



# 60 MINUTES

GITEX TECHNOLOGY WEEK

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

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DAY 3 PM

## Almoayyed Computers Middle East champions a tailored approach to AI adoption

Almoayyed Computers Middle East (ACME) is taking a customer-centric approach to help organisations in the region navigate their AI journey, shared Amit Mehta, Head of Software Business.



Amit Mehta

In the interview, he spoke about how the Bahrain-based company is leveraging its 46-year legacy to drive cloud and AI innovation across sectors while ensuring that technology adoption is strategic, resilient, and results-driven.

“The focus is always our customers”, said Mehta. “Whatever we do, we make sure that our customers can offer

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## LinkShadow – The Future of Cyber Defence

Fadi Sharaf, Chief Revenue Officer, LinkShadow discusses bringing unified intelligence to meet the challenges of an evolving threat landscape and showcasing their new CybermeshX platform at GITEX 2025.



Fadi Sharaf

**What are the upcoming cybersecurity trends in the Middle East?**

Thanks for the question, what we are observing in the Middle East is very unique because of the region and what we see in this region is there is a shifting focus from traditional cybersecurity approaches to a more consolidated and collaborative security efforts.

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## Hytera highlights Intelligent Mobility Innovations

In an interview, Stanley Song, Deputy General Manager, Overseas Sales Central Department, Hytera, shared insights on the company's latest innovations, partnerships, and vision for the Middle East.



Stanley Song

Hytera Communications Corp., Ltd. put the spotlight on several of the company's latest solutions that highlight how artificial intelligence (AI), video analytics, and mobility technologies have a role to play in transforming operational efficiency.

“Every year, we try to do something new to surprise the audience”,

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## Intel reinforces regional partner ecosystem and AI collaboration

Speaking to Tahawul Tech at GITEX, Maurits Tichelman, General Manager and Vice President, EMEA Partners, Intel Corporation (Netherlands), and Shadi Shidvash, EMEA Distribution Sales Director, Intel Corporation (UAE), discussed Intel's long-standing regional presence, its refreshed partner program, and the company's growing investments across the Middle East.

As digital transformation and AI continue to redefine industries, Intel Corporation is doubling down on its commitment to empower regional partners and customers with next-generation technologies.

Intel has been a key player in the region for

decades, maintaining a deep commitment to its partner and channel ecosystem, emphasized Shidvash. “That commitment has not changed. We're going bigger when it comes to our PC business”.

She explained that Intel manages branded

distributors through its Intel Partner Alliance (IPA) program, a long-evolved platform that supports collaboration and rewards for channel partners. “Many people in this

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## Seclore enhances data protection with intelligent capabilities

On the sidelines of GITEX 2025, Vishal Gauri, Chief Executive Officer of Seclore, explained how the company's mission is to secure information wherever it goes, ensuring true end-to-end data security in an increasingly borderless digital world.

As industries continue to be transformed by AI-driven capabilities, Seclore has positioned itself at the forefront of data protection to achieve security in the enterprise.

Vishal Gauri shared: “Seclore is a data protection company. We protect information, no matter where it goes. You can protect perimeters, applications, or clouds, but unless you protect the data itself, you are not truly protected”.

Gauri said that Seclore's platform enables customers to control how data is used, who can access it, and what actions can be performed on it, all while maintaining seamless collaboration across vendors, partners, and customers. “We allow organisations to collaborate securely across boundaries”, he added.

Seclore's vision goes beyond access control and encryption. The company is

integrating intelligence and contextual understanding into its platform to identify which data needs protection in the first place.

“What we're building now is intelligence into the product”, Gauri explained. “The right way to do this is to understand what data should be protected. That's a difficult problem to solve. You have to discover what's in the enterprise, understand the context

of documents, and determine their intent, whether they are meant to be shared or not”.

He highlighted that Seclore aims to be an end-to-end data protection company, safeguarding data throughout its entire journey, “from when it's created, edited, shared, or consumed”. The goal, he said, is to help customers “understand what sensitive

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# INNOVATE for a Safer World

Hytera will Unveil New LTE Body Camera, Next-generation PoC Radio, and Intelligent Mobile Enforcement Solutions at GITEX Global 2025

**Date:**

October 13-17

**Location:**

Dubai World Trade Centre, U.A.E

**Booth No.**

H1-D20, Hall 1



You will also have the exclusive opportunity to witness the 2025 Hytera New Products Launch at GITEX Global 2025. We are set to unveil exciting new LTE body camera, next-generation PoC Radio, and Intelligent Mobile Enforcement Solution that will redefine the global market in professional communications.

Products Launch  
**New**





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## Almoayyed...

leading-edge solutions provided by us to their customers and create a niche for themselves”.

He explained that ACME’s strategy has evolved alongside technological shifts. “Thirty years ago, we helped customers migrate from two-tier to three-tier architecture. Then came the web era, and we guided them to the web tier. Today, we’ve migrated all our customers to hybrid or full cloud environments, and now we are helping them adopt AI solutions tailored to their specific needs”.

“AI is probably the most important buzzword. However, it means different things to different people”, Mehta

observed.

He explained that the company’s approach is grounded in flexibility and personalisation.

“There is no one-size-fits-all strategy when it comes to AI. We have multiple AI partnerships that add value to different sets of customers. For some, it may be adopting an enterprise AI platform; for others, it might be a point AI solution designed to fulfil a specific use case”.

“Our key focus is to keep customers aligned on a long-term AI journey”, he continued. “They can start small, learn from initial projects, and expand as their return on investment grows. This phased approach helps them build confidence and scale sustainably”.

Having witnessed multiple technology cycles—from on-



## Our key focus is to keep customers aligned on a long-term AI journey”.

premises systems to cloud computing—ACME brings deep experience to the AI era. “It’s not the first time we’ve encountered such challenges”, Mehta said. “We are a company that has evolved through every major technology transition. Therefore, our experience helps us prepare customers for successful AI adoption”.

He emphasised the importance of

understanding customer readiness before implementation. “We make a conscious effort to learn every AI technology we recommend or deploy. Whether we deliver a point solution, a roadmap, or an enterprise-level AI strategy, our aim is to ensure customers are aware of the challenges ahead”.

“The global AI project failure rate is around 80–85% reportedly”, he noted. “This often happens because enterprises lack clean, unified data, or their objectives aren’t clearly defined. Sometimes, the organisation isn’t ready, or the chosen AI project is too large in scope. We help customers avoid these pitfalls by assessing their data maturity, preparedness, and business goals before deployment”.

