



60 MINUTES

GITEX TECHNOLOGY WEEK

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

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DAY 5 PM

Hitachi Vantara accelerates UAE’s AI vision through innovation, sustainability, and strategic collaboration

Showcasing a future-ready AI ecosystem at GITEX Global 2025, Hitachi Vantara's Gulf leadership highlights how advanced infrastructure, responsible AI, and strong industry partnerships are shaping the region's digital transformation.



Wael Mustafa

Hitachi Vantara is reinforcing its alignment with the UAE's National AI Vision by building scalable, sustainable, and ethically governed AI solutions that power intelligent transformation across industries. In a conversation with TahawulTech.com, Wael Mustafa, leading Sales and Business Growth in the Gulf Region with IT Expertise at Hitachi Vantara, shared insights on how the company's AI-driven strategy integrates infrastructure innovation, responsible development, and deep industry collaboration.

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Planview powers growth with AI-driven transformation across Middle East

Stephen Fernandes, Chief Growth Officer and Head of Middle East at Planview, shares insights on the company's regional investments, the evolution of GITEX, and how AI and localisation are shaping customer success.



Stephen Fernandes

GITEX Global 2025 marks another milestone for the region's technology landscape, with Planview taking centre stage through its strategic focus on AI-driven transformation, localisation, and customer success. Leading these efforts is Stephen Fernandes, Chief Growth Officer and Head of Middle East at Planview, a veteran who has witnessed the evolution of GITEX for more than two decades. Speaking to Tahawultech.com,

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AI is transforming the way we work, and we want to deliver the best experiences to our customers.”

Peter Oganesean, Managing Director at HP, spoke to CNME Editor Mark Forker during GITEX Global 2025, to outline how their Workforce Experience Platform is transforming experiences, the capabilities of its AI PCs – and the importance of the digital inclusion initiatives in the form of HOPE AND Gaming Garage.

Oganesean began the conversation by highlighting what message HP were trying to project at GITEX Global 2025 – and reiterated that they were on a mission to deliver better and more personalised experiences for their customers.

“At this year’s GITEX, we have been focusing on our future of work strategy. AI is transforming the way we work, and at HP we want to deliver the best possible experiences to our customers. We have

developed products that are going to give customers a much more personalised experience. We believe that by infusing AI into our product portfolio then that is going to deliver better outcomes and experiences for our customers, which in turn will increase productivity”, said Oganesean.

The Managing Director at HP then stressed how the company was committed to making technology work for its customers and detailed

the capabilities of its new suite of AI PCs.

“I believe that AI-enabled technology will transform the way we work, and our aim at HP is to make technology work for people rather than the other way around. We have developed the latest generation of AI PCs that are designed to adapt to different industries and workstyles and ultimately deliver the best possible performance on our

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The vision of BeyondTrust inspires me, and I’m so excited to help the company grow

CNME Editor Mark Forker sat down with Maya Zakhour, Director of Partner Ecosystem – MEA, at BeyondTrust, to learn more about her new role at the cybersecurity leader, why the vision of the company inspires her every day, and the importance of harnessing the channel community to help BeyondTrust grow across the Middle East region.



Maya Zakhour

Zakhour began the conversation by outlining how the vision being presented by BeyondTrust convinced her to join the company.

“What attracted me to join BeyondTrust was the company’s vision. They have the vision for what we need, and we need this clarity, especially amidst all the profound technological change that is happening across the technology industry globally. It is very much an AI world we live in. But in the AI

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Hitachi Vantara...

From powering smart cities and secure data environments to accelerating sustainability and partner enablement, Hitachi Vantara is positioning itself as a key enabler of the region’s AI-powered digital economy.

How is Hitachi Vantara positioning its AI strategy to align with the UAE's national AI vision and digital transformation roadmap showcased at GITEX Global 2025?

Hitachi Vantara is fully aligned with the UAE’s National AI Vision by focusing on building robust AI-ready infrastructure and complementing it with practical use cases across industries. The

Hitachi’s approach is rooted in its industrial heritage which gives us a deep understanding of operational realities”.

company brings together four major business units, including GlobalLogic — its software development arm — to create a unified AI and data ecosystem. Hitachi Vantara’s infrastructure is designed to power industry-specific AI applications, from smart cities to data sovereignty and sustainability initiatives. We’ve witnessed a major shift since the launch of ChatGPT, which drove demand for scalable AI infrastructure, and we’re proud to say that 40% of our business in the past six months has been driven by AI-related use cases and infrastructure enablement.

What differentiates Hitachi’s approach to “responsible AI” compared to other global players, particularly in terms of governance, ethics, and real-world industrial applications?

Hitachi’s approach is rooted in its industrial heritage — spanning energy, rail, and manufacturing — which gives us a deep understanding of operational realities. Our AI strategy emphasises responsible innovation through governance, testing, and ROI validation. We collaborate closely with NVIDIA to operate AI

Factories in Europe, allowing customers to test and refine their AI use cases in a secure, controlled environment. This setup helps organisations assess ROI before large-scale deployment. We see this as a unique differentiator — not just selling AI infrastructure but partnering with clients to ensure ethical, measurable, and sustainable AI adoption.

With data infrastructure and sustainability taking centre stage at GITEX Global this year, how is Hitachi Vantara integrating AI and data intelligence to help regional enterprises achieve both growth and carbon neutrality?

Data remains the most critical asset for every organisation. As AI adoption grows, enterprises face two key challenges: managing

data growth and ensuring sustainable operations. Hitachi Vantara addresses both by helping organisations scale infrastructure intelligently while minimising power consumption. Our expertise in energy efficiency, combined with advanced AI integration, enables data centres to operate with reduced energy requirements — even as they deploy GPU-intensive workloads. Additionally, cybersecurity remains a top priority. As AI becomes more pervasive, new risks emerge, and we are actively working with partners and regulators to design frameworks that protect AI-driven data environments from evolving cyber threats.

What are your key priorities for expanding AI-driven solutions and

collaborations across the Middle East in 2025 and beyond?
The Middle East, led by the UAE and Saudi Arabia, is becoming a global hub for AI innovation. We’re seeing significant demand from enterprises eager to integrate AI into their operations. Our focus is to educate customers on developing ROI-driven AI strategies, helping them identify whether to build in-house models or adopt alternative approaches. Hitachi Vantara supports clients through every step — from feasibility studies and infrastructure readiness to deployment and long-term optimisation. We’re also expanding partnerships in the UAE and Saudi Arabia, with plans to scale AI-driven transformation projects across the region through education, implementation, and secured innovation.

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HP...

devices. We have engineered our AI PCs to fix and properly handle the key tasks on the device itself. This delivers better performance, data protection, battery efficiency and significantly reduces the dependency on cloud computing”, said Oganesean.

The Workforce Experience Platform has resonated with the marketplace, and Oganesean explained that whilst it does simplify the job of IT teams, it also served a purpose at every level of an organisation.

“Take a mid-size enterprise with 100s of devices that IT teams need to manage, these devices could be in the office, and we know in our work from anywhere world, many of these devices could also be in different regions. That creates huge complexity for IT teams to try and manage that. The Workforce Experience Platform is designed to support IT teams to manage, monitor and



Peter Oganesean

support not just HP devices, but non-HP devices too. It isn’t just for IT managers; it is a solution for every level of the organisation. The Workforce Experience

Platform has a built in ROI calculator for user sentiment and analytics. If you want to know if your employees are happy with the technology

that you offer and you want to hear from them then they can provide feedback directly to the platform”, said Oganesean.

Oganesean

AI is going to deliver better outcomes and experiences for our customers, which in turn will increase productivity”.

concluded the interview by highlighting the impact their HOPE and Gaming Garage initiatives are having in their pursuit of accelerating digital equity for 150 million people worldwide.

“It is incredibly important to us education is one of our top priorities and it is a global objective for us. We want to accelerate digital equity for 150 million people by 2030. The Gaming Garage was an initiative that was started here in the Middle East region and we’re proud of that, and the program has now expanded globally. It’s not just a training program, it’s an opportunity for

students to explore gaming programming, e-sports, gaming design, digital storytelling and creative technology that redefines the future in terms of the way we collaborate, connect and work in the future. We have 5 courses on the platform, and we recently just added one on cybersecurity and blockchain. We have over 100 modules, it is available in the Arabic language, and we believe that is helping us take a big step towards our goal of addressing digital inequity for 150 million people”, said Oganesean.

William O'Neill

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Planview...

Fernandes discusses the region’s rise as a global technology leader and how Planview’s growing presence is empowering enterprises with data intelligence, innovation, and measurable outcomes.

How does it feel to be at GITEX this year?

Amazing. I’ve been attending GITEX since 1997 — over 25 years now — and every year has been better than the last. It’s truly remarkable to see how the event has evolved. Ironically, this will be the final GITEX held at the Dubai World Trade Centre, so we’re all looking forward to a grand closure in 2025.

Having witnessed GITEX evolve for more than two decades, what’s the most striking change you’ve noticed besides its multicultural diversity?

The pace of innovation and continuous growth stands out. It’s been inspiring to see how the UAE government has consistently supported technology, innovation, and exhibitors through this platform. Today, GITEX is arguably the number one technology event globally. Watching Dubai transform from a desert landscape to a digital-first nation has been a phenomenal journey.

From your perspective as Planview’s Chief Growth Officer, how do you see the UAE and the wider Gulf region shaping the global technology landscape?

A couple of decades ago, the region was largely seen as a follower. Today, it has moved into a leadership position and, in many areas, has become a trendsetter. The world now looks to the UAE and Saudi Arabia for direction — whether it’s in innovation, technology, or futuristic development. Their alignment with national

visions for the future has been a key driver of this transformation.

Congratulations on Planview’s growing presence in the region. What can existing and new customers expect from your operations here?

Our focus is on driving localisation and personalisation. We’ve announced the establishment of a local data centre in Dubai, with another planned for Saudi Arabia in Q3 2026. We’ve also invested in a regional office, a dedicated team, and a customer success manager to enhance service quality. For new customers, this means a much closer relationship and 24/7 availability from our local team.

AI is reshaping business models globally. How is Planview integrating AI to create value for its customers?

At Planview, we specialise in integrating distributed data to

deliver meaningful insights. Our AI engine, Planview Copilot, leverages conversational and agentic AI to help organisations identify risks in their strategic and portfolio programmes, mitigate challenges, and drive measurable outcomes. It’s all about transforming raw data into actionable intelligence.

Do you see a growing adoption of agentic AI across industries?

Absolutely. Adoption and consumption are the real challenges. Many organisations invest in transformation programmes but struggle to fully leverage them. That’s where our Planview Adopt framework comes in — helping customers maximise the tools they already have through capability assessments, adoption strategies, and measurable outcomes.

