



60 MINUTES

GITEX TECHNOLOGY WEEK

Show dates: 13-17 October 2025, Dubai World Trade Centre | Exhibition hours: 10am-5pm

tahawultech.com

DAY 1 PM

CommScope re-imagines Smart Building Connectivity

Modular, sustainable platform enables incremental deployment of scalable 10G and fault-managed power networks with minimal cost, space, labour and time.



Luc Adriaenssens

CommScope, a global leader in network connectivity, recently announced the global availability of its evolved SYSTIMAX® Constellation® edge-based power and

connectivity platform for today's and tomorrow's hyperconnected enterprises.

Now compliant with virtually all applicable global power and data transmission standards,

the system combines fault-managed power, hybrid power/data fibre and Constellation Points (CPs) in a star topology to connect hundreds or thousands of network devices and systems.

Compared to traditional structured cabling networks, the Constellation platform has a radically simplified star architecture that is modular and technology-agnostic. It supports AC and DC power applications and a variety of connectivity standards for IT/OT networks. Eliminating the need for a telecom room or wiring closet on every floor, it enables centralization of uninterruptible power supply (UPS) equipment, and CPs can now be

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e& unveils Mini 5G Core with Huawei

Compact, AI-ready core for private 5G that installs fast, cuts latency and keeps sensitive data on site.

e& UAE, the flagship telecom arm of global technology group e&, in strategic partnership with Huawei, recently announced a significant milestone in its commitment to empowering the

enterprise sector: the successful testing and readiness for commercial service of one of the most compact 5G core solutions.

This breakthrough solution is designed to offer a spectrum

of industry-specific connectivity solutions based on 5G and 5G-Advanced technologies, with commercial deployment planned by the end of the year.

The Mini 5G Core condenses a full 4G/5G core into a single, space-saving unit. It simplifies on-site deployment, lowers installation and operating costs, and enables secure, low-latency private networks

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Delinea report reveals only 44% of organisations are fully equipped to support secure AI

New research highlights gaps in organisations' machine identity visibility and AI governance, despite confidence in perceived capabilities.



Delinea, a pioneering provider of solutions for securing human and machine identities through centralised authorisation, recently published new research on the impact of artificial intelligence in reshaping identity security.

According to the report, "AI in Identity

Security Demands a New Playbook," only 44% of organisations say their security architecture is fully equipped to support secure AI, despite widespread confidence in their current capabilities.

Based on a survey of over 1,700 IT decision-makers worldwide, the report reveals

a significant gap between organisations' confidence in securing AI tools and their actual capabilities. While 93% of respondents believe their machine identity security keeps pace with emerging threats like AI manipulation, only 61%

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HPE to showcase leading products and services that unlock ambition

Visitors to experience key advancements in AI, networking, and hybrid cloud and learn more HPE's leading AI solutions, the industry's first 100% direct liquid cooling systems architecture, AI-native and secure networking solutions, and more – all under a bold new brand.



6 visitors will have the opportunity to engage with HPE's technical experts and learn about the latest innovations across AI, networking and hybrid cloud, that simplify IT, reduce cost and complexity, and turn ambition into outcomes.

Key highlights of the HPE GITEX 2025 stand will include:

- The Artificial Intelligence solutions portfolio. The portfolio provides integrated end-to-end solutions and services, removing

HPE will return to GITEX, taking place between 13-17 October at the Dubai World Trade Center, this year with a bold new brand.

For the 45th edition of the established and iconic tech exhibition,

HPE will showcase how it empowers organisations to optimise operational performance, transform data into foresight, and maximise their impact, with a comprehensive solutions portfolio.

At stand A30 in Hall

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Securing identities at every interaction

Delinea Platform powered by Iris AI

Seamless, intelligent, centralized authorization to better secure the modern enterprise.

We make you more secure

Single source of truth for intelligent authorization

Seamless adoption

AI security, secured with AI

We make you more productive

90% fewer resources to manage

99.995% uptime (~26 minutes of downtime a year)

Deploy in weeks, not months

We futureproof identity security

Enterprise-grade, cloud-native architecture

30 minutes code to production

Quantum-safe encryption

Hundreds of integrations

The Delinea Platform enables you to discover all identities, assign appropriate access levels, detect irregularities, and immediately respond to identity threats in real-time.

We're On It

Learn more at delinea.com

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CommScope...

deployed in ceilings, walls or equipment racks, using fewer components while supporting both converged and segmented networks.

Additionally, the Constellation platform delivers greater power and faster speeds to more devices, can slash installation labour by greater than 50% over traditional solutions, reduces space requirements and uses less plastic and copper to lower the network’s overall carbon footprint. The platform

significantly extends service distances from equipment rooms and can deliver 10G and above speeds and 1kW fault-managed power to myriad connected devices in today’s increasingly dense urban environments.

“The Constellation platform enables our customers to support much denser urban centres and a proliferation of connected devices in their buildings”, said Luc Adriaenssens, VP, Building & Campus, CCS, CommScope. “By offering a modular, technology-agnostic solution, we’re giving our global customers more choices for building connectivity and power to the network



The Constellation platform enables our customers to support much denser urban centres and a proliferation of connected devices in their buildings”.

edge—and helping them do it in a way that’s cost-effective, scalable and sustainable”.

About Constellation

The Constellation platform is part of CommScope’s award-winning SYSTIMAX®

cabling and connectivity solutions portfolio. The platform consists of Propel™ fibre panels, power transmitters and power transition panels, which connect to CPs via patented hybrid power/data fibre trunks, and finally to devices

using pre-terminated SYSTIMAX Cat 6A patch cords and cable assemblies.

By the numbers, the Constellation platform delivers:

- **Up to 1800W** power (across 110V/220 AC, 48V and 24V DC systems and PoE) to 250M effective transmission distance between equipment room and convergence points
- **Up to 1000W** power (across 110V/220 AC, 48V and 24V DC systems and PoE) to 500M effective transmission distance between equipment room and convergence points
- **Up to 700W** power

(across 110V/220 AC, 48V and 24V DC systems and PoE) to 1000M effective transmission distance between equipment room and convergence points

- **10G** bandwidth capabilities (or more, since it uses singlemode fibre as well)
- **Up to 57%** reduction in skilled installation labour hours
- **Up to 50** devices supported per CP
- **Up to 59%** reduction in copper compared to traditional LAN
- **Up to 65%** less plastic used compared to traditional LAN
- **Up to 40%** less overall embodied network carbon

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Delinea...

have full visibility into all machine identities to monitor for compromise, and just 48% have identity governance for AI entities. With 66% of organisations using agentic AI, limited visibility leaves these agents vulnerable to risks such as unchecked autonomous decisions and compromise by external threat actors.

“Agentic AI demands agentic security”, said Art Gilliland, CEO of Delinea. “Organisations must rethink how they approach

identity, building adaptive, risk-aware systems that verify and secure every action, whether it’s human- or machine-driven. AI agents, in particular, require more granular and dynamic identity access controls than the traditional role-based approaches. More broadly, every organisation must build out a comprehensive AI governance model to ensure that it’s being used securely and as intended”.

Key findings from the report include:

- **AI usage in IT and security operations is widespread:** The vast majority of global companies (94%) use



Every organisation must build out a comprehensive AI governance model to ensure that it’s being used securely and as intended”.

