on a person's work history or job title. As a result, distinguishing between legitimate emails—such as those from recruiters—and sophisticated phishing attempts has become significantly more challenging.

With AI increasingly being used in cybersecurity, how are cybercriminals leveraging AI, and how is AI changing the game for both attackers and defenders?
We're observing that malicious actors are developing their own AI systems, fuelled by significant financial backing from their successful operations. This dynamic creates a scenario where AI systems are effectively pitted against one another: on one side, you have bad actors employing malicious AI, while on the other, vendors and organisations are leveraging AI for defence.

The primary role of AI in cybersecurity is to enhance our response capabilities. It enables us to act more swiftly, automating certain processes so that human administrators can be removed from the equation when necessary. This allows defensive networks to react more effectively to threats detected in their environments.

Specifically focusing on generative AI, Fortinet has recently introduced 40 AI as part of our suite of products, which includes management and analysis tools aimed at improving logging and reporting. In our Security Operations Centre (SOC), both our Security Information and Event Management (SIEM) and Security Orchestration, Automation, and Response (SOAR) solutions are designed to integrate with AI.

The goal here is to automate various tasks. For example, AI can generate configurations based on requests from administrators. An administrator may not need to understand every detail; they can simply provide a network diagram

> **Our leadership in SD-WAN positions us uniquely to provide customers with hybrid solutions that enhance both security and operational efficiency".**

and request specific configurations. The AI will then build the settings, verify them with the administrator, and once approved, deploy them immediately. This streamlines operations and enhances our overall security posture.

How has the integration of AI into security solutions helped organisations stay ahead of cyber threats, and what are the key benefits AI offers in this battle?
AI is designed to support and enhance the work of administrators rather than replace them. Its purpose is to automate tasks and simplify processes, ultimately making life easier for IT professionals. At Fortinet, we leverage AI across more than a hundred different use cases throughout our product suite.

One of the primary applications of AI is in analysing the threat landscape. We integrate data from third-party sources and our own sensors to gather threat intelligence. This data is far too vast for human analysis alone, so we employ various machine learning algorithms to identify and categorise malware. Additionally, these algorithms help generate dynamic signatures for our systems.

AI also plays a crucial role in our security products by detecting malicious content and files, identifying previously unseen threats, and distinguishing between genuine anomalies and potential misconfigurations made by administrators. This capability significantly reduces false positives and improves our ability to secure environments.

On the generative AI front, we aim to streamline administrative tasks. Humans are prone to errors—such as mistyping an IP address—which can lead to severe consequences. In contrast, machine learning algorithms ensure accuracy in inputting configurations, reducing the risk of mistakes. With AI, we can confidently maintain the integrity of our systems and enhance overall operational efficiency.

As we look ahead, what trends do you foresee in the future of cybercrime, and how should organizations prepare for the next generation of cyber threats?
We're seeing AI becoming increasingly prevalent, even among bad actors. It's not uncommon to hear reports of malicious individuals actively marketing AI-based attack systems, whether for automatically generating worms or crafting phishing emails. This creates a continuous cat-and-mouse dynamic, where one side fortifies its defences while the other innovates new ways to bypass them.

While we occasionally catch these attacks early, there are times when we only discover them after a compromise has occurred—an unfortunate reality that has persisted over time.

Interestingly, many old vulnerabilities remain prominent simply because organisations have failed to patch their systems. There are numerous legacy systems that have been neglected, whether due to oversight or poor inventory management. Regardless of the reasons, it's crucial to prioritise patching as a fundamental step in threat mitigation. Keeping systems up to date is one of the most effective ways to safeguard against potential attacks. ⑥

Logitech: pushing...

on AI integration and sustainability, two key pillars driving our innovation.

One of our flagship products is the newly launched Zone 305, a wireless headset designed for enterprise, public sector, and SMB IT directors. It features larger ear cushions for enhanced comfort, dual-microphone noise cancellation, and AI integration for improved communication on platforms certified by Microsoft and Zoom.

We anticipate strong market penetration with this headset, especially given its sustainability factor—it's made with over 50% post-consumer recycled plastics, addressing a growing priority for enterprises and IT decision-makers. The headset also boasts impressive battery life with 20 hours of listening time and six hours of talking time. Plus, just five minutes of charging delivers an additional hour of talk time, perfect for today's hybrid work environments.

In addition to the headset, we've expanded our portfolio of ergonomic accessories. Our Wave keyboard, for instance, is designed

with cushioned wrist pads that promote a natural typing posture, perfect for long hours at the computer. We're also excited about our Lift vertical mouse, an ergonomic option that provides comfort and support for both left- and right-handed users. Once people try it, they won't want to go back. These personal workspace solutions are just some of the highlights we're bringing to GITEX this year.

How does Logitech improve business efficiency for both large and small business with its collaboration?
Our solutions this year are centred around enhancing both meeting spaces and personal workspaces, ensuring seamless collaboration across environments. Whether you're in a meeting room or working remotely, our unified communication solutions are designed to be easy to set up and use—offering a plug-and-play experience for both users and IT directors. Large companies focus on scalability, while smaller companies prioritise efficiency and affordability, and our solutions cater to both

needs by integrating seamlessly across different workspaces.

One of our key offerings is the integration of software solutions like Logitech Sync and LogiTune, which support both room and personal workspace setups. These tools allow for remote management, security updates, and customization of devices like mice and keyboards, enabling faster, more efficient interactions. IT teams can push updates and features remotely, enhancing user experience and simplifying management.

We're also excited to showcase the next generation of our popular MeetUp camera. Seven years ago, we revolutionised video conferencing by moving it from boardrooms to small meeting spaces with the original MeetUp. Now, with MeetUp 2, we've taken it to the next level. It's a USB-powered, AI-driven conference tool designed for huddle rooms and small spaces, continuing to deliver the simple plug-and-play experience that users love. MeetUp 2 features privacy shutters and can double

> **"Our solutions this year are centred around enhancing both meeting spaces and personal workspaces, ensuring seamless collaboration across environments".**

as digital signage, ensuring that the room's display is always useful, even when not in a meeting.

Sustainability remains a key focus for us. MeetUp 2 is made with 62% post-consumer recycled plastics—the highest percentage in the category for small room video solutions. This commitment to eco-friendly materials is part of our broader sustainability strategy, making MeetUp 2 both innovative and environmentally responsible.

We invite everyone at GITEX to experience these solutions firsthand, as we continue to push the boundaries of collaboration and communication.

How do you see AI shaping the future of video collaboration

in hybrid work environments?
Everyone is using AI, but at Logitech, we've been integrating it into our solutions from the design phase for years. Many people may not know this, but "Logitech" stands for "logic" and "technology," meaning we've always been about combining software with cutting-edge tech.

Our goal for video collaboration is to make it more seamless and inclusive, ensuring that everyone is seen and heard without having to worry about the technology. It's all about simplicity—plug and play, just press a button and go. But it's not just about the endpoints; our solutions are designed to work smoothly on the backend as well, ensuring compatibility

and interoperability with major platforms like Microsoft and Google.

From our MeetUp 2 camera to the entire Rally Bar family, we've enhanced video and audio quality with advanced software and AI-driven features. We're looking ahead to the future of virtual meeting assistants, like Copilot for Microsoft Teams or Zoom's applications. These tools help with scheduling, analysing participation, and even identifying who is speaking in the room. After the meeting, AI-driven applications can automatically generate and send follow-up meeting minutes.

We also provide IT directors with powerful analytics and performance metrics, enabling them to monitor meetings in real-time. With this data, they can make informed decisions about how to optimise their technology deployments for meeting rooms and personal workspaces. This extends to booking systems and room management, making the entire process— from scheduling to participation— more efficient and user-friendly. 60

Commvault revolutionises...

cyber resilience platform designed for cloud-first enterprises. Our focus this year is on helping organisations fortify their cyber resilience and secure critical data across hybrid and multi-cloud environments.

We're excited to showcase Commvault Cleanroom Recovery, a revolutionary solution that transforms cyber recovery testing. Unlike traditional cleanrooms that are often resource-intensive, Cleanroom Recovery is an on-demand, cloud-native environment that allows customers to frequently test and refine their defences against ransomware and other cyber threats. This ensures organisations can restore their systems quickly and securely, while only paying for what they use.

We'll also host daily masterclasses with Commvault experts to dive deeper into the cyber resilience benefits and best practices of

our offerings, making our stand a must-visit for anyone focused on future-proofing their IT infrastructure against today's ever-evolving threats.