He added, “We combine proven products and solutions with program and project management to deliver AI implementations as a single, end-to-end solution. That’s what truly reduces risk and ensures success”.

ACME continues to strengthen its position through a series of partnerships announced at GITEX. “We have partnered with INOS, one of the world’s leading AI consulting and implementation firms based in India”, Mehta revealed.

“We also have collaborations with BDB. AI, a data management and analytics platform; DevRev, an agentic AI development platform; and Infosys Technologies, which offers agentic AI solutions for call centres combined with augmented and virtual

reality”.

“These partnerships bring a diverse set of AI capabilities to the region”, he said. “Our single objective is to contribute to the success rate of AI implementations”.

Mehta concluded with a message about AI’s broader impact. “AI is a great technology, but organisations must adopt it with the right preparation and precautions. The power of good AI should benefit all customers, whether they’re hospitals, government organisations, or financial institutions”.

He added, “Each sector has its own opportunities to leverage AI to deliver better services. When customers succeed, it creates happier organisations, customers, and ultimately, a happier world”.

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## Linkshadow...

### Starting with focus on Identity based security

“In the Middle East, organizations are prioritizing zero-trust strategies and strong identity management, using advanced technologies to reduce identity theft and tighten access control for both users and devices on cloud and critical OT systems”.

### From the Government there is a strong push for Data Privacy and Security

“Countries are rolling out strict new data privacy laws similar to GDPR, and companies are investing in encryption, regular audits, and compliance systems to protect personal and business information from increasingly frequent breaches”.

### Secure Use of AI

“AI is revolutionising cybersecurity here—companies use it for

threat detection and response. At the same time, there’s a rise in AI-driven attacks, so businesses are investing in secure deployment and advocating for stronger rules around AI use”.

### Shift to Cloud

“There’s a major push toward public and sovereign cloud adoption, with security teams focusing on data residency, confidential computing, and SASE solutions to meet stringent local regulations and counter evolving cyber threats”.

How do you, as LinkShadow, ensure your solutions and services evolve to keep pace with the latest cybersecurity trends?

As a security vendor in the Middle East, staying ahead means leveraging advanced technologies like ML and AI, we have built our solutions ground up with keeping the focus on real-time identity threat detection across human and non-human identities like APIs and Tokens,

Data Privacy and Security is the key

focus in our DSPM which discovers and secure sensitive data across clouds ensuring regulatory compliance, and AI-based NDR to detect sophisticated and AI-driven cyber threats early. These cutting-edge tools help clients strengthen identity security, protect data privacy, secure AI integration, and enable safe cloud migration amid the region’s dynamic cyber risk landscape.

### Can you share your perspective on the ongoing paradigm shift from traditional on-premises infrastructure to cloud computing, and how this transformation is shaping businesses?

The shift from on-premises infrastructure to cloud computing in the Middle East is accelerating rapidly. About 60% of regional companies plan to migrate key operations to the cloud by 2026. This shift is driven by the need for scalable, flexible, and cost-effective IT solutions. Hybrid and multi-cloud strategies are popular, allowing businesses

to balance security, compliance, and agility. Local data centres and sovereign clouds address regulatory and data residency requirements. Integration of AI and machine learning on cloud platforms further enhances innovation and operational efficiency, transforming industries and positioning the region as a global digital leader

### How is AI changing the whole cybersecurity game?

AI is revolutionising cybersecurity by drastically speeding up threat detection, response, and recovery. It analyses vast data in real-time to identify sophisticated attacks early, including unknown malware and insider threats. AI-driven automation reduces alert fatigue and enhances resource allocation. At the same time, attackers use AI to launch more complex, targeted attacks. This dual-use nature means organisations must invest in advanced AI-powered defences, robust governance frameworks, and



## We are not just selling AI infrastructure but partnering with clients to ensure ethical, measurable, and sustainable AI adoption”.

continuous training to stay ahead in this evolving arms race. AI is truly redefining cybersecurity from offense to defence.

### Can you explain how your organisation integrates artificial intelligence into your products to enhance functionality and deliver greater value to customers?

Our products integrate AI for enhanced threat detection and risk prioritisation, using user behaviour analytics to spot anomalies early. We also include an AI assistant embedded within the product that operates offline, enabling sensitive organisations to leverage AI’s power without risking data privacy or security by connecting to the internet. This approach ensures robust defence capabilities while maintaining the highest standards of data protection and privacy. The combination of these AI-driven features helps organisations respond faster and more accurately to emerging cyber threats.

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## Hytera...

Stanley Song said. “This year, the most innovative thing we are bringing is what we call the ‘Intelligent Mobility Video Hotseat Solution’. It’s an integration platform that combines normal body cameras and in-car cameras to monitor the behaviour of drivers, whether they’re smoking or showing signs of fatigue, to understand their status in real time. We also integrate it with AI analysis capabilities”.

Song explained that the system can automatically analyse faces and license plates, identifying individuals or vehicles that may be flagged in crime databases. “If something’s wrong, the system automatically alerts the

driver to check these people or vehicles”, he said. “Meanwhile, all this information is sent in real time to the command and control centre. This allows commanders to understand what’s happening on the ground and make quick, informed decisions”.

Alongside this major launch, Hytera also presented several other innovations across its device and technology portfolio.

Song emphasised that Hytera’s mission is built on two pillars — security and operational efficiency. “Our mission is to secure the world through technology and to enhance the efficiency of operations”, he said. “This is particularly relevant for public safety industries. Law enforcement agencies need to protect cities and citizens. We use our technology, whether it’s

**If one system is down, the standby system automatically takes over without delay”.**

traditional voice, video, AI, or 5G, to support them”.

Hytera’s solutions also cater to the oil and gas, utilities, and other sectors. Song said, “These industries require technology to help them run smoothly and efficiently. Our goal is to reduce their downtime and increase productivity and make operations safer and more efficient through innovation”.

While AI offers many

opportunities, Song feels that it also brings new challenges. “Every technology has two sides — good and bad”, he said. “When we maximise AI’s potential, we must also ensure it’s secure. In our industry, security is paramount. No matter how fancy the technology, if it’s not secure, you’re investing in something that could be used against you”.