- or pilot some form of AI in IT operations. More than half of organisations specifically use generative AI or agentic AI in IT operations. Notably, 40% use agentic AI to enhance security operations
- **Shadow AI is a frequent challenge:** Over half of the firms

surveyed (56%) report that they face shadow AI issues at least once a month. For a third of respondents, these incidents occur multiple times per month, highlighting the challenge of unsanctioned AI usage.

- **AI identity security concerns:** Organisations identified their most

- pressing concerns around AI in identity security:
- AI-generated phishing and deep fakes
 - AI-driven credential theft
 - Agentic AI systems with unchecked access
 - Unsanctioned use of AI tools
 - Poor visibility into AI access workflows

Despite broad AI adoption, the report highlights a significant gap in AI governance across organisations. Just 57% of organisations reported having an acceptable use policy for AI tools, and only

55% reported having access controls in place for AI agents. This lack of oversight leaves many organisations vulnerable to the risks posed by unsanctioned use and improperly managed AI technologies. Encouragingly, nearly half of the organisations surveyed are hopeful that their security roadmaps will bolster the security of AI deployments within the next two years.

As AI continues to transform IT and security operations, organisations must prioritise robust identity governance and adaptive security controls to address emerging risks.

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e&...

for industrial automation, smart manufacturing and remote operations.

The system supports Non-Public Network (NPN) models, including Standalone NPN (S-NPN) and Public Network Integrated NPN (PNI-NPN), providing unparalleled flexibility for enterprises across the UAE. The S-NPN solution offers a fully dedicated core that keeps data on site for mission-critical workloads. PNI-NPN combines e& UAE’s public 5G coverage with a dedicated private core for seamless mobility and broader reach.

Initial deployments will start from late 2025, with benefits including

faster time-to-service, lower total cost of ownership and improved end-to-end latency.

Khaled Al Suwaidi, Senior Vice President of Core Networks and Platforms at e& UAE, said: “We built this Mini 5G Core to make private 5G practical on the ground. It installs quickly, runs securely and gives our enterprise customers the performance headroom they need for automation and AI. Together with Huawei, we are taking 5G-Advanced from concept to daily operations for factories, ports and utilities”.

By bringing these capabilities to market, e& UAE aims to accelerate digital adoption across the industrial sector and support the UAE’s transition to a knowledge-based economy.

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HPE...

- the complexity of customers having to compile a full AI tech stack on their own when building a modern AI-ready data centre, with:
- HPE AI factory solutions, including new composable solutions optimised for service providers, model builders and sovereign entities
 - HPE Private Cloud AI, the turnkey AI factory for enterprises.
 - The 100% fanless direct liquid cooling (DLC) systems architecture: This innovation enhances the energy and cost efficiency of large-scale AI deployments. It yields 90% reduction

in cooling power consumption as compared to traditional air-cooled systems.

- The comprehensive HPE Networking portfolio: Combining the leading solutions of HPE Aruba Networking and HPE Juniper Networking, this portfolio provides customers with a leading AI-native and secure foundation for their end-to-end networking needs. It allows them to manage and simplify their increasingly complex connectivity needs, increasingly driven by data-intensive, hybrid AI workloads. This includes:
- HPE Aruba Networking Central agentic mesh, which autonomously analyses network and security conditions,

providing precise analysis and actionable remediation.

“For HPE, GITEX 2025 not only marks the 45th edition of the crucial event, but also a moment to celebrate the 10th anniversary of HPE as a standalone company”, said Ahmad Alkhallafi, Managing Director for United Arab Emirates & Africa at HPE. “As such we will showcase a bold new brand and a clear message: We are the essential partner for the AI era. For the UAE, as it strives for an integrated and technologically advanced infrastructure to realise its Vision 2031, and for our customers and partners in the region, helping them move faster, scale smarter, and unlock new opportunities. GITEX is

the perfect platform to showcase our solutions, services and capabilities that push the boundaries of what is possible”.

HPE’s continued presence at GITEX underlines the company’s commitment to driving innovation and empowering organisations in the UAE. Whether they are just getting started on their AI journey or deploying the largest AI implementations in the world, HPE brings more than technology. As a trusted guide, the company helps organisations turn their ambition into an unstoppable force that shapes the future.

To meet our experts and experience HPE’s latest innovations, visit us at the HPE stand in Hall 6, A30.

Cloudflare is powering secure AI-aware connectivity in the Middle East

Cloudflare aims to spotlight the world's first Connectivity Cloud — its flagship solution that unifies security, performance, and developer services into a single, programmable platform.



Bashar Bashaireh

Cloudflare Inc., the leading connectivity cloud company, recently announced its participation at GITEX GLOBAL 2025 (October 13-17, Dubai World Trade Center), where it will put a spotlight on the world's first Connectivity Cloud — its flagship solution that unifies security, performance, and developer services into a single, programmable platform.

Designed to simplify operations, protect data, and enable organisations to scale globally, Cloudflare's Connectivity

Cloud offers a robust, secure AI application infrastructure via scalable cloud-native services, which eliminates the need for multiple vendors. It sits at the heart of Cloudflare's vision to help enterprises and public sector organisations in the Middle East build fast, reliable, and AI-ready digital experiences.

At GITEX, Cloudflare will demonstrate how the Connectivity Cloud integrates with a range of cutting-edge capabilities that address the most pressing needs of private

Through our Connectivity Cloud, we provide the foundation for fast application delivery and resilient network infrastructure across the region”.

and public organisations today. Visitors to Cloudflare's stand will experience innovations across three key areas:

- **Secure Access Service Edge (SASE) and Security Service Edge (SSE)**
- + **AI Crawler Control** — Empowering organisations to decide which AI crawlers can access their content, block unauthorized

- scraping by default, and even monetise permitted access through a “pay per crawl” model.
- + **Bot Management for Public Interest** — Helping independent journalism and nonprofit organisations defend against malicious bots and unauthorised AI scraping.
- + **Zero Trust Integrations with Microsoft Entra ID** — Delivering stronger identity-driven security controls that reduce enterprise risk.
- + **DDoS Defence at Internet Scale** — Showcasing Cloudflare's unmatched ability to mitigate record-breaking, multi-terabit DDoS attacks automatically.

- **Fast Application Delivery & Network Infrastructure**
- + **Connectivity Cloud Core Capabilities** — Unifying networking, security, and developer services in a single programmable platform that powers AI-ready, global-scale applications.

- + **Workers VPC and Private Link** — Offering secure, isolated environments for developers to build and connect cross-cloud applications with performance and compliance in mind.
- **Full-Stack Development & Insights**
- + **AI Insights via Cloudflare Radar** — Providing real-time visibility into how AI models are crawling and consuming web content.
- + **Workers Developer Platform Enhancements** — Enabling organisations to rapidly build, deploy, and scale modern applications directly on Cloudflare's edge network with the use of AI.

Together, these solutions highlight how Cloudflare is enabling customers in the Middle East to secure, optimise, and monetise their digital ecosystems in an era where AI, security, and connectivity converge.