The central theme of GITEX 2024 is AI. Can you provide our readers with a better understanding of how your company is leveraging AI to enhance your own product portfolio that is ultimately designed to deliver better outcomes for your customers?
AI is at the core of Commvault's strategy to help businesses enhance their cyber resilience and better manage evolving cyber threats. We have safely integrated AI into our platform to automate key processes, assess risks in real-time, and help organisations stay ahead of threats.

A prime example is our AI-powered Active Insights, which proactively analyses

cyber resilience and automates recovery workflows, ensuring faster, more secure recovery and reduced operational risks.

Our ThreatWise solution stands out by using AI to detect zero-day threats through decoys that trick bad actors. This early warning system helps organisations detect unknown threats before they can cause harm, a capability unique to Commvault in the market. These technologies are designed to improve business continuity and protect critical data with minimal downtime.

Why is an organisation's digital and cloud transformation journey no longer just an IT/Security teams' priority, and now a board-level priority instead?
In today's cloud-first world, it's no longer a question of if your

> **"AI is at the core of Commvault's strategy to help businesses enhance their cyber resilience and better manage evolving cyber threats".**

organisation will face cyber threats, but when. The total cost of downtime can be devastating—not only in financial terms but in reputational damage as well.

That's why cyber resilience and cloud transformation have become board-level priorities. Decisions around data security, compliance, and business continuity now involve C-level stakeholders who understand that these are essential to protecting business value. The rise of ransomware and nation-state actors has only accelerated the need for real-time, automated

recovery solutions, which is where Commvault Cloud plays a pivotal role.

Outside of AI, what other trends do you see emerging across the technology landscape in 2025?
While AI is an essential trend, it's important not to focus solely on one technology. Our CEO, Sanjay Mirchandani, recently introduced the concept of 'continuous business', a more accurate term than 'business continuity' in today's always-on digital world. Businesses must stay proactive in safeguarding their most critical asset: data.

Ransomware and the cyber threat landscape continue to evolve, with attacks increasing by 13% over the past five years, according to industry research. As these threats grow, so does the need for resilient, cloud-first solutions that enable businesses to recover swiftly and stay operational. 60

Starlink: bringing...

Cybersecurity, Secure Cloud, and Secure Networks solutions. The company's theme revolves around empowering enterprises to enhance their digital transformation securely. Key products and solutions include StarLink's NextGen portfolio, covering data protection, threat intelligence, access control, and intelligent automation. Additionally, StarLink will highlight its ability to deliver operational excellence through its robust partner ecosystem and cutting-edge technologies, supporting customers across their digitalisation journey.

The central theme of GITEX 2024 is AI. Can you provide our readers with a better understanding of how your company is leveraging AI to enhance your own product portfolio that is ultimately designed to deliver better

outcomes for your customers?
At GITEX 2024, StarLink, as a value-added distributor and trusted advisor, is focused on integrating AI across the data life cycle through its partner solutions. This includes leveraging AI-driven technologies in areas such as Infrastructure and Cloud, Communication, Access Management, Risk and Compliance, and Automation. By offering these AI-powered solutions from its vendor ecosystem, StarLink helps customers improve security, streamline operations, enhance risk management, and automate decision-making processes, ensuring they stay ahead in a rapidly evolving digital landscape.

The opportunities of Generative AI are boundless. However, there are valid ethical and data privacy concerns in relation

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> **Our solutions this year are centred around enhancing both meeting spaces and personal workspaces, ensuring seamless collaboration across environments".**

to Gen AI. How important is it for robust regulations and frameworks to be established in order to safely accelerate the deployment of Gen AI across the enterprise space?
Establishing robust regulations and frameworks for Generative AI is critical to ensure ethical use and data privacy, especially as it becomes more widely deployed in enterprises. With the rapid expansion of Gen AI, there is a heightened risk of data misuse, bias, and unintended consequences.

A strong regulatory

framework will provide necessary guidelines to balance innovation with responsibility, ensuring AI technologies are developed and deployed in ways that protect privacy, maintain trust, and uphold ethical standards while driving progress.

Outside of AI, what other trends do you see emerging across the technology landscape in 2025?
In 2025, the technology landscape in the Middle East will continue to see a strong emphasis on cybersecurity, particularly as ransomware attacks grow in frequency across sectors such as finance, energy, and healthcare.
This growing concern is driving demand for advanced security solutions, especially in the context of IT/OT convergence, where operational technology and industrial systems are increasingly integrated into broader

IT infrastructures. Cloud adoption is set to accelerate, with regional enterprises prioritising cloud-first strategies to enhance scalability and agility, in line with the national visions' goals in different countries in the Middle East, fostering digital transformation.

Additionally, network security solutions, including next-gen firewalls and advanced data protection, will be critical in securing cloud environments, as businesses continue to expand their digital footprints.

Intelligence-driven tools, coupled with automation, will play a crucial role in managing risk, ensuring compliance, and securing data across the region.
These trends highlight the region's commitment to strengthening its cybersecurity posture while embracing the opportunities provided by cloud technology and digital innovation. 🄴

KPMG launches Risk Hub in the UAE in collaboration with Microsoft and IBM

The solution which enables risk-based decisions and enhances business performance was unveiled at GITEX 2024.

KPMG Lower Gulf has launched an easy, reliable, and cost-effective Governance, Risk, and Compliance (GRC) service now available to clients in the UAE in collaboration with Microsoft and IBM. The solution which enables risk-based decisions and enhances business performance was unveiled at GITEX 2024, featuring alongside some of the most futuristic technology for businesses.

The GRC service will give organisations easy access to intuitive dashboards, advanced data management, and ongoing support to ensure compliance and risk management with minimal resource strain. Risk Hub uses special tools and provides ready-to-use setups for managing these risks, business continuity, and internal audits. This helps organisations quickly start their governance, risk, and compliance (GRC) processes. Built using IBM's OpenPages, Risk Hub leverages a highly scalable, AI-powered, and unified GRC platform, allowing companies to use the latest AI solutions to improve their GRC systems.

In addition, KPMG's risk professionals will offer training and support, enabling in-house risk teams to focus on adding value to the business.

Sudhir Arvind, Partner, Head of Governance, Risk and Compliance Services (GRCS) at KPMG Lower Gulf, said: "We are delighted to announce the launch of the Risk Hub in association with Microsoft Azure and IBM to transform business performance. The Risk Hub helps organisations streamline GRC processes for better decision-making and helps manage evolving regulatory challenges."

Ahmed Hamzawy, Chief Partnership Officer, Microsoft UAE, said: "Risk and compliance management are two areas where AI can really make a difference to significantly reduce employee workloads. We are pleased to partner with KPMG and IBM to provide real-time, risk-based insights to Middle East organisations. The solution is a powerful combination of KPMG's expert risk management, powered by IBM's OpenPages, hosted on Microsoft Azure."

Grant Millar, Service Ecosystem Leader, Middle East & Africa at IBM added: "Audit efficiency is paramount for Middle East organisations. The solution is a powerful combination of KPMG's risk management expertise, powered by IBM's OpenPages, hosted on Microsoft Azure. We are pleased that it is now available for clients in this part of the world." 60

> **The Risk Hub helps organisations streamline GRC processes for better decision-making and helps manage evolving regulatory challenges."**

Hikvision leads the way in commercial display technology

The company is showcasing impressive flexible LED displays and IoT-driven solutions at GITEX.

Sachin Srinivasan, Hikvision

At GITEX, Hikvision has taken centre stage to redefine its market perception. While traditionally recognised as a CCTV powerhouse, the company is now showcasing its diverse portfolio as an IoT leader with a strong focus on commercial display solutions. Sachin Srinivasan, Commercial Display Business Director for the Middle East and Africa gave an insight into the company's latest innovations and future direction in the commercial display market.

He said: "At GITEX, 70% of our solutions on display are focused on commercial displays." The company's presence at the event features cutting-edge technologies, including flexible LED modules, ultra-bright LED walls, and innovative solutions designed for diverse commercial environments.

Among the highlights is a 1.2-pixel pitch flexible LED module capable of flexing up to 120 degrees, both concave and convex, offering remarkable adaptability for different client requirements. With various pixel pitches such as 1.2, 1.5, 1.8, and 2.5, the company ensures its solutions are tailored to meet viewing distance needs.

A particularly striking display is a 0.7-pixel pitch LED featuring 1000 NITs of brightness, delivering a 4K LED wall at an impressive three meters wide and 1.67 meters high. This installation is integrated with Hikvision's central software and operated in collaboration with Rpg, a company specialising in console solutions. This integration allows for advanced analytics in control room environments, making Hikvision a comprehensive solution provider.