SaaS-based solutions have become critical for scaling business

The world now looks to the UAE and Saudi Arabia for direction — whether it’s in innovation, technology, or futuristic development”.

operations. How is Planview helping clients make the most of these platforms?

Many of our clients use Planview’s SaaS solutions, but adoption and utilisation remain areas to improve. We’ve launched capability assessment workshops to help clients evaluate their current state, define their future goals, and create a roadmap to get there. Additionally, Planview University offers certification programmes for upskilling and reskilling. This not only strengthens our clients’ internal teams but also

builds an ecosystem of certified professionals across customers, partners, and Planview itself.

That’s a strong focus on growth through skills and ecosystem development. Any final thoughts?

We’re excited about the journey ahead. Our mission is to empower customers in the Middle East with localised, AI-driven solutions and a community of skilled professionals. With our investments in infrastructure, people, and partnerships, we aim to make a lasting impact in the region.

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BeyondTrust...

world we need trust. We need to foster an environment based on trust where people can collaborate effectively. We need to empower people to trust what they are buying or getting from AI. I think I joined the company at the right time, and as I have already said I was attracted to their vision for what is going to impact customers and partners in the future. I am at my best when I believe in a vision, and I believe in the product or vision that I am taking to the market. There is no impact better than trust, and that’s needed for the new security perimeter which is identity,” said Zakhour.

Zakhour has spent the last few months meeting with her customers as she settles into her new role, and she said the feedback has been incredible.

“Our customers love our technology; a large enterprise customer told me last week just how much they love our technology. They

We want to give confidence to our customers, and we want them to enjoy AI”.

had a threat from an unauthorised access, and they used the tools provided by BeyondTrust to isolate that threat. It is a zero-trust solution, and again, it goes back to the vision, if you have the right vision then you’re going to have the solutions no matter what and that will in turn deliver the impact and outcomes that you want,” said Zakhour.

There are many factors that are giving BeyondTrust an edge in the marketplace, but one of them is in relation to privilege access.

“In terms of market differentiators there is



a lot. Trust is certainly one factor, but our ability to determine access requests for the right person is critical. It might be human, it might be an Agent, you need know, and this area of privileged access is where we also excel. Partners want to be part of the journey, and everywhere we go

it’s all about AI. AI is the name of the game, but we’ll take them on that journey with us. At the end of the day, it’s about access, the right privilege and we have a suite of solutions that give customers the visibility they need to detect threats and be able to respond,” said Zakhour.

She concluded the discussion by reinforcing her view that she wanted customers to enjoy AI, but to do so in a safe and responsible manner.

“We want to give confidence to our customers, and we want them to enjoy AI. However, you need

to have BeyondTrust with you to ensure you have the right trust and identity security strategy. We will give them the freedom to choose any person to access a specific application from anywhere because they are safe, and that’s how we are building trust,” said Zakhour.



All Intelligence

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Hytera wraps up GITEX 2025 with AI-powered innovations and industry recognition

Hytera's solutions made a compelling case for the future of secure and intelligent communications.



Hytera Communications, a leading global provider of professional communications technologies and solutions, concluded a successful week at GITEX GLOBAL 2025, showcasing its expanding presence in the Middle East and its growing leadership in AI-powered innovation in mission-critical connectivity and collaboration across public safety, energy,

transportation, and enterprise sectors. Throughout the exhibition, Hytera drew strong engagement at its interactive booth, where live demonstrations, real-world use cases, and product unveilings reinforced its position as a trusted technology partner for high-stakes environments. From cutting-edge frontline tools to smart enforcement ecosystems,

Hytera's solutions made a compelling case for the future of secure and intelligent communications. Among the standout moments was the launch of two flagship innovations: the P60 Smart Push-to-Talk over Cellular (PoC) Radio, purpose-built for frontline collaboration with embedded AI-driven features, and the SC700 LTE Body Camera, designed for intelligent evidence

capture and integrated data management. Both products were praised for equipping frontline teams with sharper situational awareness and real-time operational control. A major crowd-puller at the booth was Hytera's Intelligent Mobile Enforcement Solution for police vehicles, which offered a live demonstration of the company's complete mobile law enforcement ecosystem. The showcase drew sustained attention from delegations and government officials, positioning Hytera at the forefront of digital policing innovation. Hytera's momentum extended beyond the show floor with three significant industry milestones: the company was honoured with the Critical Communications Innovation Award at the 12th GEC Awards 2025; the Telecoms: Exceptional Products/Services Achievement Award at the MEA Business Technology

Achievement Awards 2025; and the Future Tech Award for Critical Communications category under the Best of GITEX 2025 series by Rysha Media. "These awards are a powerful endorsement of our vision for the future of communications," said Stanley Song, Vice President of Hytera. "They recognise our ability to push technological boundaries and deliver platforms that genuinely serve and protect communities. The Middle East is not just a key market for us; it's a strategic hub for innovation, and we are fully committed to investing in its digital transformation". Hytera also showcased its latest AI-based command and control system at GITEX. Last year, the company successfully implemented in Iraq a centralized 911 command and control system operated by 300 personnel. Handling more than 160,000 calls per day, the system enables seamless, secure, and rapid coordination among agencies — a benchmark for nationwide emergency response systems. This project reflects both Hytera's deep technical expertise and its commitment to leveraging innovation to build safer, more connected communities. Long-standing partnerships further

reinforced Hytera's presence in the region, including major deployments with Abu Dhabi Police, Abu Dhabi National Oil Company (ADNOC), Saudi Aramco and Saudi Electricity Company (SEC). The company's growth in the region was also highlighted following the 10th anniversary of its Dubai office in 2024, celebrated with a lighting ceremony on the Burj Khalifa. "Hytera doesn't just deliver technology; we deliver reliability where it matters most", Stanley Song added, "Our solutions are built for real-world pressure, scale effortlessly, and adapt to the environments we operate in every day. That's why they remain a dependable partner for significant missions". Hytera's participation at GITEX 2025 underscored both the region's appetite for intelligent communications technology and the company's commitment to delivering it. With an expanding customer base and rising demand for secure, AI-powered solutions, Hytera is poised to lead the transformation of professional communications and empower those who protect and serve, staying true to its vision of creating a safer world through innovations, across the Middle East and beyond.

Innoventures Education elevates learning with HPE Aruba Networking's AI-Powered Central Platform

This collaboration reflects a commitment to excellence in education technology by enabling smarter, more secure, and reliable learning experiences.



Poonam Bhojani



Zeeshan Hadi

Innoventures Education, one of the UAE's leading private school groups, has taken its digital learning environment to the next level by deploying HPE Aruba Networking Central, an AI-powered, cloud-native management platform. The collaboration reflects a shared commitment to excellence in education technology by enabling smarter, more secure, and reliable learning experiences

for over 9,000 students and 1,500 staff across its schools and early childhood centres. As Innoventures Education continues its expansion journey with two new schools: Dubai International Academy Town Square, Dubai, and Raffles World Academy Aljada, Sharjah technology remains central to its mission of empowering future-ready learners through innovation, inclusivity, and excellence.

AI-driven insights for seamless learning By adopting HPE Aruba Networking Central, Innoventures has gained real-time, AI-driven visibility into its entire wired and wireless infrastructure. The platform's machine learning algorithms proactively detect anomalies, predict potential issues, and recommend automated fixes—ensuring classrooms, libraries, labs, and activity

spaces stay connected without interruption. Poonam Bhojani, CEO of Innoventures Education, said: "Our vision has always been to remove physical boundaries to learning. With HPE Aruba Networking Central's AI capabilities, we can now anticipate issues before they impact teaching, giving our educators and students an uninterrupted digital experience that supports inquiry-based, collaborative learning".

Enhancing BYOD and security The group continues to embrace Bring Your Own Device (BYOD), with thousands of student and staff devices connecting daily. HPE Aruba Networking Central integrates seamlessly with ClearPass network access control, applying role-based security and Zero Trust principles. This ensures that every device—whether a school-issued laptop or a student's

personal tablet—connects securely and complies with policies. Moving to a cloud-native management model has reduced the operational overhead for Innoventures' IT team, while Central's AI-powered automation cut down repetitive tasks, lowered support tickets, and improved response times. The efficiency gains are also aligned with Innoventures' sustainability commitments, reducing energy use in network operations. "With Central, we are operating smarter and more efficiently", explained Poonam, CEO at Innoventures Education. "Our IT teams now spend less time troubleshooting and more time enabling innovation in classrooms". From smart classrooms to immersive hybrid learning experiences, HPE Aruba Networking Central empowers Innoventures to integrate next-gen tools including interactive panels, AR/VR applications, cloud-based collaboration platforms, and AI-driven teaching aids. The result is a future-ready digital campus that prepares students for success in a technology-driven world. "Innoventures Education is the perfect example of how technology and education can come

We can now anticipate issues before they impact teaching, giving our educators and students an uninterrupted digital experience".

together to transform learning environments. Their early adoption of HPE Aruba Networking Central reflects a forward-thinking and trailblazing approach to education, one where AI and automation enhance learning experiences and ensure a high-performance, always-on environment. This plays a pivotal role in delivering secure, seamless, and scalable connectivity". "We're excited and proud to support their mission of empowering students and educators with the tools they need to thrive in a digital-first world", said Zeeshan Hadi, Business Head – UAE & Africa, HPE Aruba Networking.



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ASBIS: where robotics and AI deliver economies of scale and simply do things better

At GITEX 2025, Sergei Kostevitch, CTO, ASBIS, spoke to Veronica Martin about the company's latest offerings: from 24/7 Robo Cafes and advanced cleaning robotics to pioneering waste-to-fuel technologies and a raft of rapid health diagnostics.