“Enterprises in the Middle East are rapidly

scaling their digital ambitions, and they need platforms that can deliver security, performance, and innovation all at once. With our SASE and SSE solutions, we help organisations strengthen their security posture while keeping operations simple and efficient. Through our Connectivity Cloud, we provide the foundation for fast application delivery and resilient network infrastructure across the region. And with our full-stack developer platform, we empower innovators to build and scale applications closer to their users than ever before. GITEX GLOBAL is the perfect platform for us to showcase these capabilities and demonstrate how Cloudflare is enabling regional customers to confidently embrace the future of digital transformation”, said Bashar Bashaireh, AVP Middle East, Türkiye & North Africa at Cloudflare.

Cloudflare invites attendees, customers, partners and media to visit Booth H8-B40, Hall 8, at the Dubai World Trade Center from October 13 to 17. Highlights will include live demos, interactive Cloudflare Radar Screen showing real-time global traffic trends, expert briefings, panel participation, and Q&A sessions.

Coro names Neill Burton EMEA VP and GM to drive Partner Ecosystem Expansion

Neill’s appointment aligns with Coro’s entry into the region and underscores the company’s commitment to international expansion.



Neill Burton

Coro, the leading cybersecurity platform for small and midsize businesses, recently announced the appointment of Neill Burton as its new Vice

President and General Manager of Europe, the Middle East and Africa (EMEA).

The appointment follows Coro's entry into the EMEA region beginning

this year and underscores the company's commitment to accelerate its international expansion further.

In his new role, Burton will build a comprehensive

channel ecosystem capable of delivering robust cybersecurity to underserved SMBs across the region. His appointment reflects Coro's strategic focus on scaling through channel partnerships as the company expands beyond its solid North American foundation. Burton's focus will be on developing strategic alliances while identifying emerging channel players capable of solution-selling Coro's modular platform to the growing SMB market throughout the region.

Joe Sykora, Coro's CEO said, “Neill brings exactly what we need for our next phase in EMEA - the ability to transform partner ecosystems and drive sustainable growth. His track record of transforming partner-initiated businesses, combined with his dual perspective as both a channel partner and vendor leader, makes him uniquely qualified to unlock the massive SMB opportunity in this region. I couldn't be more thrilled to welcome Neill to Coro!”

“I'm excited to join the Coro team and help further expand its footprint into the

His track record of transforming partner-initiated businesses, combined with his dual perspective as both a channel partner and vendor leader, makes him uniquely qualified to unlock the massive SMB opportunity in this region”.

EMEA market. Coro's cybersecurity solution is genuinely simple to use, simple to buy, and delivers an integrated suite of powerful modules. Coro's peerless approach to cybersecurity, combined with its market momentum in these crucial markets, makes this an incredibly exciting next chapter, and I'm honoured to contribute and be part of it”, said Neill Burton.

Burton's extensive background spans both sides of the channel equation, including leading vendor channel programs that consistently delivered

impressive revenue growth. Most recently, he drove major expansion of the partner-led pipeline at DigiCert and broadened partner business at Proofpoint. At F5 Networks, he transformed the partner ecosystem, substantially increasing partner-initiated business, resulting in an influx of new customers and significant growth in emerging partners.

Burton will be based in Coro's London office as the company continues its rapid expansion in the EMEA region. Since expanding into the area, Coro's staff has grown to nearly 100 people, with 30 based in London.

Explore a More Intelligent Future



DATA & AI



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Hall 8, Stand A30**

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For more than 35 years, Gulf Business Machines (GBM) has been the region's technology trusted partner. With 7 offices and over 1,500 professionals across the Gulf, GBM offers the region's most comprehensive portfolio spanning digital infrastructure, hybrid cloud, cybersecurity, digital business solutions, and managed services.

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Cumulocity to showcase innovative AIoT solutions at GITEX Global 2025

Mobilising a paradigm shift from automation to autonomous, Cumulocity will showcase innovative IoT capabilities and regional use cases powered by AI.

Cumulocity, a global leader and independent end-to-end AIoT platform, will return to GITEX Global 2025 alongside regional partner Mindware at Hall 2, Booth A30.

Under the theme, ‘From Automation to Autonomous’, Cumulocity will highlight innovative AIoT capabilities and regional use cases, demonstrating how organisations can leverage the combined power of AI and IoT to drive digital services, operational efficiency, and new business models.

As a cloud-agnostic, low-code platform with open integration capabilities, Cumulocity



MCP Server ensures AI agents operate within secure boundaries, using ephemeral tokens and policy checks to help maintain traceability and protect credentials”.

empowers customers to focus on generating business value while solving critical technical challenges and enhancing operational efficiencies. The platform enables users to connect and manage devices, rapidly develop and analyse IoT applications, and

operate them with predictive AI capabilities, at the edge, in the cloud, or on-premises. Cumulocity provides an open, independent, and scalable platform for smart connected products and autonomous operations. Trusted by enterprises and



Nasri Nassereddine

government worldwide, Cumulocity supports diverse industries with use cases ranging from fleet management and smart energy grids to manufacturing process optimization.

Nasri Nassereddine, Vice President – Middle East, Türkiye, and Africa, Cumulocity, stated, “The rise of Artificial Intelligence is reshaping the IoT landscape. Enterprises no longer seek mere automation; they demand truly autonomous

systems. At GITEX Global, Cumulocity will demonstrate how our AIoT platform bridges this gap, delivering actionable intelligence and operational agility that translate into measurable business value. Visitors can experience first-hand how AI and IoT together unlock new possibilities for innovation across industries”.

Cumulocity also brings a strong ecosystem of global hyperscalers,

regional telcos, and system integrators, enabling partners and customers to address complex business requirements with confidence. This partner-first approach ensures scalability, localisation, and sector-specific expertise for every deployment.

For the fourth year in a row, Gartner® has recognized Cumulocity as a Leader in its Magic Quadrant™ for Global Industrial IoT Platforms 2025.

Dataiku launches collaborative AI Agent workspace

Agent Hub ends the chaos of scattered AI experiments by uniting agent creation and management in one workspace empowering employees while keeping IT in control.



Florian Douetteau

Dataiku, The Universal AI Platform™, has announced the launch of Agent Hub, a centralised workspace where any employee can discover, use, and create approved AI agents, while IT retains full control over access to models, data, and the agent lifecycle.

By eliminating fragmentation caused by

isolated, ungoverned agent experiments, Agent Hub helps enterprises unlock agent business value and better determine ROI with clear visibility into agent adoption, usage, and impact.

Enterprises everywhere are racing to adopt AI agents, but most are running into the same roadblocks: Experiments

are scattered across siloed tools, IT has limited oversight, and compliance and ROI are increasingly difficult to prove. This fragmentation undermines trust, fuels shadow AI, and leaves innovation stuck in pilots.

To solve these challenges, Dataiku has introduced Agent Hub, a centralised,

collaborative workspace inside The Universal AI Platform where every employee can discover, use, and build approved AI agents — while IT maintains complete oversight of access, governance, and lifecycle management. Agent Hub treats AI agents as mission-critical enterprise assets, securely connected to business data and models, orchestrated across teams, and governed end-to-end.