Hikvision's portfolio includes an all-in-one LED wall, presented at GITEX as a 108-inch screen with a 1.2-pixel pitch. This display, enhanced with Hikvision's glue-on-board (HOB) technology, boasts an IP65 rating for improved durability and contrast and a matte finish for superior visual clarity. The all-in-one design incorporates an LED controller, digital signage box, Windows PC, wireless sharing capabilities, and 2.1 surround sound. It can be wall-mounted or placed on a stand, offering versatility.

Further extending their innovation, Hikvision has developed portable LED posters that can be mounted on walls or placed on trolleys for mobility. With in-house manufacturing and stringent quality control procedures, such as heat dissipation tests and RF testing, the company guarantees durability and performance across all products.

Hikvision is also presenting a 3.9-pixel pitch outdoor LED screen designed for seamless 3D content display, with special corner bars eliminating visual lines. The company also offers a 2.6-pixel pitch outdoor LED rental screen, an increasingly popular choice among event organisers due to its quality and ease of use.

Latest trends
When asked about the latest trends, Srinivasan highlighted the increasing prominence of flip-chip COB (Chip-on-Board) technology in the commercial display market. This innovation, he explained, has the potential to eclipse LCD technology, especially with pixel pitches as low as 0.7, 0.9, and 1.2. Hikvision is actively developing a 0.5-pixel pitch display.

"We believe the future of display technology will evolve to 0.1-pixel pitch," he said. "While the production costs of flip-chip COB are currently high, we expect them to decrease, driving demand and ultimately leading to the phase-out of LCD

> **We believe the future of display technology will evolve to 0.1-pixel pitch".**

technology in the next four to five years."

Another growing trend is the demand for interactive displays, particularly within meeting rooms and education verticals. Hikvision is at the forefront of this trend with interactive displays that offer Android operating systems and access to the Google Play Store, unlocking a wide range of third-party applications.

For instance, Hikvision's digital signage screens operate on Android OS, allowing integration with various software providers. Interactive displays can host Google management services, opening up vast possibilities for customisation. Hikvision's LED displays also come with proprietary video controllers, but clients can also use third-party options.

Hikvision's future plans include the launch of new flip-chip COB LEDs with a 0.6-pixel pitch and continued innovation in developing custom LEDs for creative applications. In the realm of interactive displays, the company is focused on enhancing compatibility with third-party software, particularly for education environments.

"We are continually pushing the envelope with creative and customisable LED solutions," Srinivasan concluded. "When you think of the future of vision technology, think Hikvision." 60

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HTC VIVE Launches VIVE Focus Vision XR Headset for Enterprises and High-end Gaming

Built on the success of VIVE Focus 3 – the only XR headset proven to work in microgravity conditions and used by astronauts on the International Space Station

HTC VIVE, the global leader in premium XR solutions, recently launched its new cutting-edge headset VIVE Focus Vision. The new Extended Reality (XR) headset is the latest in HTC VIVE's highly popular VIVE Focus Series, with a wealth of improvements and new features to give gamers and enterprise users alike the best possible immersive experience for PCVR and standalone gaming,

as well as Location-Based Experiences (LBE), industrial training, collaboration, and mixed reality applications.

"VIVE Focus Vision gives you the best of both worlds, with outstanding standalone capabilities, and DisplayPort mode support for visually lossless PCVR experiences," said Shen Ye, Global Head of Product at HTC VIVE. "Now, PC gamers can bring the same high-end headsets

used in VR arcades into their homes. We're taking everything to the next level with built-in eye-tracking, stereo color passthrough cameras for depth-correct Mixed Reality, and even an infra-red sensor for enhanced hand tracking in low-light conditions".

VIVE Focus Vision takes the popular VIVE Focus 3 platform and expands upon it with significant updates in visuals and comfort, as well as improvements in operational efficiency and headset sharing for multi-user scenarios. Such multi-user setups are popular with businesses like VR arcades, and employee training for healthcare, defense, finance, manufacturing, and other sectors.

VIVE Focus Vision features DisplayPort mode for PCVR, enabling lossless visuals by connecting the headset directly to a PC graphics card. With DisplayPort, gamers and enterprise users alike can enjoy

content exactly as the developers intended, without degradation of quality. This is perfect for PCVR gamers who have SteamVR game collections, as well as enterprise organisations who want to deliver a powerful immersive experience.

VIVE Focus Vision has auto-IPD adjustment with integrated eye tracking, so users can easily share the headset with friends, family, and colleagues, and it will automatically adjust the interpupillary distance of the lenses for crystal-clear visuals every time. Auto-IPD is also perfect for high-user turnover environments, like LBEs and training events.

Two front-facing color cameras enable stereoscopic passthrough, so users can see the world with natural depth perception while wearing the headset, making Mixed Reality experiences even more realistic. VIVE Focus Vision features a revamped cooling

> **We're taking everything to the next level with built-in eye-tracking, stereo color passthrough cameras for depth-correct Mixed Reality, and even an infra-red sensor for enhanced hand tracking in low-light conditions".**

system, allowing for highly comfortable sessions. It also has a built-in sub-battery to keep the device running for up to 20

minutes while swapping batteries, so users never lose their place in an XR experience.

Highlighted features include:
• Built-in eye tracking and motorised auto-IPD adjustment
• DisplayPort mode for stunning, visually lossless PCVR experiences
• Dual 16MP color cameras for stereoscopic full color passthrough
• Up to 120-degree FOV and 90Hz refresh rate. Support for 120Hz refresh rate via DisplayPort mode coming late 2024.
• Combined 5k resolution across both eyes
• Depth sensor for scene recognition
• Infra-red sensor for enhanced tracking in low-light conditions

Availability for VIVE Focus Vision is from 6th November, and initial customers will receive a VIVE Wired Streaming Kit for DisplayPort mode valued at AED 550 free of charge. Additionally, VIVE Focus Vision buyers will have their choice of one of three popular game bundles as a complimentary package.

For more information and to pre-order VIVE Focus Vision, visit the VIVE website 🗨

HID Unveils New FARGO® Printer at GITEX 2024, Alongside Other Reliable Identity and Access Solutions

Company showcases its latest advancements in identity management, including cutting-edge security solutions such as HID SAFE™, RFID tracking and monitoring, high-definition card printing, and an award-winning visitor management system

HID®, a worldwide leader in trusted identity solutions, recently made a significant impact at GITEX 2024, where it unveiled its latest innovations designed to meet the evolving security needs of global enterprises. At Booth H5-B10, visitors will experience firsthand HID's next-generation technologies that are

transforming identity management, including the highly anticipated FARGO HDP5000e retransfer card printer.
A New Era for Card Printing: The FARGO HDP5000e
Built on the rock-solid foundation of the renowned HDP5000 printer series and proven retransfer technology over the last 25 years, the HID

FARGO HDP5000e ID card printer emerges as the next iteration of this market-leading solution, poised to redefine the standards of reliability, usability and printing excellence.

HID's Isaac Young, VP & Head of FARGO, stated, "The HDP5000e is where unparalleled reliability meets exceptional usability and performance

— setting a new standard for the everyday retransfer card printing experience. "We're excited to introduce it at GITEX 2024 to demonstrate how it offers seventh-generation retransfer technology for every need — from sharp and vibrant photo ID cards to multi-functional, high-security ID badge and card applications, the customer-inspired FARGO

> **The HDP5000e is where unparalleled reliability meets exceptional usability and performance".**

HDP5000e is the solution of choice for superior image quality, ease-of-use and printer reliability."

Empowering Enterprises with Scalable Solutions
Beyond the FARGO HDP5000e, HID also spotlights a range of solutions that empower organisations to better manage identities and ensure seamless access control. These include:

Reliable, Scalable and Globally Trusted

• **HID SAFE** — an off-the-shelf solution for digital identity and physical access control that enables organisations to control who accesses what places, when, for how long and for what reason, as well as who authorises access.
• **HID Visitor Manager** — an award-winning, cloud-based visitor management system that allows enterprises to streamline the process of hosting visitors, tighten security, and administer a professional appearance.
• **RFID Tracing, Monitoring and Locating**— a diverse and flexible line of RFID passive tags, beacons, gateways and readers to help organisations in the oil and gas, manufacturing, and logistics industries to seamlessly integrate tracking and monitoring capabilities into their products.

Visitors to the HID booth H5-B10 will be able to interact with these products and speak directly with our security experts.