Sergei Kostevitch

What are the latest solutions and innovations you are showing at GITEX 2025?
At this stage, we're showcasing the Robo Cafe, which operates 24/7 without the need for on-site baristas. One of the biggest advantages is scale; companies can deploy it across multiple, even remote, locations. Currently, we can support setups like this with minimal maintenance; it only needs to be refilled or serviced once a day

rather than several times.
Training requirements are also much simpler. Even someone as young as 18 can operate the system and start earning immediately, making it a great side hustle opportunity. So, while the cafe is 'human-free' in operation, it actually creates new job opportunities, allowing more people to earn work elsewhere.
We understand there are concerns about replacing jobs, but the reality is that baristas still have their place;

no-one is taking away traditional roles. In fact, professional baristas often say they could make the coffee better, which is true. But can they work 24/7, year-round? That's where the Robo Cafe excels.
As for locations, we're planning to launch in Milan by November this year and will continue scaling. Production is also expanding to Dubai to meet growing demand in the Middle East. Currently, we have factories in Cyprus and Poland, and we focus on local production

rather than outsourcing to China. It's important for us to produce close to the markets we serve, ensuring quality, appreciation, and accessibility.
Can you share some insights into ASBIS Robotic Solutions and the unique value it brings?
ASBIS Robotic Solutions develops an all-in-one platform, combining both software and hardware. We also produce actuators - the motors that power humanoids, drones, and

What sets ASBIS apart is our unique market insight. As a distributor, we constantly analyse and interact with the market across multiple regions"

robotic arms. Some of these solutions are already being supplied to departments across Europe. Additionally, we are innovating in cleaning robotics for facility management, covering large locations like parking lots and expansive indoor spaces. For example, cleaning a 30,000-square-metre area manually is almost impossible to do perfectly, but our robots can manage it efficiently and consistently in a single run.
What sets ASBIS apart is our unique market insight. As a distributor, we constantly analyse and interact with the market across multiple regions. This allows us to identify gaps and opportunities. While we sell products from other brands, when we see a chance to improve or innovate, we develop our own solutions tailored to specific customer needs.
The same approach applies to our gaming solutions. While we distribute major brands like Razer, Logitech, and Cooler Master, we identified a missing link: engagement with the end customer. Simply buying a product often leaves the customer disconnected. We addressed this by building a platform that connects users directly to each product and fosters a community where gamers can share setups, tips, and experiences. This interactive approach not only strengthens customer relationships but also provides valuable feedback to help us enhance future products.
At ASBIS, our philosophy is simple: continuous interaction with customers drives better innovation, better products, and stronger engagement.

all types of plastic back into petrol. We've been running test pilots in Cyprus and already have two successful test sites. Our final solution is now in the works and is expected to be operational by November, integrated with an existing petrol station. What's exciting is that the system can process not only plastic but also rubber, dust, and general waste. Typically, these materials require sorting and cleaning, but our machine can handle everything together.
This innovation has multiple benefits: it significantly reduces environmental pollution by cleaning up plastic waste, eliminates associated health hazards, and is financially viable - unlike some competitors from Germany and Ukraine whose solutions were not economically sustainable. By analysing existing technologies, we decided to develop our own, creating a more practical and effective solution.
In addition to this, we're working on rapid detection systems for salmonella. These allow for real-time testing on production lines using a small device powered by machine learning. What used to take an hour in a lab can now be done in five minutes, making production safer and more cost-effective. We've applied similar technology during COVID-19 for rapid PCR testing, achieving 95% accuracy in just five minutes.
Other areas of research include collagen growth and nerve regeneration, particularly for skin repair. We're collaborating with companies on these projects, which have been in development for three years and are set to start sales this year. Through all our initiatives, we continually explore new fields to create solutions that are innovative, practical, and impactful.



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Citrix redefines secure access for the hybrid era

Francois Van Deventer, CTO at MiCloudSW, shares how Citrix is transforming from a remote-access pioneer into a modern access security leader—empowering enterprises to thrive in an AI-driven, zero-trust world.



Francois Van Deventer

The cybersecurity landscape is undergoing a profound transformation, where secure access has become central to business continuity and digital trust. Organisations operating across hybrid and multi-cloud environments require defences that go beyond the traditional perimeter. Citrix, now part of Cloud Software Group, is leading this evolution through unified, intelligent, and zero-trust-driven access solutions.

Francois Van Deventer, Chief Technology Officer at MiCloudSW, spoke to Sandhya D'Mello, Technology Editor, CPI Media Group on how Citrix is redefining secure digital workspaces, tackling region-specific cybersecurity challenges, and helping enterprises build resilient, compliant, and future-ready operations.

Citrix pioneered remote access decades ago. How has the cybersecurity landscape evolved since then, and how is Citrix continuing to redefine secure access in today's hybrid and cloud-first era?

From terminal services and early ICA protocols to full-blown cloud workspaces, the threat landscape has shifted

The future of cybersecurity is about real-time trust—identity, context, and behaviour replacing traditional perimeters”.

dramatically: perimeter-based defences no longer suffice, lateral movement and identity-based attacks dominate, and hybrid/multi-cloud architectures demand zero-trust beyond the data centre. Citrix's legacy in remote access gives it deep credibility, but today we lead by evolving that foundation into a unified secure access platform. With Citrix Secure Access, we integrate SSO, application-level micro segmentation, conditional access, and threat protection into a cohesive control plane. We also adopt a “secure by design” ethos - recently joining the CISA Secure by Design pledge - and strengthen our platform via acquisitions like deviceTRUST (for endpoint compliance) and Strong Network (for secure dev environments). In short: we transformed from remote-access pioneer to modern

access security leader - protecting users, apps, and data across every boundary.

As CTO for emerging markets across Eastern Europe, Türkiye, MENA, and Africa, what unique cybersecurity challenges do you see in these regions compared to mature markets, and how does Citrix tailor its approach?

Emerging markets face a distinct combination of asymmetric threats, infrastructure variability, regulatory uncertainty, and resource constraints. Cybercriminals often exploit weak patching practices, lack of mature identity governance, and the prevalence of legacy systems. Bandwidth constraints, unstable connectivity, and data sovereignty expectations add further complexity. In response, Citrix adopts a

“flexible baseline” strategy: we provide modular deployment models (on-prem, hybrid, cloud) so customers can phase in defences. We emphasise intelligent risk engines that adapt to local signal quality, use offline checks and cached policies for connectivity gaps, and embed contextual zero-trust controls without overtaxing limited infrastructure. We also prioritise compliance adaptability - for example, aligning with regional data localization laws and working with regional CSP partners. Finally, we invest in training and enabling local security teams, ensuring that our technology is paired with operational readiness in challenging markets.

With Citrix now part of Cloud Software Group, how is the integration accelerating innovation in secure digital workspaces and cyber resilience for enterprises?

The Citrix - Cloud Software Group integration unlocks scale, shared engineering, and product synergy. We now unify networking (NetScaler/ADC), secure access, analytics, and data services under a single architecture, enabling tight cross-product orchestration.

For example, NetScaler insights feed threat signals into workspace access decisions; Secure Private Access flows dynamically reconfigure application delivery policies. The shared R&D investments accelerate development cycles and reduce duplication. Further, the broader portfolio strengthens resilience: in crisis scenarios (e.g. DDoS or attack on application infrastructure), the group's multiple layers (ADC, firewall, access control, policy orchestration) coordinate automatically to sustain operations. Public sector focus is elevated too - for instance, Citrix Cloud Government is being advanced to FedRAMP High standards, allowing the platform to handle sensitive U.S. government data. This integration enables us to bring enterprise-grade security and agility to hybrid work more quickly and cohesively than before. Lastly, with recent acquisitions done by Cloud Software Group, customers can expect those benefits as well.

AI and automation are reshaping cybersecurity. How is Citrix embedding these technologies into its security offerings to protect against increasingly sophisticated threats?

We embed AI and automation across every stage of access control, threat detection, and response. In policy engines, behavioural baselining and anomaly detection surface subtle deviations in user or device behaviour - even before traditional signatures trigger. Automated decision engines then adjust conditional access policies in real time (e.g. requiring reauthentication, restricting app privilege, or elevating risk checks). In integration with NetScaler analytics, traffic telemetry from ADCs is correlated with identity and endpoint signals to flag hybrid threat patterns. Behind the scenes, orchestration workflows automate remediation: compromised sessions are wrapped, credentials revalidated, and logs forwarded to SIEM or XDR platforms. We also leverage AI-assisted vulnerability scanning and patch prioritisation to accelerate our own product hardening. The goal: shift from reactive defence to predictive, context-aware protection - at human scale.

Zero Trust has become a cornerstone of enterprise cybersecurity. How is Citrix enabling organisations to operationalise Zero Trust in complex hybrid IT environments?

We operationalise Zero Trust by layering identity, device posture, least privilege, and dynamic access across every access vector. With Citrix Secure Access, we enforce microsegmentation at the application layer, meaning every request is assessed - never implicitly trusted. Identity is central: multi-factor, adaptive authentication, and continuous session re-validation form the gateway to any resource. Device posture is verified using deviceTRUST integration. We integrate threat intelligence and telemetry across networking and access to break silos between network and identity teams. Policy decisions span both cloud and on-prem resources, so a consistent Zero Trust posture can cover hybrid workloads. We provide policy templates and maturity checkpoints to help organisations transition incrementally - e.g. starting with high-risk workloads, then broadening trust-based fences. Finally, we monitor drift and compliance continuously to prevent erosion of trust boundaries.

Thousands of organisations worldwide trust Citrix to keep their apps, data, and people secure. Could you share a compelling use case where Citrix technology has been instrumental in protecting mission-critical operations in sensitive sectors such as BFSI, healthcare, or government?

One illustrative case is a large Middle Eastern national bank (BFSI) that deployed Citrix Secure Access alongside Citrix Virtual Desktops and NetScaler ADC to protect its core banking applications. When the region's regulatory body mandated zero-trust segmentation and continuous access verification, Citrix enabled micro-segmented, per-application access directly to core systems without requiring full network VPN ingress. Conditional policies enforce extra MFA or device posture checks for high-risk actions (e.g. funds transfer). In parallel, the NetScaler ADC layer inspected traffic anomalies and fed real-time flags into the

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► CONTINUED FROM PAGE 12

Citrix...

access control plane. By combining ADC, access, behavioural analytics, and device compliance, the bank transformed from a brittle perimeter model to a dynamic adaptive defence - reducing lateral risk, achieving regulatory compliance, and maintaining a seamless user experience.

The rise of remote and hybrid work has expanded the attack surface. How does Citrix strike the balance between delivering seamless user experience and maintaining uncompromising security?

Our design philosophy is that security should be invisible unless triggered. We optimise the user experience by

using single-click SSO, intelligent session routing, and adaptive bandwidth shaping, so users rarely see friction. But behind the scenes, identity and device signals (e.g. device posture, location, risk score) continuously govern access without interrupting legitimate workflows. In high-risk scenarios, step-up authentication or micro-app isolation can be applied - but only when necessary. Because Citrix delivers apps and desktops at the application layer, we avoid full-blown VPN tunnels that slow traffic and expose entire network segments. We also push heavy lifting - TLS termination, inspection, analytics - to edge nodes or ADC layers, so endpoints remain lightweight and responsive. This approach gives users the fluid work experience they expect while maintaining a zero-trust backbone of control.

Cybersecurity is increasingly tied to regulatory frameworks, compliance, and sovereignty—especially in regions like MENA. How is Citrix supporting organisations to stay compliant while ensuring agility?

We embed compliance as a design principle, not an afterthought. Citrix supports data sovereignty and locality via flexible deployment options: customers can choose to host in-region, with segregated storage zones or connectors. Our Trust Center transparently publishes compliance certifications (SOC 2, GDPR, etc.). For government or defence workstreams, Citrix Cloud Government is being advanced toward FedRAMP High standards. We also provide policy guardrails and audit log feeds so organisations can generate compliance reports with

minimal friction. In regions with evolving regulation, we partner with local legal and compliance bodies to map access controls and data handling to local law. Crucially, we support agile policy updates: when regulation changes, clients can adjust rules centrally and push them globally - in minutes, not months.

