GITEX TECHNOLOGY WEEK
60 MINUTES
tahawultech.com
Show dates: 13-17 October 2025, Dubai World Trade Centre | Exhibition hours: 10am-5pm
DAY 2 PM

Why CyberArk stands as a Flag-Bearer of Identity

Shailesh Bhatia, Senior Manager, CyberArk, speaks to Veronica Martin about the raft of cyber threats that the company consistently highlights - and how its solutions are best-placed to build resilience, strong governance and trust.

Shailesh Bhatia

What are the key cyber threats that you're highlighting here at GITEX?

"At GITEX 2025, we are very excited about the next evolution of CyberArk's unified identity security platform, which now combines modern PAM, access governance, machine identity, and AI capabilities. At GITEX, we're showcasing the variety and diversity of solutions we offer for securing your identity portfolio. This is a core belief at CyberArk, and we can deliver it with local investment in data centres that are fully certified. At the same time, organisations within the UAE can remain compliant with local frameworks and authorities while scaling up on their AI journey."

Can you tell me about the threat presented by proliferating online identities? Why is it such an issue?

"As per the latest statistics,

CONTINUED ON PAGE 3

Dataiku's mission: Eliminate the risks of delivering Agentic AI at scale

For many, governance risks arise when deploying multiple AI agents across teams and systems; so, what are the options and best practices? Veronica Martin spoke to Sid Bhatia, Area Vice President & General Manager, Dataiku, about how the Dataiku LLM Mesh is unique - and how it's breaking new ground when it comes to compliance, accountability, and transparency.

Sid Bhatia

What are the most common organisational challenges when deploying Agentic AI at scale?

"The most common challenges we've seen in the industry, as we speak to many CTOs and CIOs - particularly around the agent AI side - are as follows:

"Challenge number one is reliability. How

CONTINUED ON PAGE 3

Defence is everything; ExaGrid promises immutable backups and full recovery

At GITEX 2205, Mohamed Jaffrey, Director of Sales - ME, ExaGrid, speaks to Veronica Martin about the firm's key launches and how they're set to help customers reap incremental benefits in a landscape of resilience and trust.

Mohamed Jaffrey

Like many companies, you're unveiling new solutions and products at GITEX 2025. So, what is the key innovation or launch you're most excited to showcase this year, and why is it relevant for the region?

"ExaGrid is a pioneer in the backup storage space. We have a truly unique architecture,

CONTINUED ON PAGE 4

Infor leads the next wave of Industry Cloud Innovation across the Middle East

Speaking to Tahawul Tech, Khaled Al Shami, Vice President for Strategic Solution Consulting – EMEA at Infor, said he believes that technology should be both purposeful and deeply aligned with industry needs.

Khaled Al Shami

As industries across the Middle East accelerate their digital transformation, Infor is redefining what it means to be an 'industry cloud complete company'.

Infor's focus, Al Shami explained, lies in creating industry-specific cloud solutions. "Infor positions itself

CONTINUED ON PAGE 4

Kaspersky puts the spotlight on Cyber Immunity and AI Capabilities

On the sidelines of the show, Emad Haffar, Head of Technical Experts, Middle East, Turkey, and Africa at Kaspersky, discussed the company's focus areas at GITEX and how it is supporting the region's growing AI ambitions.

Emad Haffar

At GITEX 2025, Kaspersky highlighted its latest innovations built to help organisations across the Middle East strengthen resilience against advanced threats. "Our role is to support our enterprise clients in analysing their cybersecurity requirements and challenges", said Haffar.

CONTINUED ON PAGE 6

citrix® | GITEX GLOBAL Dubai

Work harder smarter.

Secure Developer Access.

MCS Storage Optimization (MCSIO).

ITSM Adapter services.

www.citrix.com

CONTINUED FROM PAGE 1

CyberArk...

52% of customers in KSA and 60% in the UAE are concerned about proliferating identities. By proliferating identities, we mean the growth of machine identities alongside the continual evolution of human identities, including cloud identities. Organisations are becoming increasingly agile, racing toward digital transformation to make their business more efficient and reach diverse consumer segments. In this evolving landscape, it is crucial that organisations continue to secure their identity perimeter.

"People are now logging in from multiple locations - offices, coffee shops, homes, and of course, the workplace. Identity has become a key security parameter. To address this, CyberArk offers a unified identity security platform that caters to human and non-human users, privileged and non-privileged workforce members. The platform provides the right authorisation and authentication, intelligent privilege control, and governance, including review and certification. It offers comprehensive lifecycle management to ensure these identities are both secured and safeguarded."

The cybersecurity threat landscape continues to evolve in parallel with advances in AI and cloud adoption. How are you strengthening your solutions to ensure resilience and trust in this new digital era?

"We are strengthening resilience by converging identity security into a single, unified platform that covers human, machine, and AI identities. With the rapid rise of AI in our daily lives, it has undoubtedly made life more sophisticated and streamlined, but it also expands the attack surface significantly.

"At CyberArk, we're focused on offering the right security ecosystem to address identity challenges for human, non-human, machine, and AI identities. We approach AI in three forms, one of which is AI as a defender. CyberArk's Cora AI is already integrated into the entire identity fabric, helping organisations maximise the value of their investments.

"In complex enterprise environments, time-to-value can often be lengthy. With CyberArk AI infused into our security portfolio, organisations can achieve faster deployments, quicker reporting, and a more accelerated ROI. Our reporting capabilities provide multiple formats that enable data-driven decision-making. These are some of the key ways in which CyberArk is advancing identity security for the modern, AI-driven enterprise."

With the UAE's recent focus on national AI infrastructure projects, how is your company contributing to building or enabling this ecosystem?

"We are enabling the UAE's AI ecosystem by securing its foundational identities. Our unified identity security platform protects both human and machine identities across cloud and AI workloads. With AI-assisted threat detection and regional hosting options to meet data sovereignty requirements, organisations can innovate confidently while staying aligned with national compliance frameworks."

Are you announcing any new partnerships or collaborations during the event, and how do these align with your growth and innovation strategy?

"Our primary takeaway from participating in this event is that CyberArk stands as a flagbearer - or, if I may say, a guardian - of identity. We take immense pride in ensuring that every consumer, customer, and partner understands and recognises the 'threat landscape' in identity security.

"At the same time, we are here to assist by providing the right guardrails and ecosystem to deliver effective identity security. Identity security remains a frontline challenge for all organisations, and CyberArk, as guardians of identity, is committed to offering the support and foundational platform necessary to help thwart these threats."

CONTINUED FROM PAGE 1

Dataiku...

reliable are these agents in the first place? Once you start implementing one agent, then two, and eventually thousands, the accuracy of the output often takes a backseat. These agents require constant monitoring and maintenance, and as a result, trust in the agent side of the story can diminish".

"Challenge number two is unification. With different providers, tools, models, and teams, every team tends to operate independently. There's often no unified approach across the organisation, which hinders collaboration. For scaling AI efforts, a collaborative, well-governed environment is critical - and that's frequently missing".

"Challenge number three is legacy system integration. You can build a fantastic agent, but organisations still have CRMs, ERPs, HRMS, and other IT systems. Integrating agents with these systems is a major hurdle. Many companies are piloting and testing, but few move to full production. The engineering effort required to truly operationalise agents is significant".

"Challenge number four is the cost. It's expensive! Implementing the right infrastructure requires substantial investment. AI models also experience drift, requiring ongoing maintenance, which adds to costs. A recent MIT study highlighted that 95% of AI initiatives are not yet generating tangible value. That's understandable for a new technology, but it does make it challenging to demonstrate direct ROI to senior management".

"I would also add that the siloed nature of organisations poses a major challenge. Different departments and personas progress at different rates - some excel while others lag. There's a lack of standardisation, and when running thousands of agents, the attack surface grows. This increases the risk of data breaches and underscores the need for robust global security and governance policies, which are often missing."

What governance risks arise when deploying multiple AI agents across teams and systems?

"The answer to that starts with permissions. You need to ensure that permissions are managed effectively at scale because with so many agents, each requires access. Imagine a situation where an agent has unauthorised access: this could expose corporate or personal data, which would be a major problem. That's point number one".

"From a governance standpoint, the second key issue is accountability. Agent AI frameworks automate entire processes, but if an agent misfires, who is responsible? Different processes, departments, and people may be affected, making accountability difficult to establish. This remains an open challenge without clear solutions".

"The third challenge is traceability. Many regulated industries are adopting agent AI, but automation can make it difficult to ensure traceability and auditability. This could result in significant compliance risks if not addressed properly".

"Finally, security is critical. Security must be robust and uncompromising. One misstep could expose corporate IP or personal data, potentially causing a major PR disaster and irreparable damage".

"All of these are real challenges that many companies face today when implementing agent AI, particularly from a governance perspective."

How does the LLM Mesh help enforce compliance, accountability, and transparency across multiple AI agents?

"LLM Mesh is not a new concept; we actually introduced it at GITEX two years ago, but what's happened recently is that we've taken LLM Mesh to the next level".

"Currently, LLM workloads or customer use cases have two main phases: development and deployment. In the development phase, you typically start with one LLM. Because these setups are often hardwired, once a model is created and deployed, it becomes difficult to make changes. With LLM Mesh, you can now choose between multiple LLM services during development, which solves a key flexibility problem".

"Another benefit is cost monitoring. You can track the cost of delivering a particular use case and compare it against other LLM providers, which might be a hundred times cheaper or a thousand times faster - giving real-time visibility into efficiency and spending".

"We've also added several new features. Recently, Dataiku introduced build capabilities within LLM Mesh, enabling non-coders - which make up 95% of most organisations - to create modules. These are often business analysts who understand business logic but lacked coding ability previously".

"Additionally, we've incorporated orchestration tools to manage multiple workloads and LLMs across business processes. We've also implemented smart switching, which automatically routes a business problem to the most appropriate model or agent, without the user needing to know the underlying details".

"Finally, we've added a central library - what I'd call the 'holy grail' - containing the right agents, LLM services, and models. This allows businesses to implement agent use cases at scale through a well-defined interface, reducing shadow IT and creating an enterprise-grade environment. Essentially, this provides the foundation for scaling AI across the organisation efficiently and securely."

How does Dataiku's platform simplify integration and orchestration of multiple LLMs to deliver business outcomes?

"Dataiku's positioning in this space, from an integration perspective, has really extended the envelope. Ten years ago, Dataiku was already an end-to-end data science platform, catering to every persona, from data scientists and business analysts to data engineers, line-of-business managers, and cloud architects, all within a collaborative environment".