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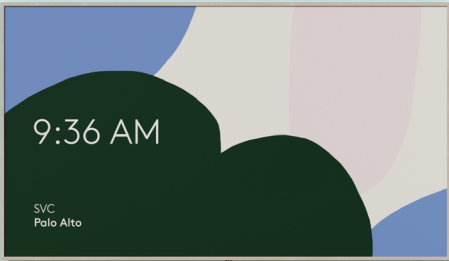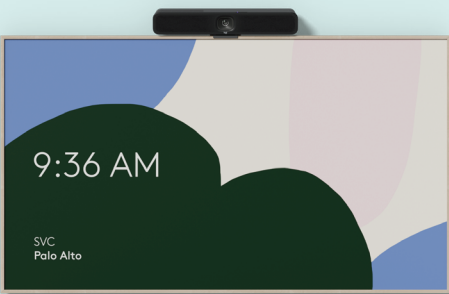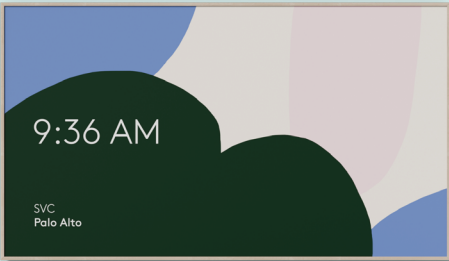
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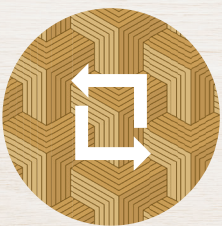RightSound 2

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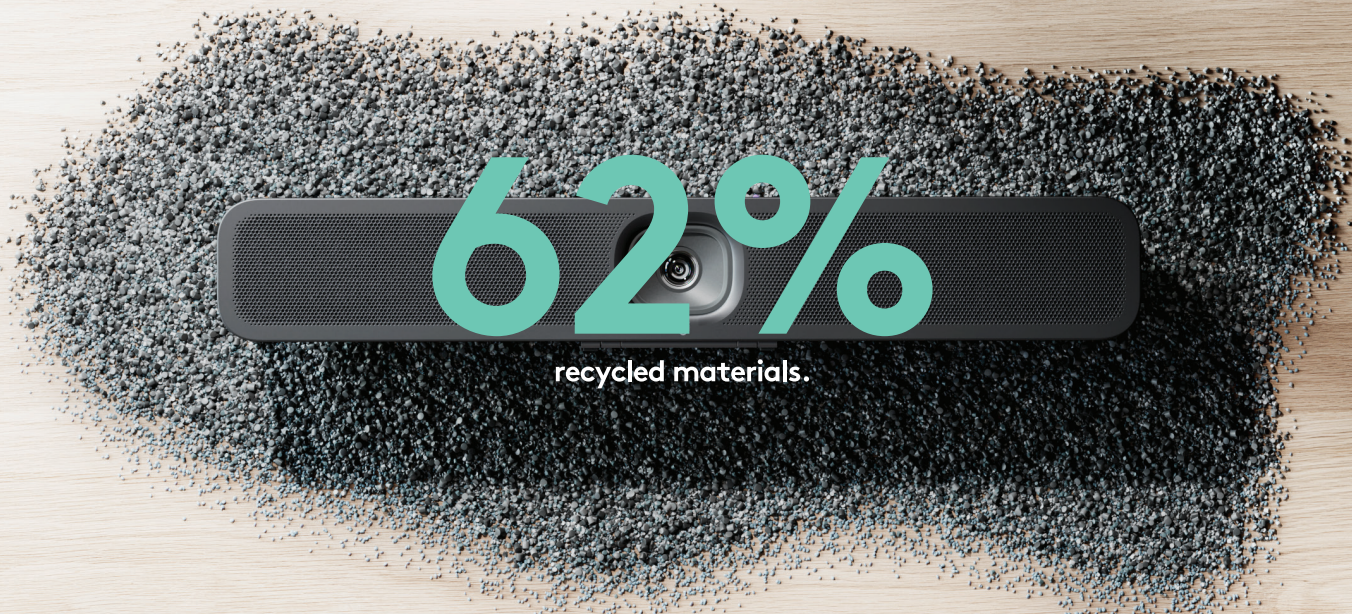
MDS SI Group Ranked #1 in UAE and Among Top 5 in KSA in Leading Analyst Firm's Worldwide Semiannual Services Tracker

MDS SI's leading position reflects its focus on the latest technology trends that address the evolving needs of businesses across industries.

Sami Abi Esber, MDS SI Group

MDS System Integration (SI) Group continues to cement its leadership in the GCC's IT services industry, with the latest IDC Semiannual Services Tracker 2023H2 ranking the company #1 in the UAE and among the Top 5 in Saudi Arabia for 2023 market share.

Reflecting on this remarkable achievement, Wilson Xavier, IDC, Senior Director Research – ICT Services, META Region, stated: "We believe this recognition highlights MDS SI Group's continued success and long term commitment in the regional IT and Services market, where it has built significant capabilities across multiple segments, including Data Centre & Cloud Infrastructure services, System Integration and Managed services. We also believe the ranking underscores MDS SI Group's ability to deliver a comprehensive range of IT services as a regional Digital System Integrator. These capabilities have played a key role in addressing the needs of businesses in the region as they accelerate digital transformation initiatives."

MDS SI Group holds a commanding 15% share of the IT services market in the UAE, excelling in project-oriented, managed, and support services. The UAE market continues to witness rapid growth, particularly in managed services driven by heightened demand for cloud adoption, GenAI, and data management solutions. MDS SI's leading position reflects its focus on the latest technology trends that address the evolving needs of businesses across industries.

> **We believe this recognition highlights MDS SI Group's continued success and long-term commitment in the regional IT and Services market, where it has built significant capabilities across multiple segments".**

KSA Excellence

In Saudi Arabia, MDS SI Group ranks among the Top 5 IT service providers, demonstrating strong year-on-year growth of 18% in managed services, particularly in data centre infrastructure, managed services, and IT outsourcing, being propelled by the government's Vision 2030 initiatives, which prioritise cloud technologies, AI, and digital transformation

A Strong Regional Footprint

MDS SI Group continues to lead the GCC's project-oriented services market, with systems integration as a key driver of growth.

By expanding its portfolio through strategic acquisitions, MDS SI Group is poised to maintain its competitive edge and continue delivering innovative solutions that help clients thrive in an increasingly digital and data-driven business landscape.

To further solidify its market leadership, MDS SI Group has adopted the strategy of acquiring companies in the past few years that offer AI infrastructure solutions, Data & AI practices, advanced analytics and business intelligence (BI) solutions, and managed services. These acquisitions enhance the group's capabilities, allowing MDS SI to offer a comprehensive portfolio of solutions that cater to the evolving demands of its clients.

Sami Abi Esber, President of MDS SI Group, commented on the recognition saying, "We are proud to be ranked as the #1 IT services provider in the UAE and among the Top 5 in Saudi Arabia. This acknowledgment, coupled with our 20 consecutive years of leadership across the GCC, including Qatar, Oman, Jordan, and Iraq, demonstrates our commitment to excellence. By continuing to invest in latest technologies solutions, and managed services we help our clients succeed in an increasingly digital world." 60

Make or break

Rodolph Khoury, Managing Director – Dubai & Northern Emirates, Avaya, has written a thought leadership article in which he makes the case that only a holistic approach to CX will deliver real customer loyalty.

Rodolph Khoury, Avaya

Having a great product is no longer enough to guarantee loyalty and keep customers coming back. Even brands known for their loyal followings based on their great products, are seeing customers 'switch sides', or move to completely different brands.

But there is one thing that can drive both loyalty and business growth – a holistic approach to outstanding customer experience.

The level of competition is strong no matter the industry, and there is an ever-increasing number of brands entering markets to stake their claim.

Add to the mix the impacts of unpredictable global challenges, such as rising inflation and economic uncertainty, and it's clear why winning and retaining customers – many of whom are tightening their purse strings – is incredibly complex.

Then there's the ever-evolving criteria which inform customers' buying decisions. Corporate social responsibility (CSR), sustainability commitments and humanitarian causes are just some of the influential factors everyday citizens research before committing to a brand, whether it's a bank, insurer, retailer, airline, or fast-food restaurant.

This plethora of variables makes customer service imperative. A report found 97% of consumers feel customer service interactions correlate directly with their loyalty to a brand, and 60% have switched to other brands on the back of a bad experience.

The data correlates with a separate report which indicates 81% of consumers are likely to become repeat buyers following a positive customer service experience. In addition, more than 70% of Middle Eastern businesses understand the significance of service availability and reliability.