Looking ahead, what trends in cybersecurity and secure access will shape the next decade, and how is Citrix preparing to lead in this future?

Over the next decade, three trends will define the trajectory:

- Identity as the new perimeter – identity, context, and behaviour will replace IP-based trust.
- Adaptive orchestration and embedded threat response – security systems will increasingly self-heal, shift controls dynamically, and

respond autonomously.

- Edge-native zero trust – with hybrid apps distributed across edge, cloud, and IoT, secure access must be embedded at the edge.

Citrix is positioning itself at the convergence of access, networking, and intelligence. We are investing in AI-driven access orchestration, self-protecting workspaces, and decentralised policy fabrics that follow workloads wherever they run. Our architecture is evolving to push trust decisions to the edge nodes and integrate seamlessly with extended ecosystems. We're also deepening investments in secure device posture (deviceTRUST), secure dev environments (Strong Network), and acquisition-led expansion into threat orchestration spaces. The future is less about perimeter and more about

real-time trust — and we intend to lead there.

What advice would you give to CISOs and IT leaders in emerging markets who are struggling to keep pace with both digital transformation and evolving cyber threats?

My advice is threefold:

1. Start with value-tiered zones — prioritise protecting your highest-risk systems (e.g. core apps, customer data) and apply zero-trust controls there first. Don't try to rearchitect everything at once.
2. Adopt an “adaptive defence” mindset — continuously iterate. Use telemetry, automation, and AI to scale beyond manual controls.
3. Partner-lift locally — work closely with trusted CSPs, local integrators, and security communities to build trust and enable skills transfer.

ExaGrid, VAD double down on decade-long alliance to redefine backup performance

The renewed partnership aims to expand market share and disrupt legacy backup solutions with a performance-driven, cyber-resilient offering tailored for enterprise customers.



(L-R) Jithin Varghese, Business Unit Manager- High Performance Datacenter Solutions, VAD Technologies, Mario M. Veljovic General Manager, VAD Technologies & Mohamed Jaffrey, Director of Sales – Middle East

ExaGrid is gearing up for an ambitious growth push in the Middle East, building on its nearly decade-long alliance with value-added distributor VAD. Under the leadership of Mohamed Jaffrey, Director of Sales – Middle East, the partnership aims to aggressively expand market share by delivering high-performance, cyber-resilient backup solutions that reduce costs for enterprises and strengthen the channel ecosystem.

The collaboration will focus on sectors where data security and compliance are

paramount, including government, BFSI, oil & gas, healthcare, and large-scale enterprises. Leveraging VAD's market reach and technical expertise, ExaGrid will bring its Tiered Backup Storage architecture — featuring ultra-fast restores, scale-out flexibility, advanced deduplication, and ransomware protection — directly to regional partners and customers.

“With a channel-first strategy, both companies are doubling down on partner enablement, roadshows, and incentive programmes, backed by enhanced training and support capabilities from

VAD's Dubai hub”, said Jithin Varghese, Business Unit Manager- High Performance Datacenter Solutions, VAD Technologies, said, “Our role as a value-added distributor is to identify technologies that deliver real, long-term value to the channel. Backup decisions are notoriously sticky—customers rarely change platforms unless the benefits are undeniable. We are proud to have introduced ExaGrid to the regional ecosystem and to hold the majority market share today. Our aim is to seamlessly integrate with all leading backup software, empowering

system integrators to meet customers where they are. By partnering with ExaGrid through us, system integrators gain a proven solution and a trusted ally to strengthen their customer relationships and accelerate business growth”.

The partnership, first signed in 2016, is now entering a new phase as ExaGrid and VAD are poised to take their collaboration to the next level. The primary objective is to expand market share aggressively by offering unmatched backup performance, lowering enterprise costs, and empowering the partner ecosystem with a differentiated solution.

“The alliance enhances the regional data backup and recovery landscape by setting new standards in speed, simplicity, and scalability with cyber resiliency at its core. ExaGrid's advanced architecture combines a landing zone for performance with a retention tier for cyber resiliency, simplifying decision-making for enterprises that demand both speed and security. The dual benefit makes ExaGrid a standout solution in a competitive

The alliance enhances the regional data backup and recovery landscape by setting new standards in speed, simplicity, and scalability with cyber resiliency at its core”.

market where legacy backup systems often compromise on one or the other”, said Mohamed Jaffrey, Director of Sales – Middle East, ExaGrid.

The companies are laser-focused on scaling their strong presence in high-compliance industries such as government, BFSI, oil & gas, healthcare, and large-scale enterprises — sectors where data-intensive operations demand modern, secure, and cost-effective backup strategies. VAD contributes deep market access, trusted relationships, and technical credibility, while ExaGrid delivers a platform purpose-built to outperform on performance and security. Together, they present a compelling value proposition for

enterprises and channel partners alike.

Enterprise customers — through VAD's partner ecosystem — can now access ExaGrid's Tiered Backup Storage solution, which features ultra-fast restores, a scale-out architecture that eliminates forklift upgrades, industry-leading deduplication, and ransomware protection. Unlike solutions that slow down as data grows, ExaGrid speeds up restores, reduces backup windows, and ensures predictable costs, offering CIOs performance, scalability, and security without compromise.

Training, enablement, and post-sales support will be further strengthened by VAD's expanded training and support office in Dubai. The companies are also planning additional roadshows, incentive programmes, and partner activations to accelerate pipeline growth and strengthen relationships across the channel ecosystem.

Looking ahead, ExaGrid and VAD are committed to aggressively scaling their enterprise footprint in the Middle East, with Jaffrey stating that the clear mandate is to make ExaGrid the number one backup choice in the region. Joint initiatives will include targeted campaigns across the security industry, CIO roundtables, and participation in major events such as GITEX, reinforcing the alliance's vision of delivering enterprise-grade performance and cyber resiliency at scale.

Jarltech empowers MENA partners to accelerate digital retail transformation

At GITEX Global, Yasser Abdullah, CEO – MENA at Jarltech, outlines the company’s regional strategy, partner-first philosophy, and commitment to enabling the channel through innovation, reliability, and long-term collaboration.



Yasser Abdullah

How is Jarltech leveraging its entry into the MENA market to replicate its European success, and what strategic goals are you prioritising at GITEX to accelerate regional growth?

Jarltech’s expansion into the MENA region is a natural progression of our global growth strategy. Our

vision is to bring the same consistency, reliability, and value that made us one of Europe’s leading specialist distributors for POS and Auto-ID systems. At GITEX, our goal is to strengthen local alliances, build visibility for our regional operations, and demonstrate how our proven distribution model—anchored on service excellence,

inventory readiness, and partner-first support—can help accelerate business outcomes in this dynamic market. We are here to listen, collaborate, and co-create growth with our partners.

Jarltech is known for its value-add distribution model. How are you adapting this approach to meet the needs of MENA channel partners seeking high availability, technical expertise, and localised support?

Our philosophy has always been to go beyond product distribution. In the MENA region, we’re tailoring that by combining deep local market understanding with the operational discipline of a European distribution powerhouse. We’re investing in regional infrastructure, faster shipping channels, and dedicated partner support teams. Our partners will benefit from marketing

Our mission in the MENA region is simple – to make our partners more competitive, more agile, and more profitable”.

enablement, demo units, configuration services, and drop shipment options that help them scale without increasing their operational overheads. It’s about ensuring our partners can focus on customer success while we take care of the back-end reliability.

With global partnerships across brands like Zebra, Honeywell, and Epson, which technology

domains—such as POS, Auto-ID, or retail innovation—are you showcasing at GITEX, and how do these align with emerging digital trends in the region?

At GITEX, we’re showcasing the full spectrum of next-generation POS and Auto-ID solutions designed for an omnichannel retail world. The demand for intelligent retail, smart logistics, and frictionless commerce is growing across the region, and our solutions reflect that. From advanced scanning and mobility systems to industrial printers and payment terminals, we’re helping resellers and systems integrators deliver the digital transformation their customers expect. Our partnerships with global leaders mean our channel ecosystem always has access to the latest innovations first.

As global supply chains evolve, what steps is Jarltech taking to ensure consistent product availability, efficient logistics, and fast-track fulfilment for MENA resellers and system integrators?

Supply chain stability is one of our biggest differentiators. We maintain one of Europe’s largest and most advanced distribution centres with high stock availability and daily late shipping. For MENA, we’re replicating

this operational excellence through holding large local stocks, strategic inventory planning and regional logistics partnerships to ensure short lead times and uninterrupted deliveries. We understand that every delay impacts our partners’ profitability—so we’ve built resilience into our supply chain to make sure their business continuity is never at risk.

How do you see Jarltech shaping the next phase of channel transformation in the Middle East, particularly with regard to AI-enabled retail, omnichannel commerce, and data-driven customer engagement?

The Middle East is entering a new phase of digital retail transformation, and we see Jarltech as a key enabler of that journey. Our role is to empower our channel with access to smart, connected solutions that bridge physical and digital commerce. We’re working closely with vendors to bring AI-enabled POS, analytics-ready Auto-ID systems, and connected edge devices to the region—technologies that help businesses better understand consumer behaviour and optimise operations. We believe the future of the channel lies in insight-driven value creation, and we’re here to equip our partners with the tools and intelligence to lead that change.

SIMPLIFY EVERYTHING

CNME Editor Mark Forker spoke to Moninder Jain - VP and Head - Global Emerging Markets, at Logitech, to find out more about how their smart collaboration tools are designed to reduce complexities and simplify everything when it comes to the workplace.



Moninder Jain

How is Logitech leveraging AI to redefine the future of workplaces and collaboration?

Logitech sees AI as more than just a tool for elevating productivity but also a way to create more equitable collaboration experiences. With our design-led, software-enabled hardware, we use AI to help prioritise the needs and behaviors of people and teams at work.

Our AI-powered solutions help deliver seamless collaboration between teams with features like enhanced audio and video, and desk booking services. There are also our personal workspace solutions that help employees get things done no matter where they’re working from.

What advantages do organisations gain by replacing legacy systems

with Logitech’s flexible, AI-driven collaboration tools?

Our smart collaboration tools are made to reduce the complexities of setting up that came with legacy systems. The goal is to simplify everything: our products support plug-and-play and are certified for global compatibility on popular collaboration platforms. More than ease of use,

our products are designed for easy deployment and management, allowing teams to stay productive without interruptions.

How do Logitech solutions help remove barriers between in-office and remote workers to create a more unified work culture?