He explained that security is embedded into every layer of Hytera’s product design — from physical encryption and authentication to infrastructure-level redundancy and cybersecurity. “If one system is down, the standby system automatically takes over without delay”, Song highlighted. “We apply this approach to our terminal, application, and infrastructure products”.

Hytera has a long-standing presence in the Middle East, shared Song. “We have been in this region for more than 15 years and have built a strong reputation and a solid customer base. We have ongoing projects with key customers that are now in the final stages”.

For Hytera, GITEK remains a critical platform for showcasing innovation and engaging with customers. “GITEK is a great place to engage with partners and potential customers from the GCC region, as well as from around the world. Even with other exhibitors, some of whom we traditionally consider competitors, we find opportunities to work together and explore how we can collaborate on products or projects. It’s truly a networking and innovation hub for us”.

Looking ahead,

Song said Hytera remains committed to bringing the latest innovations to the Middle East. “Customers in this region are very enthusiastic about new technologies”, he said. “Whatever is new at Hytera, we’ll bring it here first to let our customers test and see how it can solve their problems”.

He added that the company is also expanding local collaboration through joint R&D centres. “We already have three R&D centres with local customers. They bring ideas and experience, and together we convert those ideas into products. This enables us to develop more mature products, meet customer needs, and empower local talent with Hytera’s expertise. This is what we’re committed to expanding in the region”, he concluded.

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## Intel...

region remember the ITP program launched in the early 2000s. We’ve transformed and developed that into the Intel Partner Alliance. This week, we launched a refresh of that program, simplifying the offering and increasing the value for partners”.

According to Shidvash, the new program introduces two tiers — Prestige and Partner — while offering uncapped benefits and points based on tiering. “We’ve made it easier to

through our programs and benefits”, she said.

Tichelman added, “Our partner program is not just for integrators or system resellers. It’s an ecosystem for ISVs, developers, and distributors. Over the decades, we’ve built a massive ecosystem, and this refresh represents how the business is evolving and how we can make sure our partners really get what they need”.

Both executives agreed that the Middle East is playing a crucial role in shaping Intel’s global partner ecosystem and AI initiatives. “The region has always been close



Maurits Tichelman and Shadi Shidvash

innovation as this region. Intel has been here for over 30 years, and it’s exciting to witness this steep evolution in digital transformation, especially with AI investments”.

Tichelman highlighted Intel’s collaboration with several local partners. “We’ve been working closely with organisations such as Open Innovation AI, Sabato AI, and Alpha Data. When it comes to digital transformation, there’s no one-size-fits-all solution. These local partners play a key role in making this vision a reality”.

### Empowering local partners

Expanding on Intel’s regional strategy,

Shidvash explained, “We are focused on providing the right building blocks, so local customers can create solutions that are relevant for their markets”.

She shared that Intel recently launched a white paper with one of its partners, showcasing how the company optimised the partner’s call centre AI agentic use case to run seamlessly on Intel’s AI PCs, locally and without the need for connectivity.

Intel’s investments across the Middle East have grown substantially. “We’ve really dialled up our investments in the region”, she said. “You’ll soon see a direct Intel-branded campaign,

something nostalgic that brings the Intel brand back into the region. We’ve also enhanced our regional programs and expanded our sales and marketing presence”.

Tichelman added, “It’s great to see how closely connected we are with our regional partners and customers. The collaboration has never been stronger”.

Speaking about their experience at GITEK, both executives praised the event’s energy and reach. “I’ve never seen GITEK as busy as it is this year”, said Tichelman. “It’s not just about the Middle East anymore; people from across the global IT industry want to be part of it”.

Shidvash echoed the sentiment. “This is my 14th GITEK, and just when you think it can’t get better, it does. It’s now a must-attend event not just those in IT, but for people across industries, thanks to the significant advancements in the technology landscape”.

Closing the conversation, both executives expressed optimism about Intel’s direction and the future opportunities. “We’re super excited about where we are as a company with our partners, our new programs, and our latest processors”, said Tichelman. “The future looks bright, and we’re just getting started”.

**Our partner program is not just for integrators or system resellers. It’s an ecosystem for ISVs, developers, and distributors”.**

connect with partners in the ecosystem. There’s more value and flexibility than ever before”.

She also highlighted the recent launch of Intel’s Panther Lake architecture, built on the 18A process technology, and the Core Ultra Series 2 processors (codenamed Arrow Lake) for desktops. “We’re in full transition and are working with our partners to scale that

to my heart”, said Tichelman. “What I’m super excited about now is how governments are driving digital transformation, with AI at the centre of it. We’ve supported these conversations for many years, and now we’re seeing a high-speed ramp in driving that transformation”.

He added, “I’ve never been to a place as vibrant in driving





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Seclore...

information they have, understand its context, protect it using Seclore, and gain deep insights into how it's being used, where it's going, and what threats exist".

Gauri said that Seclore's end-to-end vision is resonating strongly with enterprises facing new data security challenges driven by AI adoption. "The response at GITEX has been fantastic", he said. "We're talking to customers and understanding the challenges they face in data protection, especially as AI becomes part of every enterprise. Organisations must understand and protect unstructured information".

He pointed out that AI is generating and consuming massive amounts of data. "GenAI



Vishal Gauri

tools are now generating reportedly ninety percent of documents in enterprises that have adopted AI", he explained. "Someone gives an instruction, and the GenAI tool creates a report, a document, or a letter. At the same time, enterprise AI tools are indexing repositories like OneDrive, SharePoint,

and Box, consuming information to provide context and insights". This, Gauri said, introduces significant risk. "We want to educate customers that without real protection, the adoption of GenAI will be fraught with risks, and the same applies to agentic AI. You can control the

identity of humans and how they consume data with Seclore, but what happens when AI agents begin accessing information?" Seclore's focus, he added, is on educating enterprises about these emerging threats while learning from their evolving needs. "We want to understand the

challenges they're facing and help them find solutions", he said. Gauri also emphasised the importance of secure collaboration in a world where data flows freely between organisations and geographies. "Any product that provides data security while ensuring

We want to understand the challenges they're facing and help them find solutions".

collaboration is the way of the future. Data is moving across boundaries, across countries, and across organisations. That's a difficult problem to solve, but also a huge opportunity. The goal is to provide secure collaboration while protecting against the risks that come from AI adoption. That's what's top of mind for us and our customers", he concluded.

XDS and AI Nahal sign agreement to build Pakistan's first AI Liquid Immersion Data Centre

This partnership looks to position Pakistan as a regional hub for digital innovation.