But customer service isn't easy; customers are demanding and can be fickle, and come with a broad range of preferences that businesses must constantly adapt to. Where once politeness and a smile may have appeased customers, today's expectation is for organisations to accommodate the expectation for completely personalised experiences that can vary day to day.

This is especially true now that brand interactions are becoming more digital. In the UAE and Saudi Arabia, the average percentage of users choosing to interact through digital or remote channels has shot up to 78%. Customers want to self-serve, talk to AI bots, or speak with real people on their own terms, and don't just expect responses almost instantly, but demand brands to anticipate their queries.

Among the biggest challenges in delivering customer service that meets these requirements is bridging the gap between current capabilities and these evolving customer expectations while mitigating the risks associated with overhauling business communications infrastructure and the costs that come with it. Other contributing factors are the continuing difficulty in finding and retaining top talent, alongside the imperative to drive revenue and growth amid competitive pressures.

Overcoming them relies on a holistic approach to customer experience (CX) – one which integrates CX with employee experience (EX) and business growth.

The formula for Enterprise CX, CX + EX = BG (business growth), reflects a symbiotic relationship whereby organisations are committed to investing in fulfilling customer needs to ensure every interaction is meaningful and contributes to brand loyalty, regardless of a customers' preferred method of communication.

One part of that commitment means constantly evolving and refining employee training and upskilling programs. The other part is adapting and enhancing communications and engagement strategies to keep up with customer demands.

However, the prospect of making an abrupt change from existing communications infrastructure carries high risks for businesses, including disruptions to operations and customer service continuity. It's instability that can not only hurt the CX brands offer today, but also cause consequences to future innovation and new business outcomes.

That's precisely why any such transformation doesn't need to happen overnight. On the contrary, a pragmatic, step-by-step strategy enables organisations to forge ahead into new territories, introduce new services and channels, and explore advanced capabilities such as generative AI without compromising existing strengths.

It's about building upon what already works – leveraging familiar processes, systems, and technologies as a foundation for introducing new innovations. For most companies, the safest route to innovation is identifying specific functions or departments primed for change, and uphauling those before a new service is rolled out across the whole organisation.

This approach is especially pertinent for implementing AI, which, while far from a new concept, is still an early-stage vision when it comes to customer service.

Companies looking to supercharge their employees' productivity while removing cumbersome administrative tasks have the opportunity to test a large language model (LLM) within a specific team, evaluate the outcomes, and make necessary amendments to ensure the final product that other teams gain access to won't create disruption or demand steep learning curves.

This method is equally valuable for chatbots; research shows 94% of leaders believe AI can enhance customer self-service, but before all customers are asked to engage with a chatbot, it must be trusted to handle complex and unexpected enquiries.

CX, can make or break a brand in a world where customers are more willing to jump ship than ever before. By adopting a holistic approach to CX, rather than being tempted by a rapid overhaul that only solves for one part of the equation, organisations and their teams will be geared to meet the expectations of customers without exposing their existing successes to high-risk disruption. 60

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Cross-examining cybercrime: GITEX GLOBAL 2024 sheds light on the innovation-igniting conundrum challenging industries worldwide

Cybersecurity Day" marks GITEX GLOBAL's halfway stage as enlightening agenda reveals the challenges, threats and opportunities for international tech community.

> ❝ **AI is changing the game"** – H.E. Dr. Mohamed Al Kuwaiti, Head of Cybersecurity for the UAE Government

After an action-packed two days where GITEX GLOBAL 2024 presented exhilarating events and exhibitions across technology's new frontiers, Wednesday witnessed another incredible programme as audiences examined the existing and future cybersecurity landscapes with the world's foremost experts.

Taking place from 14-18 October at Dubai World Trade Centre (DWTC), GITEX GLOBAL is the world's largest and best-rated tech event. It presents a record-breaking 44th edition in 2024 – welcoming over 6,500 exhibitors, 1,800 startups, 1,200 investors alongside governments from more than 180 countries.

As GITEX GLOBAL's biggest-ever international edition reached the halfway stage, "Cybersecurity Day" headlined the Wednesday schedule. An enlightening series of keynote speeches, fireside chats, and specialist panels cast a unique spotlight on the urgent challenges, emerging threats, and innovative opportunities facing individuals, enterprises, industries, and nations worldwide.

Cross-examining the cybercrime conundrum

With global cybercrime damaged projected to reach $10.5 trillion annually by 2025, the international tech community is determined to ignite a paradigm shift through reinvigorated determination. This universal attitude was on full display at GITEX GLOBAL as top CISOs, CIOs, and GRC leaders converged with a unified mission: establish the foremost line of defence globally.

In 2024, finance industry AI-driven fraud has surged by 40%, posing unprecedented challenges for incumbents. One of Wednesday's must-attend conference sessions – 'AI-Driven Digital Fraud: Safeguarding the Finance Industry's Future' – examined how emerging technologies are being harnessed to overcome the evolving threat.

H.E. Dr. Mohamed Al Kuwaiti, Head of Cybersecurity for the UAE Government, revealed that the country has dispelled millions of threats this year alone while endorsing AI as a "gamechanger" in leading the industry's cyber resurgence. He said to GITEX Tech Waves Podcast: "Cyber awareness is crucial – and AI is changing the game. The UAE is a financial hub that faced 71 million attacks in Q1 2024. We are resilient and thwarted these with early threat detection through AI. It's a hugely beneficial technology alongside our great partnerships with the world."

Todd Conklin also weighed in on the positive impact of AI. While acknowledging the potential repercussions of AI's power when utilised by malicious actors, the Chief AI Officer & Deputy Assistant Secretary, Cybersecurity & Critical Infrastructure Protection at the US Department of the Treasury, added: "The US Treasury runs the largest payments ecosystem in the entire world. We've leveraged AI models to reduce fraud by almost $600 million in the last six months. It's becoming increasingly critical in the counter-fraud space."

Unveiling a new world of limitless possibilities and potential

In a week where 88% of exhibiting startups are GITEX GLOBAL debutants and no fewer than 230 new partnerships have been finalised between local, regional, and international entities and enterprises, the event is again fulfilling its pledge as a global cooperation and collaboration catalyst. Heading into Wednesday, over 13,000 pre-arranged concierge meetings had already taken place across GITEX GLOBAL and Expand North Star – the world's largest startup and investment event – with many more a certainty as companies exhibit transformative solutions that could change the world.

Huawei shed light on its critical infrastructure and cloud tech solutions with Dr. Aloysius Cheang, Chief Security Officer for the Middle East & Central Asia at Huawei, revealing the staggering rate of cyber-attacks worldwide. While calling on enterprises to ensure stringent security postures, he said: "Huawei is attacked 12 billion times a day on average. This is why cybersecurity is positioned as a very strategic asset within our company. Organisations must build a cybersecurity culture through a security-first, privacy-first approach – and their solutions must serve their purpose of protecting digital assets."

Cybersecurity and anti-virus provider Kaspersky also showcased its pioneering Cyber Immunity approach and advanced threat intelligence solutions on Wednesday as US cyber firm Fortinet highlighted products and services part of its cybersecurity platform portfolio. solutions by stc also introduced visitors to the emerging technologies utilised to deliver new value to customers.

Elsewhere on day three at GITEX Global 2024, a host of activations, showcases, and conferences took place at GITEX Cyber Valley, this year's most anticipated cybersecurity exhibition and programme hosted by the UAE Cyber Security Council. An unmissable session saw audiences hear from Brett Johnson – once America's Most Wanted, now a leading global cybercrime and identity theft expert. During 'Scamming the scammer: Inside the Mind of a Cybercriminal', he revealed the extent of the virtual underworld while sharing his life story.

Live Hacks also headlined the GITEX Cyber Valley's Dark Stage as ethical hackers showcased live demonstrations on AI-powered hacks. Visitors also got exclusive insights from Santiago Lopez, the world's first million-dollar hacker, on how to turn hacking skills into a lucrative career during another special session – 'Face to Face with 1# Million Dollar Hacker: Who wants to be a hacking millionaire?'.

What next at GITEX GLOBAL 2024?

GITEX GLOBAL 2024 continues Thursday as "Data Centres Universe" welcomes an ensemble cast of thought leaders and experts to discuss the future of data management and infrastructure. Sessions throughout the day's schedule will explore the latest data technology and sustainable energy solutions alongside data centres' pivotal role in supporting the exponential growth of digital services.