Logitech’s smart video collaboration tools focus on delivering an equitable experience. With employees working remotely, it is easy to become a second voice inside a meeting room compared to those who are working onsite. Built-in AI-powered functions on our products, like consistent audio and video, plus features like auto-framing, make remote participants feel like they’re part of the discussion. It levels the playing field and ensures that each team member contributes fairly.

How is Logitech ensuring a consistent and seamless work experience across office spaces and remote locations?

Logitech’s workplace solutions integrate seamlessly with popular video collaboration platforms like Zoom, Google Meet and Microsoft Teams.

As our hardware is plug-and-play, teams can ensure that they can immediately start using our devices without the hassle of complicated setups.

Our products also support cloud-based device management, so users can easily migrate their settings to any device that they use without the need to reconfigure every setting. These features allow for a more consistent workflow across any office location.

How does workplace technology directly shape employee productivity, engagement, and overall performance?

Technology used in workplaces defines how employees communicate and collaborate. Tools that enable a seamless workflow make employees more productive as they reduce downtime and even minimise fatigue, allowing employees to be more engaged.

Our solutions aim to remove the barrier between remote and on-site workers, and when they feel seen and heard, it can directly impact their work productivity in a positive way.

How are Logitech’s sustainability goals

The goal is to simplify everything: our products support plug-and-play and are certified for global compatibility on popular collaboration platforms.”

driving innovation and contributing to a more inclusive and responsible future of work?

Sustainability is a core aspect of Logitech’s product design. This is evident in our products that use lower-impact materials and components and use responsible packaging. As we aim to remove more carbon than we create by 2030, we create products that would not just benefit people but also the planet. Our efforts help organisations meet their sustainability goals and allow for a more accessible and inclusive workplace environment.

Enabling and transforming digital ambitions: Finesse’s eco-system for trust and resilience

How does a Dubai-based digital transformation leader best drive AI-powered innovation, cybersecurity resilience, and advisory-led digital strategies across multiple industries? At GITEX 2025, Veronica Martin spoke to Eljo J P, Chief Business Officer and Director, Finesse, to discover the answers and understand the raft of effective strategies



Eljo J P

What products or solutions will you be exhibiting during GITEX?

“Finesse is a Dubai-based company with nearly 15 years’ experience in the industry. Over this time, we’ve grown to serve more than 350 clients and employ over 450 professionals across multiple offices in the UAE, India, and other countries. Our organisation is built on three core pillars: 1. OneCXO - This division focuses on consulting and

expert advisory services, helping clients address their strategic and operational needs at the leadership level. 2. AI and Digital Transformation (A&D) - Under this pillar, we have around 10 specialised practices covering solutions such as chatbots, contact centres, analytics, robotic process automation (RPA), and CRM systems. 3. Finesse Cyberhub - As

We see enormous potential in AI, and we’re excited about how it’s transforming the way businesses operate and connect with their customers.”

organisations advance on their AI and digital transformation journeys, securing that journey becomes equally critical. Finesse Cyberhub was established to protect and strengthen our clients’ digital ecosystems through robust cybersecurity solutions.

“Together, these pillars form a comprehensive ecosystem of services that enable, transform, and protect our clients’ digital ambitions. At GITEX 2025, we are showcasing this complete portfolio alongside some of our key technology partners, including Progress, Site, and other AI innovators.”

As AI is the theme for GITEX this year, what

kind of AI solutions are you offering/ showcasing? “At Finesse, we operate through three well-integrated tiers, each playing a vital role in our AI and digital transformation journey. “We begin with the advisory stage under our OneCXO Consulting division. Here, we conduct a comprehensive AI readiness assessment to understand each client’s current landscape and specific requirements. Based on this, we develop a customised transformation roadmap, supported by data privacy assessments and consulting to ensure compliance and governance from the very beginning. “Once the strategy is defined, we move into the implementation phase,

where we deploy tailored AI-driven solutions aligned with client needs. These include chatbots, contact centre solutions, predictive analytics, robotic process automation, and other intelligent business applications designed to optimise operations and enhance customer experience. “The third pillar focuses on cybersecurity and data protection through our Finesse Cyberhub. As organisations adopt AI-based solutions, new risks and exposures can emerge. Our cybersecurity framework ensures robust protection across every layer - from data governance and access control to firewall protection and guardrail implementation. We secure our clients’ digital transformation journeys using a combination of advanced AI-driven security solutions and best-in-class technologies. “Together, these pillars form a comprehensive and secure AI transformation framework, enabling our clients to innovate confidently and sustainably.”

The cybersecurity threat landscape continues to evolve in parallel with advances in AI and cloud adoption. How are you strengthening your solutions to ensure resilience and trust in this new digital era? “Protection and governance solutions play a crucial role in any AI or digital transformation journey. With increasing automation and connectivity, the risk of

overexposure and security vulnerabilities also rises. To address this, we provide comprehensive governance frameworks and guardrail mechanisms that ensure responsible AI usage and data protection. “Our solutions are designed to safeguard organisations from potential exposure, implementing advanced firewalls, access controls, and AI-driven security protocols. In essence, we help clients establish a secure foundation where innovation can thrive without compromising trust, compliance, or data integrity.”

Looking ahead, what’s next for Finesse in terms of technological innovation? “If you look at the market today, there’s a lot of buzz around AI - and for good reason. We’re also taking a major leap into AI, working closely with our customers to help them enhance operational efficiency, improve ROI, and deliver better experiences to their end users. “Our focus is not only on enabling AI but also on ensuring it’s implemented responsibly and securely. AI has tremendous potential, but like any powerful technology, it can be both used and misused. That’s why we’re committed to helping our customers leverage AI in a way that drives innovation while maintaining the right level of protection and governance. “We see enormous potential in AI, and we’re excited about how it’s transforming the way businesses operate and connect with their customers.”

PNY announces arrival of the first NVIDIA DGX™ Spark unit in the Middle East at GITEX

The NVIDIA DGX™ Spark is a personal AI supercomputer purpose-built to accelerate the development and deployment of generative AI.



PNY Technologies is proud to announce that the first NVIDIA DGX™ Spark unit for the Middle East has been officially delivered at GITEX Global, marking a major milestone in the region’s AI innovation journey. Engineered from the ground up for AI innovation, the NVIDIA DGX™ Spark, powered by NVIDIA AI and delivered by PNY, is a personal AI supercomputer purpose-built to accelerate the development and deployment of generative AI. At its core lies the groundbreaking NVIDIA

We see enormous potential in AI, and we’re excited about how it’s transforming the way businesses operate and connect with their customers.”

GB10 Superchip, paired with 128GB of unified system memory, enabling support for models with up to 200 billion parameters—or 405 billion when two systems are interconnected via NVIDIA ConnectX networking. Built on the Grace Blackwell architecture and running NVIDIA DGX OS, the DGX Spark empowers researchers, developers, students, and data scientists to push the boundaries of what’s possible in AI — from concept to deployment.

PNY is pleased to announce that the NVIDIA DGX™ Spark is now available through its trusted regional partners: MBUZZ and INFINIARC. “The arrival of the first DGX™ Spark unit in the Middle East underlines our commitment to empowering regional innovation with NVIDIA’s most advanced AI solutions,” said Jérôme Bélan, CEO at PNY EMEA, PNY. “With our strong local partner network, we are enabling customers to accelerate their journey into generative AI.”

WHAT’S COMING ‘NEXT’

CNME Editor Mark Forker spoke to Ahmed Seleem, VP, META at Nexthink, to learn more about how the AI-native company is empowering employees through the unique capabilities of its DEX platform, how it is tackling the issue of legacy for businesses across the region - and what trends does he see emerging in our ever-evolving work from anywhere world.



Ahmed Seleem

Ahmed Seleem has firmly established himself as a prominent sales leader in the technology industry across the Middle East ecosystem.

Seleem began his career at global telecommunications provider Orange Business Services, before joining Nexthink as a Senior Presales Consultant in 2011.

In the 14 years that have elapsed since he joined Nexthink, Seleem has mirrored the trajectory and growth of the company on a professional level, and is now the Vice-President of the Middle East, Turkey and Africa.

There are few better placed to articulate the journey of Nexthink over the last 15 years than Seleem, and that’s where our conversation started, at the beginning.

Seleem said that the company has undergone several transformations since it was formed in 2004.

“Nexthink was born out of AI research in Switzerland back in 2004, and we’re very proud that we are an AI-native company. Fast-forward 20 years from the inception of the company, and everyone in the world is talking about AI, and are looking at ways in which they can harness the capabilities and potential of AI. We are pioneers in AI, but it’s fair to say that the company has undergone different cycles of innovations and phases throughout its existence. However, under the leadership of our CEO Pedro Bados, we have now firmly established our identity as a company that is a market leader in digital employee experience,” said Seleem.

Seleem said that the foundations of the company were steeped in AI research that was focused acutely on security and behaviour analytics.

However, as a company

that has been customer-centric from the start, Seleem outlined how they broadened their perspective towards following consultations with their customers.

“As much as we are pioneers and thought leaders, we also align our vision to our partners and customers. In the early days, many believed that because our technology is employee centric, our business proposition could be very valuable in areas like IT service management, digital transformation and cost optimisation. Our evolution as a company was always influenced by conversations with our customers, we hear them, align our visions and we act on it,” said Seleem.

Seleem also highlighted that the shift from an on-prem to a SaaS model over the last few years also influenced their strategy.

“There has been a myriad of technology companies that have made that transition from on-prem to a software-as-a-service (SaaS) model and that unlocked a lot of hyper growth in new features and capabilities of the products, and Nexthink was one of the first companies in that domain to focus on a SaaS model and that also provided us with the opportunity to embed AI into our product portfolio and continue to grow,” said Seleem.

Seleem said that when he was hired in 2011, the company was very much still in the start-up phase.

“When I joined the company it was an ambitious start-up, the revenue was less than \$10m globally, and we had a team of about 20 employees. My job was to build the footprint of Nexthink in the Middle East marketplace. However, what really encouraged me to join was when I met the “Nexthinkers” team, I felt the energy and eagerness to



At its core, the DEX platform is all about employee empowerment. It is designed to empower and enable employees to perform at a high-level every single day.”

build and grow the company, there was a buzz and a real drive to all the conversations we were having, and there was a clear vision and direction. It made you want to be part of it, and you believed from the offset that this was a company really going somewhere and I wanted to be a part of that. And now, almost 15 years later, helping more than a thousand global organisation improve their Digital Employee Experience, we have generated hundreds of millions in revenue, and have a global workforce of over one thousand employees, but I’m still as motivated as I was back in 2011, to continue to drive our momentum and growth across the Middle East region,” said Seleem.

A key component in the success of Nexthink is their DEX (Digital Experience Experience) platform, but what exactly is it, and why is it important?