"That essence hasn't changed, but we've expanded the envelope by offering one unified platform that serves all these personas in a collaborative, well-governed environment, complete with robust security and governance policies".

"The value proposition has also expanded: from competitive analytics to machine learning, generative AI, and now the broader AI game. All of this can be managed from a single interface, which is what differentiates us in terms of integration."

"From a customer perspective, this makes life much easier. With thousands of out-of-the-box integrations, teams can focus on what truly matters - creating business value and solving real-world problems - rather than spending time on technical integration challenges."

What makes the Dataiku LLM Mesh so unique?

"What makes Dataiku truly unique is its business-first approach. From the beginning, we've been focused on creating tangible business value for our customers. Our founders envisioned a platform that any company could embrace; after all, not every organisation has thousands of data scientists, and this is where Dataiku's user-friendly, collaborative platform comes to the fore".

"The value proposition is straightforward. Customers don't need to worry about complex integrations. Unlike other solutions where you must stitch together hundreds of tools, Dataiku comes pre-integrated, reducing the total cost of ownership. Teams can focus entirely on driving business outcomes rather than technical overhead".

"Another key differentiator is that the platform caters to every persona in the organisation. From visual agents for no-code users to coding agents for developers, everyone can leverage the same platform to deliver value".

"In short, Dataiku is the ideal platform for customers who want to scale AI and drive business impact at scale."

CPI Corporate Publishing International Ltd. tahawultech.com
cnme computer news middle east | Security Advisor Middle East | Reseller Middle East | 60 MINS LIVE عربية | GovTech

Founder, CPIMEDIA GROUP **Dominic De Sousa** (1959-2015), Group Publishing Director **Kausar Syed,** Sales Director **Sabita Miranda**,
Editors **Mark Forker, Sandhya D'Mello, Daniel Shepherd**, Designer **Froilan Cosgafa IV**, Web Developer **Adarsh Snehajan**

CONTINUED FROM PAGE 1

ExaGrid...

consisting of the landing zone and retention zone. The retention zone, in particular, is a non-network-facing tier, which provides an added layer of security.

"In our latest launch, we're introducing a new feature within the retention zone called the Auto Detect and Guard feature. What this does is inspect and monitor all operational deletes across the ExaGrid appliance. It detects patterns, and if it identifies an anomaly outside the usual pattern, it triggers an alert to the IT department. This lets the team know that something unusual is happening.

"As a result, the deletion policy is extended - deletes don't happen immediately. This gives the IT team enough time to intervene and stop any potential hacking attempts. This feature, Auto Detect and Guard, will be available in the upcoming 7.4 version, releasing next month. It provides two key benefits: an early warning of possible cyberattacks targeting backup data, and assurance that data in the second-tier retention zone remains safe.

"The second new functionality is a brand-new SSD-only appliance, coming later this year in Q4. We've spent years rewriting the code for this appliance to eliminate bottlenecks commonly found in traditional backup storage. This will deliver faster performance and improved efficiency.

"The SSD appliance uses TLC flash, not QLC. While TLC costs about 15% more, it lasts longer. In backup environments, where there's heavy writing and deletion activity, QLC wears out quickly, whereas TLC offers longer life, better performance, and a lower total cost of ownership. This appliance is a major announcement that we're unveiling at GITEX 2025 and will be available within the next few months."

With the UAE's recent focus on national AI infrastructure projects, how is your company contributing to building or enabling this ecosystem?

"If you look at what AI innovation does, it depends on a few key factors: data availability, production, and resilience. We play a foundational role by ensuring that all AI datasets, training models, and high-performance environments are securely backed up and instantly recoverable.

"We achieve this through the backup applications we work with - over 25 in total - providing a highly resilient backup storage environment that protects this critical data. Whether it's AI or HPC, as data continues to grow through LLMs like ChatGPT or Gemini, all of it is securely backed up through these applications onto our solution.

"We also provide robust protection through our security features and rate functionality, guarding against any form of data loss. In short, we act as the trust layer of the AI ecosystem, delivering both resilience and security for your backup storage."

AI presents huge opportunities but also real challenges - from data quality and governance to scalability. How is your organisation addressing these challenges while maximising AI's potential for your customers?

"One of the biggest enablers of AI success is data integrity and recoverability. If AI datasets are corrupted or compromised, the impact can be catastrophic. To address this, we provide immutable backups with a delete option and built-in ransomware recovery. This ensures that AI data pipelines remain uncompromised and intact.

"We place a strong focus on integrity because, in today's environment, ransomware attacks are increasingly targeting enterprises with critical data. Through our second-tier retention zone, we ensure data integrity and easy recoverability in case of such attacks: this is a key, critical element of data governance.

"Another major advantage is scalability. As data grows, our solution scales up in parallel thanks to a specialised, scale-out architecture. This ensures no performance degradation or lag when retrieving AI data. The elements remain secure, recoverable, and fully governed, with retention policies built directly into our solution."

The cybersecurity threat landscape continues to evolve in parallel with advances in AI and cloud adoption. How are you strengthening your solutions to ensure resilience and trust in this new digital era?

"Cyber resilience has become the number-one topic for all CIOs and CSOs. In the early days, the focus was mainly on performance, but today, the conversation revolves around ransomware attacks and securing backup data.

"Why has backup become such a prime target for attackers? Because it's the last line of defence. If hackers can delete backup data, the company cannot restore its critical information. In fact, 90-95% of the time, attackers target backups.

"What we provide with our retention time blocks is an architecture that cannot be encrypted, modified, or deleted, delivering true resilience and a reliable last line of defence.

"Additionally, we offer enhanced integration with backup applications. We work with over five backup platforms, including Veritas, to provide a multilayered security approach - both at the software and storage levels. By collaborating closely with backup applications, we deliver a combined security offering for customers.

"In a world of AI-driven threats, our cyber resilience framework ensures that data is always recoverable, always resilient, and always ready. That's what we do."

Are you announcing any new partnerships or collaborations during the event, and how do these align with your growth and innovation strategy?

"Since security has become a major topic for most of our customers, our announcement primarily focuses on the Auto Detect and Guard feature. This provides an additional layer of protection in case of a ransomware attack.

"In terms of integration and partnerships, we continue to invest alongside our backup software vendors. At GITEX, we are showcasing booths and partnerships with Commvault and Veeam, and we keep enhancing features to ensure performance, security, and recovery are all optimised.

"We are actively building our ecosystem through these alliances and will continue to invest throughout the year. This year, we are progressing with Commvault and other backup applications. We have also announced integration with Rubrik, and early next year, we will announce integration with Cohesity.

"With these efforts, we're mapping integrations across most backup application vendors. Currently, we are almost 90% integrated, with a few remaining integrations planned for Q1 next year.

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 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.

CONTINUED FROM PAGE 1

Infor...

as the industry cloud complete company. Everything we do has to be industry-specific and meaningful."

He drew a clear distinction between Infor's targeted approach and generalist software vendors. "There's a big difference between being industry savvy, where everything you do is tailored to that industry, and being a generalist, like a Swiss army knife that can do many things but doesn't cut deep enough like a chef's knife. We want to be the chef's knife in everything we do."

For example, he said that in the food and beverage sector, Infor doesn't stop at the sector level. The company operates in various verticals, including protein, dairy, conventional food, and fresh food. "While there are differences between them, there are also commonalities, and we capitalise on those by bringing them together on one platform. The difference between our approach and other vendors is that our product management, R&D, and consulting teams become experts in these industries, and we understand the language our customers speak," Al Shamsi said.

"Another key point," he added, "is that our customers don't have to toggle hundreds of capabilities to use 20% of a platform that wasn't designed for them. In our case, they toggle 100% of capabilities designed specifically for their industry."

Discussing digital transformation, Al Shami said, "We took a very pragmatic, prescriptive approach designed to get customers to value as soon as possible. There is a massive gap between expectations and value realisation at the end of ERP projects. According to many third-party analysts, customers often fail to realise the anticipated value at go-live. We call that gap the value void.

"At Infor, we focus on bridging that gap between expectation and realisation. Everyone today is talking about AI, RPA, process intelligence, and now agentic AI. However, customers often lack the tools, skills, or know-how to utilise them effectively. Our approach is to package what we call Value Plus Solutions in our Velocity bundle. These are industry-specific, consumable packages. For instance, if you're in the food and beverage industry and aim to boost your yield, we offer an AI-driven Value Plus Solution that's easy to consume, eliminating the hassle of deploying or configuring complex technology components. You simply focus on achieving your business outcomes. In my opinion, that's a game changer."

Strategic focus on the region

Infor's partnerships in the region are central to its strategy. "We have so many success stories," said Al Shami. "One of the latest is with one of our customers, Zahid Group in Saudi Arabia. Zahid has

CONTINUED ON PAGE 6

ACME
ALMOAYYED COMPUTERS MIDDLE EAST
المؤيد للكمبيوتر الشرق الأوسط

Maximize savings and efficiency

Optimizevalue andminimizecost
with Microsoft Azure

Microsoft

Like many organizations, you want to invest in or use more of the cloud and AI. Different cost challenges are holding you back.

Licensing concerns

Budget and resource constraints

Extending and scaling apps

Azure: Best-in-class cost and performance

Azure helps you manage your IT costs with a flexible, pay-as-you-go model. You only pay for the resources you use so you can scale spending in direct alignment with your business needs and budget. You also gain visibility into usage patterns, forecast expenses, and optimize resources with built-in tools like Microsoft Cost Management. And with Azure Hybrid Benefit, you can apply your existing Windows Server and SQL Server licenses to cloud-hosted resources.

Migration workloads for:

- PostgreSQL
- MySQL
- Windows Server
- Linux
- VMware

...and more

Examples of Azure savings

58%
in cost savings compared to an on-premises PostgreSQL database[1]

306%
return on investment over three years[2]

76%
savings on workloads using Azure Hybrid Benefit for Linux[3]

Contact us to learn more

+973 17700777
acsales@almoayyedcomputers.com
www.acme.tech

1. Enterprise Strategy Group. (2025, March). Analyzing the Economic Benefits of Microsoft Azure SQL Managed Instance. March. Commissioned by Microsoft.
2. IDC White Paper, sponsored by Microsoft, The Business Value of Ubuntu on Microsoft Azure, IDC #US52857024, 2025
3. Azure Hybrid Benefit – Hybrid Cost Calculator.

CONTINUED FROM PAGE 4

Infor...

been our customer for many years, and we've reinforced that partnership through their migration to the cloud.

"Some of their companies are already in the cloud, while others are on the path. Together, we announced a Center of Excellence, co-funded between us and Zahid, to design and nurture use cases of innovation for the equipment industry. This Center of Excellence will, in my opinion, become a role model for many others we'll announce soon."