Future Mobility will explore the shifting paradigms of the global auto tech industry with the World Future Economy Digital Leaders Summit and Global DevSlam among the many day four highlights.

More information on GITEX GLOBAL, please visit www.gitex.com

Dubai Police and Avaya Strengthen Partnership With 'Amna' Virtual Assistant Project

A key driver of the project is to enable easy journey orchestration, powered by AI-based analytics, which will suggest improvements for scripting and journey-mapping based on interaction history.

Dubai Police has strengthened its partnership with Avaya, a global leader in enterprise CX, with the development of 'Amna', a virtual assistant engine designed to receive enquiries from citizens and members of the public.

According to Samer AlKhawajah, General Department of Artificial Intelligence, Dubai Police, the overall improvement in the chatbot is just one of the range of benefits that the solution will bring. A key driver of the project is to enable easy journey orchestration, powered by AI-based analytics, which will suggest improvements for scripting and journey-mapping based on interaction history.

His Excellency Major General Khalid Nasser Al Razooqi, Director General of the Department of Artificial Intelligence, said, "Our continued partnership with Avaya is part of our framework for joint cooperation with the private sector. This is particularly important in the field of projects that rely on artificial intelligence, which contribute to providing the best services to customers and making them happy."

"We're proud to support Dubai Police as the force continues to emphasise the importance of great experiences in government services. The roll-out of this solution will not only deliver a vastly superior AI-based virtual assistant to the

> ❝ **We're proud to support Dubai Police as the force continues to emphasise the importance of great experiences in government services".**

Dubai Police mobile app but will help Dubai Police replicate the same great experience across every touchpoint. Customer journeys will be mapped and orchestrated across channels, ensuring continuity of experience," said Fadi Moubarak, Vice President – Sales and Channels, Middle East, Africa and Central Asia, Avaya

Solutions like the one being implemented by Dubai Police are on display at Avaya's stand at GITEX Global 2024. Avaya's participation in GITEX Global comes in partnership with Sestek and Cognigy, as well as additional technology partners. 60

Ministry of State for Federal National Council Affairs showcases its smart digital platforms and systems at GITEX Global 2024

The Ministry's participation in GITEX Global 2024 falls within the framework of its ongoing efforts to support digital transformation initiatives and programs in the UAE.

The Ministry of State for Federal National Council Affairs (MFNCA) is showcasing its latest smart digital platforms and systems at GITEX Global 2024, at the Dubai World Trade Centre and runs until October 18, in order to present its most prominent smart digital initiatives and platforms, including the 'Smart Communication Platform,' 'Innovation Platform,' 'Digital Service Platform,' 'Remote Voting,' and 'Electronic Voting' systems.

The Ministry's participation in GITEX Global 2024 falls within the framework of its ongoing efforts to support digital transformation initiatives and programs in the UAE, foster a culture of innovation, shape innovative practices, and facilitate effective task management for employees using digital services and solutions.

Commenting on the same, His Excellency Tariq Hilal Lootah,

Undersecretary of the Ministry of State for Federal National Council Affairs, asserted that the participation in GITEX Global 2024 reflects the ministry's commitment to supporting the UAE government's digital transformation initiatives, enhancing the country's development, prosperity, and leadership across all fields. It also embodies the ministry's continuous efforts to improve the aspects of parliamentary life in the UAE through digital systems and services that raise political awareness, elevate participation levels in the Federal National Council elections, and strengthen candidacy and voting systems.

Integrated Digital Platforms
As part of its participation, the MFNCA is showcasing the 'Smart Communication Platform,' a digital platform and integrated electronic archive for the Ministry's media

materials. The platform contains images, videos, press releases, guides, publications, and other media files pertaining to all events organised by the Ministry. It also enables Ministry employees to easily access and share relevant files with both internal and external stakeholders.

The MFNCA is also presenting the 'Innovation Platform,' which is intended to accept any suggestions and creative ideas that can improve the working environment within the Ministry. This reflects the Ministry's goal to encourage a culture of innovation within the workplace through transformative activities and resources for the Ministry's employees. It also facilitates and streamlines the exchange of electronic reports and other performance indicators.

Lastly, the Ministry will showcase the 'Digital Services Platform,' an integrated internal electronic platform that features all employee-related

services. The Ministry has converted internal services into smart electronic services that are accessible through this platform, making it the central point of access for all offerings. This allows employees to access all services quickly and easily, thereby increasing operational efficiency.

Electronic Voting and Remote Voting
The Ministry is also set to showcase the electronic voting and remote voting systems, which provide an integrated and innovative digital system for voting in the Federal National Council elections. The 'remote voting' system allows users to vote in the Federal National Council elections remotely from anywhere around the world, whether inside or outside the country, using the digital applications decided by the National Election Committee.

The 'electronic voting device,' which is one of the most prominent technical innovations

> **The Ministry's participation in GITEX Global 2024 falls within the framework of its ongoing efforts to support digital transformation initiatives and programs in the UAE.**

that the Ministry has added to its range of achievements, offers users the opportunity to vote at polling stations spread across the Emirates, in accordance with the information security, personal data protection, and cybersecurity standards in the UAE, to ensure integrity, transparency, and accuracy within the elections.

It is important to note that the Ministry of State for Federal National Council Affairs is in charge of coordinating efforts between the government and the Federal National Council regarding the Council's exercise of its authority. This includes overseeing media affairs related to parliamentary activities, serving as the Secretariat of the National Elections Committee by managing all duties of the Executive Committee (administrative, financial, and technical), promoting political participation in society, and shaping the nation's parliamentary system.

Securing the future

Mandar Patil, SVP-META SAARC & ASEAN at Cyble tells Anita Joseph how an intelligent approach to threat detection is helping the company secure the digital future of businesses in the region.

Mandar Patil, Cyble

Tell us about Cyble and its activities in the region.

Cyble, established in 2019 with its headquarters in Atlanta, USA, is a leading threat intelligence company. We are among the few service providers globally to offer an integrated, AI-enabled next-generation platform that combines digital risk protection, incident response, attack surface monitoring, threat intelligence, and third-party risk monitoring. With a focus on gathering intelligence from the deep, dark, and surface web, Cyble has quickly positioned itself as a pioneer in the industry. Our innovative work has been recognised by esteemed organisations such as Gartner, Forrester, Frost & Sullivan, and even Forbes.

Building on strong business growth, Cyble has expanded its presence to 22 countries, serving over 500 clients, globally. Our story in the Middle East is an exciting one. Middle East has been our fastest-growing region, with a robust presence in the UAE and Saudi Arabia, we have a network of over 53 partners in the region, including some of the largest managed security service providers (MSSPs). Cyble's customers span diverse industries, including IT, Telecom, Retail, Banking, Insurance, and Government. Our contributions to the cybersecurity community have been widely recognised by major organisations such as Facebook, Cisco, and the U.S. Government.

What makes Cyble a strong choice amid industry acquisitions?

In 2024, as several threat intelligence companies are acquired by larger corporations, businesses are experiencing shifts in how their security needs are addressed. These acquisitions often result in reduced innovation, corporate-driven priorities, and less flexibility.

Cyble stands out by remaining independent, fully focused on cybersecurity. This independence allows Cyble to prioritize customer-centric innovations, free from the constraints of corporate integration, delivering tailored solutions for each organization's unique needs.

Cyble's commitment to data privacy is another key differentiator. Customers retain full control of their data, ensuring transparency and security. In contrast to many competitors now integrated into financial ecosystems, Cyble's customizable solutions enable organizations to address their specific security challenges without being locked into rigid frameworks. This flexibility ensures that Cyble's solutions can evolve alongside businesses, making it the ideal choice in today's rapidly shifting market.

How is Cyble leveraging AI to offer comprehensive cyber protection to its clients?

At Cyble, we were early adopters of artificial intelligence, integrating AI into our platform well before the advent of Generative AI. While many companies are just beginning to explore Generative AI, Cyble had already incorporated AI into key services by 2021.

Cyble's enterprise threat intelligence platform, Vision, harnesses a combination of custom AI models and Generative AI-based large language models (LLMs). This combination is used in automated analysis, threat context extraction, translation, summarisation, and risk prioritisation, all of which are applied to petabytes of data and billions of records processed daily. This advanced AI utilisation provides our clients with unmatched visibility into the global and regional threat landscape, dramatically enhancing their situational awareness and enabling them to take proactive action before a threat becomes an incident.