This is the right time to introduce AI GPU technology to Pakistan, and we are grateful for the government's strong support of such initiatives".

In a landmark step toward advancing Pakistan's digital transformation, XDS DATACENTRE and AI Nahal IT Park & Data Center have signed an agreement to jointly develop Pakistan's first AI Liquid Immersion Datacentre. The signing ceremony took place at GITEX Global 2025, witnessed by the Honourable Ms.

Shaza Fatima Khawaja, Federal Minister for Information Technology & Telecommunication, Government of Pakistan. The state-of-the-art facility will be established in Karachi, with a Disaster Recovery site as well, marking a significant milestone in the country's data infrastructure and AI readiness.

While large-scale data centre construction typically requires extended timelines, XDS DATACENTRE has accelerated delivery through its Containerized Data Centre Solution, providing immediate access to AI compute capacity for enterprise and public sector customers.

"This is the right time to introduce AI GPU technology to Pakistan, and we are grateful for the government's strong support of such initiatives. We also appreciate XDS DATACENTRE for collaborating with us to develop a program aimed at upskilling our youth in advanced technologies," said

Mehboob UI Haq, CEO of AI Nahal IT Park & Data Center Pakistan. Speaking at the signing, a representative of XDS DATACENTRE expressed pride in the company's contribution to Pakistan's digital ecosystem. "As a British Pakistani, it is my personal mission to deliver world-class digital infrastructure

and AI innovation to Pakistan—on time and to the highest global standards," stated Ghufraan Hamid, CEO of XDS DATACENTRE. This partnership underscores a growing commitment to bringing cutting-edge AI and cloud technologies to emerging markets, positioning Pakistan as a regional hub for digital innovation.





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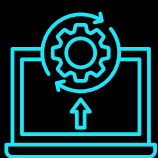
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# We aim to provide technology solutions that combine great functionality with real-world usability

CNME Editor Mark Forker, spoke to Mohit Bector, Commercial Head – UAE and GCC, at ASUS Business, to find out what the primary factors are behind their double-digit growth over the last 12 months, their success in industry verticals beyond education, such as the enterprise and public sector space - and the transformative impact AI is having on the global technology ecosystem.



Mohit Bector

**How has ASUS performed during the first half of 2025 in the Middle East?**  
We’ve seen double-digit year-on-year growth in the Middle East, and 2025 is no exception. It’s a consistent momentum that was made possible with our expanding line-up of device solutions tailored for sectors that include education, government and enterprise.

**Which sectors have seen significant growth so far?**  
As ASUS, we have been focused on the education vertical with a dedicated line-up, understanding the customer challenges and needs. Apart from education, the public sector and a few enterprise verticals have shown new logo acquisition-driven growth in the first half. While the education and public sectors have been

delivering consistently over the past few years, the enterprise sector push is largely due to our increased portfolio offerings. We’ve also focused on delivering more Chromebook devices this year, as we forecast strong growth in this category over the next couple of years.

**How do you see the role of ASUS evolving in the region as governments and businesses accelerate their digital agendas?**  
ASUS has been known for its focus on innovation. We aim to provide technology solutions that combine great functionality with real-world usability. For our government and enterprise partners, this means offering products and services that are not only state-of-the-art but also reliable, scalable, and meet their long-term goals. As digital transformation speeds up in the government and enterprise sectors, ASUS is ready to be a strategic partner. We provide the right technology, support, and innovative

**We’ve seen AI become an integral part of most industries, and education has felt its impact most strongly”.**

thinking needed to meet future demands.

**How is ASUS supporting technology adoption among government organisations and enterprises in the region?**  
When it comes to our products, ASUS designs devices with durability and performance for businesses in mind. Features like spill-resistant keyboards, military-grade testing, 100% solid capacitors, and modular, upgradeable components show our commitment to reliability and total cost of ownership.

These are important factors for public sector deployments and enterprise IT systems. In terms of service and support, ASUS provides up to 5 years of warranty, international warranty coverage, and reliable after-sales support. These programs ensure continuity and responsiveness for organisations with critical operations.

**How is ASUS building partnerships with public and private sector entities to drive innovation and long-term value?**  
On the innovation side, ASUS was one of the first to offer AI-powered computing solutions in collaboration with Intel. This led to smarter and more efficient workflows in areas like education, healthcare, defence, and government administration. Sustainability is also a key part of our strategy. ASUS is dedicated to reaching carbon neutrality and net-zero emissions by 2050. We have already

launched environmentally friendly product lines that focus on energy efficiency, recyclability, and sustainable materials. We also partner with government agencies on green tech initiatives to support national sustainability goals.

**In your view, which sector has seen the most impact from AI adoption?**  
Here in the Middle East, especially in the UAE, we’ve seen AI become an integral part of most industries, and education has felt its impact most strongly. AI is now the main driving force in delivering high-quality education in schools without being limited by physical infrastructure. While AI as a subject has been made mandatory in UAE schools across grades, and more AI apps are being implemented in the learning curriculum, it is also imperative to have comprehensive training programs for teachers to ensure synergy in adopting this technology effectively.

## Planview strengthens regional presence with Middle East launch focused on AI-powered transformation

The event was a celebration of innovation, collaboration, and transformation under the theme “Accelerating Innovation, Shaping the Future of Business”.



Planview recently celebrated their launch in the Middle East region through a formal evening event to mark this significant milestone. Held at the Raffles Hotel on the Palm, the event was a celebration of innovation, collaboration, and transformation under the theme “Accelerating Innovation, Shaping the Future of Business.” To begin the proceedings, Vishal

Dhawan, Managing Director and President for Asia Pacific & Middle East at Planview took to the stage to deliver a welcome address. With over two decades of experience in the IT and enterprise software industry, Vishal is known for building high-performing teams, driving large-scale digital transformation deals, and creating innovative, value-driven strategies for growth.