He further emphasised the company's regional priorities. "Our approach in the region is very focused. We decided to focus on areas where we have the necessary skills, references, and resources to support our customers. This is why we have chosen the UAE as our hub and headquarters, with a presence in Dubai for many years, and Saudi Arabia.

"The UAE government is a global leader in adopting technology to enhance citizen services. Similarly, Saudi Arabia has clear goals to reduce dependency on oil and increase industrial GDP. This is where we fit, in distribution, food and beverage, manufacturing, and healthcare, and where we can truly partner in the journey of transformation."

Infor also recently announced the release of Infor Industry AI Agents. "This is opening the door toward autonomous ERP. We've seen hyper-automation in business applications, but now we won't need to slice or dice data or navigate screens anymore. Thanks to the Infor platform and GenAI capabilities, users can perform tasks like increasing production line capacity or rerouting orders, all through a conversational UI."

Reflecting on his long-standing participation at GITEX, Al Shami said, "On a personal note, this is my 17th year participating at the event, and as part of Infor, it's the 10th year. It's an honour to be at GITEX every year. We wait for this because it's the celebration of the IT community within the region, where technology vendors, system integrators, customers, and partners of innovation meet to showcase the latest developments in the world and to ensure we maintain a continuous connection with the field."

"We're super excited to be at GITEX this year," Al Shami concluded. "We truly value the opportunity to meet our customers and partners and look forward to having conversations about how we can help companies in the region advance in their digital transformation journey."

This breakthrough solution is designed

"At Infor, we focus on bridging that gap between expectation and realisation".

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 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.

CONTINUED FROM PAGE 1

Kaspersky...

"At this GITEX, we're focusing on several key topics, one of which is cyber immunity".

Haffar explained that Kaspersky has been building on the concept of cyber immunity, which was introduced a few years ago. "We're showcasing the newer version of the Thin Client, which is based on the cyber immunity concept. It's a remote desktop solution built on top of Kaspersky OS and designed to be immune by design".

Another major highlight for Kaspersky this year is the expansion of its Kaspersky Next product line. "We're promoting two new additions to our flagship product, Kaspersky Next XDR Optimum and MXDR", said Haffar. "You can think of these as a bridge between the highly demanding, sophisticated XDR tool and the EDR tool. They introduce threat hunting capabilities, advanced detections, and analysis components, but without the pressure on human resources or analysts".

The UAE's growing investment in artificial intelligence is a major opportunity for cybersecurity. Haffar said Kaspersky has been deeply engaged in helping

Threat actors are becoming more targeted and selective, aiming to cause greater damage rather than casting a wide net".

organisations secure their AI initiatives.

"We've been investing in and using AI and machine learning applications for many years", he explained. "We have a dedicated research team developing machine learning models, LLM models, and AI at large. We're engaging with enterprises and government entities in the UAE and the region to see how we can fit our solutions and expertise to support their AI strategy and vision".

He pointed out that, according to a recent report by IDC, AI spending in the META region reached US$4.5 billion in 2023 and is projected to grow to US$14.6 billion by 2028. "One of the key discussions we have with clients is how this huge infrastructure being built for AI will be used, what models will be developed, what use cases they will serve, and how these technologies can improve the services and solutions provided to clients in the region", he said.

While AI offers immense potential, it also introduces new risks. Haffar emphasised the importance of protecting AI models from malicious interference.

"A lot can be done in how these models are built, developed, and trained", he highlighted. "We look at it from the perspective of how we can secure these models, what measures, technologies, and components can protect LLMs from intervention or poisoned data that could alter their operation. We're also working on targeted solutions to defend these models by using technology and by monitoring the processes used to build and develop them".

Kaspersky is also revealing key findings from its Advanced Persistent Threat (APT) research at GITEX. "We're currently tracking around 25 APT actors targeting the region", said Haffar. "They mainly focus on high-profile sectors such as government, critical infrastructure, finance, military, and telecommunications".

Furthermore, the company's latest data from Kaspersky Security Network (KSN) highlights an increase in various malicious activities across the GCC. "We have seen a rise in password stealers and spyware, and a slight increase in ransomware", Haffar noted. "However, the behaviour is changing. Threat actors are becoming more targeted and selective, aiming to cause greater damage rather than casting a wide net".

He added that attackers are also using AI in their campaigns, improving phishing and social engineering techniques. "This is the worrying part; threat actors will also use these technologies. It's a race between how both sides utilise AI".

In conclusion, he said: "We're very excited to be here at GITEX and to connect with our customers and partners, and to share how we can help companies across the region strengthen their cybersecurity".

Delinea™

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**

AI moves at extraordinary speed, and Core42 will continue to innovate to stay ahead

CNME Editor Mark Forker sat down with Mohammed Retmi, Vice President Sovereign Public Cloud, at Core42, to learn more about the company's role in the UAE's AI and cloud future, enabling regulated industries to innovate securely, and delivering sovereign digital infrastructure built for scale.

Mohammed Retmi

Mohammed Retmi has enjoyed a hugely decorated and distinguished career to date in the ICT industry.

Throughout the course of his 25-year career, Retmi has demonstrated the ability to consistently build high-performing teams, and as a result of that leadership he is highly regarded and respected by industry peers both in Europe and the Middle East.

Retmi has worked in France, Switzerland and the UAE, and spent a large part of his career with telecommunications behemoth Orange Business Services.

It was during his time at Orange Business Services, that he cultivated his reputation as a prominent ICT leader who possessed both the strategic vision and technical nous to drive teams forward to solve complex business challenges.

In April 2023, he joined Core42, and exactly 12 months later he was promoted to the position of Vice President Sovereign Public Cloud.

He began our conversation by providing more context on what exactly the role Core42 plays in the overall structure of the G42 organization.

"At Core42, it is important to understand how we fit into the broader vision of G42. G42 is building what we call the Intelligence Grid, which can be compared to the electric grid but for AI. It is about making intelligence accessible, sovereign and on demand across sectors and borders. Every company within G42 plays a role in that architecture. Khazna builds the AI-grade data centers that anchor the physical layer. Core42 is responsible for the trusted infrastructure stack, which can be public cloud with sovereign controls, private cloud for mission-critical workloads or scalable AI Cloud to power AI training and inference. Inception develops the intelligence layer by building LLMs and sector-specific models. M42 applies those models in healthcare, Space42 extends them into space and satellite analytics, and Presight delivers verticalized AI analytics at scale. It is a modular system but also highly integrated. While we support the broader G42 ecosystem, our infrastructure is built for national impact. We serve governments, regulated industries, and enterprises that require performance, control, and trust." said Retmi.

Core42 came to prominence when it officially debuted in October-2023, during the region's flagship IT and technology symposium, GITEX.

Retmi explained that the sheer demand for digital sovereignty across the UAE, ultimately led G42 to strengthen its cloud & AI business model around this trend, to create Core42 as the main entity within the group to focus on the Sovereign Infrastructure.

"Before Core42, we had G42 Cloud, which was focused on building a sovereign cloud for the UAE. At the time, the emphasis was primarily on private cloud deployments. Today, with Core42, we've built a full-stack infrastructure that allows us to serve a much broader range of use cases across the public sector and regulated industries. Whether the need is for private, public, or hybrid models, we deliver sovereign cloud environments aligned to customers' data classification and security requirements."

Retmi highlighted how their ability to provide visibility was a key differentiator for the company in terms of the services that they provide.

"With regards to the Sovereign Public Cloud, we partnered with Microsoft to build sovereign controls on top of Microsoft Azure to provide Sovereign Public Cloud capabilities. This provides a cloud environment that is designed for different types of data from our customers. Open data, sensitive data, and confidential data can go to the public cloud, but they can't go to the standard public cloud, and that's why we built a powerful and secure sovereign controls on top of Microsoft Azure. We leveraged the national policies on data security and data sovereignty, and we have implemented this into our sovereign controls platform "Insight", which gives customers the visibility on all their infrastructure. They can see if it is inside or outside the country, and determine whether they are compliant, or not with the policies that are in place. This is what ultimately differentiates the Core42 Sovereign Public Cloud offering versus the solutions provided by the classical hyperscalers," said Retmi.

When the partnership between Core42 parent company G42 and Microsoft was announced, it was described at the time by many technology commentators and analysts as a landmark collaboration.

Retmi outlined in more detail the nature of the relationship between the two companies and stressed that it wasn't a typical classical tech partnership.

"The partnership with Microsoft is a strategic one that is not only helping two private companies achieve their business goals but is also helping nations to execute their ICT agenda in relation to the features and services that they provide to their citizens. This is much, much more than any classical partnership. "While Core42 delivers trusted, sovereign infrastructure locally, Microsoft brings the scale and orchestration power of Azure globally. Together, we can meet the full spectrum of sovereignty, from data and operations to the technology stack itself." Microsoft brings its global understanding of security and sovereignty to the table. Core42 provides the missing piece of the puzzle. We are well versed with the local regulation in the UAE, and we have an acute understanding of the requirements of private and public sector customers in the country. With this we provide an additional layer of trust between the hyper-scalers and those regulated industries and the public sector customers that Core42 is bringing," said Retmi.

> **"We've built a full-stack infrastructure that allows us to serve a much broader range of use cases across the public sector and regulated industries".**

Core 42 Sovereign Public Cloud is also seen as a tool that can act as a springboard, or a foundation for AI innovation.

Retmi documented the role that Core42 is playing in helping the Department of Government Enablement - Abu Dhabi to become the world's first fully AI-native government by 2027.

"I think it's important for us to acknowledge that we live in a country where AI is adopted everywhere, and mainly by the public sector, which is unique when you compare it to other countries globally. Abu Dhabi's ambition to become the world's first fully-native AI government by the end of 2027, is further evidence of the sort of mindset that exists here. We have been working across public sector projects to implement the Core42 Sovereign Public Cloud and our sovereign controls platform, Insight. The primary objective of these initiatives is to better serve citizens and residents by enabling a trusted, sovereign cloud cloud first, and then enabling AI. Through sovereign cloud capabilities, AI infrastructure, and advanced digital transformation services, we are delivering the intelligent foundations for innovation.

Retmi added that the public sector is demanding far more than traditional cloud services.

"AI moves at extraordinary speed, and Core42 will continue to innovate to stay ahead. We recently launched Core42 AI Cloud a high-performance, heterogeneous platform that unites leading accelerators and delivers the flexibility, performance, and compliance our customers need, with sovereign capabilities and global infrastructure to support them at scale," said Retmi.

