





GITEX TECHNOLOGY WEEK 60 MINUTES

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



Hitachi Vantara strengthens regional channel momentum through AI-driven enablement, partner innovation

Focusing on collaboration and scalability, Hitachi Vantara outlines how its channel-first approach, new partner programmes, and AI-ready infrastructure are driving enterprise transformation across the Middle East.



Hitachi Vantara continues to empower its channel ecosystem by aligning innovation with enablement. Al Patel, Head of Distribution Sales & Technical Alliances EMEA and Channel Sales Director MEA at Hitachi Vantara, spoke to TahawulTech.com and shared how the company’s partner-centric strategy is evolving to meet the region’s growing demand for AI and data-driven solutions. With initiatives such as the Fast Start Bundles (FSB),

Al Patel ▶ CONTINUED ON PAGE 3

Re-shaping data management, GBM puts confidence at the core of Enterprise AI

At GITEX 2025, Bassam Rached, General Manager of Technology, GBM, spoke to Veronica Martin about how the organisation is driving AI adoption and hybrid cloud security across the Middle East - with a prime focus on ethical practices and fully scalable infrastructure



What will be your main focus or highlight at GITEX Global 2025?
“Our theme for this year is ‘Exploring a more intelligent future’. We’re placing strong emphasis on AI, hybrid cloud security, and leveraging IBM as a key partner at the core of our technology and offerings. A special focus is on Watson X, which addresses AI data management and governance, including ethical AI and responsible AI practices. This reflects both our joint initiatives with IBM and our work at GBM.

Bassam Rached ▶ CONTINUED ON PAGE 4

Planview expands Middle East presence with new DIFC office, AI-driven growth strategy

Vishal Dhawan, Managing Director and President – Asia Pacific & Middle East at Planview, shares how the company is driving digital transformation across the region through AI-powered connected work platforms, strategic alliances, and a strong local presence.

GITEX Global 2025 marks a defining chapter for Planview as the company strengthens its foothold in the Middle East with the launch of its regional headquarters at the Dubai International Financial Centre (DIFC). In conversation with Tahawultech.com, Vishal Dhawan, Managing Director and President – Asia Pacific & Middle East, outlines the company’s mission to accelerate digital transformation through AI-enabled connected work platforms and strategic partnerships. With over 30 clients already in the region, Planview’s local presence will enhance customer engagement and governance across large-scale transformation projects. Dhawan also reflects on Dubai’s growing stature as a global hub for innovation, capital, and technology talent.

How would you describe the energy and excitement at the event this year?
The buzz and

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ASUS empowers AIoT ecosystem with smart solutions

Speaking to Tahawul Tech, Silvia Kuo, Business Development Director at ASUS, explained that the company’s AIoT (Artificial Intelligence and IoT) department is focused on building complete, end-to-end solutions in partnership with software developers, sensor makers, and other ecosystem players.

Asus is putting the spotlight on the power of collaboration through its AIoT Partner Alliance Program at GITEX this year. The company is highlighting how integrated hardware and software ecosystems can accelerate innovation across industries. “Because we are hardware providers, we generally want to go into different verticals and industries with a complete solution,” Kuo said. “To achieve that, we partner with independent software vendors, sensor manufacturers, and others who can help us build an end-to-end ecosystem.”

This year, ASUS showcased three live demonstrations developed in collaboration with partners. The first was a building management system called Niagara 4 by Tridium, that uses Asus IoT edge computers to

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Join the hyperscalers: Vertiv’s adaptable solutions raise the bar on next-gen cooling

Strategies for next-generation data centres have never been more critical - and at GITEX 2025, Veronica Martin spoke to Sam Bainborough, Vice President Thermal Business for Vertiv in EMEA, about the company’s liquid cooling solutions, efficiency-driven innovations, and strategies to address ever-increasing rack densities.

What are the key liquid cooling solutions Vertiv is highlighting at GITEX this year, and why are they so crucial for AI workloads?
We have the coolant distribution unit (CDU) product range, which includes our Vertiv™ CoolChip CDU products and all of our liquid cooling technologies. On the stand, we’re showcasing a roughly 600-kilowatt unit, but our offerings span from about 100 kilowatts with rack-mounted units - these are particularly popular among enterprise clients - to a 2300-kilowatt unit. We also offer hybrid air-to-liquid solutions like

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Hitachi Vantara...

tailored enablement programmes, and performance-based incentives, Hitachi Vantara is helping distributors and system integrators expand their reach from mid-market to enterprise clients. Patel also highlights how GITEX Global 2025 provides a vital platform for collaboration — uniting vendors, resellers, and customers to accelerate innovation and strengthen the region’s AI-powered business ecosystem.

Our goal is to ensure every partner can confidently deliver and scale AI use cases effectively”.

How is Hitachi Vantara evolving its regional channel ecosystem to empower partners with the AI and data solutions portfolio being highlighted at GITEX Global 2025? Until recently, most AI projects focused on internal proof-of-

concept use cases. Now, we’re moving toward full-scale, end-user deployments. With more than a century of domain expertise across energy, transportation, manufacturing, and finance, Hitachi Vantara brings deep operational and IT knowledge to the table. We categorise partners into three groups — those already delivering AI use cases, those in progress, and those just starting. For each, we provide tailored enablement programs. This includes helping advanced partners build AI-ready data centres and assisting newcomers through structured, hands-on engagement. Our goal is to ensure every

partner can confidently deliver and scale AI use cases effectively.

What new initiatives or partner enablement programmes are you introducing to help distributors and system integrators accelerate enterprise transformation in the Middle East?

We’re 100% channel-driven in this region, and our new Fast Start Bundles (FSB) are designed to help partners tap into both enterprise and mid-market opportunities. These scalable solutions — available in small, medium, and large configurations — allow organisations to start at 15 terabytes and scale up to over 900 terabytes while

maintaining enterprise-grade reliability. Alongside this, our channel incentive programs include rebates and stacked incentives for acquiring new customers. We also offer comprehensive training and enablement resources so partners can accelerate deployment and profitability while maintaining consistent technology standards across all customer segments.

What opportunities does GITEX Global 2025 present for strengthening collaborations and identifying new regional distribution models for Hitachi Vantara?

GITEX brings together every part of the

ecosystem — from government and large enterprises to SMBs, vendors, and distributors. It’s the ideal environment to reconnect, exchange ideas, and explore collaborative models. The regional market is evolving rapidly, and no single player can deliver everything a customer needs. That’s why we’re fostering a more collaborative channel ecosystem, where partners work together to deliver integrated AI and data solutions. This year, our goal at GITEX is to build alliances that accelerate customer success, combining Hitachi’s global expertise with the agility and innovation of our regional partners.

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Planview...

excitement are incredible. We’re thrilled to be part of GITEX Global 2025, especially this year, as Planview has reached a new milestone by establishing a presence in the UAE.

What can we expect from Planview at GITEX this year?

Interestingly, our brand icon is the falcon—and we’ve now landed in the land of falcons. We formally launched our operations and office last week at DIFC. One of the main reasons for setting up in the UAE is our existing customer base—over 30 clients in the region. Having a local presence allows us to be closer to them and strengthen our relationships. Globally, we work with more than 3,000 customers across industries in project and portfolio management, strategic portfolio management, and value stream management. With the Middle East witnessing massive digital transformation, this was the perfect time for us to establish ourselves here.

You oversee APAC and the Middle



Vishal Dhawan

East—a broad and diverse region. What common themes do you see across these markets?

There are a few strong trends. First, every organisation today is undergoing some form of transformation—mostly digital—and yet, 70–75% of these transformations fail or fall short of expectations. That’s

why customers are seeking platforms that offer end-to-end visibility, governance, and control from strategy to execution. Secondly, there’s a lot of buzz—and FOMO—around AI. Everyone wants to understand its potential. Planview has long invested in AI and is, in fact, the industry’s first AI platform for connected work. As

large language models mature, the focus is shifting to identifying the right use cases. Finally, we’re witnessing a transition in the nature of work—from traditional or hybrid models to product-based operating models. Whether in banking or e-commerce, organisations are building digital assets,

With the Middle East witnessing massive digital transformation, this was the perfect time for us to establish ourselves here”.

and the question now is how to shift effectively from project to product operating models. Overall, digital transformation in the region is truly on steroids.

Are there any partnerships or MoUs being announced at GITEX?

Yes. We already have a strong global partnership with AWS and are working with them to set up a local data centre in the region. This will allow us to serve our customers better and address data sovereignty requirements. Once AWS launches in Saudi Arabia, we’ll follow with our own data centre there—planned for Q3 next year. In addition, we’re collaborating with major global systems integrators such as Accenture, EY, and Infosys, along with boutique partners, to

build an ecosystem that supports our growth and customer success across the Middle East.

As a global leader managing such diverse markets, what’s your take on Dubai’s evolution as a hub for digital innovation and global talent?

Dubai has truly become the epicentre of capital investment and innovation. Organisations here are leapfrogging digital adoption because they don’t carry the burden of legacy systems. This enables them to embrace new technologies faster. Dubai and the wider Middle East are now setting global benchmarks in areas like AI and crypto. This momentum is attracting global capital, talent, and technology leaders to the region.

William O'Neill

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GBM...

“We are also highlighting Cloud X; our proprietary solution designed for hybrid and multi-cloud environments. Cloud X helps organisations navigate the complexities of multiple cloud deployments, gain greater clarity as their business evolves, and streamline operations. Visitors to GITEX can explore how GBM solutions empower organisations to automate processes, enhance productivity, and extract actionable insights from their data.”

How does exhibiting at GITEX support your growth strategy in the Middle East?

“We’re showcasing our digital infrastructure solutions, digital business solutions, and comprehensive cybersecurity portfolio. We believe that while data and AI are driving major transformations across the region, they

require a robust and scalable infrastructure to meet the growing demands of AI workloads.

“At the same time, the rise of AI and data brings heightened cyber risks, which is why we are placing special emphasis on our recently launched AI security offerings.

“By exhibiting at GITEX, we underscore our commitment to regional digital transformation and innovation, particularly in the UAE. We aim to foster collaboration between our principals, key partners, and customers, supporting the innovative solutions needed to navigate the evolving digital landscape.”

AI is a key theme for this year’s GITEX. Can you tell us more about how AI and GenAI tools are influencing the operations of regional enterprises?

“AI and generative AI are obviously the big trends right now, but what’s truly striking is how rapidly adoption is accelerating. While public generative AI tools are widely

known, the real shift is happening within enterprises, particularly around enterprise-grade generative AI and agent AI.

“We’re seeing agent AI augmenting the workforce - enhancing productivity, reducing costs, and improving customer satisfaction. It’s no longer just a concept: projects we started discussing last year as prototypes and pilots are now moving into production in Abu Dhabi and other markets.

“Besides this, I would like to highlight two key points: first, building the right talent is essential for sustainable AI adoption, and second, AI is fundamentally redefining the business landscape. Companies need to ensure IT, and business teams collaborate strategically to position themselves as leaders in this emerging AI-augmented digital economy.

Can you outline GBM’s overall strategy and the key priorities driving digital transformation and AI adoption?

“Our strategy can be defined across three core areas. The first is modernisation - and when I say modernisation, I mean spanning the entire stack, from infrastructure to the automation layer, all the way up to applications. That’s point number one.

“The second area is security. I can’t emphasise this enough. With the rapid evolution of private and public cloud, the movement of data across borders, and increasingly complex IT environments, cybersecurity is becoming more critical by the day.

“The third focus is on building scalable IT infrastructure, because digital demands are constantly expanding. In fact, if I were to break it down further, I’d highlight four key priorities:

1. Leverage AI to accelerate decision-making, automate processes, and enhance customer experiences.
2. Focus on scalable pilot projects - for use cases that aren’t fully defined

GBM solutions empower organisations to automate processes, enhance productivity, and extract actionable insights from their data”

yet; scalable pilots allow experimentation, rapid learning, and iteration. The principle is: experiment, fail fast, learn, and move forward. It’s a learning process, and data readiness often lags behind expectations, so perfectionism is not the goal.

3. Prioritise cybersecurity. Everyone knows about quantum computing, but not everyone is aware of the risks it introduces. Prompt engineering can have loopholes; AI models may have vulnerabilities, and other critical areas like data classification and identity access

management must be carefully managed.

4. Collaborate with trusted technology partners. Transformation and innovation thrive on strong partnerships. We work closely with key players like IBM, Cisco, and Broadcom. Through these collaborations and our new VCR stack, we deliver robust capabilities across AI infrastructure, cloud services, and cloud provisioning.

“In essence, our strategy blends modernisation, security, scalability, and strategic partnerships to enable organisations to innovate confidently and securely.”

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ASUS...

control and monitor multiple buildings simultaneously through a central software platform.

The second was a fleet management system developed by Geotab, a renowned solution provider in the industry, with a significant presence in North America and Europe. ASUS provides the computing backbone for this solution, which integrates AI to support applications such as people counting, vehicle detection, and forensic analysis for insurance disputes in public transport.

The third showcase featured NAVYA, a software company specializing in autonomous driving. The company’s vehicles operate in controlled environments, such as airports, factories, and campuses, as well as on public roads in Japan. “The country has already implemented autonomous buses that connect rural areas to cities, offering affordable and safe mobility options for elderly residents. It’s



Silvia Kuo

a great example of how technology can bridge accessibility gaps,” she added.

ASUS’ AIoT lineup spans a wide range of edge computing products. “We have different product categories for Edge AI,” Kuo said. “At the lower end, there’s the Tinker Board for simple analytics, such as retail applications. Moving up, our Jetson NVIDIA-based platforms connect multiple cameras and run advanced analytics locally at the edge without needing to connect to the cloud.”

She added that higher-end devices are capable of training and inference tasks for complex use cases like autonomous driving. “We also provide OT servers for industrial and government clients who want their data on-premises rather than in the cloud,” she said.

Manufacturing remains one of ASUS’ strongest verticals. “It’s the first industry we started working with because of our background as a hardware maker,” Kuo explained. “We have a dedicated AI division within the ASUS AIoT business group that

develops algorithms for different manufacturing needs.”

Among its innovations is AISVision, a solution that uses computer vision to identify defective products on production lines. “You can train the system to recognize good and failed products and fine-tune it to any level of accuracy,” Kuo said. ASUS has also introduced predictive maintenance tools using acoustic sensors to detect machinery faults before they disrupt operations.

“These kinds of solutions allow us to support manufacturers

both on the hardware and AI software side,” she added. “Many top-tier companies, including automotive manufacturers, approach us to help digitalize parts of their production process, and that’s where our partner ecosystem comes into play.”

Kuo emphasized that ASUS goes beyond providing hardware — it acts as an orchestrator for complete solutions. “We take a top-down approach,” she said. “We understand customer pain points, identify the right system integrators and software providers, and then bring in our hardware to complete the solution.”