In addition to Vision, Cyble Hawk is our advanced platform, specifically designed for federal bodies, governments, and defence sectors, offering an even more comprehensive and focused approach to intelligence and threat detection. By combining OSINT with enhanced investigative techniques, Cyble Hawk delivers deep, actionable intelligence beyond surface-level data. Utilising AI and deep learning, it tracks threats and identifies known threat actors, keeping organisations ahead of evolving risks. With real-time monitoring, it provides precise advisories on vulnerabilities, compromised credentials, and breaches impacting critical sectors. Additionally, Cyble Hawk delivers timely intelligence on extremist actions, cybercrime, and financial crime, such as blockchain-based money laundering, ensuring constant protection and situational awareness.

What sets Cyble apart in terms of proactive cybersecurity?

Cyble offers peace of mind, securing your future with robust cybersecurity. Our primary goal is to provide clients with early warning intelligence that helps prevent or neutralise cyberattacks before they manifest. Our platform delivers a comprehensive suite of proactive cybersecurity capabilities, enabling defenders and analysts to detect and mitigate threats at the earliest stage.

For instance, our Threat Intelligence Module enables clients to monitor conversations on the dark web and cybercrime forums for any signs of compromised user identities, applications, or systems. It also helps discover exposed confidential data belonging to the organisation or its users. Cyble maintains an extensive repository of over 1 billion indicators of compromise (IoCs), which customers use for automatic enrichment, correlation, and blocking of security events.

Our Vulnerability Intelligence Module, powered by a global network of honeypots and supported by our vulnerability researchers, tracks zero-day vulnerabilities and actively exploited weaknesses. It also monitors malicious exploits being traded on dark web marketplaces, allowing clients to prioritize patching critical security issues. This approach enables risk-based prioritisation in patch management.

Additionally, our Brand and Social Monitoring service, along with our Incident Response Service, identifies and takes down suspicious and phishing domains before they are used in stealth attacks. Many large enterprises rely on Cyble for executive protection services to safeguard sensitive personal information. Cyble offers some of the industry's best takedown service level agreements (SLAs) globally.

Cyble's Third-Party Risk Monitoring Capabilities are widely used by our clients to assess the cybersecurity posture of their vendors, categorise them based on security exposure, and implement focused remediation strategies as part of their supplier risk management processes. This helps proactively reduce third-party risk to their business.

In addition to our advanced platform capabilities, Cyble's competitive edge lies in the quality and expertise of our global threat research team. This highly skilled team specialises in human intelligence (HUMINT), open-source intelligence (OSINT), tradecraft, malware analysis, reverse engineering, incident response, and forensics.

With proficiency in languages such as Russian, Romanian, Arabic, and Chinese, our researchers gather intelligence from dark web and cybercrime forums, often preventing or helping investigate high-profile incidents for our clients.

Our threat research team consistently hunts, analyses, and reports on emerging threat campaigns, rapidly evolving techniques, and the tools used by threat actors. The team has played a critical role in responding to and investigating several high-profile incidents, particularly in the APAC and Middle Eastern regions.

Cyble's Managed Threat Intelligence Services help nearly 500+ clients globally operationalize threat intelligence within their organisations through a consultative and collaborative approach.

A key differentiator for Cyble is our multi-tenant, MSSP-ready platform. This platform allows MSSP partners to easily onboard their customers within hours and offer managed threat intelligence services, including monitoring, analysis, and reporting, through a single, secure console. The Vision platform caters to the threat intelligence needs of security researchers, threat intelligence analysts, and decision-makers, delivering a feature-rich stack of services through one platform. For instance, MSSPs can generate and publish custom or targeted intelligence and alerts via the platform, significantly amplifying the value of the threat intelligence for their end customers.

What are Cyble's future plans for the region?

Given the overwhelmingly positive feedback from our customers and partners, Cyble anticipates a significant increase in demand for our services in the Middle East. We continue to invest heavily in the region and are expanding our field staff to meet the growing business demand from customers and heightened interest from MSSP partners and resellers.

Currently, we have a Cyble team based in the region, with offices serving over 100 customers and more than 53 partners, supported by Cyble-certified solution engineers. In response to growing customer demand, Cyble is slated to introduce several exciting new features and services, focusing on Deepfake detection, cloud security, physical security, and advanced digital forensics and incident response capabilities in the Middle East. 🔵

> ❝
> **At Cyble, we were early adopters of artificial intelligence, integrating AI into our platform well before the advent of Generative AI.**

Bridging the skills gap

Azeem Ahmad, Founder & CEO, Network Binary, Irfan Shaikh, Chairman, Office Connect Group of Companies and Mohammed Gufran, Director, Operations, Network Binary, tell Anita Joseph how the company is focused on building a strong cybersecurity skills talent and upskilling the existing ones.

Azeem Ahmad, Network Binary

The cybersecurity field is experiencing a significant skills shortage. How is Network Binary working to bridge this gap, and what initiatives or partnerships do you have in place to attract and develop new talent in the region?

At Network Binary, we are keenly aware of the global and regional cybersecurity skills shortage, especially in the Middle East. We recognise that the rapid pace of digital transformation has outpaced the availability of skilled professionals to secure digital infrastructure, making it one of the top concerns for organisations in the region. Our approach to bridging this gap is multifaceted, focusing on both attracting new talent and upskilling existing professionals.

One of our key strategies is fostering a comprehensive Learning Ecosystem. This includes engaging students and professionals at various stages of their careers, starting with early cybersecurity education initiatives in collaboration with schools and universities. Through partnerships with educational institutions, we aim to introduce IT and cybersecurity fundamentals to students, building a strong talent pipeline from an early age.

In addition, we emphasise the reskilling and upskilling of professionals from various sectors. Many individuals from fields like administration, manufacturing, and hospitality have successfully transitioned into cybersecurity roles through our targeted training programs. We also actively partner with industry leaders and organisations, including our strategic collaboration with Office Connect Group, to ensure that our training programs align with the evolving demands of the market.

Our Corporate Social Responsibility (CSR) program is another critical component of our strategy. We are committed to making cybersecurity training accessible to underserved communities across the region. By offering scholarships and subsidised training, particularly to those from underrepresented regions, we aim to expand the pool of cybersecurity professionals.

Can you elaborate on the cybersecurity skills training programs offered by Network Binary? How do these programs address the current demands of the cybersecurity landscape and prepare individuals for real-world challenges?

Network Binary's cybersecurity training programs are designed to address the pressing demands of today's rapidly evolving cybersecurity landscape. Our programs are structured around real-world scenarios, ensuring that learners are well-equipped to handle complex cybersecurity challenges upon completing their training.

Our courses focus on a mix of hands-on labs, practical exercises, and simulated cyber-attacks to ensure that students experience realistic environments. Some of our flagship programs include training for certifications like Certified Ethical Hacker (CEH), Certified Information Systems Security Professional (CISSP), and Cisco Certified CyberOps. These certifications are aligned with global standards and are highly sought after by employers across industries.

One of the unique aspects of our training is the integration of problem-solving skills and critical thinking. We engage our learners in group activities and discussions that simulate real-world cybersecurity threats, encouraging them to think on their feet. Our instructors, who are industry experts, provide guided learning pathways that not only cover theoretical knowledge but also ensure practical, job-ready skills.

We also stay closely connected to industry leaders to continuously update and adapt our programs based on current cybersecurity trends and threat landscapes. This allows us to provide up-to-date training on the latest tools and techniques, such as threat intelligence, cloud security, and AI-based cybersecurity.

What metrics or indicators do you use to measure the success and effectiveness of your cybersecurity training programs?

At Network Binary, the success and effectiveness of our cybersecurity training programs are measured through several key metrics. One of the primary indicators is certification pass rates. We track the number of students who successfully pass globally recognised certifications such as CISSP, CEH, and Cisco CyberOps after completing our training. This demonstrates their mastery of the necessary skills and knowledge.

We also measure success through post-training assessments. Learners are evaluated both before and after the training, allowing us to track progress in terms of knowledge acquisition and practical skill development. Additionally, hands-on lab performance is a critical measure, as it reflects the learners' ability to apply theoretical concepts in real-world scenarios.

Another crucial indicator is student feedback. We gather feedback through surveys and reviews, which help us continuously improve our course content and delivery. Positive feedback regarding the relevance of our training to real-world challenges is a key metric of success.

Finally, we assess the career progression of our learners. Many of our students report significant career advancement, including promotions and salary increases, after completing our programs. This is a direct measure of how well our training prepares individuals to excel in the competitive cybersecurity job market.

What are Network Binary's strategic plans for expanding its presence in the region over the next few years, and how do you intend to address the specific cybersecurity needs and challenges of this region?