When having conversations about the deployment of advanced technologies and solutions, and the impact that they can have, there are fewer more effective methods to demonstrate their efficacy than highlighting a specific use-case, or customer success story.

And that's the direction the conversation pivoted towards, as Retmi documented the success of the partnership between Core42 and First Abu Dhabi Bank.

Retmi highlighted the nuanced differences that exist between having data residency versus data sovereignty - and highlighted one of the key requirements from the financial industry was that of data sovereignty.

"Core42 has helped large customers migrate workloads to the Core42 Sovereign Public Cloud. These projects are focused on ensuring both data residency and true data sovereignty, keeping information within national borders while also preventing external access. Our team assesses workloads, applications, and data requirements to design a compliant and secure solution aligned with local regulatory frameworks. By combining the scalability of Azure with Core42's sovereign controls, we delivered the governance, policies, and safeguards required for highly regulated sectors. This approach is now being extended to financial and government organizations looking to modernize their infrastructure with cloud and AI while maintaining strict sovereignty and compliance standards," said Retmi.

While Core42 was born in the UAE, its ambitions and operations are increasingly international. The company is now expanding sovereign clusters and AI infrastructure into key hubs in Europe and the United States, creating the unseen foundations that power AI globally.

Retmi concluded a brilliant conversation by discussing how Core42 has plans and aspirations to take its blueprint for sovereign cloud and expand it into other marketplaces but stressed how they led the way with the sovereign public cloud model.

"We have already talked about how lucky we are to be in the UAE; in terms of the leadership and vision the country has. The country wants to be first when it comes to AI innovation; they want all their government services to be fully AI-native. That is the sort of mindset coming from the top, and that rubs off on the entire tech ecosystem here in the UAE, and we are so lucky to be based in this nation. When it comes to expanding our cloud blueprint, let me give you an example of our Sovereign Public Cloud with Microsoft. What our two organizations have done here in the UAE is important in terms of the trust that we have built around the hyperscaler platform, namely Azure, which is designed to help the public sector and organizations in regulated industries like finance and healthcare to trust the public cloud and move some of their workloads. As Core42, together with Microsoft, we were the first to offer a complete Sovereign Public Cloud product here in the UAE. In June this year, Microsoft announced a similar offering in Europe, and other brands are following suit as well. This is testament to the vision and leadership of the UAE in being an early adopter of next-generation technology," said Retmi.

Retmi closed by reaffirming that sovereign public cloud remains the cornerstone of Core42's strategy and its contribution to the broader G42 vision.

"Our blueprint for Sovereign Public Cloud is already proven here in the UAE, where we have enabled some of the most sensitive organizations in government, healthcare, and finance to modernize with trust, compliance, and resilience," he said. "The partnership with Microsoft has been central to that success, creating a model of how global scale can be combined with local sovereignty. What we are doing here is being noticed internationally, and we are now looking at opportunities to take this sovereign public cloud model to other regions. At the end of the day, cloud is the foundation of AI, and Sovereign Public Cloud is the foundation of digital trust. That is where Core42 continues to play its role."

CPX and Microsoft partner to revolutionise Public Sector Cybersecurity

CPX and Microsoft Join Forces to Strengthen Public Sector Digital Ecosystems Globally with AI-Powered Cyber Defence.

CPX Holding, a leading provider of cutting-edge cyber and physical security solutions and services, is joining forces with Microsoft to empower nations globally to advance and transform their cybersecurity in the age of AI.

This comes as part of G42 and Microsoft's global mission to fuel sustainable economic growth for all through the secure, trusted, and responsible deployment of artificial intelligence. The collaboration combines Microsoft's unified security operations platform integrated with generative AI, and CPX's advanced cyber defence expertise to deliver unmatched security and operational efficiency for public sector organisations.

With the rise of increasingly complex cyber threats, governments and public institutions face immense pressure to safeguard critical infrastructure and sensitive data. To address these challenges, CPX and Microsoft are uniting their expertise to deliver robust, AI-powered solutions that enhance cyber defences for public sector institutions worldwide, accelerating secure digital transformation, and ensuring compliance with evolving regulatory requirements.

Together with Microsoft, we are establishing a new benchmark for digital security and operational excellence in the public sector".

With this, public sector entities will be able to benefit from:

- **Microsoft's Unified Security Operations Platform:** A comprehensive integration of the full capabilities of Microsoft Sentinel, Microsoft Defender XDR, Microsoft Security Exposure Management, and generative AI into the Microsoft Defender portal.
- **Public Sector Cyber Defence at Scale:** CPX's proven expertise in implementing and operating nation-wide Security Operations Centers (SOCs) that empower public institutions to predict, prevent, and respond to cyber threats in real-time, bolstering national security.
- **Global Reach and Impact:** CPX and Microsoft will support nations globally in building secure, modern digital environments that serve citizens and governments.

"This collaboration represents a pivotal moment for us to redefine cybersecurity through the transformative power of generative AI. Together with Microsoft, we are establishing a new benchmark for digital security and operational excellence in the public sector. Building on the success of milestone projects delivered nationally, we now look to scale these achievements globally as part of our Securing Nations program", said Hadi Anwar, CEO of CPX.

"By joining forces with CPX, we are not only advancing the boundaries of cybersecurity through AI but also strengthening the resilience of public sector institutions worldwide. Together, we are building a future where governments can confidently embrace digital transformation, secure in the knowledge that their operations and data are protected by the very best in technology and expertise", said Mark Chaban, Corporate Vice President, EMEA Customer and Partner Solutions, Microsoft.

Together, CPX and Microsoft are committed to building a future where governments can confidently embrace AI-driven digital transformation while safeguarding the integrity of their operations and data.

Delinea Surpasses $400M in ARR and Expands Global Momentum with Strong First-Half 2025 Performance

Continued SaaS growth, AI innovation, and go-to-market execution underscore Delinea's leadership in securing both human and machine identities

Delinea, a pioneering provider of solutions for securing human and machine identities through centralised authorisation, achieved strong results for the first half of its 2025 fiscal year, marked by durable and profitable growth, continued SaaS momentum, and significant global go-to-market execution.

The company's annual recurring revenue (ARR) has now surpassed $400 million, with SaaS continuing to make up the majority of its ARR footprint.

Building on the momentum it carried into 2025, Delinea closed the first half with several record-breaking transactions and with particular strength in execution across its Americas and EMEA regions. This performance was reinforced by the capabilities of the Delinea Platform. Built with enterprise-grade resilience and the ability to perform zero-downtime upgrades, the cloud-native Delinea Platform delivers unmatched reliability, proven by an industry-leading 99.995% uptime commitment.

"Years ago, we anticipated identity would become the new frontline of cybersecurity defense, and we invested early on to lead that transformation," said Art Gilliland, CEO at Delinea. "While others are navigating massive acquisitions and complex integrations, we have the freedom and clarity to double down on innovation, customer success, and expanding our cloud-native platform without distraction. That focus is a real advantage, especially as enterprises look for identity-first solutions that can scale with speed, simplicity, and confidence. We've never been more confident in our strategy, our people, and the role we play in helping customers leverage and secure their use of AI to stay ahead of evolving threats".

While others are navigating massive acquisitions and complex integrations, we have the freedom and clarity to double down on innovation, customer success, and expanding our cloud-native platform without distraction".

Delinea further extended its product leadership with the recent unveiling of Delinea Iris AI, a powerful and practical AI engine embedded natively in the Delinea Platform. The company is also helping organisations safeguard and secure the use of AI with new innovations announced in 1H 2025, like vaulting and management of AI credentials, enforcement of access controls on sensitive AI systems, and discovery of shadow AI usage. Meanwhile, new capabilities such as Delinea Authorisation and Delinea Auditing, both powered by Iris AI, are helping customers secure with AI for real-time, risk-aware access decisions and deep insight into session activity across hybrid environments.

"We're executing with discipline and momentum, and our financial profile reflects that", said Stephanie Reiter, Chief Financial Officer at Delinea. "We continue to see strong demand for our solutions, driven by the urgent need to secure both human and machine identities. Our ARR is now above $400 million, our SaaS growth is solid, and we're operating with healthy margins. These results underscore the value we deliver to our customers".

To support its continued growth, Delinea also made strategic additions to its executive team:

- **Alex Thurber** joined as Senior Vice President of Global Channels, bringing deep experience in partner ecosystems and channel strategies.
- **Frank Martillotti** was appointed Vice President of Global Services to lead service delivery and customer enablement.
- **Justin Bradley** was brought on as VP of Customer Success to help drive customer satisfaction, retention, and growth.
- **Spence Young** was promoted to Senior Vice President of Sales, covering EMEA and APAC.

Delinea was also recently recognised as one of only 29 companies with over 500 employees to be named a 2025 Technology Top Workplace, based on anonymous employee feedback. The company was also named a Leader in The Forrester Wave™: Privileged Identity Management Solutions, Q3 2025 report.

Introducing the Logitech MX Master 4

With enhanced stain-resistant materials and a durable design that is easy to maintain, MX Master 4 is built to provide long-lasting performance.

Logitech has unveiled the MX Master 4, the newest member of the MX Master series, designed to empower creative professionals, developers and business users.

With immersive haptic feedback, advanced software and stronger connectivity, the MX Master 4 sets a new standard in control, precision and productivity even for the most demanding workflows. Customers visiting GITEX Global 2025 will be able to preview the MX Master 4 at Logitech's stand.

Tolya Polyanker, General Manager of the MX Business at Logitech, said, "In today's fast-paced and demanding world, advanced users need tools that help them redefine their workflows to deliver more in less time. We designed MX Master 4 to bring next-level immersion and speed to our users thanks to the tactile haptic feedback and instant access to their favourite tools with the Actions Ring software overlay."

Intuitive Interaction: Haptic Feedback

The MX Master 4 reimagines user control with customisable haptic feedback, delivering subtle vibrations for scrolling, navigation and selection. This tactile precision is ideal for tasks like video editing, design work and data analysis.

Actions Ring

Actions Ring, a digital overlay enabled by Logi Options+, offers app-specific shortcuts and customisable controls to place frequently used tools at your fingertips anywhere on your screen. With

> **We designed MX Master 4 to bring next-level immersion and speed to our users thanks to the tactile haptic feedback and instant access to their favourite tools with the Actions Ring software overlay".**

features such as assigning commands in Photoshop or automating functions in Excel, professionals can save up to 33% of their time and reduce repetitive mouse movements by 63%.

Designed for uninterrupted workflows, the MX Master 4 features a high-performance chip and optimized antenna, delivering twice the connectivity strength of previous models. The new USB-C dongle ensures quick and dependable pairing across laptops, desktops and tablets, keeping users connected without delays.