Through this ecosystem model, ASUS ensures customers receive localized, first-tier support from system integrators and access to cutting-edge AI tools through its software partners. “Our goal is to enable digitalization and empower our partners to succeed,” she added.

Kuo also highlighted ASUS’s growing involvement in smart city initiatives across the Middle East. “This region is very open to experimenting with new solutions,” she said. “It’s encouraging because we can test new technologies and partnerships here.” However, she stressed

We also provide OT servers for industrial and government clients who want their data on-premises rather than in the cloud”.

that local collaboration is needed to scale such solutions. She noted: “The key is connecting with the right partners and those who understand the ecosystem and have access to government and enterprise projects. We’re always open to welcoming such partners into our alliance program.”

Kuo said that for ASUS, success in AIoT depends on ecosystem synergy and bringing the right partners, solutions, and technologies together to meet evolving needs.

“Our strength lies in collaboration. We aim to deliver practical, scalable solutions by combining our hardware expertise to drive industries forward,” she concluded.



All Intelligence

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Vertiv...

the Vertiv™ CoolPhase Flex, that features liquid cooling on one side and air heat rejection into the room on the other. We're seeing strong traction with this configuration, with several hyperscalers already adopting it.

This product line is particularly important for existing facilities, as it allows you to deploy one-megawatt or even five-megawatt pods and integrate an air-to-liquid (or liquid-to-air) unit that effectively rejects heat into the room.

We're also seeing significant demand from large hyperscale and neo-cloud clients for full liquid-to-liquid solutions. In addition to the 600-kilowatt unit, we offer 1.35-megawatt and 2.3-megawatt units, and we're developing modular designs that can scale even further. In the US, for example, there's a growing interest in 5-10 megawatt CDU deployments.

A critical part of this ecosystem is the secondary fluid network. That's the connection between the server and the CDU. We've invested heavily in standardising these networks, manufacturing them offsite, and deploying them on site. This enables system cleanliness and reliability, and we've been collaborating closely with several hyperscalers to implement these at scale.

How does liquid cooling enable AI and high-performance GPU clusters to operate efficiently and reliably? How quickly are enterprises and hyperscalers in EMEA adopting liquid cooling, and what's driving this adoption?

There are a few key aspects to this. First, when you use a cold plate rather than air cooling over a server, heat transfer is significantly more efficient. One of the main efficiency gains comes from delivering the fluid directly to the chip.

Another critical factor is water temperature. We now offer solutions that operate across a wider temperature range. For example, the Vertiv™ CoolLoop Trim Cooler can supply water from up to 40°C down to 15-20°C,



Sam Bainborough

enabling a wider use of freecooling. Operating at higher temperatures increases overall efficiency, reduces mechanical cooling needs, and extends the system's lifecycle. We've been developing these solutions to support high performance computing and stay multiple generations ahead of NVIDIA's rapid GPU evolution.

The Vertiv™ CoolLoop Trim Cooler essentially combines dry cooler efficiency with mechanical cooling back-up to effortlessly integrate liquid and air cooling, equipping customers' data centers with the right solution for today and tomorrow. The goal is to maximise water temperature for free cooling, saving energy across the facility. Additionally, we've developed flexible products like the Vertiv™ CoolPhase Flex, co-designed for Compass, a colocation customer in the US, which can flexibly switch between liquid and air cooling. This provides seamless adaptability for future changes in operational requirements.

Being as close to the chip as possible is another efficiency driver. Standard liquid-to-chip designs achieve around 75-80% efficiency, leaving 15-20% to be handled

by air cooling. "All of these solutions align with NVIDIA standard reference designs and demonstrate a strong focus on efficiency, adaptability, and operational practicality, while avoiding some of the deployment challenges associated with immersion cooling.

How quickly are enterprises and hyperscalers in EMEA adopting liquid cooling, and what's driving this adoption?

We've observed significant trends in utilisation and available space within MTDC (Multi-Tenant Data Center) colocation facilities. Many co-location clients are currently selling a large portion of the pre-built capacity, but we're also seeing a growing shift: existing facilities are being retrofitted for liquid cooling to meet evolving customer demands.

We're seeing substantial interest from our customers regarding future designs. The key challenge is designing for the next two to three years while enabling solutions to remain adaptable to changing server conditions.

Looking at NVIDIA's roadmap, future servers and GPUs may push power densities to 400–600 kW per rack,

with some discussions even around 1 MW per rack. Currently, existing spaces are being deployed for 200-300 kW configurations, but Greenfield builds will be necessary to accommodate higher-density deployments.

The critical focus for MTDC operators is planning ahead, so that new facilities coming online in two to three years can accommodate the demands of evolving hardware, while providing scalable and marketable capacity for customers well into the future.

Are there specific considerations or challenges in the Middle East and EMEA when deploying liquid cooling solutions?

In the Middle East, higher ambient temperatures mean that traditionally, free cooling isn't as viable as in other regions. However, the latest innovations in chilled water systems now enable freecooling even in harsh climates like the Middle East. We're also seeing a strong focus on the total power consumption of units, which is just as important as efficiency. Given the region's relatively abundant power availability, many deployments in the Middle East are being designed

The Middle East is emerging as a prime location for large-scale AI and high-power deployments, driven by power availability and market demand"

around available energy capacity, particularly for large-scale operations.

In Europe, we've seen significant traction in the Nordics, where low temperatures and access to renewable energy make high-efficiency data centre deployments ideal. Deployments vary by use case: smaller node setups of 10-20 kW are being built in conventional data centre areas, while large AI factories are being planned in both the Nordics and other regions, including recent announcements in the UK.

Overall, the Middle East is emerging as a prime location for large-scale AI and high-power

deployments, driven by power availability and market demand. Meanwhile, the Nordics remain a top choice for energy-efficient, high-performance data centres, particularly for workloads requiring significant cooling and carbon footprint considerations.

How do you see liquid cooling evolving over the next three to five years, particularly as AI and high-density compute continue to grow?

We're closely following the roadmap for chip density increases, and it's not just about NVIDIA. Other chip manufacturers are driving similar trends. As rack power densities rise, our solutions need to keep pace and stay multiple compute generations ahead. A common question we receive concerns one-megawatt CDUs, which act as sidecars to a one-megawatt rack. While marketing teams often talk about this concept, in practice, we already have these units available. We're deploying one-megawatt CDUs, and even 2.3-megawatt units, which can sit very close to the IT infrastructure, moving from the grey space outside the room into the white space itself.

We also recently announced our collaboration with NVIDIA on an 800 VDC power architecture, which, like cooling, needs to be positioned very close to the rack. As we move from 124 kW to 200-300 kW racks, the infrastructure mostly stays outside the white space. But at 400-500 kW and beyond, sidecar deployment becomes necessary: power on one side, cooling on the other, directly adjacent to the rack.

Cooling strategies are also evolving. Historically, lower chilled water temperatures have increased chip efficiency. As racks scale to 500 kW and eventually one megawatt, there's an open question for GPU designers: should future designs optimise for high chilled water temperatures or maintain lower temperatures for maximum efficiency? This is a key consideration for long-term planning and one of the critical topics we're addressing as we plan for the next generations of high-density infrastructure.



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A hand is shown in the lower right, reaching out towards a bright, glowing digital light effect on the left. The light consists of many thin, curved lines in shades of orange, yellow, and white, creating a sense of motion and energy. The background is dark with some bokeh light effects. A large, semi-transparent orange diagonal band cuts across the middle of the image.

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Zebra and Salesforce introduce Retail Cloud POS Solution on Android to streamline store operations

Strategic agreement ushers in new era of retail innovation to empower frontline associates and elevate customer engagement.



Zebra Technologies Corporation, a global leader in digitizing and automating workflows to deliver intelligent operations, recently announced the company is working with Salesforce to deliver a first-of-its-kind joint solution, Retail Cloud Point of Sale (POS) on Android at Dreamforce 2025.

The solution is designed to improve store operations, empower store associates and elevate customer engagement for retailers globally. “Our new collaboration with Salesforce marks an exciting chapter in retail innovation, and the Retail Cloud POS launch is just the beginning of what we’ll achieve together”, said

Joe White, Chief Product & Solutions Officer, Zebra Technologies. “By integrating Zebra’s intelligent Android-based solutions with Salesforce’s customer platform, we are enabling retailers to better connect with their customers and associates”. Retail Cloud POS addresses some of the biggest challenges faced by retailers today such as missed sales, slow store associate training and inaccurate inventory counts. The integration of Zebra’s Android TC5 series and EM45 series mobile computers with Salesforce’s cloud-based platform provides real-time, location-based data for frontline teams so they can be more efficient and productive in performing critical tasks. It also enables retailers to make faster, smarter decisions and quickly adapt to evolving market demands. “In a new era of agentic commerce, we’re bringing together Salesforce Retail Cloud POS, Zebra Technologies’ innovative devices, and Google’s Android operating

system to empower store associates with cutting-edge tools and smart, AI-powered insights for enhanced productivity”, said Nitin Mangtani, Senior Vice President and General Manager, Salesforce Commerce and Retail Cloud. “This collaboration creates seamless, unified shopping experiences that will help businesses attract a new generation of shoppers. Retail Cloud POS on Android helps us deliver on our mission of architecting powerful solutions that help retailers connect with their customers and grow revenue”. This innovative offering is the first of many solutions the two companies plan to co-create as Salesforce expands its mobile POS solution globally, leveraging Zebra’s expertise in devices, software, and analytics designed for the frontline which provide the foundation for intelligent operations. As the market leader in the enterprise-grade Android category, Zebra works closely with Google to ensure

By integrating Zebra’s intelligent Android-based solutions with Salesforce’s customer platform, we are enabling retailers to better connect with their customers and associates”.

its devices are purpose-built to support modern workflows driven by a secure, connected frontline. “Our work with Zebra has unlocked new use cases at the intersection of mobile, AI and cloud technologies enhance both employee and retail customer experiences”, said Sean Ginevan, Head of Global Technology Partnerships, Android Enterprise, Google. “The Retail Cloud POS solution on Android will benefit from the easy deployment and secure management, which helps them gain the insights they need to drive the best outcomes”. Together, Zebra and Salesforce will help retailers unlock new levels of efficiency, collaboration, and personalised experiences, setting the stage for a wave of powerful solutions that help retailers better connect with their customers and drive incremental growth.

By leveraging Zebra’s innovative hardware portfolio and Salesforce’s software ecosystem to deliver cutting-edge solutions like the Retail Cloud POS on Android, retailers can optimise their frontline workflows and streamline retail operations. According to the recent Zebra study on the “Impact of Intelligent Operations” in collaboration with Oxford Economics, retailers reported a 21% improvement in customer satisfaction and achieved up to 1.8 percentage-point increases in revenue and profitability growth through improvements in their inventory management workflows. Zebra’s recent Elo acquisition broadens Zebra’s current portfolio and enables future innovation as part of the collaboration with Salesforce to drive further value to joint customers.

Pure Storage’s Enterprise Data Cloud unifies data to give businesses greater control of their AI Initiatives

Enhancements to the Pure Storage Platform ensure data is accessible wherever it’s needed with workload coverage expansion into the cloud.



Rob Lee

Pure Storage®, the IT pioneer that delivers the world’s most advanced data storage technology and services, has announced enhancements to the Pure Storage Platform that make it easier for organisations to make full use of what AI can offer, streamlining workflows across on-premises and cloud environments. As AI is increasingly key to business, data is the critical asset for deriving insight, automation, and competitive advantage. Pure Storage’s Enterprise Data Cloud architecture provides a unified architecture and operating model that delivers true end-to-end

data control, automation, and cyber resilience across any environment. “In today’s AI era, access to data is everything. Managing your data, not just storing it, is the new foundation for AI-readiness from cloud to core to edge”, said Rob Lee, Pure Storage Chief Technology Officer. “Success depends on having your data secure everywhere, and easily accessible anywhere, with a unified and consistent experience — in real time, at scale, across any workload”. The Pure Storage Platform enables data mobility, agility, and consistency across distributed infrastructures for an enterprise’s full workload and protocol spectrum. And we are now offering a major expansion of the Enterprise Data Cloud into the public cloud, with Pure Storage Cloud. **Pure Storage Cloud** For IT leaders managing a hybrid cloud storage infrastructure, Pure Storage Cloud unifies a data landscape so data

is always exactly where it’s needed, powering new innovation and fully accessible in the cloud so AI tools can leverage and train on the data. **NEW: Pure Storage Cloud Azure Native (Generally available now)** Through the Azure Native Integrations program, Pure Storage has delivered a first-of-its-kind service built for Azure VMware Solution. As a result, customers can reduce overhead, seamlessly migrate without refactoring, and decouple storage from compute. Offered as a fully managed Azure native service with enterprise-grade resiliency and efficiency, Pure Storage Cloud is available within the Azure portal now. **Control your data: Run intelligent, automated workflows with a unified data plane** Chaotic control of data leads to faltering AI

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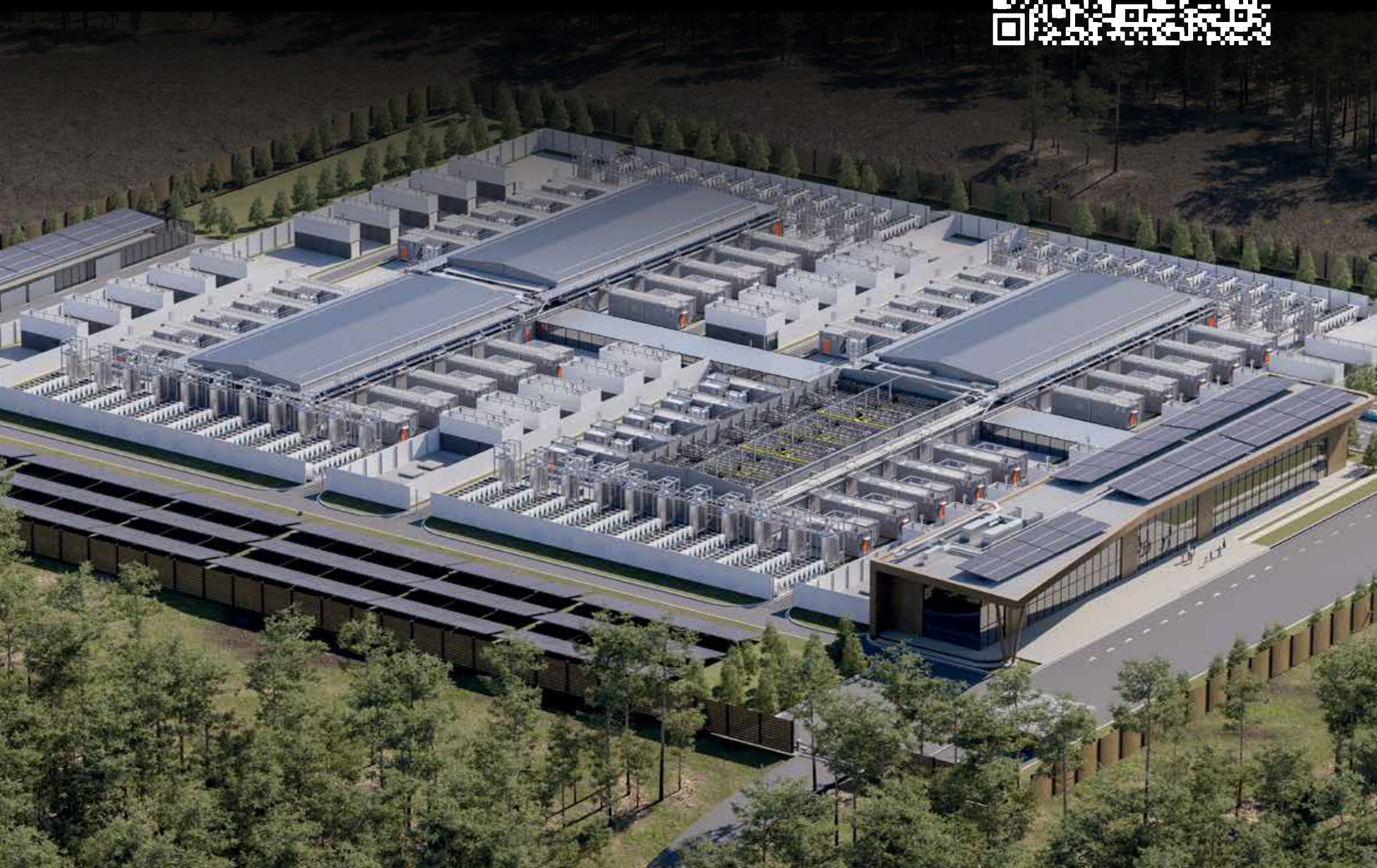
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Pure Storage...