“At its core, the DEX platform is all about employee empowerment. It is designed to empower and enable employees to perform at a high-level every single day. We want our users to enjoy a frictionless experience, and I think it’s fair to say that on a global scale the digital workplace is as important as the physical one. I believe that if the business applications are slow and the systems are unreliable and employee experiences are inconsistent in the digital workplace, then this will inevitably result in a decline in productivity, morale and lead to business outcomes suffering,” said Seleem.

Seleem acknowledged that the term Digital Employee Experience can take on many different meanings, but said that in our current work from anywhere world, where hybrid work is a key component, companies need to deliver frictionless experiences for their digital workforce in order to retain top talent.

“We have invested hugely in the digital experience of employees, and we

give IT departments and the management within those divisions visibility and access to real-time insights and information into their experiences. These insights can flag any issues or problems that may occur and that enables IT departments to proactively respond in

real-time before they start to disrupt the employees’ daily tasks. The issues can vary, but the most common problems are with devices such as desktops and laptops and other devices, or applications that are running slow. Our DEX platform circumvents issues that arise before they become problematic because we provide the visibility which detects and flags problems,” said Seleem.

Seleem added that the business model of DEX is subscription based and outlined how with the help of its ecosystem of partners and managed service providers helped them build bespoke use-cases in multiple domains such as healthcare, finance, telco and enterprise.

“The DEX service itself is subscription based, but it is very much a journey that we go on with each and every business that we work with. We work across many different industry verticals, but I could use an example in healthcare to highlight the impact that we can make for our customers. There are a lot of common issues across the board when it comes to the way nurses are using their equipment from specific locations, and if these devices are not performing in the way they should be then it can in some cases be life-threatening. However, what we did was examine all these common challenges, compare the equivalency of the challenges facing healthcare practitioners and then leverage our partner ecosystem, who have real industry knowledge to use our Nexthink Infinity platform to build use-cases and automated remediation scenarios to ensure these challenges are alleviated,” said Seleem.

Seleem acknowledged that the issue around legacy has been one of the biggest challenges that organisations have faced in the Middle East region, but that one of the key success factors in DEX, was its ability to overcome

the issue of legacy with its ease of integration and implementation.

“We know that many organisations have had to undergo digital transformation in a bid to keep pace with compliance, infrastructure-readiness, and customer demands, but so many have struggled because the platforms that they operate their systems on have become so outdated and archaic. What we do at Nexthink is keep these traditional services up and running, and we try to bridge that gap as much as possible, even if a specific vendor doesn’t support this platform anymore. We do a benchmark to see what the normal behaviour is and what we should expect to get from this business application, and any deviation in the behaviour will be detected by our AI capability. We can then remediate these issues immediately,” said Seleem.

Nexthink acquired digital adoption company AppLearn in January 2024, and Seleem pointed to its significance in terms of tackling the legacy issue on a broader scale.

“The acquisition of AppLearn last year was hugely significant for us, and it is now called Nexthink Adopt. It has helped us massively with legacy customers. We help their employees migrate from the old platform to the new one. We help them with the assessment, the capacity planning and then during their digital transformation we can guide users on how to effectively use the new platform. We don’t want them to get stuck in a specific phase, because if you lose your top talent through them not being able to adopt new platforms, and becoming frustrated, then that inevitably is going to really hurt your business, so again you have to deliver those seamless and frictionless digital experiences,” said Seleem.

Since the COVID-19 pandemic the way the world works has changed profoundly.

We now live in a work from anywhere world, where hybrid work is now the norm, although we are increasingly seeing more and more organisations enforce a back to the office policy, with JP Morgan being a high-profile example of that.

The factors for that vary, but there are concerns over the structure of hybrid work, and the inefficiencies that exist across many organisations due to the unstructured nature of it.

However, thanks to companies like Nexthink and the technologies they are providing, they are enabling businesses to provide a digital workplace that mirrors what a physical one delivers.

But as we know, AI is radically transforming

industries at scale, and remote working will not be immune to that, and Seleem stressed the need for organisations to be agile.

“The key to all the changes happening, not just in relation to remote working, but in general to technology shifts is the ability to adapt. I think the companies that survived economic challenges during the pandemic demonstrated that ability to adapt. I believe it is incumbent on IT departments to have that dynamism and agility that is required to transform as we continue to encounter profound changes in the way businesses operate in this era of AI. If you’re not adaptable, and are resistant to change, then your business will fail,” said Seleem.

Seleem then shared an announcement for a new product release that helps organisations address the AI adoption challenge; “At Nexthink, we are proud to introduce AI Drive: a first-of-its-kind business solution designed to help IT leaders measure, benchmark, and accelerate AI adoption across the enterprise. AI Drive doesn’t just surface metrics. It reveals the why behind them. Privacy-aware analytics highlight how teams are using AI, whether for everyday tasks like summarizing emails or complex research projects that save hours of productivity”

Seleem concluded a brilliant interview by highlighting some of the changes he has seen in remote working over the last 18 months.

“There has been a lot of trends emerging in relation to remote working, and investment in collaboration solutions and workspace technology has ramped up, but one of the biggest shifts that I have seen over the last 12-18 months has been that of large multinational organisations enforcing a return to office policy, and the option of hybrid work is no longer an option for them. They are back in the office 5 days a week, but other large players are doubling-down on their hybrid approach, so it all depends on the nature of your business. A big challenge for many companies has been that of culture and trying to impart that culture to a new employee onboarded remotely, for some businesses the intimacy of communication between employees is critical to their business, whereas for others that isn’t as important. There isn’t a one-size fits all, but our mission at Nexthink is to help IT departments cope with the strategy and direction of the organisation. The important thing is to always keep the employee at heart, that is critical, and that is what we do better than anyone else in the marketplace,” said Seleem.

OPSWAT: evolving advanced AI to overcome today’s most challenging cyberthreats

In an exclusive interview at GITEX 2025, Saif Alrefai, Manager of Solutions Engineering, OPSWAT, spoke to Veronica Martin about how the company is protecting critical infrastructure in the Middle East - deploying AI-driven innovation, an elite ‘SWAT’ team, and hands-on experiences putting visitors firmly in the driver’s seat.



Saif Alrefai

OPSWAT is making its strongest ever showing at GITEX this year. What message do you most want to deliver to the market through your presence here?

The message we’d like to share with our valued partners and customers is clear: the threat landscape is constantly evolving - and accelerating. With the rise of AI, we are standing on the brink of major technological breakthroughs, from post-

quantum safe encryption to quantum computing, but with this progress comes new and more sophisticated threats. At OPSWAT, we recognise that traditional approaches are no longer enough. We need to think differently about how we detect and prevent emerging risks. That’s why we want our customers to know - they’re covered. Our mission is to secure the world’s most critical infrastructure, with a

special focus on protecting the region’s vital systems. We are experts in critical infrastructure protection, and if you need support, we are here to help you safeguard what matters most.

The OP/X Mini Lab is a highlight at your stand. Can you walk us through how this immersive setup helps organisations visualise and validate their defences in real-world terms?

The OP/X Mini Lab is an immersive, hands-on experience designed to bring our entire product ecosystem to life. It showcases over 20 solutions spanning IT, OT, and cross-domain technologies.

Our goal is simple: to help customers see and experience real-world threats and solutions in action. Instead of a standard demo or static product presentation, we put visitors directly in the driver’s seat, allowing them to explore, interact, and truly understand how our technologies perform in realistic scenarios. For prospective

customers, the OP/X Mini Lab also serves as a mini proof of concept right on the GITEX floor, helping them evaluate solutions and make confident decisions faster than ever before.

How is OPSWAT helping organisations in the region strengthen the resilience of their critical infrastructure?

We approach this in several ways. First and foremost, we continuously integrate the latest technological advancements in cybersecurity, investing heavily in AI and emerging technologies to strengthen and evolve our products. We also recognise that our customers in this region never settle for anything less than excellence, and we hold ourselves to the same standard. Beyond innovation, we focus on helping our clients achieve and maintain compliance with a wide range of cybersecurity frameworks, both regionally and internationally.

In the Gulf, for example, each country has its own set of cybersecurity standards for sectors such as banking, government, and federal entities. Our mission is to guide customers through that landscape; not just to help them tick a compliance box, but to ensure they are truly protected and operating at the highest level of security.

You’ve also announced the formation of Unit 515. How does this elite red team differ from traditional cybersecurity testing approaches, and what value will it bring to customers?

Last year, we spoke a lot about shifting cybersecurity from a reactive stance to a more proactive philosophy, and Unit 515 is essentially our answer to that. It represents OPSWAT’s proactive approach to cybersecurity in action.

Unit 515 is a dedicated team of elite cybersecurity researchers whose mission goes far beyond traditional penetration testing or red teaming. Rather than following standard templates, they design highly-customised scenarios tailored to each customer’s specific environment and threat landscape.

Their process involves understanding the customer’s infrastructure, identifying which threats are most likely to occur, and then simulating realistic, targeted attacks to mirror what an actual hacker might attempt. This hands-on, intelligence-driven approach helps organisations uncover vulnerabilities before adversaries can exploit them.

Beyond simulation, the team actively conducts vulnerability research and has already discovered and registered numerous vulnerabilities in widely used software under OPSWAT’s Unit 515 name.

Looking beyond GITEX, how do you see OPSWAT’s role evolving in the Middle East as governments and enterprises accelerate digital transformation?

The Middle East today stands at the heart of the global AI revolution; it’s home to many of the world’s top-ranked

nations in both artificial intelligence adoption and cybersecurity readiness. We’re incredibly proud to be part of this dynamic region and inspired by the visionary investments being made by both the public and private sectors in building a resilient, forward-thinking technological future.

At OPSWAT, our mission aligns perfectly with this vision. There’s nothing more vital than safeguarding critical infrastructure: the systems that power and protect our societies. As these infrastructures become increasingly digitised, they also become more vulnerable, requiring specialised protection from organisations that truly understand their complexity.

We recognise that securing critical infrastructure is very different from securing a typical enterprise. It demands a deep understanding of IT and OT convergence, cross-domain solutions, and the nuances that define operational resilience. That’s why we’re not just focused on the present; we’re actively preparing for what comes next - from AI integration to post-quantum encryption and quantum computing.

Some might say it’s too early to look that far ahead, but in cybersecurity, there’s no such thing as ‘too early.’ The threat landscape evolves at lightning speed, and our goal is to always stay one step ahead - protecting not only the region’s critical infrastructure but also contributing to the security of the world at large.

Vertiv and Ezditek sign Technical Cooperation Agreement to develop AI-Ready Data Center Solutions in Saudi Arabia

This collaboration underscores Vertiv and Ezditek’s commitment to advancing AI-driven digital infrastructure in Saudi Arabia.