With enhanced stain-resistant materials and a durable design that is easy to maintain, MX Master 4 is built to handle the daily challenges of professional use while providing long-lasting performance.

Built for Business

The MX Master 4 for Business makes life easier for both employees and IT teams. It's easy to deploy across the whole company, and when employees are logged into Logi Tune, IT can monitor the mice remotely through the Logitech Sync management platform, no desk visits needed. For employees using Logi Bolt, it delivers a reliable connection, even in crowded office environments, so they can stay focused and get more done without tech hiccups.

Designed for Sustainability

MX Master 4 is designed with thoughtful choices to reduce environmental impact, carefully selecting materials like a minimum of 48% certified post-consumer recycled plastic, a low-carbon aluminium thumbwheel and a battery featuring 100% recycled cobalt to minimise resource use and carbon emissions. There is paper packaging that is responsibly sourced from FSC™-certified materials, unpainted plastic parts and a design that is easy to disassemble to simplify recycling.

wTech Specifications

- MagSpeed Scroll Wheel: Scroll up to 1,000 lines per second so you can work faster.
- 8,000 DPI Sensor: Provides smooth, accurate tracking on virtually any surface, including glass.
- Quiet clicks: Provides a satisfying tactile feel with 90% less noise (compared to the MX Master 3), perfect for environments like open spaces and shared offices.
- USB-C Quick Charging: A 1-minute charge powers up to 3 hours of use, while a full charge lasts up to 70 days, ensuring you're ready to work without interruptions (charging cable not included).
- Multi-Device Pairing: Connect and switch between up to three devices: laptops, desktops, or tablets, without interruptions. Compatible across operating systems, users can switch using the Actions Ring or Easy-Switch buttons and even transfer files between devices with Logi Options+.

Pricing and availability

MX Master 4 will be available in Graphite and Pale Grey through Logitech authorised distributors and resellers. MX Master 4 for Mac will be available in White Silver and Space Black. MX Master 4 for Business will be available in Graphite online and through authorised resellers.

The MX Master 4, along with Logitech's other personal workspace solutions, will be on display at GITEX Global 2025.

MDS SI Group maintains a strong position in the Middle East

MDS System Integration Group Maintains Market Leadership in the UAE and Secures a Top 5 Position in Saudi Arabia for 2024.

MDS System Integration (SI) Group has reaffirmed its leadership in the GCC IT services sector, with the latest IDC Semiannual Services Tracker 2024H2 ranking the company #1 in the UAE and among the Top 5 in Saudi Arabia for 2024 market share.

Regional Leadership and Growth Drivers

MDS SI Group commands a 15% share of the UAE IT services market, leading across project-oriented, managed, and support services. The UAE market grew by 7.1% year-on-year in 2024, driven by robust investments in cloud, AI, and digital transformation, alongside government initiatives that continue to foster innovation and economic diversification.

Sami Abi Esber

KSA Market Performance

In Saudi Arabia, MDS SI Group ranks among the Top 5 IT service providers, posting strong year-on-year growth supported by the Kingdom's Vision 2030 programs, which prioritize digital transformation, AI adoption, and cloud-based infrastructure modernization across industries.

Strategic Expansion Across the GCC

> **We empower organisations to operate more efficiently, innovate faster, and achieve measurable business results in today's rapidly evolving digital economy".**

MDS SI Group continues to strengthen its GCC footprint through strategic acquisitions and partnerships, expanding its capabilities in Data Center infrastructure, data & AI practices, advanced analytics, business intelligence, and managed services. This integrated approach enables MDS SI to deliver end-to-end digital transformation solutions that enhance operational efficiency, agility, and business outcomes for enterprise and government clients alike.

Sami Abi Esber, President of MDS System Integration Group, commented: "Being ranked #1 in the UAE for over 20 consecutive years, among the Top 5 in Saudi Arabia, and a leading player in Qatar, Oman, and Jordan reflects our unwavering commitment to driving digital transformation across the region. By leveraging our strengths in data centre infrastructure, cloud, AI, cybersecurity, and managed services, we empower organisations to operate more efficiently, innovate faster, and achieve measurable business results in today's rapidly evolving digital economy".

logitech® for business

BUSINESS HEADSETS

We provide headsets that support native Bluetooth, from entry-level to advanced. Find one that meets your company's needs.

The rise of the AI co-developer: New ways of building software

JetBrains believes AI has the potential to evolve from a supportive assistant into a proactive player in coding, testing, and analysis.

Andrew Zakonov

While the developer community is in broad agreement about the potential of AI to take on an ever-growing roster of software development tasks – from code generation to testing and refactoring – there is less consensus on the speed and extent to which it might happen.

Making accurate predictions about the future is difficult, but from numerous conversations leading up to GITEX in Dubai, it's clear that there is significant enthusiasm for AI agents in software development, although it is tempered by some doubts, especially when the conversation turns to finer details.

This is reflected by global research which shows that while 93% of surveyed organisations are planning to trial agents for software development, only 27% believe that these agents will become fully autonomous, down from 43% in 2024.

This is of particular interest in the UAE, with its clear ambitions and a strategy to foster a development ecosystem through initiatives such as the National Program for Coders, which aims to train 100,000 coders within five years. In such a dynamic environment, implementing AI agents effectively will be essential.

> **Short prompt tasks will be fully taken over by the agents, which saves hours of development".**

So how can development teams prepare for successful human/AI collaboration? This depends partly on how quickly and deeply they commit to integrating AI agents. It's useful to see two possible scenarios: The first where AI agents are integrated into the development process at a slower pace and function as a valuable assistant to human developers, and the second where AI will take a more dominant role in development at all stages of the process.

Scenario 1: Dev-to-Agent collaboration

AI's support is seen expanding beyond simple code completion, with agents becoming active team members, capable of autonomously resolving issues, updating documentation, and tidying codebases. This enables human developers to shift their focus to complex, creative work. Furthermore, AI agents/assistants will extend to non-coding roles, like QA, DevOps, and product management.

To manage the work with the coding agents, the developer toolkit must evolve. Integrated Development Environments (IDEs) will transform to include intuitive interfaces that enable humans to assign tasks, track progress, and review output from AI agents. This necessitates creating tools that build trust, allowing developers to quickly verify the AI's actions. Beyond coding, the next generation of AI will automate tasks like debugging, profiling, and environment configuration, further expanding human capacity.

"Even with the current LLM models, code can be generated in seconds via completion and edit prediction. In this first scenario, context switching will be minimised with 'one window, one chat' coding. Short prompt tasks will be fully taken over by the agents, which saves hours of development. At the same time, it won't solve business problems completely because a business case usually requires more than one developer", said Andrew Zakonov, VP of Business at JetBrains.

As machine-generated code proliferates, new control mechanisms are critical. This includes implementing Git-level tagging to mark code as AI-generated for traceability and developing specialised auditing and testing tools to ensure machine-written code meets quality standards.

Scenario 2: Dev as an Agent Lead

The shift toward a 'full-blown' AI future relies on creating collaboration models where AI-developer teams take the lead. This requires solving three core challenges: establishing seamless AI workspaces, developing next-generation collaboration tools, and creating an AI-native marketplace.

The biggest challenge is defining the interaction points between human insight and AI productivity, a field called Human-AI eXperience (HAX). Developers will need radically new IDEs designed for guiding and verifying a flood of AI-generated code. These tools must automatically understand, validate, and summarise AI output, allowing human developers to stay focused on high-level architecture and requirements.

For AI developers to operate effectively, they must be given a single, integrated environment that provides the tools they need without friction. This means moving beyond complex integrations to give AI agents direct, seamless access to all development tools (coding, testing, debugging, documentation) from one interface. The agent's physical "home" must also be addressed, whether through centralized cloud platforms or secure, offline-first local inference environments.

Finally, scaling AI productivity requires a new hub for code reuse. A dedicated AI-first marketplace must feature built-in sandboxing for safe testing and automated verification pipelines to check quality and compatibility. This allows AI teams to move faster, share assets safely, and continuously improve codebases, creating a scalable ecosystem for autonomous development.

Regardless of what the future holds, one thing is clear: AI will evolve from a supportive assistant into a proactive player in coding, testing, and analysis. This shift will create new roles for developers as guides and reviewers, collaborating closely with AI agents.

Whether AI agents quickly take a lead in software development or remain as assistants to human developers for a prolonged period, their contribution will be key to the success of developer teams. It's essential that organizations read the market and develop a blueprint that works for their organisation.

LinkShadow redefines integration with "MeshConnectX" at GITEX Global 2025

LinkShadow Redefines Integration with "MeshConnectX": Pioneering the Zero-Code Future of Seamless Connectivity.

LinkShadow, a global leader in AI-powered cybersecurity, announced the enhancement of its advanced CyberMeshX Platform at GITEX GLOBAL 2025, featuring the introduction of its groundbreaking module: MeshConnectX.

Over the years, LinkShadow has evolved from being recognised as a best-of-breed Network Detection and Response (NDR) solution into a comprehensive cybersecurity powerhouse. By expanding its capabilities into Data Security Posture Management (DSPM) and Identity Threat Detection and Response (ITDR), LinkShadow has built a robust foundation that safeguards data, identities, and networks alike. With MeshConnectX, the company takes yet another transformative leap—moving beyond traditional boundaries to unify security without limitations in integration and setting a new benchmark for simplicity and excellence in enterprise defense.

In a decisive move to remove the barriers of fragmented systems and deployment complexity, MeshConnectX enables enterprises to seamlessly connect their entire security stack within the CyberMeshX Platform, all within minutes and without writing a single line of code. This innovation embodies LinkShadow's vision of a zero-code future—where connectivity is effortless, visibility is unified, and security teams can focus on what matters most: protecting their organisations.

> **It is the zero-code key to achieving true, instantaneous resilience".**

The End of Security Silos is Here

The journey toward unified security has long been challenged by fragmented architectures and complex integrations. LinkShadow is breaking this cycle, introducing a truly cohesive approach that allows enterprises to achieve faster response, deeper visibility, and stronger protection across their security landscape.

"Security teams spend an unacceptable amount of time managing complex integrations that require heavy coding, delaying time to value and leaving critical security gaps exposed", said Fadi Sharaf, Chief Revenue Officer at LinkShadow. "MeshConnectX removes that burden and empowers teams to instantly connect any cybersecurity tool or technology within the CyberMeshX Platform. It is the zero-code key to achieving true, instantaneous resilience".