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- on-premises or within a hybrid cloud.

Pure1 AI Copilot Expansion Announced as Generally Available at Pure//Accelerate 2025, AI Copilot combines the power of dashboards with the simplicity of conversation to make storage systems more accessible and easier to manage. We continue to expand the ways users can manage file services using natural language.

NEW: Portworx Pure1 AI Copilot. (Generally available now) With the first AI-powered platform engineering assistant for Portworx customers, users can query Portworx clusters in the same way they interact with FlashArray systems. They can now monitor their Kubernetes and Portworx clusters at scale via instant interaction with an AI agent on the Pure1 Copilot user interface.

Pure1 AI Copilot Integration with Model Context Protocol (MCP) Servers (Generally available Q4 FY26) IT teams can now troubleshoot, provision, or optimize without deep technical expertise. Pure Storage AI Copilot operates as both an MCP server and client, enabling seamless integration with internal systems for hardware performance, subscriptions, and security data, as well as external tools like analytics engines and application monitors. This creates a context-aware intelligence layer that can search for error patterns, summarise findings, and suggest remediation options through conversational language.

Make AI workloads work for you: Increase efficiency while boosting performance AI operations can be resource intensive. Improving efficiency

Managing your data, not just storing it, is the new foundation for AI-readiness from cloud to core to edge”.

means reducing the consumption of expensive infrastructure resources — compute, storage, and energy — thereby reducing overall infrastructure spending.

NEW: Pure Key Value Accelerator Integration with NVIDIA Dynamo for AI Inference. (Generally available Q4 FY26) The Key Value Accelerator is a high-performance

key-value caching solution designed to accelerate AI inference workloads in multi-GPU environments. Pure Storage Key Value Accelerator plans to integrate with NVIDIA Dynamo to improve scalability and increase inference speeds. The combination will ultimately lower computational overhead and reduce carbon footprints.

NEW: Purity Deep Reduce. (Generally available H1 FY27) This next-generation data reduction engine uses advanced pattern recognition and similarity-based reduction technologies to improve efficiency, delivering high data reduction ratios without significant performance tradeoffs.

UPDATED: Next-Gen FlashArray Portfolio The Pure Storage architecture is uniquely designed so organizations

can run enterprise apps and modern AI/ML pipelines on the same, scalable foundation; the FlashArray family supports both latency-sensitive applications and high-bandwidth, high-concurrency workloads. The expansion of next-generation storage products unveiled at Pure//Accelerate 2025 continues with FlashArray//XL 190 (generally available Q4 FY26), and FlashArray//X R5 and FlashArray//C R5 (both generally available now).

Pure Storage delivers data storage and management at scale—unifying and governing data across every environment. With an Enterprise Data Cloud, block, file, and object are managed and governed by policy; every system and site contributes capacity and performance through a shared virtual layer; and all data is controlled through a single console.

Super Intelligent Healthcare

Padam Kafle, Head of Operational Technology, Innovation and Automation Healthcare at Aster Hospitals – UAE and Oman, has written a terrific op-ed, in which he details how he is on a mission to rewrite the DNA of the healthcare industry, by leveraging the capabilities and power of ‘superintelligence’.



Padam Kafle

In healthcare, trust is oxygen. Lose it, and no innovation survives.”

Healthcare today feels like a battlefield fought with yesterday’s weapons. Hospitals drown under rising cases of chronic disease. Doctors spend more time buried in paperwork than listening to patients. We wait for illness to strike before we act — and then scramble to fix what could have been prevented. I believe that this crisis is not just medical, but systemic. And my solution to the problem has been described by some as bold. I believe that it is time to replace reactive ‘sick

care’ with a healthcare architecture powered by Machine Superintelligence — a system that thinks ahead, adapts continuously, and serves every human, no matter where they are.

The AlifZetta Vision: Building Healthcare That Thinks My initiative entitled, AlifZetta Superintelligence, doesn’t see healthcare as hospitals, doctors, or insurance. It sees it as a living, intelligent organism that must learn, predict, and evolve. Its pillars break radically

from the old model:

- **Predictive:** Spotting risks years before disease manifests.
- **Adaptive:** Treatments that shift dynamically with new data.
- **Decentralised:** Giving even a rural clinic the decision power of a world-class hospital.
- **Autonomous:** Freeing doctors from routine drudgery so they can focus on patients, not screens.
- **Modular:** Designed like Lego blocks, so any country can adopt it piece by piece.

This is not a gadget or

an app. It is a blueprint for an entirely new era of medicine.

Where Superintelligence Already Touches Lives The seeds of this future are already sprouting:

- **Drug discovery** accelerated from years to months.
- **Diagnostics** that see what the human eye cannot.
- **Wearables and data streams** that whisper warnings long before the first symptom.

Each of these breakthroughs is a fragment.

Superintelligence stitches them into one seamless fabric.

The Human Equation For me, technology is not the story’s hero — people are. We must rail against a future where machines dictate and humans obey. Instead, we need to produce tools that amplify compassion: giving doctors more time to comfort, explain, and heal. Superintelligence should be the quiet partner in the room. The doctor still looks you in the eye. The system just makes sure the doctor has every insight, instantly.

Breaking Through the Walls Every revolution meets resistance. Healthcare has more than its share: entrenched workflows, budget fears, professional skepticism. My playbook for overcoming this is not just technical but cultural:

- Educate relentlessly.
- Involve patients, not just providers.
- Redesign workflows from the ground up instead of bolting AI onto broken systems. Adoption is about trust more than technology.

The Ethics Compass Powerful intelligence without ethics is dangerous. I believe in four safeguards:

- 1. Fairness** — no biased data.
- 2. Privacy** — health data treated like sacred ground.
- 3. Transparency** — no

black boxes; every decision must be explainable.

4. Accountability — humans remain responsible, even if machines suggest.

In healthcare, trust is oxygen. Lose it, and no innovation survives.

The Coming Wave Here are some of my predictions for what will reshape medicine in the next five years more than the last fifty:

- Unified data from genetics, scans, and lifestyle woven into a single health map.
- Care plans that evolve daily, tailored to each person like a fingerprint.
- Generative intelligence that drafts notes, translates complex diagnoses into plain language, and helps clinicians make faster, sharper calls.

The prize? Patients who live longer, healthier lives and systems that sustain themselves without collapsing under cost. Superintelligence is coming, whether the world is ready or not. My mission is to make sure it arrives in service of life, dignity, and wellbeing. Healthcare today treats disease. My vision? A world where healthcare prevents it — where technology makes us healthier not just by saving lives, but by enriching them. Because the true success of medicine is not survival. It is thriving.

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**Exceptional
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Coverage**

The Future is Bright! Technology visionaries honoured at the Future Enterprise Awards 2025

Technology trailblazers from individuals to enterprises were honoured at the Future Enterprise Awards 2025 for demonstrating excellence in their respective fields.



Leaders from the IT and technology industry from across the Middle East region were honoured at the Future Enterprise Awards 2025, which were hosted by the venerable publishing house CPI Media Group, at the extravagant Palace Downtown Hotel in Dubai.

The Future Enterprise Awards is one of the longest-running IT and technology awards in the industry and is designed to celebrate both IT leaders and enterprises that have demonstrated excellence over the last 12 months in their respective fields.

Mark Forker, Editor at Computer News Middle East, said: “The Future Enterprise Awards continue to set the benchmark for excellence and innovation in the regional technology landscape. As we gather at GITEX — the epicentre of digital transformation — it’s inspiring to celebrate the visionaries and organisations driving the future of enterprise technology. A huge thank you again to all of you for being here, and congratulations once again to all our deserving winners.”

The full list of winners from the Future Enterprise Awards for 2025 are as follows:

- Customer Happiness Entity of the Year - Aster Hospitals UAE
- Best Digital Transformation Project of the Year - Dubai Harbour Marinas
- Best Technology Implementation of the Year in Healthcare - Emirates Health Services (EHS)
- Data Center Networking Vendor of the Year - HPE Aruba Networking
- Multi-Cloud Excellence Award - Bepin Global MEA an e& enterprise company
- Best Artificial Intelligence Cybersecurity Vendor of the Year - LinkShadow
- Visionary Leader in Digital Transformation - Abdulrahman Saif Al Nuaimi from the Transport Authority, Government of Ajman
- CISO of the Year - Talal Albalas from the Ministry of Culture, Government of the United Arab Emirates
- Best Technology Implementation of the Year in Manufacturing - Eurotech Metal

- Best Technology Implementation of the Year in Government - Smart Umm Al Quwain
- AI Project of the Year - AI Master powered by BingX
- AI Infrastructure Visionary Distributor of the Year - VAD Technologies
- Excellence in Retail Automation & Self-Checkout - HiStone
- CIO of the Year - Abdalla Al Ali from Dubai Multi Commodities Centre Authority (DMCC)
- CIO of the Year - Mohamed Al-Damassy from Al Masraf
- CISO of the Year - Vats Varun
- Best Technology Implementation of the Year in Oil and Gas - ADNOC
- CX Innovation Deployment of the Year - Al Hamra Group LLC
- Smart Construction Technology Innovation of the Year - TimeLapse ME
- Enterprise Digital Workspace Solution of the Year - Citrix
- Excellence in Strategic Portfolio Management - Planview
- Trusted Data for AI Excellence - Quest
- Ransomware Recovery

It’s inspiring to celebrate the visionaries and organisations driving the future of enterprise technology”.

- Vendor of the Year - ExaGrid
- Excellence in Digital Employee Experience Transformation - Nexthink
- Best Video Collaboration Solution Vendor of the Year - Logitech
- AI-Powered Enterprise Transformation Vendor - Hitachi Vantara
- AI Vendor of the Year - Almoayyed Computers Middle East (ACME)
- Enterprise Growth Champion of the Year, Distributor - Mitsumi Distribution
- Systems Integrator of the Year - MMA Infosec
- CISO of the Year - Eng. Abdulwahab Al Gamhi from Miral Experiences

- CIO of the Year - Feroz Patel from IMG Worlds of Adventure
- Cloud Innovative Vendor of the Year - iNTEL-CS
- Best Blockchain Company of the Year - Bybit
- Cyber Resilience Transformation Leader of the Year - StarLink
- Data Security Vendor of the Year - Seclore
- Best Digital Transformation Solutions Provider of the Year - NX Digital Technology
- Enterprise Storage Vendor of the Year - Seagate Technology
- Cloud Platform of the Year - Redington Limited
- Best Enterprise Security Partner of the Year - Teksalah

- EPM Solutions Provider of the Year - Raqmiyat
- CISO of the Year - Abdulrahman Shalabi from Emirates National Oil Company Group (ENOC)
- CISO of the Year - Saeed Ali Yousef from Dubai Civil Defense
- Visionary Leader in Smart Networking - Sakkeer Hussain from D-Link Middle East and Africa
- Ethical AI for Humanity: Visionary Leadership - Sheeba Sultan Hasnain from SENTIENTE
- Cloud-Ready Data Management Solution Vendor of the Year - Pure Storage
- Emerging Voice AI Solution Vendor of the Year - Agentyne
- Outstanding Risk & Compliance Enabler, Banking Sector - AHAD
- Best Components Distributor of the Year - ASBIS Middle East
- AI Security Solutions Provider of the Year - Finesse
- CISO of the Year - Faisal Khan from Dubai World Trade Centre
- CISO of the Year - Arif Irfani from Sharjah Islamic Bank (SIB)

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LET ME TALK TO YOUR ‘AGENT’

CNME Editor Mark Forker sat down for an exclusive interview with Rahil Ghaffar, Co-Founder of Agentyne, a start-up company founded in 2024, that deploys AI agents across enterprise workflows.



Rahil Ghaffar

Rahil Ghaffar, Co-Founder of Agentyne, believes the tools and technologies produced by his company can empower sales professionals in the enterprise space across the US and Canada.

Agentyne specialises in data, voice and security, and believes its technology can empower sales professionals in competitive marketplaces like the United States and Canada with the tools they need to help them engage every prospect promptly.

Ghaffar needs no introduction to our readers and is one of the most respected cybersecurity professionals in the Middle East.

He has enjoyed a decorated career to date, and has previously worked for cybersecurity leaders such as Virsec, Whiteswan Identity Security and Palo Alto Networks.

However, in October 2024, his entrepreneurial streak came to the fore when he decided to cofound Agentyne with Nethra Anand, and 10 months on, CNME sat down with Ghaffar to find out how the start-up company has performed since entering the market.

Every startup has an origin story. What sparked the idea for Agentyne, and how has the journey evolved since its inception?

Agentyne was born from a direct observation:

countless businesses, especially those rapidly scaling or targeting competitive markets like the US and Canada, were losing significant revenue due to slow or inconsistent follow-up on valuable inbound leads.

We saw skilled sales teams bogged down by the sheer volume, unable to engage every prospect promptly.

The spark was the conviction that AI could revolutionise this critical top-of-funnel process.