With Agent Hub, enterprises benefit from:

- IT in Control: IT sets the rules on which agents, models, and tools are available keeping innovation safe and compliant.
- A Trusted Library: Employees can instantly find and use approved agents, whether for mission-critical processes or routine daily tasks, all in one central place.
- Build in Minutes: Anyone can create and share their own agents fast with a simple builder and 20+ ready-to-use templates.
- Scale What Works: IT can see which agents perform best, enhance as needed, and promote them across the company for maximum impact.

“The era of scattered, low-value AI experiments is over”, said Florian Douetteau, co-founder and CEO of Dataiku. “With Agent Hub, enterprises finally get both: the freedom for employees to use existing agents and build their own while IT keeps the control they need. That balance turns fragmented projects into proof of ROI for CFOs and trusted scale for CIOs”.

workflows, and comes with built-in guardrails for security, oversight, and observability. The result is a foundation for enterprise AI that is collaborative, well-governed, and ready to scale.

“Agent Hub is designed to put both innovation and governance in the same place”, said Clément Stenac, co-founder and CTO of Dataiku. “By giving every employee the tools



By giving every employee the tools to create and use agents while ensuring IT maintains clear oversight, we’re bridging the gap between rapid experimentation and controlled enterprise-grade adoption”.

Building the Future of Agentic Innovation

As part of The Universal AI Platform™, Agent Hub helps organizations get real business results from AI agents without being tied to one vendor or cloud. It connects easily to existing company data and tools, works with enterprise data pipelines and ML

to create and use agents while ensuring IT maintains clear oversight, we’re bridging the gap between rapid experimentation and controlled enterprise-grade adoption. That’s the turning point where companies stop running proofs-of-concept and start generating transformative value that reshapes their business trajectory”.



All Intelligence

GITEX GLOBAL 2025

Oct 13-17 | Dubai, United Arab Emirates

FR55 First Responder Mobile Computer - Built for mission critical voice and data

The device is fully customisable with accessories from Zebra Technologies and their partners, including headsets, RSMs, cradles, arm mounts, and holsters.



Mission and business critical narrowband mobile communication systems are transitioning to broadband networks for features that reach beyond voice to greatly enrich intelligence for police, fire, emergency

medical services (EMS), military and other existing narrowband device users. The FR55 First Responder Mobile Computer is an advanced cellular Android device which offers mission critical voice

and data multimedia communications, comprehensive security and extensive wireless network connectivity. The device is eMBMS (Evolved Multimedia Broadcast Multicast Service) certified, enabling responders to simultaneously broadcast multimedia intelligence — such as maps, images and video streams — to a large number of users (license required). Integration with Mission Critical Communications (MCX) platforms enables interoperability with other broadband and narrowband devices such as TETRA, DMR and TETRAPOL.

Complete wireless connectivity
The FR55 supports a wide range of LTE and 5G radio bands, including frequencies dedicated to public safety. Support for 2nd gen 5G (Rel 16) provides the fastest and more secure cellular connections. Wi-Fi 6E delivers solid reliable wireless connections, including when roaming, and the capacity to

support vital information, including maps and high-resolution videos and photos. Bluetooth v5.3 delivers superior performance on Bluetooth peripherals, plus increased security and energy efficiency.

Critical features for first responders
The FR55 is built for the challenging environments and critical situations facing first responders. Its built-in rugged boot the device is resistant to dust, water, drops and tumbles. Its hot-swappable battery removes the need to power down or reboot. A top-mounted programmable red duress button can be configured to provide a swift and efficient means of calling for assistance during an emergency. The large programmable Push-to-Talk (PTT) button is optimised for use with gloved hands, and the large 6-inch advanced display also works with gloves. The other buttons on the sides of the FR55 can also be programmed. The rear-facing 16 MP camera enables video streaming and is accompanied by Zebra's advanced camera application that can alert users when the lens is dirty. The latest Qualcomm® processor has the power to run critical applications simultaneously, and Zebra DNA Mobility Extensions (Mx) enables over 100 features to be added to Android to

The FR55 First Responder Mobile Computer offers mission critical voice and data multimedia communications, comprehensive security and extensive wireless network connectivity”.

access more productivity and security features. AI neural network-based noise suppression, three microphones and two speakers deliver next-level voice clarity, ensuring workers can easily hear conversations. The device is fully customisable with accessories from Zebra and partners, including headsets, RSMs, cradles, arm mounts, and holsters.

Secure for mission critical operations
The FR55 advanced security features meets the high security standards of government agencies. This includes Secure Element and Android Strongbox to secure sensitive data, Secure Boot and Verified Boot to eliminate malware, FIPS 140-2 validation to protect data in motion and at rest, plus Common Criteria certification. Support for a Nano Secure Access Module (SAM) provides a hardened environment

for handling sensitive data. Zebra's LifeGuard for Android™ keeps the Android operating system secure, while the Zebra Guardian family provides workers with secure device access. For example, Identity Guardian can utilise facial recognition to unlock devices and automatically provision the FR55 with the appropriate apps and permissions.

Sustainable lifecycle
The FR55's 'green' design and construction scores high on sustainability. As it's a multi-function platform, it can double as a workstation and a 2-way radio, thus reducing the number of different devices which emergency services need to purchase. Long-term OS support to Android 18 means the FR55 is future-ready for AI and augmented reality, while the device's uptime, expandability and Zebra lifecycle support for a minimum of eight years promises a strong return on investment.

Hytera to explore Mission-Critical Communications at GITEX 2025

Their portfolio will include AI-powered solutions that unify voice, video, and data to enhance real-time coordination across mission-critical industries.solutions at Gitex Global 2025.



functional device that fuses push-to-talk over cellular (PoC) with 3GPP-aligned mission-critical services (MCX). The P60 enables frontline teams to share voice, video, and data seamlessly, enhancing response speed and cross-team collaboration. Also debuting is the Hytera SC700 LTE Body Camera, a next-generation device designed for 24/7 operation with extended battery life, HD video

Hytera's solutions are aligned closely with the operational needs of government, defence, and public safety users across the region”.

and noise-reduced audio capture. The SC700 integrates with Hytera's upgraded Digital Evidence Management (DEM) platform to streamline ingest, classification, search, and secure sharing—supporting a clear chain of custody with role-based access and audit trails. Hytera will also spotlight its Intelligent Mobile Enforcement Solution, an end-to-end ecosystem that connects body cameras, in-vehicle video, AI-powered real-time monitoring, and efficient evidence management. Designed to improve transparency and decision-making in the field, it supports capabilities such as facial and license plate recognition, multi-source data integration, and live situational awareness for command and dispatch. “Our partners count on Hytera's integrated technologies to keep teams connected, aware, and protected”, said Stanley Song, Vice President of Hytera. “GITEX Global is the

stage where tomorrow's communication strategies are shaped, and we're here to show how our unified solutions enable smarter, safer communities”. “The Middle East is one of the fastest-evolving markets for professional communications”, Song added. “Here, security means more than reliable coverage, it also requires protecting sensitive information, safeguarding location data, and ensuring communications remain uncompromised. Hytera's solutions are designed with these priorities in mind, aligning closely with the operational needs of government, defence, and public safety users across the region”. Visitors are invited to experience Hytera's technology firsthand at Booth H1-D20, Hall 1, where live demonstrations will showcase how Hytera's unified devices and AI-enabled platforms strengthen command and dispatch, streamline digital evidence workflows, and improve frontline collaboration.