Following this, the evening saw Razat Gaurav, Chief Executive Officer, Planview deliver a keynote speech on “AI Powered Digital Future of Connected Work”. After sharing his perspective on how AI is reshaping the way organisations connect strategy with execution, the event moved on to its next speaker. Ahmed Samir, Solution Consulting Leader, Planview Middle East sought to showcase how AI-powered portfolio management enables organisations to align, adapt and accelerate success. He brought with him a live demonstration to bring this innovation to life - titled “Planview Live: AI-Powered Portfolio Management.” After this, it was then time for the Customer Panel Discussion on the theme

of “Strategy to Execution in Driving Transformation Success”. The panel aimed to highlight how CXOs and transformation leaders are bridging the gap between boardroom strategies and frontline execution, while balancing governance, agility, and value realisation. Moderated by Matt Zilli, Chief Revenue Officer at Planview, the panel included Padam (Sundar) Kafle, Head of Innovation at Aster DM Healthcare, Dr. Fayid Kadambodan, Assistant IT Director – Enterprise Solutions at Dubai Integrated Economic Zone’s Authority and Ahmad Mohammad Al Mulla, Chief Technology Officer at Emirates Water and Electricity Company (EWEC). The second panel of the evening was the Partner Panel Discussion under the theme of “Redefining Success with Transformative Digital Impact”. The discussion explored how global technology expertise, combined with local market understanding, can redefine success through collaborative innovation, operational agility, and sustainable growth. Moderated by Stephen Fernandes, Chief Growth Officer & Head of Middle East at Planview, the panel included Vinod Krishnan,

**Transformation was once seen as an initiative but now it’s in the DNA of every organisation, be it in business, technology or people as they progress through the industry”.**

Head Partner Management – Middle East, Africa & Türkiye at AWS, Kawther Haciane, Principal & Digital Risk Lead Partner, MENA at EY, Amit Gupta, Head of Data & AI Practice – Asia, ME, Africa & Europe at e& enterprise and Hande Akdede Erbay, Head of Data & AI, IBM MEA. To conclude the formalities of the evening, Stephen Fernandes, Chief Growth Officer & Head of Middle East at Planview returned to the stage to deliver a closing address. “It’s an honour to have all of you here today to help make this a special occasion. Having spent 25 years in the region, I’ve witnessed a radical revolution in how the Middle East has grown from being followers to leaders and now trend setters. Transformation was once seen as an initiative but now it’s in the DNA of every organisation, be it in business, technology or

people as they progress through the industry. This region continues to make the impossible possible”. “What I’ve witnessed over my career is that every tech industry has a visionary leader who acts as a lighthouse to illuminate the path forward. I’m proud that Planview is this lighthouse in fields of portfolio and project management, where we have been validated by Gartner, Forrester and IDC. I’d like to end by summarising Planview in three points. Firstly, Planview is an engine of connected work that brings in strategic outcomes powered by AI for organisations. Secondly, Planview turns transformation into traction as we help organisations take their initial vision to the delivery of a meaningful impact. Finally, Planview is your partner for the future as we pride ourselves on long-term commitments”.



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# Delinea unveils Delinea Iris AI to make identity security simpler, stronger, and smarter

Powerful AI engine embedded natively into the Delinea Platform fuels new, innovative capabilities that deliver real-time visibility, enhanced productivity, and greater control.



Delinea, a pioneering provider of solutions for securing human and machine identities through centralised authorisation, recently unveiled Delinea Iris AI, a powerful and practical AI engine built natively into the Delinea Platform.

Delinea Iris AI is driving new platform capabilities, including real-time, evidence-based access decisions, intelligent auditing, and

adaptive controls, to help organisations boost productivity, strengthen identity security, and reduce complexity.

As organisations face mounting pressure to secure every human and machine identity across increasingly complex hybrid environments, traditional tools are failing to keep pace with today's sophisticated threats and compliance demands.

Delinea Iris AI addresses

**This launch reinforces Delinea’s mission to provide a smarter, faster, more efficient way to adapt to changing identity risks while preparing for what’s next”.**

these challenges by putting IT and security teams firmly in control, enabling them to create a resilient identity security architecture that:

- Authorises access in real time based on user risk;
- identifies anomalies with actionable insights;
- delivers evidence-based risk remediation in real time;
- adjusts access dynamically as context changes; and
- provides audit trails for seamless proof of compliance.

“In today’s fast-paced, hybrid cloud environments,

teams are constantly spinning up new apps, tools and services, often without security oversight”, said Jackie McGuire, security practice lead and principal analyst at theCUBE Research. “With Delinea Iris AI, there’s real value in transforming shadow IT into a security onboarding pipeline, giving teams visibility and control across every identity, no matter where it lives or how it’s managed. It redefines the role of the security team from being seen as ‘The Department of No’ to becoming a true enabler that proactively

helps teams avoid mistakes before they happen”.

Delivering a clear line of sight across all identities and every interaction, Delinea Iris AI is powering new capabilities that are now generally available or entering public preview for customers, including:

- **Authorisation powered by Delinea Iris AI** builds context in real-time by evaluating user behaviour, business justification, device, location, and policy alignment to intelligently triage risk for every access request without slowing productivity. Dynamically adjust access as user context changes, offering clear, evidence-based reasoning and a complete audit trail.
- **Auditing powered by Delinea Iris AI** analyses recorded sessions, detecting elevated privileges, failed authorisations, deletions, file transfers, unusual

Secrets usage, and more. It highlights elevated commands and risky behaviours in seconds, delivering an evidence-based summary and heatmap of suspicious activity within each session. This provides instant, actionable insights to quickly identify threats, investigate issues, and stop bad actors before the damage is done.

“The recent rapid expansion of the identity attack surface is unlike anything we’ve ever seen, making security near impossible as it continues to evolve significantly”, said Phil Calvin, Chief Product Officer at Delinea. “Delinea Iris AI was purpose-built to change that. We’re raising the standard for identity security with an AI engine that IT and security teams have been asking for – one that’s practical, intuitive, and trustworthy. This launch reinforces Delinea’s mission to provide a smarter, faster, more efficient way to adapt to changing identity risks while preparing for what’s next”.

Stop by booth #5824 at Black Hat in Las Vegas, August 6-7, to meet the Delinea team and receive a demo of the new capabilities.

## Introducing the Logitech Signature Slim Solar+ K980 Keyboard

Signature Slim Solar+ is built to run for up to four months in complete darkness, so people can stay focused on what truly matters to them.

Dubai, United Arab Emirates, October 15, 2025: Logitech has announced the launch of Signature Slim Solar+ K980 and Signature Slim Solar+ K980 for Business, wireless keyboards powered by any light—sunlight or artificial light—with no charging interruptions and no setup stress. Built with Logitech’s proprietary Logi LightCharge technology and designed for modern life, the keyboard features a full-size layout, laptop-style typing, and smart customizations that simplify work and personal tasks. At GITEK Global 2025, Logitech will showcase the Signature Slim Solar+ K980 and the Signature Slim Solar+ K980 for Business for visitors to experience firsthand.