Our journey began with creating an intelligent voice agent specifically for BDR tasks. It has since evolved into developing a comprehensive solution focused on not just making calls, but on delivering hyper-personalised engagement, automating complex workflows, and providing actionable insights. Our evolution is driven by one goal: empowering businesses to capture every opportunity and scale their success efficiently.

With the GCC region's strong focus on digital transformation and customer-centric growth, how does Agentyne BDR specifically help businesses in this market scale their sales outreach and improve customer engagement, particularly when targeting expansion into competitive

arenas like the US and Canadian markets where managing a surge in digital inbound inquiries is key?

Agentyne BDR is a strategic enabler for GCC businesses targeting North American expansion.

We directly address the challenge of managing high-volume inbound leads from these markets by providing immediate AI-driven engagement, ensuring no opportunity is lost due to time-zone differences or human bandwidth. This rapid response is critical for conversion in the US and Canada.

Our solution allows GCC companies to establish a significant, cost-effective outreach presence, scale efficiently without proportionally increasing local headcount, and operate optimally across various business hours globally.

Agentyne empowers them to turn the complexities of international lead management into a streamlined engine for growth and superior customer engagement.

How does Agentyne BDR ensure its voice interactions remain both natural and emotionally intelligent in real-time conversations?

Agentyne BDR delivers exceptionally natural and emotionally intelligent voice interactions by combining advanced AI.

We utilise state-of-the-art, human-like Text-to-Speech and Speech-to-Text, coupled with sophisticated Natural Language Understanding (NLU) for fluid, multi-turn dialogues.

Crucially, real-time sentiment analysis allows our AI to gauge prospect emotions and dynamically adapt its tone and responses.

This, combined with dynamic scripting informed by pre-call data, ensures each conversation is contextually relevant and engaging, moving far beyond robotic interactions to create genuine connections – vital for any market, including discerning audiences in the US and Canada.

Our system continuously learns, ensuring interactions become even more refined over time.

What core technologies or models power Agentyne's sentiment analysis and contextual lead qualification?

Agentyne's sentiment analysis and contextual lead qualification are driven by robust machine learning models and advanced NLU. Our sentiment analysis engine interprets both vocal tones and lexical cues for a deep understanding of prospect emotions.

For contextual lead qualification, our NLU models, which can be enhanced by platforms like Google Cloud's Vertex AI, dissect conversations to

Agentyne's sentiment analysis and contextual lead qualification are driven by robust machine learning models and advanced NLU."

extract key entities, intent, and qualifying information.

The AI BDR intelligently navigates qualification frameworks, efficiently gathering critical data, especially vital when processing high-volume leads from major markets. This outcome-driven approach ensures sales teams receive prioritised, contextually understood leads ready for focused engagement.

How does Agentyne maintain accuracy and privacy while syncing with CRM platforms in real time?

Accuracy and privacy are paramount in our upcoming deep CRM integrations. We'll use secure OAuth 2.0 for permission-based access to platforms like Salesforce and Zoho, adhering to strict API best practices and data minimisation principles.

Our focus is on real-time or near real-time synchronization to ensure our AI BDR engages leads with the freshest information – crucial for immediate inbound follow-up – and that CRMs are instantly updated.

All data is encrypted in transit and at rest. With client-controlled field mapping and a design mindful of global data privacy regulations, including those relevant for North American operations, we ensure data integrity and support our clients' compliance.

What sets your voice-first AI apart from other AI calling or virtual assistant solutions currently on the market?

Agentyne BDR is a specialised strategic sales tool, not a generic assistant. Our key differentiator is enabling businesses to effectively penetrate and scale in demanding markets like the USA and Canada through rapid and intelligent inbound lead engagement.

While others make calls, our AI automates the core BDR workflow – from immediate, personalised outreach to action-based lead categorisation and follow-up triggers.

It's built to turn high-volume North American inbound interest into qualified opportunities by ensuring no lead is missed due to human bandwidth or time-zone constraints. This focus on tangible sales outcomes and market expansion provides a distinct competitive edge.

What types of customers or teams have seen the most success using Agentyne BDR during the pilot phase?

Our pilot phase has shown remarkable success with teams whose growth hinges on efficiently converting leads. Particularly, businesses spearheading US & Canadian market entry or expansion have found great value.

These are companies leveraging Agentyne to manage high velocity inbound leads from North America gaining a crucial foothold by ensuring immediate 24/7 capable follow-up which is absolutely critical for conversion in those competitive arenas.

We've also seen significant success with organisations handling high-volume global inbound leads where teams overwhelmed by their digital marketing success use Agentyne to guarantee prompt personalized first touches which in turn significantly boosts their MQL-to-SQL rates.

Furthermore, teams focused on optimizing BDR efficiency are seeing benefits as businesses are freeing their human BDRs from repetitive top-of-funnel tasks allowing them to focus on high-value interactions with AI-warmed leads. Really the common thread across all these successful pilots is how they're leveraging Agentyne to transform the challenge of timely scalable lead engagement into a significant sales advantage.

D-Link powers next era of intelligent connectivity across Middle East and Africa

At GITEX Global 2025, D-Link showcases its AI-driven Wi-Fi 7 and cloud-managed innovations designed to redefine connectivity for smart homes, enterprises, and digital ecosystems.



Sakkeer Hussain

The Middle East and Africa are witnessing a surge in demand for intelligent, secure, and scalable connectivity driven by rapid digital transformation. D-Link continues to lead this evolution, connecting homes, enterprises, and smart cities through innovation in networking technologies. At GITEX Global 2025, the company is showcasing a next-generation portfolio powered by AI, Wi-Fi 7, and

cloud-managed solutions that enable smarter, faster, and more sustainable connections. Sakkeer Hussain, Director – Sales & Marketing at D-Link Middle East and Africa, spoke to Sandhya D'Mello, Technology Editor, CPI Media Group and shared insights into the company's innovation roadmap, growth strategy, and focus on building secure, adaptive networks aligned with the region's digital ambitions.

GITEX has always been a strategic platform for D-Link to showcase its innovation roadmap. What key technologies or solutions is D-Link spotlighting at this year's event, and how do they align with the region's digital transformation goals?

At GITEX this year, D-Link is spotlighting the AQUILA PRO AI series and Wi-Fi 7 solutions — designed to make next-generation connectivity simple, secure, and scalable. These solutions represent how Wi-Fi has evolved from just being “fast” to becoming intelligent and adaptive. Built for smart homes, modern businesses, and hybrid lifestyles, they bring AI-driven optimization, energy efficiency, and robust security into one seamless experience. For the region's digital transformation goals, this means connectivity that's not only faster but also smarter, greener, and more human-centred — supporting smart cities, digital learning, and cloud-driven innovation. GITEX gives us the platform to

connect with our partners and showcase how Wi-Fi can now think, learn, and respond.

D-Link has played a pivotal role in shaping connectivity across homes, enterprises, and smart cities in the Middle East. How is the company evolving its product portfolio to meet the demands of AI, IoT, and cloud-driven ecosystems?

Connectivity is becoming the foundation for everything — from smart homes to smart cities. That's why D-Link's portfolio now focuses on intelligent, cloud-managed, and AI-optimised solutions. With AQUILA PRO AI, our Wi-Fi adapts in real time to user behaviour and device load — ensuring smooth streaming, reliable remote work, and effortless smart home control.

For SMBs and enterprises, Wi-Fi 7 BE10000 routers and cloud-managed solutions like Nuclias are designed for scalability and simplicity, supporting the

growing wave of IoT and AI applications. The focus is on networks that think, learn, and adjust — so businesses and consumers can focus on what matters most, not troubleshooting connections.

With the growing emphasis on secure networking and data privacy, how is D-Link ensuring that its infrastructure solutions address cybersecurity challenges, particularly in hybrid work and education environments?

Security sits at the heart of every D-Link innovation. Our latest Wi-Fi 7 and AQUILA PRO AI devices come with WPA3 encryption, AI-based threat detection, and parental and content controls for safer browsing and data protection. For businesses and schools managing hybrid environments, D-Link's Nuclias Cloud platform provides visibility and control from anywhere — ensuring networks stay protected, monitored, and compliant with regional data security standards. The goal is simple: to deliver peace of mind with performance, where connectivity remains both intelligent and trusted.

Can you elaborate on D-Link's growth strategy for 2025 and beyond — are there particular markets within the Middle East or Africa that you see as key drivers of expansion?

Our growth in 2025 and beyond is driven by AI, Wi-

Fi 7, and cloud-managed networking — technologies that serve both consumer and business needs. We're seeing strong momentum in the GCC markets, where national digital agendas are accelerating smart city and home automation projects. Africa is another exciting frontier for us, with growing demand for reliable and affordable connectivity. We're expanding our partner ecosystem, strengthening logistics, and introducing more region-specific solutions to ensure D-Link remains the trusted bridge to the digital future.

Partnerships and channel strength have always been at the core of D-Link's success. How are you enhancing partner engagement and support to empower distributors, system integrators, and resellers in the evolving digital economy?

Our three-tier partner program continues to be one of the strongest in the region, offering tailored pricing, marketing incentives, and comprehensive technical training. This year, we're further enhancing partner engagement with improved after-sales support, hands-on product education, and cloud-based management tools that make deployment simpler and more efficient. We want our partners to feel truly empowered — not just to sell, but to deliver smarter, more reliable connectivity experiences to their customers.

Avientek strengthens communications portfolio with Ribbon partnership

The collaboration with Ribbon Communications marks Avientek's entry into security solutions, expanding its reach across unified communications, networking, and secure enterprise connectivity.



Avientek's Director, Valiya Parambil Manu, and Ribbon Communications' Rafael Vicent celebrate the strategic partnership aimed at advancing secure communication infrastructures across the Middle East

Avientek has announced a strategic distribution partnership with Ribbon Communications, a global provider of real-time communications technology and IP optical networking solutions. The

agreement significantly expands Avientek's product portfolio to include Microsoft Voice Solutions, voice security, IP Optical, Data Center Interconnect, and advanced Switching technologies.

The partnership represents Avientek's official entry into the security solutions market, reinforcing its position as a leading value-added distributor of Audio Visual, Unified Communications,

and Collaboration technologies across the Middle East. Through this collaboration, Avientek will enable enterprises, service providers, and government organisations to protect critical assets and ensure secure, resilient, and future-ready communication infrastructures.

Ribbon's portfolio, renowned for its voice communication security and network resilience, will now be available through Avientek's regional distribution network. The suite includes solutions that safeguard organisations against DoS/DDoS attacks, toll fraud, call hijacking, and eavesdropping—while ensuring uninterrupted

connectivity and performance.

Valiya Parambil Manu, Director of Avientek, said the partnership marks a milestone in the company's mission to enhance its unified communications and networking capabilities.

“We are proud to announce our new distribution partnership with Ribbon Communications”, said Manu. “Ribbon's innovative solutions in real-time communications, security, and cloud-native technology align seamlessly with our mission to deliver greater value to our partners and customers across the region. Together, we look forward to empowering enterprises and service providers with advanced, secure, and scalable solutions that accelerate digital transformation”.

Echoing the sentiment, Rafael Vicent, Senior Channel Account Manager at Ribbon Communications, noted that the collaboration strengthens Ribbon's regional footprint and expands access to its market-leading technologies.

“We're excited to welcome Avientek to our strategic partner network across the Middle East and Africa”, said Vicent. “This collaboration brings our advanced Session Border Controllers (SBCs) to a broader market, helping customers migrate their telephony to the cloud with Microsoft Teams and other cloud-based communication platforms. With Ribbon's SBCs, IP Optical, and Data Center Interconnect solutions, Avientek is uniquely positioned to deliver secure, scalable, and future-ready communication infrastructure to enterprises, service providers, and government organisations”.

Avientek will provide its channel ecosystem with end-to-end support—including expert consultation, pre- and post-sales training, and regional assistance—to ensure effective deployment of Ribbon's technologies. The move further strengthens Avientek's role in enabling digital transformation across the region's rapidly evolving ICT landscape.

Network Binary champions a culture of Digital Resilience

At GITEK Global 2025, Network Binary showcases its evolution from a cybersecurity learning provider to a full-fledged digital transformation enabler, empowering organisations to build resilient, adaptive defences.



Azeem Ahmad

Cybersecurity threats are becoming increasingly complex, driving an urgent need for skilled professionals and adaptive defence strategies. During GITEK Global 2025, Network Binary takes centre stage with a clear message — the company has evolved from a specialist IT learning provider into a full-spectrum digital transformation enabler. Under the leadership of Azeem Ahmad, Founder and CEO, Network Binary is redefining how organisations approach cyber resilience by blending education, consulting, and AI-driven innovation to close the global skills gap and strengthen enterprise security.

This exclusive conversation with Security Advisor Middle East explores Ahmad’s insights on Network Binary’s growth journey, its mission to shape the future of cybersecurity learning, and the company’s commitment to empowering businesses to stay ahead of emerging digital threats.

GITEK Global is a key platform for showcasing innovation and building strategic alliances. What message is Network

Binary bringing to GITEK this year, and how does your participation reflect the company’s growth trajectory across cybersecurity, cloud, and digital transformation?

At GITEK Global 2025, Network Binary is championing the message of “Empowering Digital Resilience through Learning, Consulting, and Cyber Innovation.”

What began as a leading IT and cybersecurity learning provider has evolved into a multi-dimensional company driving transformation across training, consulting, and technology solutions. Our participation at GITEK this year underscores that growth trajectory — from being a learning powerhouse to an end-to-end digital transformation enabler.

As part of the Office Connect Group, we now bring together deep expertise in cybersecurity strategy, cloud migration, penetration testing, AI-led automation, and IT upskilling. Our goal is to help organisations fortify their infrastructures, empower their workforce, and accelerate digital transformation in a secure and sustainable manner.

Learning is the first line of defence — and at Network Binary, we’re turning education into empowerment”.

GITEK is not just a showcase for us — it’s a stage to reaffirm our commitment to bridging the global skills gap, enabling cyber maturity, and forging alliances that drive smarter, safer, and more adaptive enterprises.

As cybersecurity threats evolve, so must the way professionals learn and adapt. How is Network Binary contributing to the future of learning in cybersecurity, and what initiatives are you driving to close the skills gap in ethical hacking and penetration testing?

At Network Binary, we believe that learning is the first line of defence. Our flagship Comprehensive Learning Platform is redefining the future of cybersecurity education — serving as a one-stop ecosystem for all IT and

cyber learning needs.

- The Student Portal provides seamless access to certified courses, virtual labs, CTF (Capture The Flag) challenges, and performance dashboards.
- The Admin Portal delivers powerful analytics for learning directors and managers to measure skill readiness, plan workforce enablement, and track ROI across teams.
- And our Comprehensive Learning Ecosystem, built on vendor partnerships with Cisco, EC-Council, and CompTIA, ensures learners stay aligned with industry standards and emerging technologies.