The LinkShadow CyberMeshX Platform marks a significant leap from fragmented security toward a unified, AI-driven defence framework. MeshConnectX brings this vision to life, enabling enterprises to consolidate their entire security stack with unmatched simplicity. By eliminating the need for coding and complex configurations, it accelerates deployment, reduces operational overhead, and allows security teams to focus on protection rather than integration. This innovation reinforces LinkShadow's commitment to redefining enterprise security through speed and intelligence—helping organisations strengthen defences while maximising the value of their existing investments.

Securing the Future,
Powering the Digital Era

Hall 1 **#H1-A20**

GITEX GLOBAL Dubai

13 - 17
OCT 2025
DUBAI WORLD
TRADE CENTRE

STAR LINK
AN INFINIGATE GROUP COMPANY | infinigate

Your Trusted Digital Advisor

info@starlinkme.net | www.starlinkme.net

Adapting and thriving: Sitecore delivers a bespoke user experience

How are regional companies best using AI to deliver a more personalised customer interface? What are organisations doing to balance innovation with ethical AI use and data privacy? To get the answers first-hand, Veronica Martin spoke to Suliman Gaouda, Regional Vice President - MEA, at Sitecore

AI is the headline theme this year. How are regional companies using it to deliver smarter, more personalised customer experiences? Can you share examples of how organisations in the Middle East are using these AI-driven capabilities to drive engagement and tailor content to their users?

"Sitecore has been a leader in customer experience for 23 years. Unlike others, we haven't grown through acquisitions; we were born and bred in the customer experience space, with content at the core of everything we do.

"For us, content forms the epicentre of how we manage experiences. And when we say 'content', we don't just mean the obvious elements, like images, text, and videos. We believe content is the experience: the button, the form, the agent, the chatbot - every element you interact with on a screen contributes to the overall journey.

"Over the past two years, AI has become a major theme, and at the centre of that transformation is content. While many focus on the obvious use cases like video generation, for us it's about that last mile of execution. It's about the subtle, human touch that makes a real difference in how experiences are delivered.

"We offer a suite of products that help our customers manage and activate their content effectively. Starting with content management - how you push and pull assets from your media repository - we have a product called Content Hub, where customers centralise all their content. Then there's our CMS, the main pillar of content experience, powering delivery across web, app, and kiosk platforms. It pushes and pulls data seamlessly to any interface or 'head' you choose.

"When we began exploring agentic AI experiences, Sitecore was among the first companies to partner with OpenAI out of Redmond, Seattle. Together with Microsoft and OpenAI, we built a solution for Nestlé designed to manage content for their 3,000 brands - everything from packaging and websites to digital displays. The challenge was helping them tag and locate content quickly and efficiently.

"Initially, they had about 200 employees in the Philippines manually managing this process. We demonstrated how our agentic platform - which began as a proof of concept - could automate and optimise it. Today, that POC has evolved into a fully-fledged product called Stream.

"Stream focuses on three main areas:

1. Workflow optimization: creating intelligent reminders for marketing teams to manage and approve content seamlessly.
2. Brand consistency: our 'brand police' agent ensures brand alignment across every channel - web, TV, digital boards, websites, apps, and kiosks.
3. Campaign acceleration: helping companies move from concept to campaign in days instead of months.

"For example, we've seen this need with major automotive brands. Imagine a company expecting 2,000 new cars in two months, while still holding 200 in inventory. To move that inventory, they need a campaign, but traditional campaign creation can take up to three months. Our platform enables rapid, data-driven campaign creation, identifying which customers will best respond to which content. That's true personalisation at scale: driving real business results while avoiding costly supply chain bottlenecks.

"We also recently introduced a partnership with Grad Deal. One of the key users of our system is the content author - the person responsible for creating, curating, and publishing digital experiences. Now, with our agentic capabilities, we can automate parts of that process.

"These AI-driven agents understand user profiles, preferences, and behaviors; everything from colour and sound choices to video engagement patterns. They can dynamically pull the most relevant content from Content Hub, personalise it, and deliver it instantly. For example, if it's winter, the system automatically selects winter imagery; if you're planning a specific trip, the visuals will reflect that destination. Everything is customised in real time to enhance user engagement and drive conversions.

"Ultimately, it's all about creating transactions; turning engagement into measurable business outcomes.

"When we take a step back, we often ask: why do customers invest in this? On average, companies spend around 1% of their annual revenue on content creation. Yet only 6-20% of that content ever sees visibility - meaning 80% remains unseen.

"Our goal is to change that. By improving engagement even by just 1%, companies can see a meaningful return in online sales and customer interaction. Online sales are inherently more profitable. There's no physical store, no overhead, no staff costs; it's a frictionless experience.

"And that's what we aim to deliver: a seamless, intelligent, and personalised journey that connects brands with customers - powered by content, optimised by AI, and driven by experience."

As digital transformation accelerates, how can organisations balance innovation with ethical AI use and data privacy? How does Sitecore support 'responsible digital transformation' for its customers?

"This is actually something we anticipated early on. In fact, Sitecore was ahead of the curve on this. Back in 2021, before generative AI really entered the mainstream, we made a strategic acquisition of a company called Reflektion - an AI-powered search platform founded by one of Google's earliest engineers, employee number 13, who later went on to build this remarkable technology.

"We brought Reflektion into the Sitecore ecosystem because we understood something fundamental: the way users navigate digital experiences is no different from how they move through their favourite supermarket. When you visit that supermarket every day, you instinctively know where everything is: vegetables, milk, the cookware. You have a mental map of your journey.

"Our mission was to help our customers recreate that same sense of intuitive familiarity across their websites and digital channels, ensuring that every returning visitor experiences a personalised, seamless journey.

"That personalisation has to respect privacy, though, so that's why, in the same year, we also invested in another major technology called Boxever. Around that time (late 2021) the industry began shifting rapidly toward a 'cookieless' future, with major players like Meta and Google committing to privacy-first approaches.

"The answer to this shift lies in first-party data, building a foundation of trust where customers willingly share information in exchange for better, more meaningful digital experiences.

Suliman Gaouda

CONTINUED ON PAGE 14

HUAWEI

All Intelligence

GITEX GLOBAL 2025

Oct 13-17 | Dubai, United Arab Emirates

Building a Fully Connected, Intelligent World

CONTINUED FROM PAGE 12

"So, our philosophy at Sitecore has been clear and consistent: By combining AI-powered personalisation with first-party data strategies, we're building a privacy-respecting ecosystem where brands can engage customers deeply without compromising trust.

"That's the principle behind everything we do. From our AI-powered search to our customer data platform and our CMS solutions. The ultimate goal is simple:

- Encourage repeat visits to your website.
- Inspire users to create first-party profiles
- Deliver personalised, relevant content - while maintaining transparency and control over their data.

"We've also taken this philosophy a step further by focusing on data sovereignty, which is particularly important for our regional clients. We've worked closely with local partners to develop sovereign cloud solutions, ensuring that sensitive data remains within national borders.

"For example, our SaaS CMS – XM Cloud is now being adopted by several major organisations across the Middle East. Although the content delivery network (handling non-personal data like images and videos) operates out of Rotterdam, Netherlands, all personal information stays within the country.

"This level of assurance has been key to winning the trust of some of the region's most prestigious clients - including a globally recognised sporting event that will take place here again in a few years.

"At the heart of it, our innovation is driven by one purpose: to give marketing teams control of their channels. With low-code, no-code capabilities and reduced tech dependencies, marketers can now own and manage their customer experience end-to-end: from content creation and personalisation to data management - all the while staying fully compliant and secure.

"That's the evolution we're leading at Sitecore: empowering brands to build lasting, trusted digital relationships in a privacy-first, AI-driven world."

Technology is evolving fast. What should CIOs prioritise to keep their digital platforms flexible and ready for what's next?

"I believe the UAE - and Saudi Arabia as well - are among the few countries truly taking a step ahead of the global curve when it comes to AI and digital infrastructure. Both nations have made massive investments in data parks and energy-efficient infrastructure, creating the ideal environment for the next generation of AI innovation.

"What we're seeing now is that many major U.S. companies are beginning to host their AI initiatives right here in the region, driven not only by the lower energy costs but also by the scale and sophistication of regional data infrastructure. This has positioned the Middle East, particularly the UAE, as a rising global hub for AI development - from foundational data centres to full-stack enterprise applications.

"Across this ecosystem, there's a clear pattern emerging. Many CIOs are exploring new AI use cases and proof of concepts (POCs), while others are taking a more measured approach, stepping back to first define a cohesive AI policy for their organisations. We're working closely with consulting and advisory partners such as Accenture, PwC, Deloitte, and Loban who are helping enterprises formulate comprehensive AI strategies, and we're building our solutions to support and accelerate those frameworks.

"Our focus at Sitecore is on use cases that directly impact both top-line and bottom-line performance. Whether it's increasing revenue through personalisation or driving operational efficiency through automation, we're seeing tangible results across industries.

"For example, through our partnerships, we've recorded up to 30% cost reductions in content authoring and production - an extraordinary figure, especially for global enterprises that spend $50-100 million annually on content operations. These efficiency gains translate into enormous value.

"That said, not every organisation is moving at the same pace, but right now, it's really all about the use case. At this point in time, the biggest and most impactful applications are clearly in industrial AI. Industrial AI is delivering significant returns for customers across energy, manufacturing, maintenance management, and workflow optimisation.

"However, when it comes to content, we're seeing use cases that generate around 30% reduction in production costs. Now, a 30% reduction in content compared to a 30% reduction in other sectors may have different absolute values, but the impact is still substantial.

"We're noticing that when the CIO and CMO are both well-versed in the subject, or when the topic is overseen by the CDO, there's a much greater willingness to participate, run proofs of concept (POCs), and drive innovation.

"For example, in the airline industry, we've developed agents that combat bots due to the high level of competition. Airlines often deploy bots that scan other airline websites to capture pricing data. We've helped our clients create intelligent agents that can distinguish between a bot and a human visitor - offering the bot one price and the human a special one. This creates a level of disruption that benefits the business while protecting its competitiveness. Across the region, this kind of innovation has become the norm. In fact, I can count only three airlines in the Middle East that don't currently use Sitecore."

From an infrastructure and data management perspective, what would you advise CIOs in this region to focus on, so their digital experience strategy remains scalable?

"For us, we see Content Hub and the media repository somewhat like a large language model. Companies have been investing in content since the very beginning of the internet. When we look at all that content and ask CMOs or customers where it's stored, most of the time the answer is somewhere on a hard drive or a USB - especially content from 2003, 2008, or 2010.

"We advise CIOs, CMOs, and CEOs to consolidate all that content into a single, central location. By integrating AI into this digital asset management system, we can learn from the content itself, understand branding guidelines, and generate new content or amendments much faster.