Wireless devices free us of cables and hassle but remembering to charge them can create unnecessary friction. Today’s users expect

simplicity, reliability, and an intuitive, hassle-free experience that just works. Signature Slim Solar+ delivers just that. It stays charged without interruptions and is built to run for up to four months in complete darkness, so people can stay focused on what truly matters to them.

“Even the need to think about charging can be a distraction, so we designed Signature Slim Solar+ to take that off your plate completely”, said Art O’Gnimh, General Manager of Core Products Group at Logitech. “It stays powered by light - any light - clearing your desk of cables and eliminating the need to ever physically charge it, while bringing elegance and comfort to your workspace. That’s one less thing to worry about on a busy working day”.

**Designed for Sustainability**

The plastic parts in

the graphite version of Signature Slim Solar+ feature 70% certified post-consumer recycled plastic and include a specially designed rechargeable battery built to last up to 10 years, eliminating the need for replacement. These choices align with Logitech’s Design for Sustainability principles, aiming to reduce our carbon footprint while ensuring durability, reliability, and long-term performance.

**Ready for Business**

Signature Slim Solar+ K980 for Business is designed with IT needs in mind, with an always-on charged battery, no cable clutter, and minimal maintenance. It features a Logi Bolt USB-C receiver for secure, reliable connectivity in high-density environments. The keyboard can be monitored through Logitech Sync\*, providing IT teams with a central view of individual



devices, including product and firmware status. Employees can customise up to 23 shortcut keys, including the AI Launch Key, enhancing productivity without adding IT complexity. With global availability and customer support, it’s built to scale seamlessly across your workforce.

**Key Features**

- Powered by Logi LightCharge: At the core of Signature Slim Solar+ is the proprietary Logi LightCharge technology, a unique power system that combines a light-absorbing strip, a long-lasting battery built to last up to 10 years, and an energy-efficient design for reliable, cable-free use.
- Thoughtfully crafted design: The slim, low-profile form creates a clean, minimalist desk setup that reduces visual clutter and complements modern laptops, monitors, and peripherals, bringing a sense of order and style to any workspace.
- Comfortable, familiar typing experience: The

keyboard features a laptop-style feel, Scissor-switch keys, and a full-size layout with a number pad.

- Multi-device, multi-OS compatibility: It works seamlessly across operating systems with a multi-OS layout and allows users to switch typing between up to three devices: your work computer, home laptop, tablet, or phone, using Easy-Switch keys.
- Customisable through Logi Options+: With the Logi Options+ App, users can personalise their keyboard experience, assigning Smart Actions to automate common tasks, or using the AI Launch Key to instantly access preferred tools like Copilot, Gemini, or ChatGPT.

**Technical Specifications**

- Powered by Logi LightCharge
- Works for up to 4 months in total darkness once fully charged
- Full-size layout with number pad
- Laptop-style typing

experience

- Multi-OS printed layout (Windows/macOS/ChromeOS)
- Easy-Switch keys (connect and type on up to 3 devices)
- Customisable Action Key
- Customisable AI Launch Key (Not available on the For Mac version)
- Fully customizable row of F-Keys
- Supported by Logi Options+ App on Windows and macOS
- Supported by Logi Tune and Logitech Sync for IT management
- Compatible with Logitech Flow when paired with supported mouse
- Durable battery with up to 10-year lifespan
- On/off power switch

**Pricing and Availability**

Signature Slim Solar+ B2B variant is available on logitech.com and through authorised resellers. The Signature Slim Solar+ K980 Keyboard, along with Logitech’s other personal workspace solutions, will be on display at GITEK Global 2025.



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# Finesse and LinkShadow announce strategic partnership to strengthen Enterprise Cybersecurity

Finesse, a leading AI Transformation and Cybersecurity company, and LinkShadow, a pioneer in unified cybersecurity, recently announced a strategic partnership to deliver advanced cybersecurity solutions to enterprises.

Through Finesse Cyberhub, the company provides organisations with a comprehensive suite of next-generation cybersecurity services, including threat intelligence, data security, compliance automation, identity governance, cloud protection, and SOC modernisation. Under this partnership, Finesse will offer LinkShadow's CyberMeshX Platform to its clients, ensuring that robust cybersecurity becomes a cornerstone of their digital transformation initiatives. This collaboration enables organisations to gain the security clarity and resilience needed to confidently accelerate

their digital journeys. LinkShadow's CyberMeshX Platform delivers a real-time, AI-driven command centre for comprehensive visibility and rapid threat response across cloud, on-premise, and hybrid environments. The platform unifies security operations through Identity Threat Detection & Response (ITDR), Data Security Posture Management (DSPM), and Network Detection & Response (NDR). Notably, LinkShadow NDR has been recognised by Gartner and Frost and Sullivan, highlighting its innovation and market impact. With this strategic partnership, Finesse will support organisations

Through Finesse's Cyberhub, we are committed to delivering best-in-class cybersecurity services to our clients".

in the implementation and adoption of the CyberMeshX Platform as they modernise IT infrastructure and

embrace new digital technologies. The integrated solution empowers organisations to:

- **Proactively Detect & Respond:** Leverage the power of ITDR, DSPM, and NDR for advanced threat detection and automated response.
- **Gain Real-Time Visibility:** Achieve a unified view of security across the entire IT landscape.
- **Improve Data Integrity & Compliance:** Protect sensitive data and meet regulatory requirements effectively.
- **Strengthen Network Security:** Enhance threat detection and response capabilities

to defend against sophisticated attacks. This partnership marks a significant step forward in helping enterprises build resilient, secure, and future-ready digital environments by combining Finesse's cybersecurity expertise with LinkShadow's cutting-edge technology. Megha Shastri, Vice President – Enterprise Accounts at Finesse and Partner Manager for LinkShadow, commented on the partnership: "Through Finesse's Cyberhub, we are committed to delivering best-in-class cybersecurity services to our clients. By joining forces with LinkShadow and its powerful

Intelligent Network Detection & Response (iNDR) platform, we bring enterprises a cutting-edge solution that combines AI/ML-driven threat detection, automated response, deep network visibility, and the ability to identify advanced threats that often bypass traditional perimeter defences. Together, Finesse and LinkShadow empower organisations with the confidence that their networks are secure, resilient, and future-ready". Awaad Al-Marhuby, Chief Partner and Alliances Officer at LinkShadow, remarked that: "LinkShadow CyberMeshX Platform is a next-generation, AI-powered cybersecurity solution built on a modular Cyber Security Mesh Architecture. Engineered to address today's dynamic threat landscape, it leverages advanced analytics and adaptive threat management to stay ahead of emerging risks. By integrating seamlessly with existing security ecosystems, CyberMeshX provides unified visibility, intelligent detection, and automated response across every layer, enabling organisations to elevate and fortify their digital defence strategy". This strategic alliance combines LinkShadow's advanced cybersecurity platform with Finesse's expertise in implementing and managing digital transformation initiatives. Together, the collaboration is designed to help businesses navigate the evolving threat landscape while building a secure, resilient foundation for their digital future.