This holistic approach — blending skills gap analysis, guided learning pathways, and data-

driven analytics — helps organisations and individuals close the cybersecurity talent divide. From ethical hacking to cloud defence, we’re enabling professionals to learn, practice, and lead in a constantly evolving digital threat landscape.

Ethical hacking has moved from being a niche skill to a core business capability. How is Network Binary enabling organisations to adopt ‘Ethical Hacking in Action’ as a proactive defence strategy rather than a compliance exercise?

Network Binary advocates a mindset shift — from reactive defence to proactive resilience. Through our “Ethical Hacking in Action” initiative, we encourage enterprises to let their Red Teams hack their infrastructure, applications, and servers — ethically, legally, and intelligently — before someone else does.

Our ethical hacking and red teaming services simulate real-world attack vectors, identifying vulnerabilities long before they can be exploited. We combine offensive security expertise with AI-assisted vulnerability analytics to deliver insights that go beyond compliance checklists.

The goal is to operationalise ethical hacking — transforming it from a periodic audit into a continuous defence mechanism that evolves with every emerging threat. This is how we help organisations turn ethical hacking into a strategic enabler of cyber resilience, rather than a tick-box exercise.

The future of penetration testing is increasingly automated, AI-assisted, and continuous. What is your perspective on how technology — including generative AI — is reshaping the landscape of vulnerability assessment and threat simulation?

The traditional approach of performing penetration tests twice a year is now obsolete. In a world where new vulnerabilities surface daily, organisations need continuous, automated, and AI-driven pentesting solutions operating 24/7, 365 days a year.

At Network Binary, we see Generative AI as a catalyst for this transformation. It enhances threat modelling, automates

reconnaissance, and intelligently prioritises vulnerabilities based on potential impact. By integrating AI-driven analytics into our security assessment frameworks, we can simulate thousands of attack vectors within hours, drastically reducing exposure time.

Our vision is to move toward a “living” cybersecurity model — one that is predictive, adaptive, and autonomous, enabling organisations to detect, respond, and recover in real time. The synergy between human expertise and AI innovation is not replacing ethical hackers — it’s amplifying their impact.

Looking beyond GITEK, what are your key priorities for scaling Network Binary in 2025 and beyond — whether in expanding your service portfolio, building strategic training hubs, or strengthening your presence across new markets?

Our roadmap for 2025 and beyond is ambitious yet grounded in our mission — to be a trusted global partner for cybersecurity, consulting, and continuous learning.

Key priorities include:

1. Expanding Our Service Portfolio: Moving beyond learning to include cyber consulting, managed security, and digital transformation services, offering clients a 360° approach to resilience.
2. Establishing Strategic Learning Hubs: Building regional training and innovation centers across the Middle East, Africa, and South Asia to accelerate knowledge transfer and skill development.
3. Technology Partnerships: Strengthening alliances with industry leaders and AI innovators to create smart, data-driven training and security platforms.
4. Market Expansion: Growing our footprint across Saudi Arabia, Qatar, and Africa, where the demand for cybersecurity and cloud talent is rapidly increasing.

Network Binary’s evolution reflects a simple but powerful philosophy — we don’t just train for today; we prepare for tomorrow. Through innovation, collaboration, and a human-centered approach to technology, we aim to lead the region’s transformation toward a more secure, skilled, and digitally empowered future.

SANS strengthens Gulf cybersecurity skills through immersive training, AI-driven learning

Ned Baltagi of SANS Institute outlines how advanced training, national workforce alignment, and AI-focused frameworks are shaping a more resilient cybersecurity landscape across Saudi Arabia and the wider region.



Ned Baltagi

Cybersecurity threats are increasing in both scale and sophistication, creating an urgent need for skilled professionals capable of protecting critical infrastructure and digital assets. In Saudi Arabia, national initiatives such as the Saudi Cybersecurity Workforce Framework (SCyWF) are accelerating the development of a resilient cyber workforce aligned with the Kingdom's digital transformation objectives.

Within this evolving landscape, SANS Institute continues to play a central role in advancing technical expertise, leadership capability, and AI security awareness across the region.

Ned Baltagi, Managing Director for the Middle East, Africa, and Turkey at SANS Institute, spoke to Sandhya D'Mello, Technology Editor, CPI Media Group, about how initiatives such as SANS Cyber Safari, the Secure AI Blueprint, and the Gulf Region 2025 programme are helping professionals strengthen defences, enhance

organisational resilience, and align cybersecurity with both national and business priorities.

How will SANS Cyber Safari help businesses strengthen employee awareness and reduce human-related risks?

SANS Cyber Safari covers a broad spectrum of topics, from foundational security to advanced threat intelligence and forensics. The 20-day training event, held at the Hyatt Regency Riyadh Olaya, covers 13 specialised courses across key cybersecurity disciplines, along with three NetWars tournaments, and Four Community Night Talks, designed to engage and empower cybersecurity professionals. Through industry-leading hands-on labs, simulations, and exercises, focused on practical applications, professionals will gain the competitive advantage to stay ahead of evolving security challenges.

The three-week Cyber Safari features series of one-week courses, allowing flexibility to select and

attend relevant modules. Each program offers both in-person and online training options, supported by certified instructors, immersive virtual labs, thought leadership sessions, workshops, courseware, and opportunity to earn GIAC certifications and CPE (Continuing Professional Education) credits. SANS Cyber Safari will also include NetWars Tournaments, an interactive cyber range event that makes learning into hands-on, gamified challenges. This edition will feature three tracks: Cyber Defence NetWars, focusing on preventing, analysing, and defending against complex real-world attack scenarios; DFIR NetWars, covering digital forensics, incident response, threat hunting, and malware analysis; Core NetWars, the most comprehensive range to build diverse, advanced skills to handle current threat landscape.

How is SANS' alignment with the Saudi Cybersecurity Workforce Framework helping to build a skilled and resilient national cyber workforce?

SANS has mapped its training to the Saudi Cybersecurity Workforce Framework (SCyWF) in support of the National Cybersecurity Authority (NCA)'s mission to build a skilled and resilient national cyber workforce. With national job roles rapidly evolving, cybersecurity professionals in the Kingdom need a clear alignment between career pathways and the structured learning

paths that build specialised skills and support long-term career growth. SANS now offers training directly mapped to SCyWF job roles, providing guided, role-based learning paths that help individuals and organisations build cyber capabilities and upskill, aligned to national standards and workforce priorities. Our courses are specifically mapped to these areas, offering professionals practical skills that address the evolving challenges of today's security landscape. Whether you're advancing your career or strengthening your team, our comprehensive training equips you with the knowledge and expertise to succeed in the industry.

The mapped work categories align directly to the specialty areas outlined in SCyWF, which include:

- Cybersecurity architecture, research and development
- Leadership and workforce development
- Governance, risk, compliance and laws
- Protection and defence
- Industrial control systems and operational technologies (ICT/OT)

The SANS Security Awareness report shows soft skills are key to security awareness. How should organisations rethink what makes a successful cybersecurity professional?

The 2025 SANS Security Awareness Report makes it clear: technical skills alone no longer define success in cybersecurity. As organisations face increasing human-related

risks—especially from social engineering—the ability to influence, communicate, and lead has become just as vital as technical expertise.

While traditional cybersecurity roles have emphasised deep technical knowledge, today's most effective security awareness leaders are distinguished by their soft skills. The report highlights that program effectiveness is often tied not to the technical content delivered, but to the leader's ability to inspire, influence, and communicate across departments. As such, organisations should evolve their definition of a successful cybersecurity professional to include:

- Strong communication and storytelling skills
- Empathy and behavioural insight
- The ability to build trust and influence across teams
- Cross-functional collaboration with HR, comms, and operations
- Strategic thinking aligned with business risk and culture

By recognising and nurturing these capabilities, organisations can elevate security awareness from a compliance checkbox to a strategic pillar of risk management and resilience.

How does SANS' 'Own AI Securely' blueprint guide organisations in building the skills and frameworks needed to manage AI securely and responsibly amid rapidly evolving threats?

The Secure AI Blueprint (aka Own AI, Securely) is built

around three imperatives: Protect AI, Utilise AI, Govern AI—each with concrete guidance mapped to relevant SANS courses and GIAC certifications. It helps organisations safeguard AI models and data, embed AI into defence use cases like detection, and build governance, oversight, and policy constructs aligned with emerging AI risk. It also references the SANS Critical AI Security Guidelines v1.1, which enumerate controls around access, deployment, inference monitoring, adversarial attack protection, and compliance.

How will SANS Gulf Region 2025 enable professionals to strengthen and elevate cybersecurity as a driver of business continuity and growth?

As the winner of Tahawul Tech's Most Innovative Cybersecurity Training Programs of the Year category at the Future Security Awards 2025, SANS is enabling professionals to elevate their technical and strategic skills in a way that directly supports business continuity and growth. SANS Gulf Region 2025 is a hybrid event with 14 instructor-led cybersecurity courses, NetWars tournaments, immersive labs, real-world simulations, and live instruction from world-class practitioners. Since the curriculum spans both foundational and advanced domains (including ICS/OT, AI/ML, secure architecture, detection/response, etc.), attendees can address current gaps in their organisation's defences while aligning their capabilities to emerging business risks. Furthermore, the event's in-person + virtual format, real-time TA support in labs, and networking opportunities help participants bring best practices back to their teams.

Groq and Aljammaz Technologies partner to accelerate AI Inference across Middle East

Leading AI Inference Company Partners with Region's Premier Technology Distributor; Partnership Debuts at GITEX Global 2025.

Groq, creator of the world's fastest AI inference technology, and Aljammaz Technologies, the Middle East's leading Technology Value-Added Distributor, recently announced a strategic partnership to bring Groq's groundbreaking Language Processing Unit (LPU) technology to enterprises, governments, and developers across

the MENA region. The companies will debut their collaboration at GITEX Global 2025, October 13-17 at the Dubai World Trade Centre.

The partnership addresses a critical inflection point in AI adoption: as organisations move from experimentation to production deployment, inference speed, cost, and energy efficiency

have emerged as defining constraints. Groq's LPU technology—purpose-built for AI inference rather than adapted from graphics processing—enables a new class of real-time AI applications that were previously impractical with traditional GPU architectures.

"The Middle East is experiencing unprecedented demand for AI solutions

across every sector, from financial services to healthcare to smart city initiatives", said Fahad AlTurief, VP and MENAT Managing Director at Groq. "Aljammaz Technologies brings unmatched regional expertise and channel reach. Together, we're positioned to help organisations throughout MENAT harness AI's full potential without the latency and cost barriers



Asim Aljammaz

that have historically limited deployment".

Under the partnership, Aljammaz Technologies will distribute Groq's complete portfolio of AI inference solutions across its

extensive network of system integrators, value-added resellers throughout Saudi Arabia and the broader

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Aljammaz Technologies ...

Middle East. This includes both GroqCloud—Groq’s full-stack cloud platform for fast, production-ready inference—and GroqRack compute clusters for organizations requiring on-premises AI infrastructure.

The collaboration combines Groq’s technical innovation with Aljammaz’s 29 years of experience delivering advanced technology solutions to the region’s most demanding enterprises. Aljammaz currently serves the financial, industrial, education, telecommunications, hospitality, healthcare, government, and SMB sectors through partnerships with global technology leaders including Dell Technologies, HPE, Cisco, and Alibaba Cloud.

“For almost 30 years, AlJammaz Technologies has been driving innovation and enabling our partners across the Kingdom of Saudi Arabia and the wider Middle East to adopt cutting-edge technologies”, said Asim Aljammaz, CEO of AlJammaz Technologies.

“As AI moves from experimentation to real-world implementation, our mission is to empower partners with the infrastructure, expertise, and ecosystem support needed to unlock its full potential. Partnering with Groq perfectly aligns with our AI-First strategy and strengthens our ability to deliver AI-ready solutions that make high-performance, real-time applications achievable and sustainable across industries”.

The global AI industry is projected to reach \$4.8 trillion by 2033, with inference workloads consuming far more compute resources than training as models move into production. Traditional GPU architectures, designed for graphics processing and repurposed for AI training, face inherent bottlenecks when running inference workloads at scale.

Groq designed the LPU from first principles specifically for AI inference, with architectural innovations including:

- Ultra-low latency: Delivering hundreds of tokens per second, enabling truly conversational AI and real-time applications

- Predictable performance: Software-defined architecture ensures consistent execution regardless of batch size or workload variability
- Energy efficiency: Up to 10x better power efficiency than GPU-based approaches, addressing sustainability and operational cost concerns
- Economic scalability: Competitive pricing combined with superior performance changes the ROI equation for production AI deployments

These capabilities unlock use cases across the MENA region’s priority sectors: Arabic language processing with near-instant response times, intelligent customer service for financial institutions, medical imaging analysis in healthcare, real-time threat detection for cybersecurity, and Arabic-optimised AI assistants for government services.

Groq and Aljammaz Technologies showcased their partnership at GITEX Global 2025, the world’s largest technology event, with a comprehensive program designed for enterprises, startups, developers, and channel partners:

Partnering with Groq perfectly aligns with our AI-First strategy and strengthens our ability to deliver AI-ready solutions that make high-performance applications achievable and sustainable across industries”.

- Five-Day Technical Program (Hall 2, Booth A20, October 13-17):
- Three daily sessions on Groq technology, architecture, and implementation strategies
- Over 16 live demonstrations of Groq-powered applications including RAG pipelines, Voice AI, Agentic systems, and Computer Vision
- Hands-on access to Groq Solution Architects, sales specialists, and executive leadership
- Networking opportunities with regional AI innovators and implementation partners

“GITEX provides the perfect platform to introduce our partnership to the region’s technology community”, said Mohamed Shaaban,

Alliances & Partnerships Director, MENAT at Groq. “We’re not just showcasing technology—we’re demonstrating how inference-first design fundamentally changes what organizations can accomplish with AI”.

The partnership announcement comes as MENAT governments and enterprises accelerate AI investments aligned with national transformation initiatives, including Saudi Arabia’s Vision 2030 and the UAE’s AI Strategy. Regional data centre investment is projected to exceed significant growth in 2025, driven largely by AI infrastructure requirements.

While much of the AI industry focused on training increasingly large models,

Groq recognised that inference—the process of actually running those models in production—would become the defining challenge. The company pioneered the LPU in 2016, years before the current generative AI boom, specifically to address inference bottlenecks.

The architectural differences matter for real-world deployment. Traditional accelerators achieve speed through aggressive quantisation, forcing models into lower precision that can degrade quality. Groq’s TruePoint numerics preserve accuracy while maintaining speed. GPU memory hierarchies introduce hundreds of nanoseconds of latency per weight fetch; Groq integrates hundreds of megabytes of on-chip SRAM as primary storage, dramatically reducing access latency.