"This means that if agents are already capturing my vision and providing instant responses - rather than waiting weeks - I can produce new content without incurring the massive spending typically required with agencies. That budget can then be redirected toward innovation, focusing on how to bring content from the digital space into immersive digital experiences.

"We're already seeing customers explore holograms in retail instead of mannequins, and we're witnessing augmented reality emerging as a new channel for digital engagement. Our goal is to prepare clients for this experience layer, allocate AI resources effectively, and convince them to establish a central repository for content. Once in place, agents and AI can learn about the brand, the content, and the customer, generating experiences that leave a lasting impression."

> **"We offer a suite of products that help our customers manage and activate their content effectively."**

CIOs and CISOs in the region are increasingly concerned about the risks of generative AI. What frameworks or internal checks should enterprises have in place to use AI responsibly and protect customer data?

"I think this topic today largely falls under the responsibility of the CIO. At Sitecore, we have our own protocols and work to educate our employees, but in reality, most companies - including ours - want employees to explore the world of AI, but we expect them to do so responsibly.

"Internally, we have strict protocols: certain documentation or legal files should never be uploaded to AI platforms. Many companies follow similar approaches, restricting document uploads to systems like ChatGPT and training employees on what is permissible. For example, instead of uploading a document labeled 'Sitecore', employees might rename it creatively - like "Acne," "FY," or even a backward-coded version of the name - so they can achieve the desired outcomes without exposing sensitive information.

"Another consideration is that AI agents can still 'hallucinate', going beyond the prompt or generating tangential and sometimes misguided outputs. That's why we also train our employees in prompt engineering: crafting precise inputs is critical because output quality is a direct reflection of input quality - ie, garbage in, garbage out. By teaching staff how to formulate the right questions, we ensure they get the best possible results from AI tools.

"At this stage, most experimentation is exploratory. Employees are curious about ChatGPT, generative AI, and creating AI agents or integrating them into workflows, so it's more about hands-on experimentation than holding back, because people are still discovering the scale and implications of these technologies.

"Finally, there's a focus on safe deployment. With enterprise solutions such as OpenAI's Copilot, organisations can create secure, sovereign repositories where sensitive documents remain in the company environment. Even if employees interact with AI, the data never leaves the protected ecosystem, ensuring both innovation and security go hand in hand."

A lot of regional enterprises still run on older systems that weren't built for today's pace of digital transformation. What are the biggest barriers you see when companies try to modernise or integrate new digital-experience technologies with legacy infrastructure, and how can CIOs manage that transition effectively?

"I think this point primarily relates to overall company strategies. Many industries still rely on legacy systems - for example, in the airline sector, Amadeus systems have been running for decades and need updating to enable modern capabilities. At the same time, new market entrants recognise these legacy systems and are building composable architectures, like ours, with a composable DXP approach. This allows companies to integrate new, flexible solutions without completely decommissioning their existing critical infrastructure.

"Our approach is to complement, not replace, existing systems. We don't replace commerce engines; we enhance them. We don't replace CRMs; we add a layer that serves as the interface or window into your operations. This way, companies don't have to overhaul their entire systems just because a specific tool doesn't meet current needs.

"As we have strong partnerships, we help breathe new life into legacy systems, creating middle interfaces that enable new use cases. Since adopting the composable DXP strategy in 2021, we've seen clear benefits.

"While integrating and building these systems does involve higher upfront costs, companies that are ready to move beyond legacy investments can achieve faster returns. Many clients begin to see measurable benefits within three months, compared to others who may require six, nine, or even 18-month projects. The strategy allows for flexibility, scalability, and a smoother transition to modern, integrated digital experiences."

What do you think are the most effective ways for organisations and the broader tech ecosystem to build the next generation of digital and AI-ready talent in the Middle East?

"I think today, the big theme is generative AI. We're not treating it as just a buzzword; everyone in the industry is still learning, and most stories are still at the very beginning. It's similar to how people experienced COVID-19 in 2020: at first, it was confusing and misunderstood, but over time, it became normalised. Generative AI is following a similar path - what seems novel now may become a standard, everyday tool in the near future.

"We believe that over time, all these technologies will converge. A few years ago, topics like augmented reality, machine learning, and digital twins were emerging. Then the metaverse dominated discussions, and now it's generative AI. But just as the iPhone, the radio, the camera, and the TV eventually converged into single devices, these technologies will integrate and converge into unified experiences.

"Our technology is designed for this future. It's composable and headless, meaning it can adapt seamlessly to any channel. Built on microservices and APIs, it integrates easily and is ready to evolve with new platforms, trends, or devices. Many CIOs today are making their architectures more composable to prepare for future innovations.

"Personally, I expect major advances in wearables: next year, we may see 11 million units of augmented reality glasses sold. Devices like the iPhone Air show how technology is becoming thinner, lighter, and more seamlessly integrated into daily life. Whether we'll still use screens in 10 years is uncertain, but the metaverse and immersive AR experiences could become everyday reality for Sitecore clients. Our agents and technology are already prepared to deliver seamless experiences for such devices. Whether this future arrives in three, five, or ten years, Sitecore is built to adapt and thrive."

SECLORE™

Data is leaving your walls. At GITEX see how Seclore makes security travel with it.

seclore.com

Lexar unveils its next-gen storage and memory solutions at GITEX 2025

Pioneering lineup includes world's first stainless-steel SD memory cards that are 37x stronger than typical SD cards.

Fissal Oubida

> **As the Middle East region solidifies its position as a global hub for gaming and imaging, Lexar's high-performance products empower users to push creative and technological boundaries".**

Lexar, a global leader in storage solutions, is unveiling the future of storage innovation in the Artificial Intelligence (AI) era, at Gitex Global 2025, the world's largest tech and startup event taking place from 13 to 17 October at the Dubai World Trade Centre.

The company is showcasing the world's lightest, toughest, and fastest memory solutions, at the Lexar stand located in Hall1, Stand H1-25.

With artificial intelligence (AI) reshaping industries and everyday life—projected by IDC to contribute $19.9 trillion to the global economy by 2030—reliable, high-speed storage is becoming more critical than ever. Lexar's products are recognised for their large capacities, fast performance, and proven reliability, making them essential tools for AI developers, professional creators, gamers, and PC enthusiasts alike.

"Traditional memory solutions are no longer adequate for today's demanding AI workloads. The future lies in high-capacity storage that enables faster data processing. Lexar's all-flash arrays and SSDs, known for their speed and dependability, are becoming the go-to solutions for enterprises working on large-scale AI projects. Simultaneously, the booming imaging services sector in the Middle East is driving demand for our professional-grade storage solutions designed specifically for content creators", said Fissal Oubida, General Manager – Middle East, Africa & India, Lexar.

Bringing the future of memory forward

One of Lexar's standout innovations at the event is Lexar's thumb-sized Professional Go Portable SSD with Hub - the world's lightest portable SSD at just 13 grams. This groundbreaking innovation is optimized for the iPhone 16/17 series and Android devices and is specifically designed for content creators to shoot seamless video from a mobile phone.

Also taking the spotlight is the Armor Series, which includes the world's first stainless steel SD cards—ARMOR GOLD and ARMOR SILVER PRO. These cards are built for durability, with strength up to 37 times that of standard SD cards, offering photographers, videographers, and content creators unmatched reliability for their demanding workflows. Another highlight is the ARMOR 700 Portable SSD, a rugged, high-speed storage solution offering up to 2000MB/s read/write speeds and full cross-platform compatibility—perfect for mobile professionals.

The CFexpress 4.0 Series is also making waves, with Type-B DIAMOND, GOLD, SILVER, and Type-A GOLD cards engineered for lightning-fast performance. Designed for 8K video and ultra-high-res photography, these cards cater to creators who demand top-tier speed and capacity.

Elevating the Gaming Experience

Lexar hasn't forgotten the gaming community. At GITEX, the company is showcasing its ARES RGB 2nd Gen DDR5 Desktop Memory, featuring SK Hynix DRAM chips with speeds up to 8000MT/s (and 6000MT/s CL26), designed for elite desktop gaming performance. For handheld gamers, Lexar introduces the PLAY PRO microSD Express Card, which integrates PCIe technology for blazing-fast speeds—up to 900MB/s read and 600MB/s write—offering dramatically faster load and download times.

Engineered for AI developers, gamers, and creators, Lexar is showcasing two next-generation SSDs: the Lexar Professional NM990 PCIe Gen5.0 NVMe M.2 2280 SSD and the Lexar Professional NM1090 PRO PCIe Gen5.0 NVMe M.2 2280 SSD. Both these SSDs utilize PCIe 5.0 technology to deliver incredible speeds—up to 14,000MB/s read and 11,000MB/s write—nearly doubling the performance of Gen 4 drives, providing superior performance for serious gamers and professional rendering.

"As the Middle East region solidifies its position as a global hub for gaming and imaging, Lexar's high-performance products empower users to push creative and technological boundaries. From lightning-fast PCIe 5.0 SSDs to the latest microSD Express technology for handheld gamers, we offer a full suite of data storage innovations designed to help our customers scale and succeed in the digital world", concluded Oubida.

Orange Business undertakes massive collaboration to launch Live Intelligence in the Gulf

The collaboration with LightOn, Edarat Group, and NVIDIA positions the GCC as a global hub for sovereign AI, driving digital transformation, regional resilience, and economic growth at scale.

Orange Business introduced during GITEX 2025 Live Intelligence, a fully sovereign, end-to-end Generative AI platform designed for governments and organisations of all sizes in the Gulf Cooperation Council (GCC). The platform is created and managed by Orange Business and powered by NVIDIA accelerated computing, with key components provided by its partners:

- **LightOn,** a European leader in Sovereign Generative AI, supplies its advanced AI technology with multimodal capabilities, ensuring organisations can access high performance AI while maintaining full control over their data.
- **Edarat Group,** the region's cloud provider offering on-demand GPU access, provides sovereign cloud infrastructure services, enabling organisations to run AI applications securely within regional borders. The local cloud provided by Edarat Group is currently hosted in KSA.
- Orange Business is leveraging NVIDIA AI infrastructure to deliver the high-performance computing foundation required for generative AI at scale.

Orange Business manages the deployment, integration, and ongoing support of Live Intelligence, helping regional governments and enterprises adopt AI securely and effectively. This collaboration delivers a trusted, sovereign AI ecosystem tailored to meet the strategic, regulatory, and operational needs of the GCC region.