Vertiv, a global leader in critical digital infrastructure, and Ezditek, a leading Saudi developer and operator of digital infrastructure,

recently announced a Technical Cooperation Agreement signed during GITEX Global 2025 to jointly develop and deploy advanced, AI-ready

data centre solutions for customers in Saudi Arabia. This collaboration is positioned to drive transformation within

the region’s rapidly growing digital landscape aligning closely with Saudi Vision 2030’s objectives of technological innovation and economic diversification. Vertiv’s position as a global leader in advanced critical digital infrastructure solutions, coupled with Ezditek’s regional expertise and execution capabilities, makes this collaboration particularly impactful. The agreement reflects a shared vision to accelerate the Kingdom’s digital transformation and strengthen its position as a regional hub for high-performance computing and artificial intelligence, in full alignment with the objectives of Saudi

Vision 2030. Together, Vertiv and Ezditek will leverage their respective expertise to design, test, and implement innovative technologies, providing customers in Saudi Arabia with future-ready, scalable, and high-performance data centre solutions. Mr. Ibrahim Almulhim, CEO of Ezditek, said: “Ezditek’s collaboration with Vertiv marks a pivotal milestone in our mission to establish world-class, AI-ready data centre infrastructure across Saudi Arabia. This collaboration accelerates our vision to create a seamlessly connected digital infrastructure linking major Saudi cities with global technology hubs. Together, we will deliver cutting-edge, scalable, and efficient infrastructure solutions that empower the Kingdom’s rapidly evolving AI and digital economy, in full alignment with the Saudi Vision 2030’s economic

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

CONNECTED WORK

Razat Gaurav, CEO of Planview, spoke to CNME Editor Mark Forker, about the bold course of direction he is setting in relation to strategic portfolio management and digital product development, that he believes will position the company as a trusted partner for global enterprises and innovators across the Middle East.



Razat Gaurav

US-headquartered, Planview is reshaping how organisations connect strategy with execution, with a mission to empower leaders to deliver projects and products seamlessly in a world defined by constant change.

For Razat Gaurav, Chief Executive Officer and Member of the Board of Directors at Planview, this mission has found a natural extension in the Middle East, with the company’s newly opened regional headquarters in the UAE.

“Our mission is to build the digital future of connected work. We work with over 3,000 customers and 3.1 million users globally across industries, helping organisations transform how they plan and deliver projects and product initiatives. The Middle East region stood out for us because transformations are happening here at a turbocharged pace,” said Razat.

Even before setting up a local presence, the global brand had strong inbound interest and was already supporting major customers like Emirates Airlines through their European teams.

Razat has over 25 years of experience in enterprise software, with a proven track record of driving innovation-based growth and scaling up technology businesses.

He is a trusted advisor to leading global executives, boards, and investors on topics related to digital transformation and supply chain initiatives.

“My supply chain background taught me that everything is interconnected. Using principles like Eli Goldratt’s Theory of Constraints, I learned to identify bottlenecks and unlock efficiencies—principles we now apply at Planview to organisational work and transformation. This experience also gave me a global perspective on resilience and growth, which I bring into how we help enterprises structure their transformation journeys today,” said Razat.

Strategy to execution

Strategy to execution remains a recurring theme at Planview, and Razat mentioned Planview Copilot, an AI-powered assistant designed to transform work management by enhancing productivity and improving decision-making across enterprises.

Leaders in the region are highly ambitious and aspirational, but operationalising those ambitions requires a clear connection between strategy and execution. “Our platform provides that link by aligning leadership priorities with work done across different organisational layers. AI now plays a crucial role here,” said Razat.

Planview Copilot leverages data from over \$400 billion worth of planned and delivered initiatives, combined with advanced LLMs from partners like Anthropic, AWS, and OpenAI. This helps the brand to build intelligent, persona-based agents—whether for a CIO, PMO Head and Strategy Leaders—that support decision-making, automate workflows, and eventually take on repetitive tasks. This AI-driven approach significantly reduces risk, increases productivity, and ensures seamless execution.

Three Vectors

Connected platforms are becoming the backbone of modern enterprises, and what helps Planview differentiate itself is based on its vision, which is anchored on

three vectors.

First, connecting strategic aspirations of leadership to execution on the ground, and second, bridging handoffs from ideation through planning and delivery to outcomes. And third, supporting both projects and products—whether waterfall-style projects with start and end dates, or agile, iterative product initiatives.

“We don’t dictate a single way of working; instead, our platform supports all approaches within one connected work graph, strengthened by AI. This makes us uniquely positioned to integrate strategy, portfolio management, and product development across stakeholders,” said Razat, who Goldman Sachs recognised as one of the 100 Most Intriguing Entrepreneurs of 2020, and by The Software Report as one of the Top 50 SaaS CEOs in the world in 2023.

Razat has also been selected to be a member of the CNBC and Wall Street Journal CEO Councils and is a Member of the Board of Directors for SPS Commerce.

“My leadership ethos is simple: employee success plus customer success equals business success. We live this daily by embedding core values into hiring, recognition, promotions, and retention. We maintain a flat culture—my “Slack door” is always open, and I commit to responding to employees within 24 hours. This transparency, combined with a passion for innovation and customer value, allows us to scale while staying true to our mission of building the digital future of connected work,” said Razat.

With rapid digital transformation in the region, leaders today face challenges in aligning execution with vision while dealing with constant change — technological, regulatory, business model, or geopolitical.

Change is exponential, not linear, and many organisations struggle with inertia.

Razat said: “Transformation must become a lifestyle change, not a one-off

Our mission is to build the digital future of connected work. We work with over 3,000 customers and 3.1 million users globally across industries, helping organisations transform how they plan and deliver projects and product initiatives.”

project. Our platform helps organisations build this ‘muscle for change’ by aligning incentives, breaking silos, embedding frameworks like Objectives and Key Results (OKRs), and providing data-driven insights. This enables leaders to make decisions based on outcomes, not hierarchy or loudest voices. For the Middle East, where transformation is accelerating, this muscle is critical.”

Data-driven decision

Planview has helped enterprises make faster, more confident decisions based on its data-driven approach.

The brand worked with a global bank investing over \$1 billion in technology to restructure and deliver portfolio initiatives that improved digital offerings and accelerated product launches. Using the flow velocity framework, the bank increased efficiency by 25–30%.

Another example Razat shared is a high-tech consumer electronics company with hundreds of millions invested in R&D.

“We enabled scenario planning for portfolio allocation across physical and software products, helping them gain significant efficiencies. In both cases, we brought together projects, resources, and financials into a single, agile framework that aligned decisions with outcomes,” adds Razat.

The UAE, Saudi Arabia, and other Middle East countries are ramping up innovation and Planview is committed to make its presence in the region.

Razat, said: “The UAE is diverse in industries and includes both private enterprises and government-led initiatives. We’re aligning our go-to-market strategy with key sectors such as aviation, retail, banking, and public sector. Our work with

Emirates Airlines is a great example—helping them allocate resources effectively and deliver digital initiatives with impact. We see similar opportunities across industries, especially as governments focus on digital transformation, data residency, and smart services.”

Middle East remains a growth driver

The Middle East is accelerating into a future shaped by ambitious projects and investments. Planview is positioning itself as a strategic partner to ensure those ambitions become reality.

Razat closed with a clear commitment: “The region is experiencing an unprecedented wave of projects and investments, and we aim to ensure those are executed efficiently, aligned with strategic outcomes.”

From strategy to execution, from AI-driven insights to cultural transparency, Razat is steering Planview towards redefining how global enterprises embrace change and build the digital future of connected work.

The brand is currently gearing up for its launch event in October.

“We already have a strong customer base in the region, but now we’re focused on scaling with them and expanding our presence further. We’ve mobilised a UAE-based team and are working closely with partners like AWS, Accenture, and EY to support implementation and change management. The region is experiencing an unprecedented wave of projects and investments, and we aim to ensure those are executed efficiently and aligned with strategic outcomes. Our goal is for the Middle East to become a significant part of Planview’s global business footprint,” concluded Razat.

Redington geared to Unlock Next at GITEX Global 2025

Redington marks 12th consecutive year at GITEX Global with dynamic activations and next-gen technology showcases.



Redington, the leading technology aggregator and innovation catalyst, returns to GITEX Global 2025 for the 12th consecutive year, reaffirming its commitment to Unlock Next and drive digital transformation across markets.

Building on over a decade of presence at the region’s most influential technology event, Redington will transform its stand into a hub of innovation and collaboration, reinforcing its commitment to unlocking the next chapter of digital growth across the Middle East and Africa.

Taking place from 13th to 17th October, this year at GITEX Global, the Redington stand will be a place where technology, partners, and ideas come together. Visitors will get to see the latest in cloud, AI, cybersecurity, automation, and infrastructure, brought to life through interactive demos that show how these technologies can boost efficiency, improve security, and scale businesses.

“This marks our 12th year at GITEX Global, and every year, it reminds

us why this region leads with ambition”, said V.S. Hariharan, Managing Director and Group CEO, Redington Group. “GITEX is less about technology on display, and more about the direction we choose as an industry. It’s where ideas become movements, and partnerships turn into progress. For us at Redington, it’s about standing alongside our partners as we shape what’s next, not just for business, but for the region’s digital future”.

“The Middle East and Africa are at a pivotal moment, with demand for cybersecurity, AI, software, and automation evolving faster than ever”, said Sayantan Dev, Global Head, Software Solutions Group, Redington Group. “Our channel partners are the extended arm that helps customers adopt these emerging technologies and stay ahead of the curve in their digital transformation. The Software Solutions Group was created to support this shift, equipping partners with the right expertise and platforms to

We are unlocking new opportunities and powering the next wave of growth”.

meet the region’s appetite for innovation. GITEX Global 2025 is the ideal stage to showcase how, together with our partners, we are unlocking new opportunities and powering the next wave of growth”.

As Redington continues to champion digital transformation through its software-first, digital-led approach, the company reaffirms its commitment to ‘Unlock Next’, its global brand vision that embodies progress, innovation, and purpose. Rooted in the belief that technology should create meaningful impact, ‘Unlock Next’ is built on five core pillars: Access, Growth, Trust, Efficiency, and Impact. Together, these pillars define how Redington empowers its partners and

customers to embrace the future, by unlocking new opportunities, driving operational excellence, and enabling inclusive and sustainable growth across the technology ecosystem.

At GITEX Global, Redington is introducing the Unlock Next Studio, a platform where the company will host daily news briefings, live interviews, and Ask-Me-Anything (AMA) sessions with its technology ecosystem and Redington leaders during the five-day technology show. The studio will showcase Redington’s new brand narrative, Unlock Next, highlight partner success stories, and stream content across digital platforms to reach a wider audience.

Under the Redington Theatre banner, industry experts will take the stage for a series of Intelligent Drive sessions at the Redington stand. These discussions will spotlight emerging trends, real-world solutions, and actionable strategies designed to help enterprises accelerate their digital transformation journeys. Redington will also announce new technology partnerships and have technology showcases, further strengthening its ecosystem of innovation and collaboration.