These aren’t incremental improvements—they represent a fundamental rethinking of how AI computation should work. Independent benchmarks have demonstrated Groq achieving throughput exceeding 240 tokens per second on large language models, more than double competing solutions, with superior energy efficiency.

PRESERVING THE WORLD’S DATA

Sandhya D’Mello, Technology Editor, CPI Media Group sat down with the Toshiba’s executive leadership team to discuss how pioneering new technologies, a strong channel ecosystem, and a focus on reducing cost per terabyte has positioned the company as a catalyst for digital progress in the UAE, Saudi Arabia, and the wider MENA region.



Daisuke Hara

With 150 years of legacy and a strong focus on sustainability, Toshiba accelerates growth in the UAE and Saudi Arabia by delivering reliable, high-capacity, and energy-efficient storage solutions.

The Middle East and Africa are advancing ambitious digital transformation agendas, and the demand for reliable, energy-efficient, and high-capacity storage is

accelerating in parallel. Toshiba, with 150 years of corporate history and five decades of leadership in the storage business, is positioning itself to support this growth with a comprehensive portfolio spanning personal storage (including NAS), surveillance solutions, and enterprise-class capacity for cloud data centres and hyperscalers.

Commitment



Jeff Briggs

to sustainability, reliability, and long-term partnerships defines the company’s regional strategy. Senior executives – Peter Lieberwirth, President of Toshiba Electronics Europe GmbH; Larry Martinez-Palomo, Vice President and Head of EMEA Storage Products Division; Daisuke Hara, General Manager Assistant Vice President, EMEA Storage Products

Business Marketing Division; and Jeff Briggs, General Manager – Distribution Sales, EMEA Storage Products Division – discussed their vision for the company in a conversation with Sandhya D’Mello, Technology Editor, CPI Media Group.

Peter Lieberwirth, President of Toshiba Electronics Europe GmbH, emphasises that Saudi Arabia and

the UAE are setting the pace for digital growth in the region, and Toshiba’s role is to act as a catalyst in this transformation through flexibility, openness, and enduring partnerships.

The company’s 150-year corporate history and more than 50 years of storage expertise form the foundation of this vision, rooted in addressing society’s evolving challenges – from the first electric bulbs in Japan to today’s imperative of managing vast volumes of data efficiently and sustainably.

Reliability and quality remain Toshiba’s top priorities, with sustainability embedded in the design of products that minimise replacement needs and reduce energy consumption. This approach is reflected in the company’s roadmap towards delivering drives of 30–40 terabytes, advancing beyond the current 24TB models to meet the demands of big data and AI-driven innovation.

Lieberwirth points out that the MEA region, with its ambitious population and robust investments, represents a dynamic growth opportunity for Toshiba’s storage business. He also highlights the UAE’s

digital-first strategy as a benchmark for progress, describing it as a bold and necessary move that will drive development across sectors and set the tone for future growth.

“The MEA region is very dynamic, with a young, ambitious population and significant investments driving growth. This creates excellent opportunities for us to expand our storage business and contribute to the region’s digital transformation. The UAE has set the right tone. The young, competitive population will fuel strong growth and development, and the digital-first vision will drive progress across all sectors,” said Lieberwirth.

Building on this vision, Larry Martinez-Palomo, Vice President and Head of Toshiba’s EMEA Storage Products Division, explains that the company’s mission is clear: “We preserve the world’s data.” He highlights how this strategy is executed across four key segments – personal storage, where external hard drives and NAS systems serve home and small business users;

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Toshiba...

surveillance storage, with specialised drives created in partnership with camera and recorder manufacturers; and enterprise storage, delivered through collaborations with hyperscale data centres, global system vendors, and local integrators. Affordability is another cornerstone of the approach, as Martinez-Palomo stresses: “Each generation reduces cost per terabyte. Compared with SSDs, HDDs still provide the most cost-effective solution for large-scale storage.”

In an increasingly standardised and competitive market, Toshiba sets itself apart by combining innovation with value-added services. “Differentiation is challenging, but we aim to lead through innovation,” he notes, pointing to the company’s external drive compatible across PC, Mac, iOS, and Android as a unique example. He also emphasises the



Larry Martinez

importance of long-term support for partners, adding: “We add value through services such as our HDD Innovation Lab in Düsseldorf, where partners and data centres can remotely test compatibility and reliability of configurations.”

Regional success is also built on a strong channel ecosystem, something Jeff Briggs, General Manager – Distribution Sales, EMEA Storage Products Division, SPD, views as a cornerstone of Toshiba’s growth. “Distribution is central—we remain 100% indirect for our channel business. We prioritise strong



Our vision is to make it possible for humanity to preserve and utilise data efficiently, while reducing energy consumption. Storage must deliver the highest capacities with the lowest power usage.”

relationships with distributors, embedding our mission ‘Committed to people, committed to the future.’” he explains.

The handover of MEA operations to TOSH



Peter Lieberwirth

close to customers, while European support services like our HDD Innovation Lab and marketing add further value,” he adds.

Looking ahead, Briggs highlights a robust roadmap, pointing to near-term advancements in 30TB HDDs powered by HAMR technology. “Coupled with our customer-focused approach and strong distributor relationships, we are confident of gaining share in enterprise and AI-driven storage,” he affirms.

Technology innovation remains equally critical, with Daisuke Hara, General

Manager, Assistant Vice President, of EMEA Storage Products Business Marketing, emphasising how Toshiba is aligning its portfolio with MEA priorities. “We are about to launch some new products for the surveillance market designed for higher durability and enterprise-class reliability, aligned with regional smart city initiatives and government projects,” he explains.

Hara also notes how AI is transforming Toshiba’s operations internally: “AI shortens development cycles and improves manufacturing by detecting failures early. This reduces waste and enhances energy efficiency in our production processes.” With the rapid pace of development in markets such as the UAE and Saudi Arabia, surveillance storage is becoming indispensable.

“Surveillance storage is critical in supporting smart city and government initiatives. We are focusing on growth in markets like the UAE and Saudi Arabia, where demand for secure, reliable storage is rising rapidly,” Hara concludes.

StarLink and Okta join forces to empower organisations with zero-trust and enhanced User Experience

The agreement entails distribution of Okta's product portfolio across the Middle East and Africa, with an emphasis on markets where StarLink maintains a strong presence.



StarLink, an Infinigate Group company, a Trusted Advisor for Cyber, Secure Cloud and Secure Networks solutions in the MEA region has announced a new partnership with Okta, a global leader in Advanced Identity and Access Management who is committed to providing customers secure and

seamless access to technologies.

This partnership entails distribution of Okta’s product portfolio across the Middle East and Africa, with a strategic emphasis on high-growth markets where StarLink maintains a strong presence. As Okta’s strategic distributor, StarLink will deploy

its extensive channel ecosystem to maximise market coverage and deliver Okta’s identity security solutions to partners and enterprises across the region. StarLink remains committed to driving deep market penetration, while ensuring sales and technical enablement to accelerate the adoption of the Okta

Identity Platform.

Ahmed Diab, COO, StarLink, says: “In today’s complex online and offline landscape, IAM is a vital part of every organisation’s data protection strategy. Our partnership with Okta strengthens StarLink’s ability to deliver IAM solutions that seamlessly integrate with endpoint security, network security, cloud infrastructure, and data protection, creating a unified and resilient security posture. We are committed to delivering best-in-class solutions backed by our unparalleled technical expertise”.

Okta stands at the forefront of IAM, offering comprehensive solutions including Single Sign-On (SSO), Multi-Factor Authentication (MFA), Lifecycle Management, and API Access Management. With Okta, businesses can address every dimension



This partnership reinforces our commitment to helping companies across the region strengthen their security posture while driving innovation and digital transformation”.

of identity - from seamless user login to intelligent asset management. Partnering with StarLink, Okta will empower organisations in the MEA region to adopt secure cloud environments, support hybrid work models, and implement advanced authentication strategies - ultimately enhancing security, boosting operational efficiency, and accelerating digital transformation.

Mark Whelan, Head of EMEA Growth Markets, Okta, said, “StarLink has a proven track record as a trusted advisor across the MEA region, and their extensive channel ecosystem makes them an ideal partner to accelerate Okta’s growth in these markets. Together, we will

empower organisations to embrace zero-trust security models, simplify identity management, and deliver seamless user experiences. This partnership reinforces our commitment to helping companies across the region strengthen their security posture while driving innovation and digital transformation”.

response, etc.), attendees can address current gaps in their organisation’s defences while aligning their capabilities to emerging business risks. Furthermore, the event’s in-person + virtual format, real-time TA support in labs, and networking opportunities help participants bring best practices back to their teams.

RECLAIMING AI SOVEREIGNTY

CNME Editor Mark Forker spoke to Dr. Abdulla Al Nuaimi, Founder and CEO, at NX Digital Technology, to learn more about how his company is helping government entities to reclaim AI sovereignty by taking ownership of their intelligence stack.



Dr. Abdulla Al Nuaimi

Dr. Abdulla Al Nuaimi is a hugely respected figure across the IT ecosystem across the Middle East. In 2015, he decided to establish NXDT (NX Digital Technology) and in the 10 years that have elapsed the company has gone from strength-to-strength under the leadership and tutelage of Al Nuaimi. NXDT is 100% Emirati-owned, and part of its mission statement is to foster a thriving start-up culture, and is known for providing innovation, modern and aesthetic solutions in AI, cybersecurity and Digital Transformation. Ahead of GITEX Global 2025, Al Nuaimi sat down with CNME Editor Mark

Forker to give a broader overview of the NXDT business model, and the role it plays in helping government entities across the UAE. NXDT is UAE based Technology company and a startup culture, providing innovative, modern and aesthetic solutions in AI, Cyber security, Digital Transformation

What made you focus on on-premises and Edge AI for government applications?

Governments want the power of GenAI but not the dependency that comes with public clouds. When national data, security intelligence, or citizen records are

involved, you can't just push it to some remote data center. On-prem or edge AI gives full control: data, models, and inference all stay within the country's borders. It's not only about privacy Its about AI sovereignty, owning your intelligence stack just like you own your defense system.

How is this different from traditional cloud AI deployments?

Cloud AI is amazing for startups, but governments live in a high-risk zone. Your data and model weights often sit on someone else's infrastructure and that's not always acceptable. With on-prem or edge GenAI, you are running your own models on secure clusters. No data leaves your perimeter, and every inference is traceable. It's like shifting from renting intelligence to owning your national brain.

Is on-prem GenAI practical? Doesn't it demand huge compute power?

It did once, but not anymore. Today we have optimised and quantified models that run brilliantly on NVIDIA A100s, H100s, or even Jetson devices. You can host strong AI assistants, summarizers,

or translation systems completely offline. Once you own the infrastructure, cost per token plummets and performance stays consistent. You are literally building your own AI utility grid.

Which government functions can benefit the most?

Public Security & Transport: Edge AI that analyses live feeds, translates, and acts in real time. Citizen Services: Local LLMs answering citizens in Arabic or other regional languages with no cloud APIs. Healthcare, Police, and Defense: Keeping sensitive data sealed within their own environment. Even simple document summarization or regulation-aware chatbots can be done internally, with zero exposure.

How does this tie into national digital transformation?

Digital transformation of modernised infrastructure. Now it's time to make that infrastructure intelligent. On-prem GenAI lets governments plug AI directly into existing systems, without exemptions or cloud risks. It's the move from being digitally transformed to being AI-enabled

NX helps governments move from using AI to owning AI — responsibly, securely, and with full control over their digital future.”

with control and that's true national digital independence.

What are the main challenges you see?

Skills and mindset. Teams are used to cloud convenience but building local clusters and managing GPU-based AI pipelines need a new mindset that is more hands-on with infra and security. Once they see that models like Llama or Mistral can run securely in-house, the change becomes unstoppable. It's a mental migration more than a technical one.

How do you see the next few years unfolding?

We will see every nation build its own sovereign AI network like telecom or defense grids. Ministries will operate local AI nodes and that talk securely under one national AI policy.

Federated learning will connect these nodes, so models can learn collectively without sharing raw data. That's when AI becomes part of national infrastructure, not a cloud feature.

What advice would you give to leaders exploring this path?

Start small but start locally. Spin up one internal LLM sandbox. Train it on your own documents. See the clarity and security you gain. Then scale involves local startups, academia, and policy teams. The edge isn't just a place for data anymore; it's where the future of national intelligence will live.

How does NX help governments build AI Sovereignty?

At NX, we are already enabling public sector clients to build AI within their own walls, not rent it from overseas. Our on-prem and edge GenAI systems blend national data security with operational intelligence. We deliver:

- Secure AI clusters that comply with sovereignty laws.
- Local language models that are tuned into regional and cultural contexts.
- Sustainable AI infrastructure that scales with national vision programs.

In summary, NX helps governments move from using AI to owning AI — responsibly, securely, and with full control over their digital future.

Robocore: AI-led robotics bring exponential benefits for critical sectors

The robotic revolution gathers pace; at GITEX 2025, Veronica Martin spoke to Lim Long Hei Roy, CEO, Robocore, about the firm's AI-powered robots and how they're transforming healthcare, education, interactive advertising and building automation.



Lim Long Hei Roy

Can you briefly introduce Robocore and what sets your robotics solutions apart from others in the market?

“RoboCore is a company leveraging robots to deliver innovative solutions for our customers. We manufacture our own robot, the Temi Robot, which is designed as an open platform. This allows customers to programme it for use across different industries according to their specific needs. The robot is equipped with a microphone for large language model (LLM)

interactions and a camera for AI analytics, giving users full flexibility. What we provide is a seamless navigation system with obstacle avoidance, making it extremely easy to operate. We also offer an online SDK, giving developers full control over integration and customisation. “One standout application is in healthcare, particularly hospitals and nursing homes. For example, Temi Robots can be at the patient's bedside, equipped with stethoscopes, blood pressure sensors, and sonogram devices to check all vital signs. This eliminates the need for patients to wait for a doctor or be transported to a hospital. Within two minutes, a video consultation can take place; vital signs are assessed, prescriptions are given, and medication is delivered. This dramatically reduces the time between doctor and patient from hours

to minutes and enables doctors to see up to 50 patients per day instead of just five. “So far, we've implemented around 1,000 robots across nursing homes in the USA, Hong Kong, and Singapore. Our next focus is exploring new markets, including the UAE and the broader GCC region, as well as potential expansions into Africa, and beyond.”

What brings Robocore to the event this year, and what are your key goals for participating?

“As GITEX is primarily focused on IT and tech in the Gulf region, we see a huge opportunity to support telemedicine infrastructure here. Even in very remote areas without local medical coverage, our robots enable patients to connect with doctors virtually - anytime, anywhere. “Because our robot is an open platform, it also has significant applications in

education. Students can learn how to programme the robot, making it a powerful tool for tech literacy and hands-on learning. We've already implemented this in 800 schools in Korea, 400 in Hong Kong, and several in Japan, and we see the Gulf region as a major growth market for both healthcare and educational applications.”