Network Binary is committed to expanding its footprint in the Middle East and beyond by focusing on several strategic initiatives. Over the next few years, we plan to further diversify our course offerings, expanding into emerging areas like different Verticals of AI, Data Science, cloud security, and IoT. These technologies are increasingly becoming integral to businesses in the region, and we aim to equip professionals with the necessary skills to manage and secure them.

We also plan to strengthen our partnerships with local universities and government bodies to support the region's cybersecurity needs. By collaborating with these institutions, we aim to build a sustainable talent pipeline that meets the growing demand for skilled cybersecurity professionals.

Finally, we will continue to invest in our CSR initiatives, focusing on providing accessible cybersecurity training to underserved communities thus promoting inclusivity in social realm. This aligns with our vision of contributing to the region's long-term goals of building a secure and knowledge-driven economy.

> **We are committed to making cybersecurity training accessible to underserved communities across the region.**

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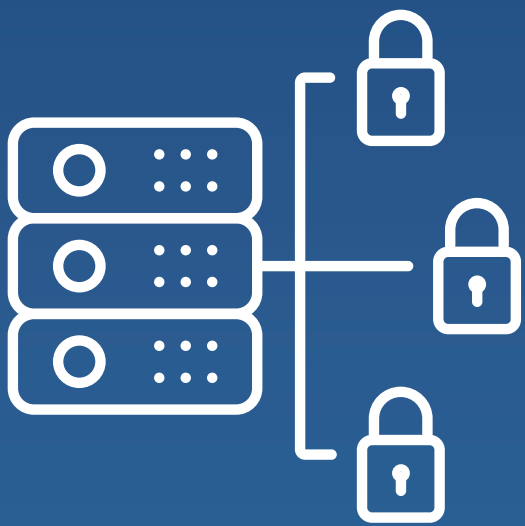
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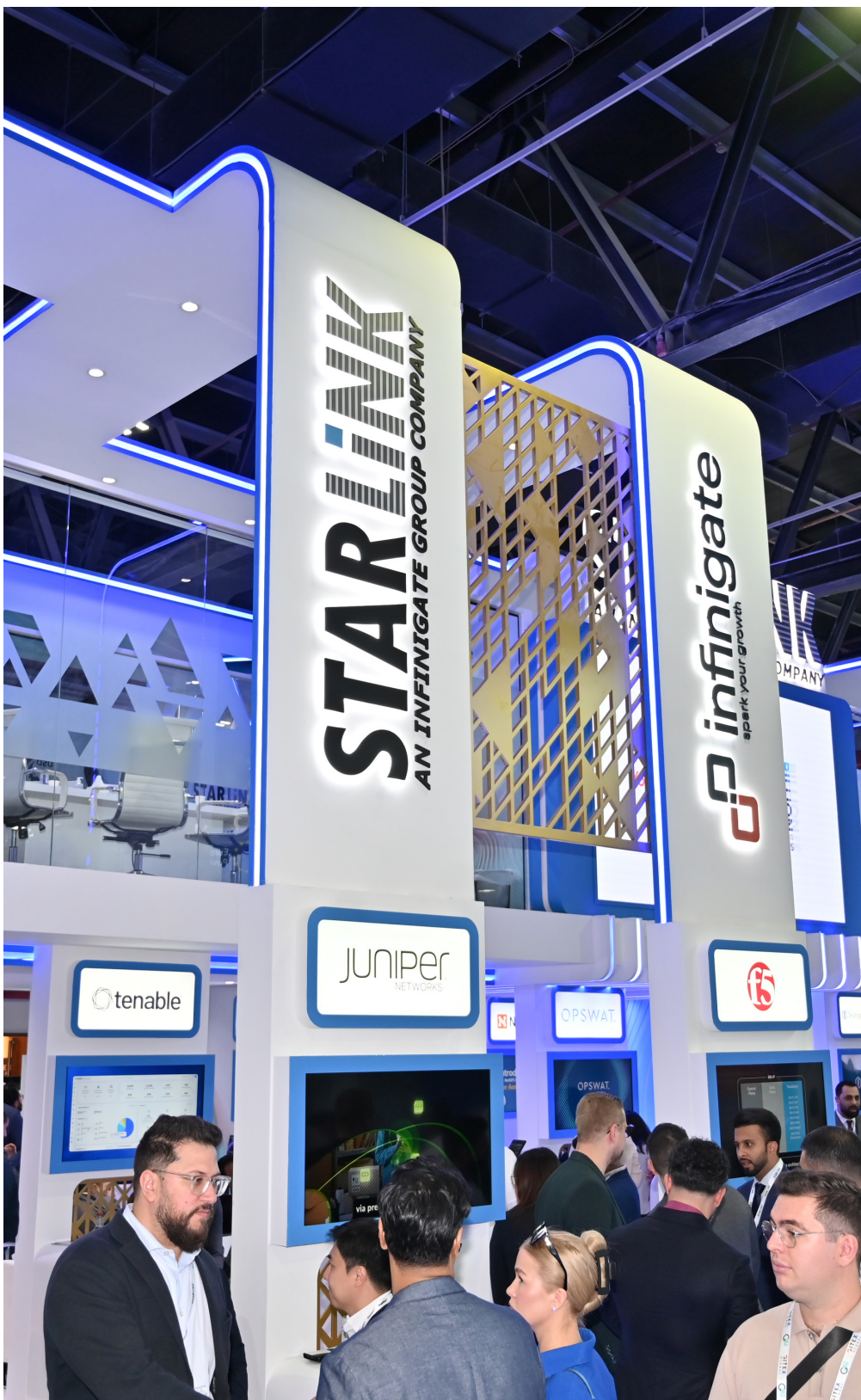**Risk & Exposure Management**

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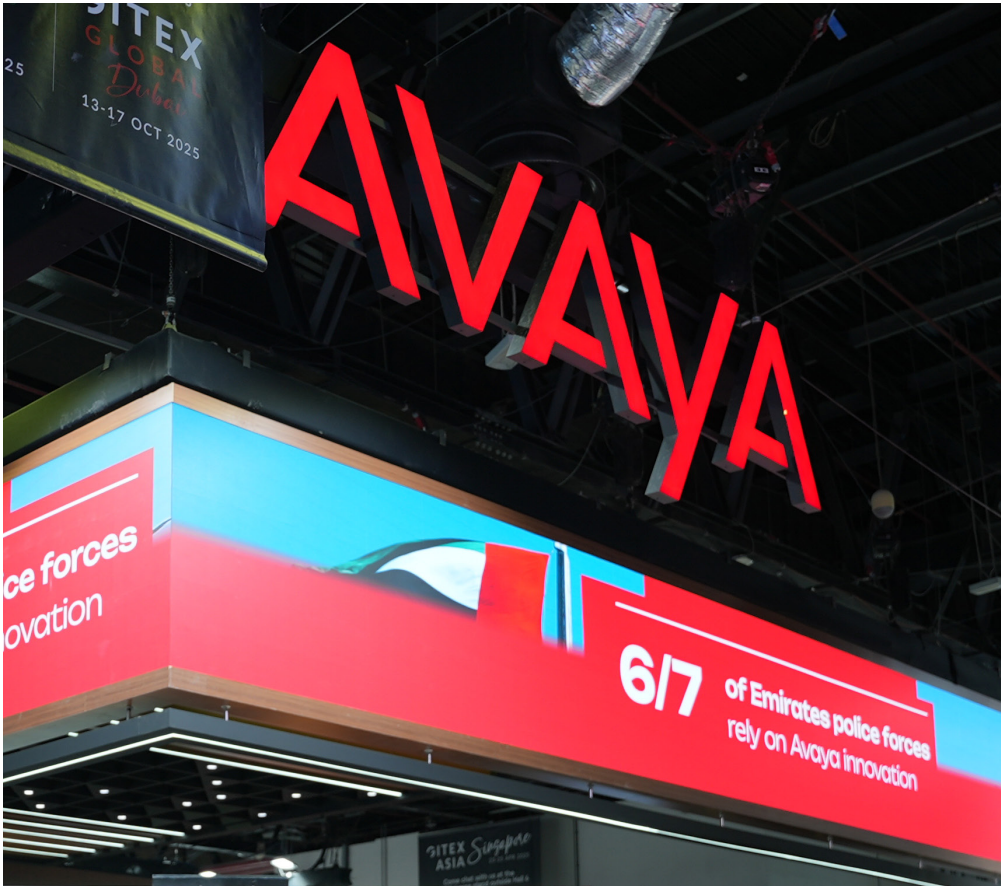
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