# Vertiv and Ezditek sign Technical Cooperation Agreement

The agreement centres around the development AI-Ready Data Centre Solutions in Saudi Arabia

Vertiv, a global leader in critical digital infrastructure, and Ezditek, a leading Saudi developer and operator of digital infrastructure, recently announced a Technical Cooperation Agreement signed during GITEX Global 2025 to jointly develop and deploy advanced, AI-ready data centre solutions for customers in Saudi Arabia. This collaboration is positioned to drive transformation within the region's rapidly growing digital landscape aligning closely with Saudi Vision 2030's objectives of technological



innovation and economic diversification. Vertiv's position as a global leader in advanced critical digital

infrastructure solutions, coupled with Ezditek's regional expertise and execution capabilities,

makes this collaboration particularly impactful. The agreement reflects a shared vision to accelerate the Kingdom's digital transformation and strengthen its position as a regional hub for high-performance computing and artificial intelligence, in full alignment with the objectives of Saudi Vision 2030. Together, Vertiv and Ezditek will leverage their respective expertise to design, test, and implement innovative technologies, providing customers in Saudi Arabia with future-ready, scalable, and high-

performance data centre solutions. Mr. Ibrahim Almulhim, CEO of Ezditek, said: "Ezditek's collaboration with Vertiv marks a pivotal milestone in our mission to establish world-class, AI-ready data centre infrastructure across Saudi Arabia. This collaboration accelerates our vision to create a seamlessly connected digital infrastructure linking major Saudi cities with global technology hubs. Together, we will deliver cutting-edge, scalable, and efficient infrastructure solutions that empower the Kingdom's rapidly evolving AI and digital economy, in full alignment with the Saudi Vision 2030's economic diversification objectives, creating lasting value for our partners, customers, and stakeholders". Tassos Peppas, regional

director for Vertiv in the Middle East, Turkey, and Central Asia (MEETCA), Vertiv, stated: "This collaboration with Ezditek represents a strategic alignment to deliver state-of-the-art critical digital infrastructure solutions in Saudi Arabia. By combining our advanced technologies with Ezditek's local expertise, we're positioned to create cutting-edge data centre solutions that will support the Kingdom's digital transformation and meet the growing demands of AI-driven computing and high-performance IT workloads". This Technical Cooperation Agreement underscores Vertiv and Ezditek's shared focus to advancing AI-driven digital infrastructure and enabling a robust, future-ready data centre ecosystem in Saudi Arabia.



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# My vision for Raqmiyat is to be a digital enabler for banks across the GCC

CNME Editor Mark Forker sat down for an exclusive interview with Georgio Khachan, Vice-President – Banking and Finance Solutions at Raqmiyat, where he reiterated that his vision for the company was to become a strategic partner and ‘digital enabler’ for financial institutions looking to embrace digital transformation across the GCC.



Georgio Khachan

**Georgio, you’ve recently taken the helm at Raqmiyat Banking & Finance Solutions—how would you describe your vision for the company’s role in shaping the future of digital banking and payments?**

My vision is for Raqmiyat to be a strategic partner and digital enabler for banks and financial institutions across the GCC.

We already support more than 50 banks with critical systems, and the next step is to take this strong base forward with innovation that delivers further value and keeps banks competitive in a fast-changing market.

I want us to help banks cut costs with automation and AI, enhance customer journeys, and create new revenue streams through innovative digital banking solutions.

We’ll achieve this by strengthening our own product portfolio while also working closely with leading global technology providers, so clients benefit from both local expertise and the latest innovations.

**Raqmiyat has already made a strong mark in enabling digital transformation in the banking sector. How do you plan to build on that legacy and expand the company’s impact under your leadership?**

Raqmiyat has built a strong legacy in the UAE by delivering banking systems like Instant Payments, Cheque Clearing, Wage Protection, Direct Debit, and Fund Transfer. My role now is to take that foundation and translate it into the next stage of growth.

That means moving

from being a trusted systems provider to becoming a strategic partner for banks in their digital journey. We’re doing this in three ways:

- Introducing new platforms like Open Finance and Payment Orchestration, which enable banks to open ecosystems, streamline payment flows, and create new revenue opportunities.
- Scaling partnerships with global and regional providers, so clients get the latest innovations while relying on our local expertise.
- Expanding into the wider GCC, where demand for advanced payment and digital banking solutions is growing rapidly.

We’ll extend Raqmiyat’s impact beyond its strong UAE base and position

**We’ll extend Raqmiyat’s impact beyond its strong UAE base and position the company as a regional leader in digital banking innovation”.**

the company as a regional leader in digital banking innovation.

**The financial services sector is evolving rapidly. What do you see as the most pressing challenges banks, PSPs, and financial institutions face today, and how is Raqmiyat addressing them?**

The three biggest challenges are: staying compliant with evolving regulations, meeting customer demand for seamless banking experiences, and managing costs while modernising legacy infrastructure.

At Raqmiyat, our platforms are compliant by design and aligned with central bank mandates, so banks can move quickly without regulatory risk.

We also provide modular solutions that integrate into existing systems with minimal disruption and take advantage of the latest technologies.

And because cost is always a concern, we design every solution to deliver strong ROI - whether through automation to cut manual work, cloud-native deployments to reduce infrastructure spend, or efficient implementation to speed up results.

**How is Raqmiyat leveraging emerging technologies such as AI, blockchain, or real-time payments to enhance digital banking experiences?**

We’re embedding AI into real banking use cases through our in-house data transformation vertical.