What solutions or products are you showing at GITEX 2025, and how do they align with current industry needs in the Middle East?

“The main product is our medical robot. In addition, we're showcasing larger robots designed for interactive advertising. One of these is called Forecast, which features four large screens that can display videos, advertisements, or posters. You can schedule content; for example, from

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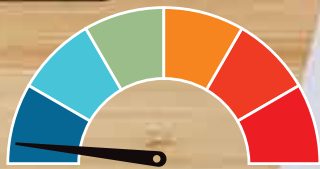


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Robocore...

1pm to 2pm you might display GITEX-related content, and the next hour show something different.

“Forecast also includes four floor projectors, which can display logos or interactive content. The projectors can detect footprints, allowing visitors to engage directly with the projections and the robot itself. This makes it ideal for large exhibitions, hotel lobbies, and shopping malls, creating dynamic and interactive advertising experiences.”

Robocore develops AI-powered robots for a wide range of industries - from healthcare to hospitality. Which sectors do you see the most traction in currently, especially in the UAE or wider Gulf region?

“Medical and education services are essential to

daily life, but here in the UAE, there's a growing need for automation within large infrastructures. Our robots can play a significant role in high-rise buildings - for example, a 100-floor tower - by automating tasks like inspection, detection, and security.

“Using cameras and sensors, a robot can identify suspicious activity, detect if someone has fallen, check whether fire doors are closed, or spot maintenance issues like broken light bulbs. Traditionally, this would require staff to patrol the entire building or install thousands of costly sensors. With just one robot, all these tasks can be efficiently managed - simply moving floor to floor via elevator, it can handle multiple monitoring and maintenance functions autonomously.”

Can you walk us through some real-world use cases where Robocore's technology

has delivered clear value or transformed operations?

“Medical applications are a real-world use case where our robots generate significant cost savings for governments and insurance companies. For example, a simple cough could traditionally trigger a \$1,200 ambulance ride, followed by a \$6,000 emergency room registration - an inefficient and expensive process. Now, through our platform, each virtual doctor visit costs just \$30, providing affordable care while creating a steady revenue stream that allows us to deploy robots in nursing homes at no additional cost. This approach has been widely appreciated by both the U.S. government and insurance providers.

“Another compelling example is our telepresence capability. Similar to medical visits, our robots allow people with disabilities to remotely explore events or locations they could never physically

access. For example, children with terminal illnesses in Japan can now control our robots to attend exhibitions or shows, effectively broadening their horizons. By enabling people with mobility challenges to virtually ‘travel’ the world, we’re expanding access and creating meaningful experiences - this is a core part of our mission.”

What kind of demand or trends are you seeing in the UAE when it comes to robotics adoption in sectors like government, hospitality, or healthcare?

“The trend is clearly moving toward AI and robotics, but it’s not about fully replacing humans; and of course, that’s a good thing. The goal, which aligns with government initiatives, is to delegate mundane, repetitive, or dangerous tasks to robots, freeing up nurses to focus on meaningful human interaction.

“For example, feeding an

elderly person is almost impossible to automate safely - robots might accidentally harm the patient or themselves - so human care remains essential. Other critical tasks, like changing diapers, also require discretion and sensitivity. That’s where our robots come in: equipped with sensors, they can detect when a diaper needs changing by identifying urine or feces, alerting the nurse to take action.

“By splitting tasks in this way, robots handle the routine and hazardous work, while humans remain invaluable for the compassionate, hands-on care that only they can provide.”

Looking ahead, how do you see the role of AI-powered robots evolving in the Middle East, and what role does Robocore want to play in that journey?

“I believe AI and robotics must go hand in hand. After all, robots by

themselves are just motors, and without intelligence, they can't truly act. AI is what allows robots to understand their environment and decide what needs to be done.

“Currently, our robots are equipped with advanced AI models, including LLMs, and feature AI analytics through their cameras. This enables them to ‘see’ and interpret the world. For example, a robot can identify someone carrying multiple bags and proactively offer to carry them, alleviating physical strain for the person.

“The next phase is full automation: with AI becoming increasingly sophisticated, robots will no longer need to be explicitly programmed. They will analyse their surroundings, interpret situations, and determine the best course of action independently. In other words, they essentially understand the world and respond intelligently on their own.”

Building the infrastructure for an Intelligent Future

ASUS looks to empower the Middle East region via its AI Factory architecture in combination with NVIDIA-accelerated computing.



In the UAE, where digital innovation and smart city initiatives are a national priority, these solutions can accelerate breakthroughs across industries”.

ASUS, a global technology leader, is reinforcing its commitment to the Middle East’s AI transformation through its AI Factory architecture — a comprehensive framework combining NVIDIA-accelerated computing with intelligent infrastructure design. The AI Factory offers enterprises a unified platform to build, train, and deploy AI models at scale, integrating compute, storage, networking, and cooling technologies for end-to-end efficiency. It embodies ASUS’s vision of enabling “AI for everyone,” simplifying enterprise-

level deployment through a standardised, modular design showcased recently at GITEX. At the heart of this ecosystem are ASUS’s latest NVIDIA-accelerated systems, engineered to deliver exceptional performance and energy efficiency:

- ASUS AI POD with NVIDIA GB300 NVL72 – a high-density GPU server optimised for large language models (LLMs) training and AI workloads.
- ASUS XA NB3I-E12 with NVIDIA HGX B300 – featuring the latest NVIDIA Blackwell

platform designed for next-generation generative and reasoning.

- ASUS ESC NB8-E11 with NVIDIA HGX B200 – high-performance inference and training for enterprise AI Factory applications
- ESC8000A-E13P powered by AMD EPYC 9005 processors and NVIDIA RTX PRO 6000 Blackwell Server Edition GPUs – a versatile system supporting hybrid workloads with AMD EPYC™ 9005 processors and RTX PRO 6000 Blackwell or Hopper GPUs.

- Ascent GX10 modular system – a next-generation, configurable platform that adapts to emerging AI workloads and diverse deployment needs.

Among the above systems, ASUS showcased server solutions featuring AMD EPYC™ 9005 processors, offering exceptional performance and scalability for AI-driven, mission-critical data centre workloads. Powered by AMD EPYC™ 9005 processors, the ASUS ESC8000A-E13P exemplifies performance and energy efficiency for

demanding workloads such as generative AI, LLM training, and high-throughput data processing. Its integration with NVIDIA RTX PRO 6000 Blackwell Server Edition GPUs and NVIDIA ConnectX-8 SuperNIC enables 400G InfiniBand/Ethernet connectivity for ultra-low latency and high-bandwidth performance — empowering enterprises to scale AI infrastructure efficiently and sustainably. Beyond hardware, ASUS Professional Services provides tailored, end-to-end support for enterprise clients. From planning and configuration to deployment, optimisation, and lifecycle management, ASUS offers a full suite of services that include infrastructure assessment, thermal and cooling design, network integration, and on-site deployment assistance. These services ensure that enterprises can transition seamlessly to AI-ready environments while maintaining operational resilience and sustainability.

Extending the ecosystem beyond hardware, ASUS delivers a comprehensive software and management stack:

- **ASUS AI Hub**, a turnkey agentic AI platform, accelerates development and deployment of ready-to-use AI services.
- **ASUS Control Center (ACC)**, an enterprise-grade centralized management tool, streamlines IT management, remote

- device configuration, and security patch deployment.
- **ASUS Infrastructure Deployment Center (AIDC)** provides zero-touch onboarding, automated OS installation, and accelerated rack-scale deployment.
- The platform is further enhanced by NVIDIA AI Enterprise and NVIDIA Omniverse, enabling enterprises to simulate, train, and deploy intelligent applications across industries.

“At ASUS, we are focused on building AI infrastructure that not only delivers uncompromising performance but also supports sustainability and adaptability. By integrating NVIDIA GB300, HGX, and NVIDIA MGX technologies and AMD EPYC 9005 platforms, our latest solutions provide enterprises with scalable platforms for AI-driven transformation. In the UAE, where digital innovation and smart city initiatives are a national priority, these solutions can accelerate breakthroughs across industries”, said Senic Chiu, Regional Director of Middle East and Africa.

The integration of AI Factory solutions and Professional Services marks a new milestone in ASUS’s regional strategy — enabling governments, universities, and private enterprises in the Middle East to build world-class AI infrastructure that supports the region’s growing focus on digital innovation and smart technologies.

Planview builds momentum, drives transformation across Middle East

Chief Growth Officer & Head Middle East, Stephen Fernandes, shares his vision for Planview’s regional journey—focusing on partnerships, execution, and AI-powered transformation to help enterprises connect strategy with action.



Stephen Fernandes

With three decades of experience spanning the Middle East, Africa, India, and APAC, Stephen Fernandes, Chief Growth Officer & Head Middle East at Planview, brings a rare blend of regional insight and global perspective. Tasked with steering Planview’s expansion and growth strategy across the Middle East, he is focused on building a robust local foundation, accelerating partnerships with hyperscalers and system integrators, and positioning Planview as the execution engine for enterprise transformation. In this exclusive conversation with Sandhya D’Mello, Technology Editor, CPI Media Group, Fernandes discusses his vision for driving measurable impact, empowering customers through AI-powered connected work, and establishing Planview as a trusted transformation partner in the region.

What does it mean for you personally and professionally to take on the position of Chief Growth Officer & Head Middle East at Planview?

Taking on this role is both

a personal milestone and a professional privilege. Personally, it’s a full-circle moment—having spent over two decades in the region, I’ve seen its transformation firsthand. Professionally, it’s an opportunity to lead a brand that’s globally recognised for strategic execution and bring that excellence to a region that’s hungry for innovation. It’s about building something meaningful, with impact and scale.

You’ve been tasked with relaunching and executing Planview’s growth strategy and go-to-market plan in the region. Can you share your priorities for the first year?

The first year is about building a strong foundation and generating momentum. My key priorities include:

- Establishing a robust regional footprint—with local leadership, a regional data centre, and delivery capabilities to ensure proximity and responsiveness.
- Forging strategic partnerships with AWS, global system integrators, and regional digital champions to

Our AI-powered platform empowers leaders with real-time visibility, operational agility, and the ability to deliver outcomes at scale”.

accelerate market access and innovation.

- Elevating brand awareness around Planview’s AI-powered portfolio management and connected work solutions, positioning us as a transformation enabler.
- Securing early wins with key clients across industries to demonstrate tangible value, while deepening engagement with our 30+ existing regional customers.
- Building a scalable partner ecosystem that can drive transformation across sectors and support long-term growth.

It’s about laying the groundwork for sustainable success while delivering impact from day one.

With 30 years of experience across Middle East, Africa, India, and APAC, you’ve seen technology evolve rapidly. How do you see digital transformation priorities in the Middle East today compared with other regions you’ve worked in?

The Middle East is no longer following global trends—it’s shaping them. Unlike other regions where digital transformation is often reactive or incremental, here it’s bold, strategic, and future-focused. Countries like the UAE and Saudi Arabia are making landmark investments in AI, cloud infrastructure, and data ecosystems—not just to enhance efficiency, but to position themselves as global leaders in innovation. At Planview, headquartered in Austin, Texas, we’re proud to be driving AI-powered enterprise transformation, helping organisations bridge the gap between

vision and frontline execution. Planview is proud to be a Leader for the fourth consecutive year in the Gartner’s Magic Quadrant. In the Middle East, where transformation programs are ambitious, complex, and involve multiple stakeholders, this capability is essential. Our AI-powered platform empowers leaders with real-time visibility, operational agility, and the ability to deliver outcomes at scale. It’s not just about managing portfolios—it’s about enabling transformation with precision and speed.

You’ve successfully built businesses from scratch at Cognizant, Tech Mahindra, and other firms. What lessons from those journeys are you applying to this new mandate at Planview?

Three key lessons continue to guide me in this new mandate at Planview:

- Local relevance is non-negotiable. Success in this region demands building with the Middle East, not just for it. Strengthening relationships with regional clients and aligning with local priorities is essential.
- Partnerships drive scale. Sustainable growth comes from ecosystems, not solo efforts. Strategic alliances amplify reach and impact.
- Execution beats strategy. Vision sets direction, but traction builds credibility. Delivering measurable outcomes early on is critical.

At Planview, I’m applying these lessons by building a high-impact regional team, forging strategic partnerships, and focusing relentlessly on delivering value from day one.

Strategic alliances and partnerships have been a hallmark of your career, what kind of ecosystem partnerships do you see as critical for Planview’s success in this region?

For Planview, success in the Middle East will be driven by a three-tiered ecosystem strategy:

- Hyperscalers like AWS

- to ensure scalable, secure, and compliant cloud delivery—critical for enterprise-grade transformation.
- Global and regional system integrators to lead execution, bringing deep expertise in digital transformation and aligning with national visions.
- Industry-specific partners across sectors such as government, financial services, energy, and telecom to provide domain depth and accelerate time-to-value.

This ecosystem approach allows us to combine global innovation with local relevance—delivering outcomes that matter to both public and private sector leaders.

You authored the book Relaunch to Win. How does the framework you outlined in the book resonate with the challenges and opportunities you now face at Planview?

Relaunch to Win is a framework built for navigating change with clarity of purpose, courage to execute, and conviction to achieve. Its five phases—Assess, Align, Transform, Measure & Monitor, and Relaunch—are guiding our approach at Planview Middle East as we re-enter a fast-moving region. It’s helping us stay purpose-driven, build strategic partnerships, and focus relentlessly on performance. More than a concept, it’s a growth-led operating mindset.

Looking ahead, what is your long-term vision for Planview in the Middle East, and how do you see the company contributing to enterprise transformation and innovation in the next five years?

My vision is for Planview to become the go-to platform for connected work and strategic execution in the Middle East. Over the next five years, I see us:

- Powering national transformation programs across the Middle East
- Enabling AI-driven decision-making for enterprise leaders
- Building a vibrant customer and partner ecosystem that scales innovation
- Becoming a trusted advisor for strategy-to-execution journeys

Planview will not just support transformation—it will accelerate it, with intelligence, agility, and impact.

TP-Link MEA powers into 2025 with Wi-Fi 7, AI, and Scalable Security

In an exclusive interview with Tahawultech.com, Lucas Jiang, General Manager of TP-Link MEA, shares TP-Link’s vision for transforming connectivity, empowering channel partners, and driving digital transformation across the Middle East and Africa.