Hytera Communications, a leading global provider of professional communications technologies and solutions, will showcase its latest innovations at GITEX

Global 2025, taking place from October 13–17 at the Dubai World Trade Centre. This year, Hytera will unveil a portfolio of next-generation, AI-powered solutions that unify voice,

video, and data to enhance safety, efficiency, and real-time coordination across mission-critical industries. On display will be the Hytera P60 Smart PoC Radio, a compact, multi-



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H5-C10 to meet our team and view a live demo

G42 unveils new G42 District at GITEX 2025

A fireside chat between G42 CEO Peng Xiao and OpenAI CEO Sam Altman headlines the week’s programming



Peng Xiao

G42, the Abu Dhabi-based technology group, recently announced its participation at GITEX Global 2025 with the launch of the G42 District, a new experience space centred on the company’s vision for AI Native Societies - communities where intelligence is embedded across public services, national infrastructure, and daily life.

Located in Hall 6 (Booth H6-B40) at the Dubai World Trade Centre, the G42 District will serve as a one-stop destination for government officials, business leaders, and visitors to explore how AI is being operationalized

across sectors. The District will feature G42’s full portfolio of companies - including Core42, Khazna, M42, Presight, CPX, Inception, Space42, AIQ, AstraTech and Analog - and offer live demos, executive engagements, and in-depth conversations about national-scale transformation.

At the core of G42’s participation this year is the theme of AI Native Societies. These are societies not merely adopting AI, but structurally built on it - using sovereign infrastructure and trusted intelligence systems to modernize governance, enable economic resilience,

G42’s participation in GITEX 2025 reflects its broader mission to build future-ready societies through responsible technology”.

and deliver better services to their citizens. The idea is anchored in G42’s “Intelligence Grid,” a distributed AI ecosystem designed to make intelligence accessible to everyone, everywhere - securely and at scale.

“GITEX has become one of the world’s most important stages for the future of technology - and this year, we’re not just showing what will be possible with AI, we’re showing what’s already happening”, said Faheem Ahamed, Group Chief Marketing and Experience Officer at G42. “Our presence

reflects the scale and ambition of our work with partners, governments, and industries - and how the concept of AI Native Societies is taking root across every part of life and the economy”.

Headline Dialogue with OpenAI

A highlight of the GITEX week will be a fireside chat between G42 CEO Peng Xiao and OpenAI CEO Sam Altman, titled “From Early Adoption to AI Native Societies.” The session will explore the future of intelligence at the intersection of public needs, responsible innovation, and sovereign capability.

Additional sessions curated by G42 will take place on October 14, featuring leadership from across its portfolio alongside global partners such as Microsoft, OpenAI, Oracle, Cisco, TAMM, MBZUAI, Cerebras and others. Topics will include sovereign infrastructure, public service modernization, future-ready alliances, and AI deployment across industry.

Presence in Global Digital Cities Hall

In addition to the District in Hall 6, G42 will also be present in Hall 18, within the Global Digital Cities Hall. There, the company

will showcase G42 for Government, its end-to-end portfolio of sovereign AI solutions designed to help public institutions modernize digital services, strengthen resilience, and deploy safe and scalable AI capabilities.

Throughout the week, G42 will host a series of bilateral meetings, MOU signings, and curated experiences. G42 executives will also participate in sessions across the wider GITEX program, and the group will host over 30 sessions at its booth, exploring the impact of AI across sectors - from healthcare and public services to energy, finance, and sport. The programming will also include a dedicated conversation on Women in AI, featuring several female leaders from across the G42 ecosystem, as well as a session on Young Emirati in AI, a testimony to the company’s commitment to nurturing the next generation of homegrown AI talent.

G42’s participation in GITEX 2025 reflects its broader mission to build future-ready societies through responsible technology - combining local innovation, global partnerships, and infrastructure that puts intelligence at the service of people and the planet.

Logitech spotlights new AI-powered workplace innovations at GITEX Global 2025

The company will highlight AI-first design, sustainable innovation, and strategic partnerships at the premiere event.

ALogitech announced its participation at GITEX Global 2025, to be held in Dubai from October 13th to 17th, 2025.

Focusing on the theme “AI-Enabled collaboration,” Logitech will present AI-powered, human-centric products that will let visitors experience how smart collaboration tools work in a future-ready, sustainable workplace.

Commenting on their participation at GITEX Global 2025, Murad Ali, Head of GCC Logitech for Business said, “GITEX is a great platform to highlight our latest innovations in smart collaboration to our customers in the region. With the Middle East becoming a global player in digital transformation, our solutions empower businesses to embrace emerging work trends that



Murad Ali

help them stay competitive. Our sustainable designs also ensure that our products are built to last and are easy to recycle”.

Attendees will have the opportunity to experience Logitech’s comprehensive lineup of video conferencing tools, including upcoming products that will be shown for the first time. Through

Our sustainable designs ensure that our products are built to last and are easy to recycle”.

these new technologies, businesses will be able to visualize how their workspaces can better fit the needs of their employees, whether they’re working in the office or remotely. Visitors will also get to preview Logitech’s Personal Workspace Solutions designed to help employees get things done from anywhere, with more security, flexibility and comfort. These include an ecosystem of high-quality products such as mice, keyboards, webcams and headsets.

The company also affirms its sustainability goals with its Design for Sustainability approach. These include factors that consider the environmental impact when creating a product, from sourcing raw materials to the end-of-life cycle.

Experts from Logitech will be available at their booth at Hall 3-C30 to meet with customers and partners and demonstrate the power of their solutions at the event.

Image Credit: Logitech

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NVIDIA to showcase AI Infrastructure Leadership at GITEK 2025

NVIDIA partners will showcase NVIDIA AI infrastructure and inference solutions, including NVIDIA Dynamo inference platform for delivering scalable, efficient AI inference.

NVIDIA, the world leader in AI computing infrastructure, will present AI innovations together with its partners at GITEK 2025, taking place October 13-17 at the Dubai World Trade Center.

The company will demonstrate its full-stack computing solutions and datacenter-scale offerings that help accelerate the Middle East's AI transformation.

At the event, NVIDIA partners will showcase NVIDIA AI infrastructure

and inference solutions, including NVIDIA Dynamo inference platform for delivering scalable, efficient AI inference. In addition, partners will demonstrate NVIDIA Nemotron multimodal AI models that provide an open foundation for building AI applications.

Discover NVIDIA's solutions and connect with the NVIDIA team to explore groundbreaking technologies at the following locations: PNY – Stand H5-30, Hall 5; MBUZZ – Stand

Partners will demonstrate NVIDIA Nemotron multimodal AI models that provide an open foundation for building AI applications”.

H1-A30, Hall 1; Mindware – Stands H2-A30 & H2-30, Hall 2; Dell Technologies – Stands H6-A10 & H6-1, Hall 6. Additionally, don't miss the opportunity to attend NVIDIA's expert-led sessions and gain insights from our top industry leaders:

- Fireside chat between Marc Domenech, NVIDIA and Edmondo Orloff, Core 42 on Tuesday, 14 October at 11:15am-12:00pm at G42 booth at GITEK.