This covers data management, cloud, business intelligence, and advanced analytics like AI, GenAI, and data science.

This allows us to deliver predictive insights that help banks manage risk and improve efficiency, while also enabling AI models that automate processes and personalise services.

On the payments side, our IP products — like Cheque Clearing and the Instant Payment engine integrated with the UAE Central Bank — use AI to forecast transaction volumes, predict customer churn, and detect anomalies before they cause disruption.

That delivers a smoother customer experience in real time.

We’re also piloting blockchain in cross-border payments, where it can improve transparency, reduce costs, and speed up settlement.

These technologies are helping banks open their ecosystems and deliver new digital experiences that provide real value to customers.

**Banks and PSPs are under constant pressure to deliver seamless, secure, and innovative experiences to their customers. How does Raqmiyat help them strike that balance?**

Seamlessness, security, and innovation don’t always move in the same direction.

Innovation can bring risk. Security can slow down the journey. Making things seamless can sometimes weaken controls.

At Raqmiyat, we help clients balance by bringing together the right mix of products and expertise.

- We design solutions with compliance and security built in from the start. So, innovation never comes at the cost of regulation.
- We use AI and predictive analytics to keep digital journeys smooth. We improve efficiency and manage risk quietly in the background.
- We work with leading partners in payments, observability, data transformation, customer engagement, loyalty, and others. So, clients can adopt the latest innovations with confidence.
- And we guide them through clear, phased roadmaps.

This way, our clients don’t have to choose between being seamless, secure, or innovative. They can achieve all three in a sustainable, future-ready way.

**Trust and security are critical in digital finance. What measures does Raqmiyat take to ensure solutions are not only innovative but also resilient and secure?**

For us, security is built into the way we design and deliver solutions. It’s never an afterthought. Our platforms are built to always be reliable and available. We also put clear governance in place around data, privacy, monitoring, and recovery, so banks can demonstrate trust and compliance to regulators and customers.

We only work with trusted global partners, so every solution we deliver is proven, safe, and future ready.

That way, when clients adopt innovation through us, they know it’s backed by the resilience and trust their customers expect.



# All Intelligence

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# Barco is working hard to make workplaces ‘click’

As hybrid work continues to reshape how organisations connect and collaborate, Barco is once again setting new benchmarks in meeting room innovation. Ahead of GITEX Global 2025, CNME Editor Mark Forker sat down with Mr. Dhiraj Patil, Territory Manager - Meeting Experience at Barco, to discuss the debut of ClickShare Hub in the MEA region and how Barco’s award-winning ClickShare Conference portfolio continues to evolve for the modern workplace.

**ClickShare Hub has been positioned as the “central intelligence” of the meeting room. How does this innovation redefine the way enterprises think about collaboration across different meeting spaces?**

With ClickShare Hub, we’re reimagining how organisations approach collaboration across all meeting spaces.

ClickShare Hub is a modular wireless video conferencing room system for effortless hybrid meetings that enables AI-assisted meeting experiences and adds intelligent productivity to the meeting room.

It’s designed to be the central intelligence that connects people into one seamless experience. Enterprises can now standardise the meeting experience across their entire workspace.

The Hub combines the simplicity users love about ClickShare with the security, scalability,



Dhiraj Patil

and manageability IT teams expect. In short, it helps companies create a more inclusive, intuitive, and connected meeting culture.

**Hybrid collaboration is often challenged by inconsistent user experiences across platforms and devices. How does Barco ensure interoperability and meeting equity through ClickShare Hub and ClickShare Conference?**

That’s a great question — and it’s exactly where Barco stands out. Interoperability has always been a cornerstone of our approach.

ClickShare Conference range is completely platform-agnostic. Whether it’s Microsoft Teams, Zoom, Google Meet, or Webex — users can walk into a room, click, and collaborate instantly.

The Hub takes this even further by creating a unified ecosystem that

brings consistency and smooth user experiences to every meeting.

Combined with our alliance partners like Sennheiser and Logitech, we ensure that every participant — in-room or remote — experiences crystal-clear audio, video, and content sharing. When everyone in the hybrid meeting enjoys equal opportunity to communicate, contribute, and share ideas during a hybrid meeting, regardless of their location, we talk about meeting equity.

**Security and manageability are top concerns for IT leaders. How do enterprise-grade features like ISO 27001 certification and XMS Cloud management set ClickShare apart in the market?**

Security and manageability are truly non-negotiable for enterprises today, and Barco takes that very seriously. ClickShare is ISO 27001 certified.

ISO 27001 is the cornerstone of information security management. It provides a framework for establishing, implementing, maintaining, and continually improving an Information Security Management System.

Compliance with this standard demonstrates that a company has identified its security risks and put in place preventative measures to manage or reduce them. It’s a clear signal to stakeholders that

**With ClickShare Hub, we’re reimagining how organisations approach collaboration across all meeting spaces”.**

the organisation takes information security seriously.

ClickShare’s XMS Cloud management platform gives IT teams complete visibility and control — from remote device monitoring and firmware updates to data-driven insights about room usage and adoption.

It’s about giving IT the confidence that their collaboration network is both secure and optimised, while end users enjoy a frictionless, one-click experience.

**As BYOD has become commonplace, how does ClickShare Conference empower employees to use their preferred UC&C platform while still leveraging enterprise-grade AV infrastructure?**

BYOD has really changed how people expect to collaborate — flexibility

is key. Employees want to use their own devices and preferred meeting platforms, but they also want the quality that comes with professional in-room AV. ClickShare Conference bridges that beautifully.

With one click, users can wirelessly connect their laptop to the room’s camera, microphone, and speakers — no cables, no adapters, no hassle. It brings enterprise-grade meeting quality to any platform of choice, helping employees feel empowered, and IT teams stay happy with a standardised, secure setup.

**Looking ahead, as hybrid work continues to evolve, how is Barco ensuring that ClickShare remains future-ready and adaptable to the changing needs of enterprises worldwide?**

At Barco, we believe collaboration technology should evolve with the way people work. Hybrid work is still maturing, and so are the needs of our customers — which is why ClickShare is designed with flexibility and future-readiness in mind.

The new ClickShare Hub is a perfect example. It’s built on a scalable platform that can adapt through software upgrades, new UC&C integrations, and advanced analytics.

We’re not just keeping pace with hybrid work — we’re helping shape what’s next for smarter, more connected meeting experiences.

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H5-B30, Hall 5





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