As part of the showcase, Intel and Redington have come together to create a mini Intel Museum experience, offering visitors a look at the milestones that have shaped modern computing. The curated exhibit will take visitors through the evolution of computing from the 1980s to the AI era, featuring landmark devices such as the 1982 Zenith H120 PC, the 1995 NEC Versa Laptop, and the 2025 HP Elitebook 8 Flip G1i, powered by Intel’s Lunar Lake processors with integrated NPUs. The display highlights how Intel technology has powered every major computing shift, from personal computers to mobile and now AI PCs. Visitors can access additional details via QR codes and view supporting Intel videos in a virtual museum-style setup. The showcase will also preview Intel’s upcoming 18A process technology, offering a look at the next chapter of semiconductor innovation that supports the region’s digital ambitions under Vision 2030.

Alongside the showcases and sessions, the stand will continue to be a meeting place for collaboration, giving vendors, partners, and customers the chance to connect, form new alliances, and explore fresh opportunities.

“The Middle East continues to be a hub of rapid innovation, and our journey here is deeply intertwined

with that growth”, said Ramesh Natarajan, CEO, India & Middle East, Redington Group. “As organisations across sectors accelerate their adoption of transformative technologies—from cloud and AI to cybersecurity and automation – our role is to ensure our partners and customers are fully equipped to capitalise on these opportunities. Through our unified platforms, strategic alliances, and deep regional presence, we’re empowering the ecosystem to scale faster, deliver greater value, and build a more resilient digital future”.

As Redington continues to expand its footprint, the UAE remains a cornerstone market for innovation and digital leadership. With its progressive policies, rapid cloud adoption, and thriving ecosystem, the country has become a launchpad for cutting-edge solutions and partnerships.

“The UAE has emerged as a frontrunner in digital transformation, with strong demand for cloud, AI, cybersecurity, and automation redefining how businesses operate”, said Sukhil Nair, President, UAE, Redington Group. “GITEX Global gives us the perfect platform to showcase how Redington, together with our channel partners, is helping customers adopt these technologies with confidence and speed. Our goal is to enable businesses in the UAE to stay ahead of the curve and unlock the full potential of the digital economy”.

Guided by its vision to Unlock Next, Redington remains focused on enabling partners and enterprises to harness technology as a force for growth, efficiency, and impact.

Redington invites all visitors, partners, media, and tech enthusiasts to join them at Hall 5, Stand A10, during GITEX Global in Dubai, from 13–17 October 2025.

The Rising Challenge of Zero-Day Vulnerabilities in Cybersecurity

Ezzeldin Hussein is Senior Director, Solutions Engineer at SentinelOne, a global leader in AI-powered cybersecurity, outlines the zero-day vulnerabilities attackers might exploit in this exclusive op-ed.

In the current digitally advancing world, the war between cyber-criminals and defenders gets stronger and fiercer. Today’s enterprises commonly use cloud, on-premises apps, hybrid tools for collaboration purposes, and interconnected networks and technologies. Though

this interconnectedness helps with making operations more flexible, it can also lead to the exploitation of zero-day vulnerabilities. A recent serious zero-day vulnerability affecting SharePoint’s on-premises systems, known in industry circles as “ToolShell” (CVE-2025-53770), reminds

us of the uncertain and ever-evolving nature of the threat landscape. The vulnerability allowed the execution of a remote code that was unauthenticated, prior to a formal patch being issued. This is a typical model of the extent of innovation attackers are capable of and why organisations need to

reassess how well they are equipped to face cyber risk, especially with regard to unidentified and unpatched risks.

Zero-Day Vulnerabilities as the New Normal
Zero-days remain invisible, unless they are discovered. They refer to vulnerabilities

in software or systems that cyber attackers might have already seen and employed for attacking, but the security experts are unaware of. This opens a very risky window for threat actors. In ToolShell’s case, attackers remotely ran arbitrary code. This would have given them access to the systems that are compromised. Though a major case, this is not rare. These zero-day vulnerabilities have become increasingly common, and attacks have come in different forms. They now target frameworks, email servers, collaborative

platforms and security products.
The question now is how can enterprises stay alert and be well-prepared for these invisible threats?

Building Cyber Resilience: From Reactive to Proactive
Effective cybersecurity in the face of zero-day threats requires a multi-layered and forward-looking strategy. Here are five key focus areas every organisation should adopt:
1. Assume Breach & Minimise Blast Radius
The first shift in mindset must be this: assume

► CONTINUED ON PAGE 21

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SentinelOne...

a breach is inevitable. This isn't pessimism, it's realism. By adopting an "assume breach" posture, companies can invest in segmentation, access controls, and identity protections that limit how far an attacker can move once inside. Privileged access should be limited, lateral movement should be monitored, and sensitive data must be isolated.

2. Adopt Extended Detection & Response (XDR)

Detection is no longer enough; organisations need tools that correlate behaviour across endpoints, identities, cloud workloads, and networks. XDR platforms provide that visibility, enabling faster detection of anomalies and coordinated response across environments. When a



Ezzeldin Hussein

zero-day is exploited, the ability to see the full kill chain and isolate affected systems becomes mission-critical.

3. Invest in Threat Intelligence & Real-Time Updates

Staying ahead means

being informed. Enterprises should subscribe to threat intelligence feeds and work with cybersecurity partners who offer real-time updates, including Indicators of Compromise (IOCs) and hunting queries,

even before public advisories are issued. Early detection and context-rich threat intel can dramatically reduce dwell time and response lag.

4. Integrate Vulnerability Management with Active Monitoring

Traditional vulnerability management often runs on a monthly cadence, too slow for today's environment. Modern organisations need continuous vulnerability exposure assessments that integrate with their detection tools. If a system is found to be vulnerable, real-time flags should trigger proactive isolation or prioritisation in patch pipelines.

5. Foster Cross-Team Collaboration and Executive Visibility

Cyber risk is a business risk. IT, security, and executive leadership must collaborate closely to ensure that the organisation's risk tolerance, response

protocols, and communication plans are well understood and exercised. Business continuity planning should include simulations for zero-day incidents — not just ransomware or known malware.

From Defence to Anticipation

While patching known vulnerabilities remains essential, organisations can no longer rely solely on post-exploit remediation. The key lies in anticipating threats through behavioural analysis, automated response, and architectural resilience. Emerging technologies, including AI-powered security platforms, are helping analysts detect suspicious patterns even without a known signature. This level of proactive defence is increasingly becoming the gold standard. It's also critical to eliminate blind spots. Tools should be able to detect unexpected

process executions, unusual SharePoint or IIS behaviours, and anomalous command-line arguments, signs that something like ToolShell may be at play.

Conclusion: Staying One Step Ahead

Zero-days will continue to surface. Some may grab headlines; many will fly under the radar. But the organisations that thrive in this reality are those that don't wait for the news to act. They invest in proactive visibility, rapid containment, and flexible response strategies.

The ToolShell vulnerability may fade from news cycles in weeks, but the lesson it carries must remain: in cybersecurity, speed and preparedness make all the difference. The winners are those who treat Zero-day defence not as a one-time effort, but as a core capability woven into the fabric of their technology, their processes, and their culture.

SAS opens regional headquarters in Riyadh

Commitment to Saudi Vision 2030 and regional digital transformation deepens.



Alexander Tikhonov

SAS, the global leader in data and AI, today announced the opening of its new Middle East and North Africa Regional Headquarters in Riyadh, Saudi Arabia. The announcement was made today at SAS Innovate on Tour in Riyadh, the company's flagship regional event attended by senior government

leaders, industry pioneers, and technology innovators.

The new headquarters strengthens SAS's long-standing presence in the Kingdom and signals its commitment to helping governments and enterprises harness the power of AI and advanced analytics to drive innovation, efficiency, and

sustainable growth. "Saudi Arabia is rapidly emerging as a hub for innovation and digital transformation. By establishing our regional headquarters in Riyadh, we are positioning ourselves at the heart of this growth. Our investment underscores SAS's belief in the Kingdom's potential

and our commitment to supporting Vision 2030", said Alexander Tikhonov, Regional Director, Middle East Türkiye & Africa, SAS.

Mohammed Kiki, Country Manager, Kingdom of Saudi Arabia, SAS added "From Riyadh, SAS will partner with governments, enterprises, and academia across the Middle East to deliver cutting-edge AI and analytics solutions. This headquarters will also serve as a hub for knowledge sharing, skills development, and regional collaboration".

SAS's regional HQ will house leadership, customer engagement, consulting, innovation resources, further strengthening collaboration with local partners and customers across key sectors such as banking, government, energy and utilities and telecom.

SAS Innovate on Tour in Riyadh highlighted how advanced analytics and emerging technologies such as Agentic AI, Generative AI, and Digital Twins are shaping the future of decision-making. Attendees heard from global SAS experts on

how organisations can simplify complexity, enhance productivity, and adopt responsible AI practices that emphasise trust, transparency, and governance. Sessions explored the potential of SAS Viya innovations to

is also expanding the use of digital twins in manufacturing and working with global partners to advance quantum computing, focusing on challenges in life sciences, banking, and materials science.

By establishing our regional headquarters in Riyadh, we are positioning ourselves at the heart of digital innovation".

make AI more accessible and scalable, ensuring businesses can generate measurable outcomes faster.

SAS used the event to outline its long-term strategy, built on four priorities: customer success, strategic partnerships, building the next generation of innovators, and preserving the company's unique culture. As part of its \$1 billion, three-year investment announced in 2023, SAS is advancing AI and advanced analytics solutions designed to meet the specific needs of the industries it serves.

These efforts are already showing results, with innovations including trusted generative AI capabilities, synthetic data generation, and Viya Copilots. The company

With SAS Viya's cloud-native architecture and native Python integration, organisations can empower developers, accelerate model deployment, and operationalise AI to achieve faster returns on investment.

Presented in collaboration with partners Microsoft, Intel, AWS, RedHat, gold partner DataScience Middle East, silver partners Abdulla Fouad and A1 Softech and bronze partners Jeraisy and Redington, SAS Innovate on Tour Riyadh emphasised how trusted partnerships and cutting-edge innovation could help organisations outpace change, outperform competition, and build a future where data and AI power progress at scale.

STANDS TO WATCH



CPI Media Group



StarLink

H1-A20

STANDS TO WATCH



Infor

Hall 4 C30

STANDS TO WATCH



Logitech

Stand No- H3-C30, Hall 3

INNOVATE for a Safer World

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

Date:

October 13-17

Location:

Dubai World Trade Centre, U.A.E

Booth No.

H1-D20, Hall 1



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

Products Launch
New



STANDS TO WATCH



Core42

Hall 6 | Stand No. B40



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