The platform was launched in France in September 2024 and expanded across Europe in April the following year. More than 90,000 Orange employees actively use Live Intelligence, which was originally developed by Orange's innovation teams to improve internal operations and boost efficiency. Its user-friendly design has enabled rapid adoption and significant productivity gains.

"The GCC is emerging as the next global hub for sovereign AI, where technology leadership meets a deep understanding of sovereignty and security. With Orange Business, Edarat, and NVIDIA, we are uniting world-class expertise with regional capability to make this vision real. Together, we bring the only combination of experience, trust, and infrastructure capable of delivering true generative AI sovereignty at scale in the Gulf," said Igor Carron, Co-Founder and CEO of LightOn.

"This strategic collaboration between LightOn, NVIDIA, Orange Business and Edarat Group represents a key milestone in shaping the future of Sovereign Generative AI in the region. A future in which intelligence, infrastructure, and innovation unite to drive national resilience and regional leadership. By combining global innovation with sovereign cloud and GPU infrastructure, we are empowering public and private sector organisations to accelerate digital transformation securely, responsibly, and in full alignment with data sovereignty mandates" said Jihad Nehme, Chief Business Development Officer, Edarat Group.

"Nations embracing AI are unlocking new opportunities for their societies and industries," said Marc Domenech, Regional Director, Enterprise META Region at NVIDIA. "We are looking forward to growing the GenAI ecosystem within the region and enhance capabilities through this collaboration".

"Orange Business is shaping the future of AI in the GCC by leveraging the region's vibrant ecosystem and leading with Live Intelligence, a fully sovereign GenAI platform. Powered by trusted partners like LightOn, Edarat Group, and NVIDIA, we are enabling governments and organisations to innovate securely, confidently, and drive regional growth," commented Sahem Azzam, President IMEA & Inner Asia, Orange Business.

RUCKUS®
NETWORKS

PURPOSE-DRIVEN NETWORKS
POWERED BY AI

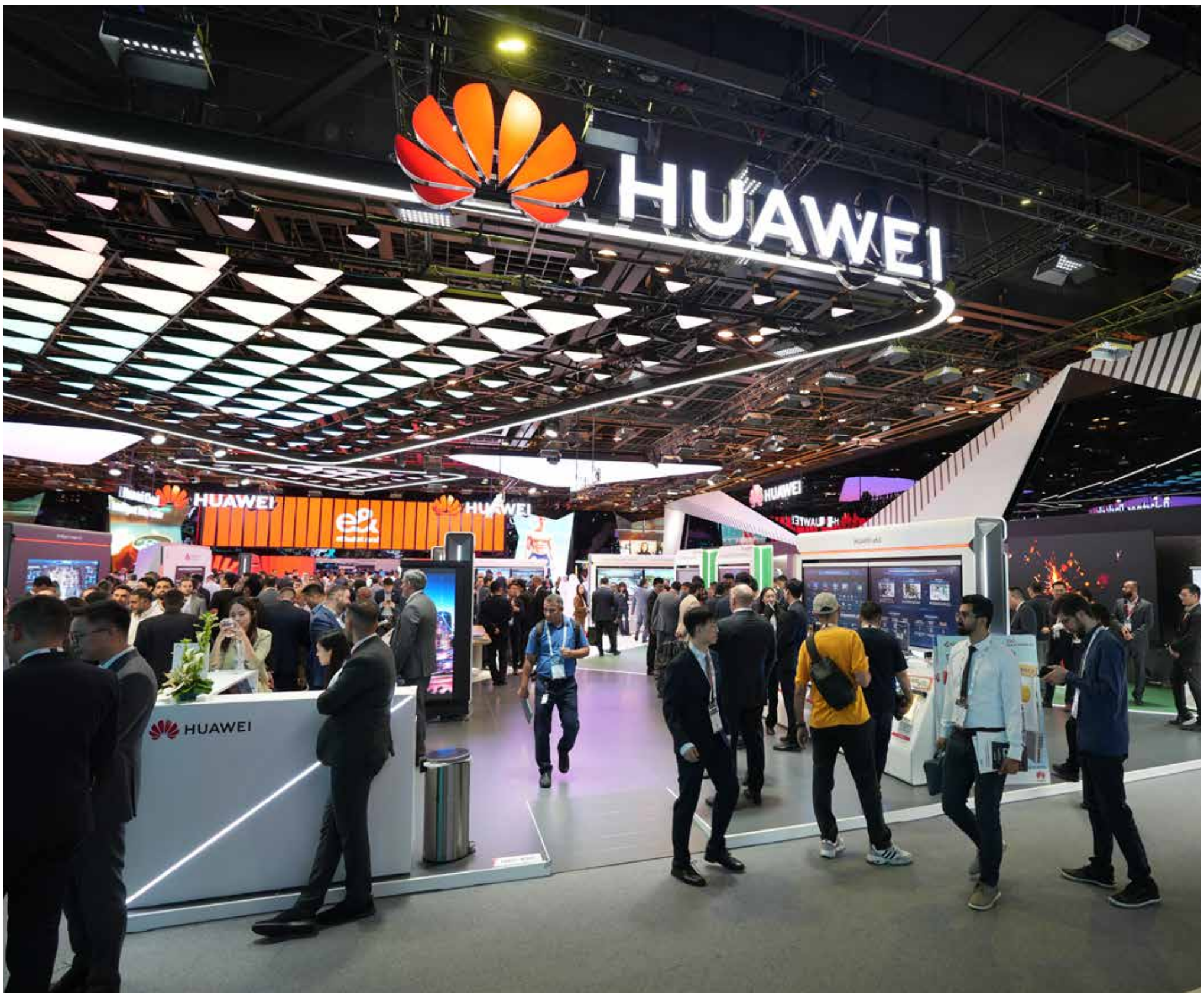
Discover measurable outcomes. Visit stand H5-C10 to meet our team and view a live demo

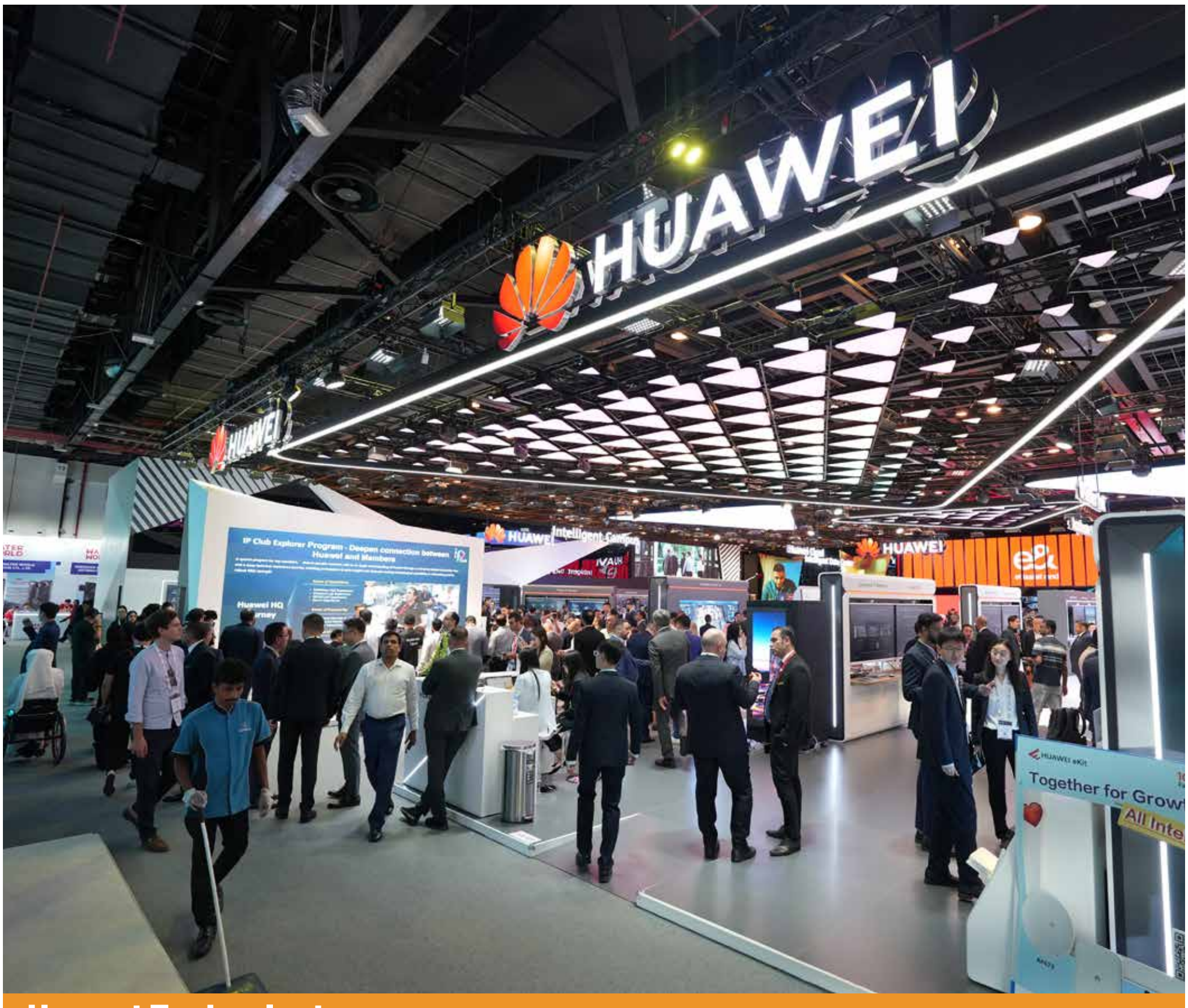
STANDS TO WATCH

HPE Aruba Networking

Hall 6 – A30

STANDS TO WATCH





Huawei Technologies

Hall 22 – B20 & B10

STANDS TO WATCH

Fortinet

Hall 21 – D20

VERTIV™

Powering the future of AI factories

Vertiv™ OneCore: all-in-one, AI-enabled data center architecture, ready for high-performance workloads and rapid deployment.

- **Supports AI data centers and liquid cooling**
- **Delivers speed, scalability, and long-term flexibility**
- **Ideal for colocation and white space deployments**
- **Tailored for 5+ MW turn-key data centers**

Simplify complexity, deploy smarter

Visit **vertiv.com** to learn more.

60 MINUTES DAY 2 PM

5G

Wi-Fi 7

D-Link®

DWR-8211V

5G CPE ROUTER

SIM Slot

Wide Coverage

512

Up to 512 Users

2.5G

2.5 GE Port

One Powerful Router. Total Home Coverage.

Unlock ultra-speed with 5G
and Wi-Fi 7 for smooth, lag-free performance.