Lucas Jiang

TP-Link is setting bold benchmarks for innovation in 2025, reshaping the future of connectivity and security. The company’s strategic roadmap includes the rollout of a comprehensive Wi-Fi 7 portfolio and AI-optimised network management to game-changing surveillance advancements with solar-powered VIGI devices and Omada’s centralised systems. With an emphasis on empowering channel partners, driving sustainability, and expanding across the Middle East and Africa, Jiang explains how TP-Link is making cutting-edge technology more accessible while solidifying its position as a leader in secure, scalable networking solutions.

How does TP-Link’s Wi-Fi 7 technology enhance connectivity,

and what challenges do you foresee in its adoption across the MEA region? TP-Link’s Wi-Fi 7 technology brings groundbreaking advancements in wireless networking, set to transform connectivity experiences. We take great pride in being the first vendor to launch a complete range of Wi-Fi 7 solutions for both home and enterprise environments. The Wi-Fi 7 technology brings significant improvements in speed, latency, and network capacity. It delivers ultra-fast data rates of up to 46 Gbps—nearly 4.8 times faster than Wi-Fi 6—thanks to 320 MHz bandwidth and 4096-QAM modulation, ideal for HD streaming, gaming, and smart homes. Latency is reduced by up to four times, enabling real-time performance

for VR and interactive applications. Additionally, Multi-Link Operation (MLO) boosts network capacity and efficiency by handling multiple data streams across frequency bands, making it ideal for device-dense environments like offices and public spaces. The adoption of Wi-Fi 7 technology across the Middle East and Africa (MEA) region faces several challenges. One of the primary hurdles is infrastructure limitations, as many areas still lack the robust telecommunications framework needed to support high-speed connectivity. This shortfall makes the deployment of advanced technologies like Wi-Fi 7 difficult. Economic disparities also play a significant role, with the high costs of implementation and operation potentially

restricting access in regions where disposable incomes are lower. Additionally, regulatory considerations impact the rollout, as the availability of the 6 GHz frequency band—crucial for Wi-Fi 7’s performance—differs from country to country, depending on local spectrum policies and approvals. Finally, market awareness remains a key issue; without sufficient education on the benefits of Wi-Fi 7, both consumers and businesses may be hesitant to upgrade, leading to a slower rate of adoption across the region. **How does Omada’s flexible management architecture cater to enterprise networking needs, and what sets it apart from competitors?** Omada’s flexible management architecture

is tailored to meet the varied networking needs of modern enterprises by offering a robust and intelligent approach to network administration. At the core of its solution is centralised cloud management, powered by a Software-Defined Networking (SDN) platform that seamlessly integrates access points, switches, and routers to ensure unified control over both wireless and wired connections. Omada also features zero-touch provisioning, enabling remote deployment and configuration without the need for on-site technical support—significantly simplifying setup and reducing operational costs. Additionally, the platform leverages AI-driven technology to analyse network performance, offer optimisation recommendations,

and proactively resolve potential issues, thereby boosting network efficiency and ensuring consistent reliability. TP-Link’s Omada distinguishes itself in the competitive networking solutions market through a range of standout features tailored for flexibility, efficiency, and security. One of its key advantages is flexible management options—users can manage their networks without the need for a dedicated controller, choosing between hardware controllers, software controllers, or cloud-based management. This approach allows businesses to customise their setup according to their needs while avoiding unnecessary subscription costs. Omada’s unified network architecture further simplifies

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TP-Link...

operations by enabling centralised management of WAN, LAN, and wireless components through a single platform, enhancing overall efficiency.

Its comprehensive cloud-based management capabilities allow administrators to remotely monitor and configure networks using the Omada Cloud-Based Controller. Tools like batch configuration, multi-site management, and remote firmware updates streamline day-to-day network maintenance. Security and reliability are also at the forefront of Omada’s offering—the system ensures that user traffic does not pass through the cloud, maintaining data privacy, while delivering 99.9% SLA availability, 24/7 automated fault detection, and backup servers in geographically isolated locations for added reliability. Finally, AI-driven network optimisation equips IT teams with proactive insights, such as automatic channel selection and power adjustment, helping reduce interference and significantly boosting wireless network performance.

With cybersecurity being a major concern, how does Omada ensure secure and scalable network management for businesses?

TP-Link’s Omada platform is designed to provide businesses with secure and scalable network management, integrating advanced security measures, independent verification, and a forward-looking approach to continuous improvement. At the heart of this solution lies a comprehensive security framework, which is central to TP-Link’s product strategy. Omada is built to anticipate, identify, and respond to risks effectively through internal penetration testing, real-world threat modelling, and adherence to industry standards like the OWASP IoT Top 10, ensuring resilience against ever-evolving cyber threats.

Security assurance is further reinforced through rigorous internal and external assessments. TP-Link collaborates with accredited third-party security labs to examine Omada products, ensuring

any vulnerabilities are addressed proactively. Public security data shows that TP-Link maintains vulnerability rates that are equal to or lower than other industry leaders, underscoring its strong commitment to robust cybersecurity practices.

As a strong proponent of the secure-by-design philosophy, TP-Link actively supports global security initiatives, including the U.S. Cyber Trust Mark and the EU’s Cyber Resilience Act. These frameworks guide Omada’s development process, ensuring transparency through Software Bills of Materials (SBOMs) and alignment with top-tier industry standards.

Omada also prioritises proactive threat mitigation and transparency. Businesses receive timely firmware updates and critical security advisories, along with clear end-of-life policies to ensure continued support. The platform’s cloud-based centralised management system further enhances protection by isolating management data from user traffic.

Engagement with the global cybersecurity community is another pillar of TP-Link’s strategy. Through its vulnerability disclosure program and participation in initiatives like PWN2OWN, TP-Link ensures fast responses—typically within five working days—to any reported issues, continuously testing and improving Omada’s defences.

Omada’s strength also lies in TP-Link’s CI/CD development approach, which integrates security at every stage of the lifecycle. This enables early detection and resolution of potential vulnerabilities while ensuring scalability, high availability, and rapid response to threats. By embedding security into its core and staying closely aligned with industry best practices, TP-Link has positioned Omada as a reliable, future-ready solution for secure business network management.

What makes VIGI a standout surveillance solution, and how does it integrate with modern security ecosystems?

VIGI emerges as a powerful, AI-enhanced, and cost-effective surveillance solution designed to meet the evolving security needs of modern businesses. Its ease of deployment, scalability, and

Engagement with the global cybersecurity community is another pillar of TP-Link’s strategy”.

compatibility with current security ecosystems make it a future-ready choice for seamless and intelligent security management. With advanced features like AI-powered analytics, ONVIF support, Omada SDN integration, and industry-leading warranty services, VIGI offers a comprehensive and reliable approach to surveillance.

At the core of its capabilities are AI-powered analytics. VIGI cameras utilise advanced AI chips and deep-learning algorithms to monitor live footage in real time, detect unusual events, and send immediate alerts. This intelligent approach significantly reduces false alarms and enhances response times, improving overall security effectiveness. In addition, VIGI’s ColorPro Night Vision technology ensures sharp, full-colour images even in extremely low-light conditions, enabling round-the-clock surveillance with exceptional clarity.

VIGI also offers flexible management options through both standalone setups and centralised Video Management Systems (VMS). The VMS enables unified control over multiple devices, streamlining operations and providing user-friendly access across different sites. For broader compatibility, VIGI supports the ONVIF protocol, allowing integration with a wide range of third-party NVRs and VMS platforms, ensuring seamless interoperability in diverse security environments.

Moreover, VIGI is designed to integrate effortlessly with TP-Link’s Omada Software-Defined Networking (SDN) ecosystem. This compatibility allows centralised monitoring of both surveillance and enterprise network infrastructure, with Power over Ethernet (PoE) support simplifying installation and connectivity. Businesses also benefit from the VIGI Cloud VMS, a cloud-hosted platform that offers centralised control via web portals, mobile apps, and PC clients—ideal for managing security across multiple locations.

By combining AI intelligence, superior night vision, versatile management tools, and strong integration capabilities, VIGI positions itself as a smart, scalable, and future-proof surveillance solution tailored for modern businesses.

What are TP-Link MEA FZE’s key innovations and strategic plans for networking and surveillance solutions in 2025?

In 2025, TP-Link is set to transform connectivity and security with the full launch of its Wi-Fi 7 and MGIG solutions, catering to both home users and businesses, especially SMEs and large enterprises. These offerings promise ultra-fast speeds, reliable connectivity, and unified network performance across all user segments.

TP-Link is also integrating AI-driven technology across its product line to enhance network performance. These AI-enhanced systems will automatically optimise traffic, troubleshoot issues, and strengthen security, creating efficient, self-managing networks for homes and businesses alike.

On the surveillance front, TP-Link’s VIGI portfolio introduces innovations like solar-powered, 5G-connected security devices, enabling flexible, sustainable installations without traditional wiring. A highlight is the InSight S345-4G device with three LAN ports for efficient multi-device connectivity.

Additionally, Omada Central offers centralised management of both networking and surveillance systems, simplifying operations for SMEs by enabling unified control across multiple sites. Together, VIGI and Omada Central deliver a powerful combination of intelligent security and seamless connectivity, making TP-Link a leader in next-generation networking and surveillance solutions.

What are TP-Link’s strategic plans for expanding its presence in the Middle East and Africa (MEA) in 2025?

In 2025, TP-Link is focusing on expanding its footprint across the MEA region by strengthening partnerships with local distributors and increasing its presence in smaller cities and rural areas. This strategic effort aims to make high-performance, affordable networking solutions accessible to a broader audience, especially small and medium-sized businesses (SMBs), and support digital transformation in underserved regions.

How does TP-Link support its channel partners in keeping up with evolving technology?

TP-Link places a strong

emphasis on partner empowerment through structured training and hands-on technical learning. Recognising the rapid pace of digital innovation, TP-Link ensures that distributors and channel partners are well-equipped with the latest knowledge and skills. By offering immersive training programs, TP-Link enables partners to confidently implement and support advanced solutions such as Wi-Fi 7 and VIGI surveillance systems, building trust and fostering long-term collaboration.

What role does sustainability play in TP-Link’s 2025 strategy?

Sustainability is a key component of TP-Link’s 2025 vision. The company is integrating energy-saving technologies into its product designs to reduce carbon footprints and improve energy efficiency. With increasing global awareness around environmental issues, TP-Link aims to lead the way in offering eco-friendly networking solutions suitable for both personal and professional use.

What steps is TP-Link taking to ensure the security of its networking and IoT products?

Security is a top strategic priority for TP-Link. The company employs rigorous internal and external testing—including penetration tests and threat modelling—to secure its devices. TP-Link demonstrates fewer vulnerabilities and faster resolution times compared to industry peers. It also supports global security initiatives like the EU Cyber Resilience Act, U.S. Cyber Trust Mark, and the “Secure by Design” pledge. Transparency is maintained through Software Bills of Materials (SBOMs) and regular firmware updates, and the CI/CD development model ensures rapid threat response and customer trust.

How does TP-Link engage with the broader security community?

TP-Link actively collaborates with the cybersecurity community through its vulnerability disclosure program and participation in security events such as PWN2OWN. These engagements help the company stay ahead of emerging threats, reinforce its security posture, and uphold its reputation as a trusted leader in networking and IoT security.

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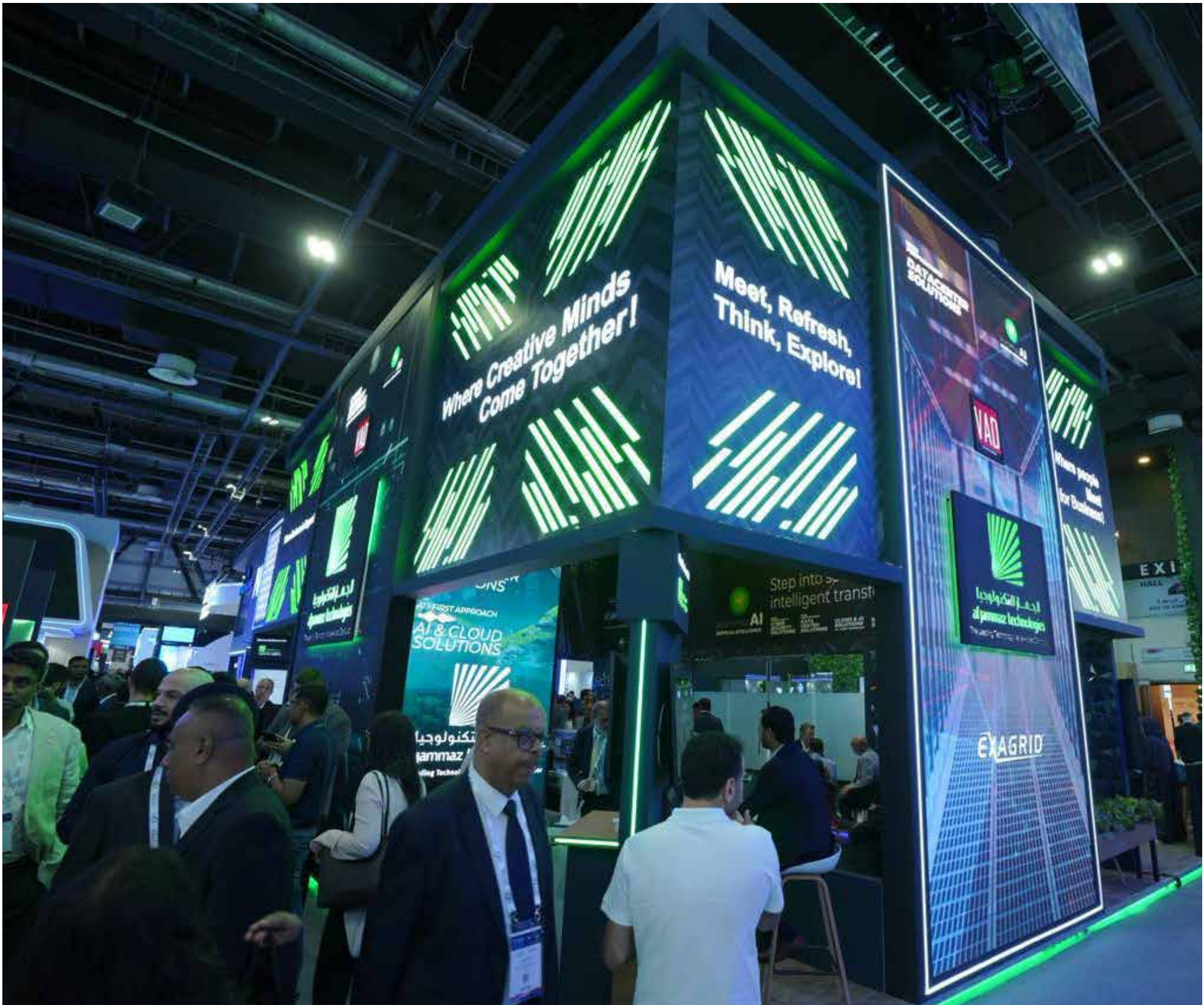
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