- NVIDIA and Oracle Fireside Chat titled “Driving Successful Sovereign AI Strategy – How to Build Production-Ready Gen AI Solutions” on Wednesday, 15 October at 12:20pm -12:40pm

NVIDIA will host a dedicated meeting space at Expand North Star, taking place from 12 – 15 October 2025 at Dubai Harbour

- the region's premier platform for startups and investors. Located in Hall 3, Stand H3-A01, this area will serve as a hub for engaging with startups and venture capitalists showcasing at North Star. Visit the meeting space to learn more about NVIDIA Inception, a global, free program designed to help startups accelerate technical innovation and business growth.



NVIDIA®

Vertiv showcases advanced AI Infrastructure Solutions at GITEK 2025

Presenting new cutting-edge solutions engineered to accelerate AI adoption and reinforce the Middle East's digital leadership.



Powering the future of AI factories

Oct 13-17 **Dubai World Trade Center**

Join Vertiv at Hall 3, Stand H3B50



Vertiv, a global leader in critical digital infrastructure solutions, will showcase its advanced AI-ready portfolio at GITEK Global 2025.

As the Middle East emerges as a significant global hub for AI innovation, Vertiv is strategically enabling this transformation with solutions uniquely designed to support the power and cooling needs of high-performance compute and accelerate digital evolution throughout the region. Vertiv will showcase how it's shaping the future of AI infrastructure, October 13-17 at the Dubai World Trade Centre (Data Centre Hall 3, Stand H3B50).

On October 14, Vertiv CEO Giordano Albertazzi will join industry leaders in a panel discussion titled 'AI Factories of the Future: From Hyperscale to the new "Unit of Computing"' at the AI Main Stage. The session will explore how the evolution of AI is redefining data centre architecture and creating new paradigms for computing infrastructure.

Karsten Winther, president of Vertiv in Europe, Middle East and Africa, said: "GITEK provides a strategic platform to showcase our latest innovations and engage with key stakeholders across the Middle East, a

region increasingly recognised as a force in AI innovation".

Vertiv has a long-standing partnership with MDS System Integration Group (MDS SI Group), a sponsor of the event and one of the region's leading digital system integrators with decades of experience in delivering advanced IT and infrastructure solutions. MDS SI Group will also be represented in the booth with Vertiv, and will both be able to discuss their expertise in supporting enterprises across the Middle East with end-to-end data centre capabilities.

"We're particularly proud of our relationship with MDS SI Group, who

GITEK provides a strategic platform to showcase our latest innovations and engage with key stakeholders across the Middle East, a region increasingly recognised as a force in AI innovation”.

has been instrumental in helping us deliver mission-critical infrastructure solutions across the Middle East. Together, we continue to support enterprises with resilient, flexible, and scalable infrastructure that enables them to stay

ahead of technological transformation", said Winther.

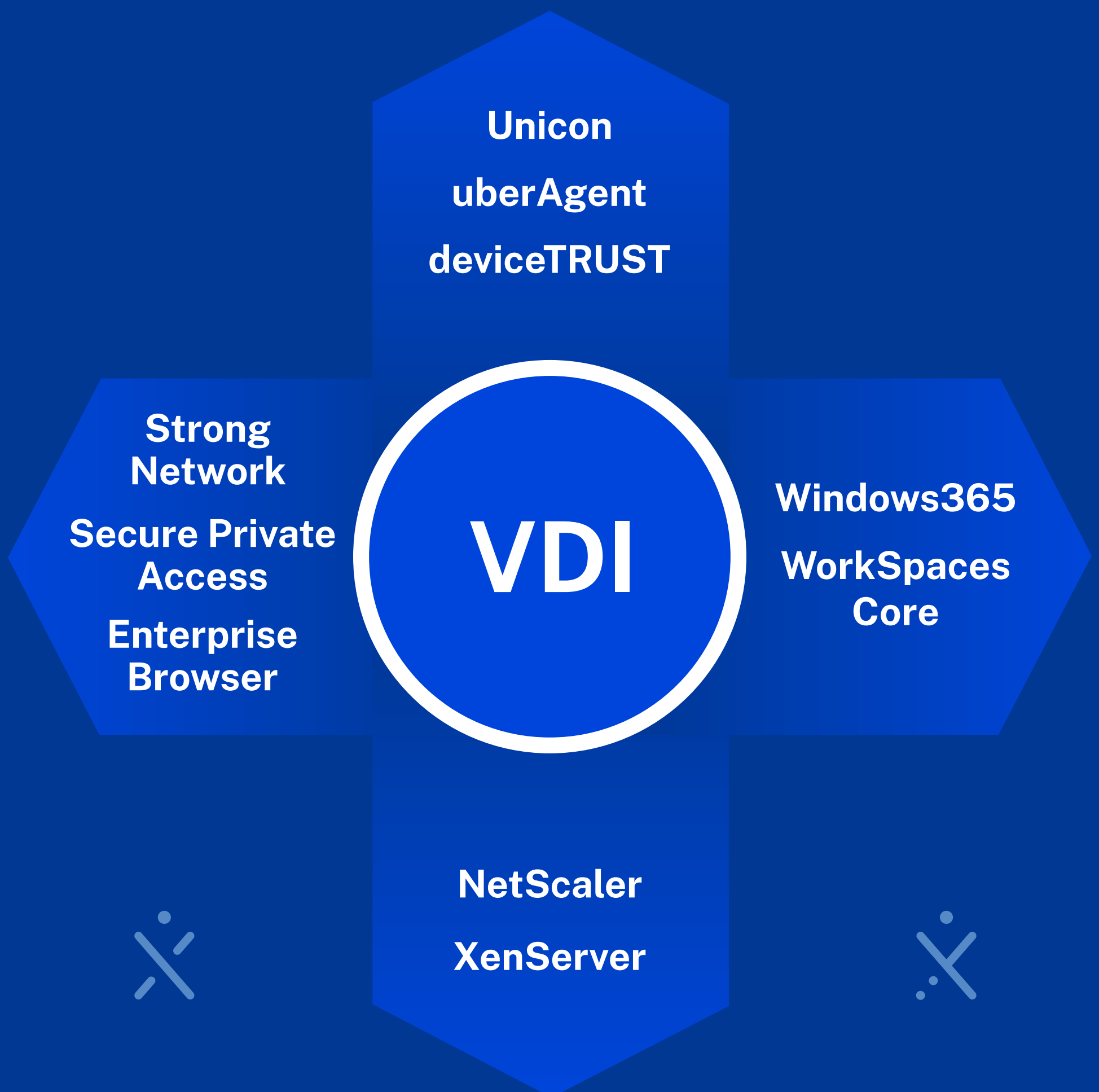
Sami Abi Esber, president of MDS System Integration Group said, "For over four decades, MDS SI Group and Vertiv have worked side by side to deliver mission-

critical infrastructure and full data centre site preparation in the region with an undisputed leadership position in this market. At GITEK, we are once again joining forces to showcase how our partnership continues to support enterprises in building resilient and scalable foundations for AI-driven transformation based on the latest technologies in the data centre industry".

At the Vertiv booth, Tassos Peppas, regional director for Middle East, Türkiye and Central Asia, and the Vertiv team will be available to meet with attendees to discuss customer challenges and new solutions. Attendees can learn about the advanced engineering behind Vertiv™ OneCore, the company's groundbreaking scalable, prefabricated solution that integrates power, thermal, and IT infrastructure into a single, factory-assembled system designed for 5+ MW AI-driven deployments. The booth will also feature a demo of the Vertiv™ CoolChip CDU600, a flexible liquid cooling distribution unit specifically engineered to support direct-to-chip or rear door high-density workloads. Additionally, for edge computing and traditional IT loads, visitors can explore first-hand the Vertiv™ SmartCabinet™ ID, a comprehensive micro data centre solution featuring IP54 protection for reliable performance in harsh environments.



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Open Innovation AI spotlights Sovereign AI with the support of Global Partners

Together with e&, Dell Technologies, Intel, Cisco, Pure Storage and SUSE, Open Innovation AI will highlight how enterprises and public sector organisations can fast-track their AI journey with trusted, production-ready software platforms.



(L-R) Dr. Abed Benaichouche, Co-Founder & CEO, Open Innovation AI & Dr. Rachid Belmeskine, Co-Founder & CTO, Open Innovation AI

Open Innovation AI announced that they are bringing sovereign AI to the global stage at GITEX Global 2025, taking place from October 13-17, 2025 at Dubai World Trade Centre.

From GPU orchestration to enterprise-grade AI application suite, the company will show how organisations can accelerate Time-to-AI with scale, security, and sovereignty at the Middle East's largest technology exhibition.

Together with its partners, e&, Dell Technologies, Intel, Cisco, Pure Storage and SUSE, Open Innovation

Open Innovation AI delivers the platforms and expertise that make sovereign, practical AI a reality, from infrastructure to orchestration, at scale”.

AI will highlight how enterprises and public sector organisations can fast-track their AI journey

with trusted, production-ready software platforms. Dr. Rachid Belmeskine, Co-Founder & CTO, Open

Innovation AI of Open Innovation AI will speak on a joint panel with SUSE on 'Accelerating AI Infrastructure Orchestration with Rancher and OICM'.

Speaking on their participation, Dr. Abed Benaichouche, Co-Founder & CEO, Open Innovation AI said, “AI has evolved far beyond pilot projects, it’s now about real-world, large-scale deployment. Governments and enterprises are increasingly seeking secure, sovereign, and high-performance AI infrastructure that guarantees data privacy, model ownership, and

national control. This shift is driving a new era of AI-optimised infrastructure, where performance, efficiency, and sustainability are as critical as model accuracy. At the forefront of this transformation, Open Innovation AI delivers the platforms and expertise that make sovereign, practical AI a reality, from infrastructure to orchestration, at scale”.

Through its GITEX participation, Open Innovation AI aims to show how governments, telcos, CSP’s, and enterprises can build and scale sovereign AI systems in partnership with global technology leaders, all under one trusted, unified platform.

“Enterprises and governments are eager to adopt AI, but the road to scale is blocked by practical challenges. Fragmented infrastructure forces IT teams to stitch together multiple clusters and tools. Underutilised GPUs waste as much as 40% of compute capacity, inflating costs and slowing projects. Compliance barriers limit what data can be processed in public clouds, while vendor lock-in leaves organisations dependent on external providers with little flexibility. Open Innovation AI was built to

solve these challenges end-to-end. At GITEX, our team will demonstrate how our innovative solutions including platforms like Open Innovation Cluster Manager (OICM) are redefining how AI is deployed, making it practical, cost-effective, and sovereign at scale”, Dr. Rachid Belmeskine explained.

With OICM, OI Agents , OI Code and OI Chat, Open Innovation AI delivers not just operational efficiency, but also sovereign AI with full control over data, models, and infrastructure, independent of external providers. That combination of efficiency plus sovereignty, is what finally enables enterprises to move AI from pilots to production, at scale and on their terms.

At GITEX, Open Innovation AI will also host a limited number of private technical sessions with its expert team, which will provide organisations with a first-hand look at how the sovereign AI stack can reduce costs by maximizing GPU efficiency, accelerate deployment of LLMs and AI agents, ensure compliance and sovereignty across infrastructures, and deliver an end-to-end roadmap from prototype to production.

Senior executives and experts from Open Innovation AI will be present across multiple partner stands including e& (Hall 1), SUSE (Hall 8, Booth C30), Pure Storage (Hall 5, Booth B30) and Dell/Intel (Hall H6, Booth A10) at GITEX Global 2025 to meet with customers and partners.

Kaspersky highlights key industries targeted by APT groups across the META

To help organisations protect their IT infrastructure against sophisticated targeted attacks, Kaspersky experts recommend advanced security measures.



Maher Yamout

Kaspersky reveals that the Middle East, Türkiye, and Africa are a focus for 25 Advanced Persistent Threat (APT) groups tracked since early 2024. The findings show that these groups target

financial services, critical infrastructure, defence, and government entities, while also extending their reach into commercial and emerging industries.

The research shows a diverse threat landscape,

with both established and emerging groups active across the region. For example, the Griffith group consistently targets the financial services industry across multiple countries, while SideWinder demonstrates a wide geographic scope and industry reach and mainly focuses on

No industry or organisation is off the radar for advanced attackers”.

espionage. Additionally, Kaspersky experts have observed campaigns from the APT Evasive Panda and Cloud Atlas, both active in Türkiye.

Kaspersky researchers note that initial access by majority of APTs targeting the region is often gained through socially engineered spear-phishing campaigns. Once inside, these threat actors prioritise stealth, frequently masquerading as legitimate services or routine scheduled tasks. This approach enables them to remain undetected within networks for extended periods, in some cases months or even years, while continuing to gather intelligence or prepare for further attacks.

“When we analyse APT

activities in the region, what stands out is how quickly their methods adapt”, said Maher Yamout, Lead Security Researcher at Kaspersky.

“We’re seeing attackers’ experiment with new exploits, expand into uncommon sectors, and in some cases, test the waters in countries that were previously less affected. It’s a clear reminder that no industry or organisation is off the radar for advanced attackers”.

To help organisations protect their IT infrastructure against sophisticated targeted attacks, Kaspersky security experts recommend the following measures:

- Use multilayered

security solutions such as from Kaspersky Next product line, further strengthening defences with enterprise-grade security solution that detects advanced threats at an early stage, such as Kaspersky Anti Targeted Attack Platform.

- Monitor third party IT service providers and require continuous inspection of access within supply-chain.
- Specialised solutions for critical infrastructures, such as Kaspersky Industrial Cyber Security, ensure comprehensive protection for all systems.
- Equip cybersecurity teams with Threat Intelligence to allow them to stay ahead of APTs.
- Educate employees depending on their IT knowledge with cybersecurity courses such as those available within Kaspersky Security Awareness Platform.

To learn more about Kaspersky’s Threat Intelligence, visit our stand at GITEX Global: H25, B35.

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Mindware charts bold path as AI aggregator across MEA

President Philippe Jarre outlines how Mindware is evolving from a value-added distributor into a full-fledged AI execution partner, redefining the channel for the next decade.



Philippe Jarre

For more than three decades, Mindware has been a trusted pillar of IT distribution across the Middle East and Africa, empowering resellers and channel partners to deliver cutting-edge technologies to enterprises of all sizes. Today, as artificial intelligence moves from hype to mainstream adoption, the distributor is redefining its role to meet the demands of a digital-first era.

According to Philippe Jarre, President of Mindware, the role of distribution is no longer about simply moving technology boxes; it is about orchestrating business outcomes. With AI, cloud, IoT, and cybersecurity reshaping customer expectations, resellers and system integrators are under pressure to offer solutions that deliver measurable value and long-term growth.

Mindware is positioning itself at the heart of this transformation. Through its MAGIC platform (Mindware's Aggregation Gateway for Innovation and Collaboration), the company is bundling infrastructure, software, and managed services into scalable AI offerings—while backing its partners with enablement programmes, certifications, proof-of-value pilots, and financing models that address local challenges.

For the channel, this evolution represents more than new technology. It signals an opportunity to become trusted advisors in AI adoption, supported by a distributor ready

to act as an aggregator, integrator, and execution partner. In this exclusive conversation with Reseller Middle East, Jarre shares his vision with Sandhya D'Mello, Technology Editor, CPI Media Group on how Mindware is enabling partners to unlock AI-driven opportunities across MEA.

Mindware has been a cornerstone in IT distribution across the MEA region for over three decades. How do you see artificial intelligence reshaping the traditional IT distribution model, and where does Mindware position itself in this transformation?

Artificial intelligence is fundamentally reshaping distribution from simply moving boxes to orchestrating business outcomes. Customers today are not asking what technology they should buy; they want to know how it will transform their operations, drive efficiency, or create new revenue streams. At Mindware, we anticipated this shift early and pivoted our business model accordingly.

We established a dedicated AI Business Unit reporting directly to me, invested in the right mix of AI vendors with NVIDIA as the cornerstone, where Mindware is proud to be the only distributor in the region and began building an ecosystem of ISVs and service providers around these technologies. This ecosystem is brought together under MAGIC (Mindware's Aggregation Gateway for Innovation and

Collaboration), our platform that connects vendors, partners, and customers to deliver AI as a service.

Mindware is no longer just a value-added distributor. We are becoming an AI aggregator, integrator, and execution partner, making AI accessible, scalable, and outcome-driven across MEA.

Mindware has built its reputation on Value-Added Distribution. How are you embedding AI into your consultancy, implementation, and partner enablement services to ensure partners and customers extract tangible business value?

We are embedding AI into every layer of our consultancy and implementation model. This starts with proof-of-value pilots, allowing customers to measure outcomes before making heavy capex investments. For partners, we've developed co-delivery models where we build projects together so they not only learn but also walk away with repeatable, monetisable references.

Enablement is equally critical. Through Mindware Academy, university partnerships, and internship programs, we are seeding the market with AI-ready talent. We deliver structured training and certification programs both virtually and in-person and design AI awareness sessions tailored for executives, IT teams, and business leaders. Our goal is not just to sell technology, but to ensure partners

can embed AI into their offerings and customers see real, measurable value.

With over 7,500 partners, how is Mindware supporting resellers and system integrators in developing AI-driven capabilities, and what specific enablement or training programs are you introducing to accelerate their adoption?

Our partner ecosystem is our greatest differentiator, and we are deeply invested in future-proofing their business models. Today, we run 20+ enablement sessions every month across technologies, with AI fast becoming the centerpiece. But this is only the beginning. We're equipping partners with the skills, tools, and proof points they need to win. Beyond certifications, our co-delivery pilots put them in the driver's seat of real projects. Through Mindware Academy, partners can access structured learning pathways, while our internship and university tie-ups create a pipeline of new talent they can directly hire.

Given your portfolio spans infrastructure, networking, security, and storage, where do you see the most immediate AI-driven opportunities—and what role is Mindware playing in bringing these innovations to market?

The most immediate opportunities lie in AI-ready infrastructure, digital twins, and cybersecurity. These are the foundational pillars to enabling AI at

scale. Mindware plays a critical role by curating and integrating solutions from our vendors into validated stacks compute, storage, networking, and security optimised for AI workloads. But we don't stop at the technology. We package these with business cases and ROI-driven pilots, giving customers the confidence to accelerate adoption. We are translating innovation into deployable, revenue-generating solutions.

MEA is a diverse region with varying levels of digital maturity. How do you balance the need to introduce cutting-edge AI solutions while ensuring accessibility and scalability for markets that are still early in their digital transformation journey?

Our approach is to right-size AI for every market. In advanced economies, we scale large projects with governments, enterprises, and hyperscalers. In early-stage markets, we deliver AI as-a-service, supported by local entities, compliance expertise, and flexible financing models. This

with local execution, managed services, and financing flexibility, ensuring solutions are both accessible and scalable. Looking ahead, you can expect Mindware to lead the way in forging cross-industry partnerships from healthcare and education to smart cities where AI can have the most immediate and transformative impact.

AI can drive efficiency but also raises concerns around energy use and sustainability. How is Mindware aligning its AI strategy with sustainability goals, both internally and for the partners you empower?

Sustainability is integral to our AI strategy. We advocate for right-sized infrastructure, energy-efficient hardware, and hybrid models that reduce unnecessary energy consumption. Our pilots and deployments are designed with efficiency in mind, and we actively promote practices that balance performance with sustainability. This alignment not only reduces costs but ensures AI

Our mantra is simple: make AI reachable, repeatable, and sustainable”.

ensures AI remains both accessible and scalable, regardless of a country's level of digital maturity. This balance allows us to democratise AI making it just as accessible to a mid-sized bank in North Africa as it is to a government-led project in the Gulf.

Mindware represents leading global technology brands. How are your vendor relationships evolving around AI, and what new alliances or partnerships should we expect to see as AI adoption accelerates?

Our vendor relationships are evolving from pure distribution to co-creation and orchestration. Mindware is the only distributor in the region with all four hyperscalers—Microsoft, AWS, Google, and Oracle giving us a unique advantage in integrating cloud and AI innovation. Alongside GPU providers like NVIDIA and a growing ecosystem of ISVs, we are embedding these technologies into our MAGIC platform to deliver “AI-as-a-service bundles.” These bundles combine global technology

adoption supports the long-term environmental goals of our customers and partners.

Looking ahead, what is your long-term vision for Mindware's role in the AI economy of the Middle East and Africa? What milestones or strategic initiatives are you prioritising to ensure Mindware remains at the forefront of AI-driven distribution?

Looking ahead, our long-term vision is clear: to position Mindware as the leading AI aggregator and execution partner across the Middle East and Africa.

We are focused on scaling MAGIC into the region's go-to AI platform, expanding enablement through Mindware Academy, internships, and university partnerships to close the AI talent gap, and deepening alliances with global vendors to deliver integrated, outcome-driven solutions. Our mantra is simple: make AI reachable, repeatable, and sustainable, and through this approach, Mindware will continue to shape the AI economy of MEA for the next decade and beyond.

STANDS TO WATCH



Delinea Middle East FZ-LLC

Hall 25 – E30

STANDS TO WATCH



Forescout Technologies Inc.

Hall 24 - C10

STANDS TO WATCH



SECLORE

H25-E20, Hall 25

STANDS TO WATCH



SentinelOne - OAK

H24-B50, Hall 24

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