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60 LEAP MINUTES

Show dates: 4-7 March 2024, Riyadh Exhibition and Convention Center Malham, Saudi Arabia

tahawultech.com @ LEAP

DAY 1

Veeam Launches Veeam Data Cloud to Deliver the Industry's Leading Data Protection and Recovery Services

Veeam Data Cloud launches all-in-one storage, cloud backup and ransomware recovery for Microsoft Azure and Microsoft 365 – which currently protects over 18 million users. Participants at LEAP 2024 will have the opportunity to discuss the new offering in addition to Veeam's other innovative data protection and ransomware recovery technologies.

Anand Eswaran

Veeam® Software, the #1 leader by market share in Data Protection and Ransomware Recovery, recently announced the new Veeam Data Cloud, which is built on Microsoft Azure and delivers the confidence and reliability of the industry's leading platform with the ease and accessibility of a cloud service. Today, Veeam Data Cloud provides backup-as-a-service (BaaS) for Microsoft 365 and Microsoft Azure, enabling radical resilience and leveraging powerful data protection and security technology within a simple, seamless user experience.

"According to the Veeam Data Protection Trends Report 2024, 88% of enterprises were either very likely or almost certain to use a Backup as-a-Service (BaaS) or Disaster Recovery as-

a-Service (DRaaS) for at least some of their production servers," said Anand Eswaran CEO at Veeam. "As the #1 global provider of data protection and ransomware recovery and the leader in backup for Microsoft 365, we're bringing those trusted capabilities - for Microsoft 365 and for Microsoft Azure - and delivering them as-a-service. These new as-a-service offerings, which are offered through the Veeam Data Platform, give companies the option of simplifying the management and administration of their backup operations with all the cyber resiliency and reliability of Veeam technology."

The cloud native design of the Veeam Data Cloud and the compatible data

Omnix International showcases innovative solutions at the third annual digital twin 2024 conference

3D Measurement, digital transformation, and digital twinning solutions were highlighted at the conference.

Omnix International, an end-to-end digital solutions and services pioneer, participated in the third Annual DIGITAL TWIN 2024 conference. Omnix displayed it's cutting-edge technologies including advanced 3D measurement, imaging, and realization technologies that help organizations across diverse industries and focused on implementing innovative solutions to accelerate their digital transformation progress.

Attendees gained valuable insights into solutions across

manufacturing, construction, and public safety analytics sectors. Visitors had the opportunity to explore Omnix's digital transformation offerings, specifically designed to address the evolving needs of organisations within the Architecture, Engineering, Construction, Manufacturing, and Oil & Gas industries through innovative multi-media solutions. Additionally, Omnix also highlighted the forefront of digital twinning, where reality converges with virtuality to craft precise digital replicas, unlocking possibilities

across industries and ushering in a new era of innovation and efficiency.

"The DIGITAL TWIN 2024 Conference provided us with a platform to engage with industry leaders, experts, and influencers in the digital twin arena, enabling us to spotlight the transformative potential of our technologies. As we showcased our solutions, it was an opportunity for us to not only drive innovation but also to reaffirm our commitment to our customers' success. We are dedicated to empowering

them on their digital transformation journey and navigating the complexities of their industries with confidence while achieving their strategic objectives", said Walid Gomaa, CEO, Omnix International.

BIM Managers, CIOs, Digital Delivery Managers, and Project Managers visited Omnix's booth at the conference. The presence of various organizations and vendors underscored a collective commitment to addressing significant challenges. Throughout the event, there was a
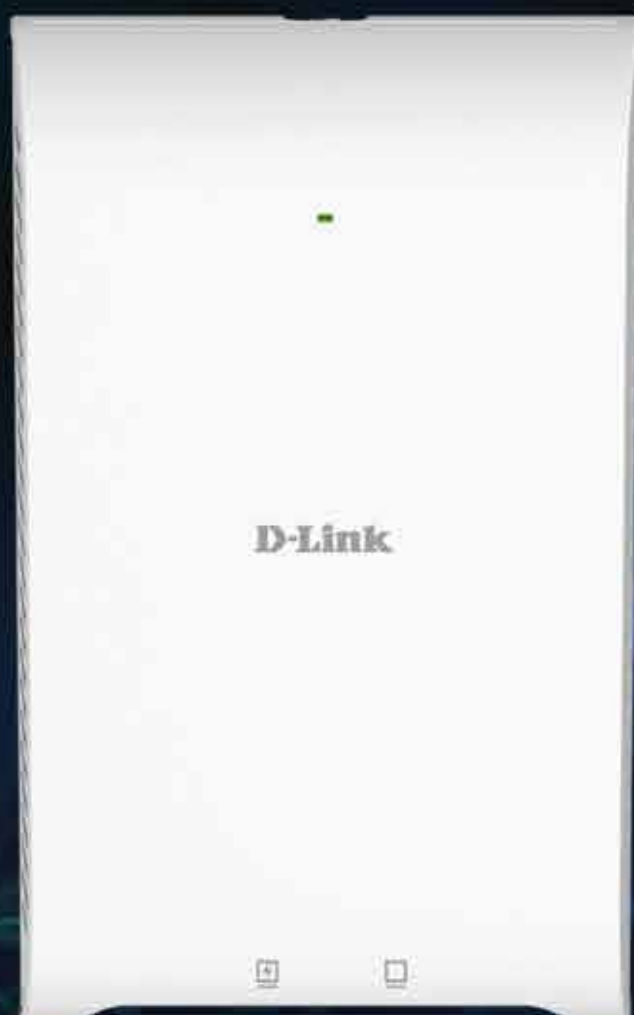
Walid Gomaa

notable emphasis on technology, particularly the integration of BIM and real-time data analytics, driving advancements in digital twin technology. As the

digital twin landscape evolves, Omnix remains at the forefront, poised to lead the way in unlocking new possibilities and driving efficiency across industries.

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platform of Microsoft Azure, provides the best protection for Microsoft 365 and Microsoft Azure data, instantly ready out-of-the-box with policy-driven simplicity. The architecture is built on Zero Trust principles and leverages Azure Blob Storage isolated from production environments, is continuously versioned and maintained, and keeps backups safe, secure, and ready for fast recovery. This all-in-one service includes backup software, infrastructure, and storage, which keeps costs low and predictable while simplifying management.

"Veeam has always been a leader when it comes to building great technology," said John Annand, Principal Research Director at Info-Tech Research Group. "IT professionals with years of experience and training have found Veeam products easy to configure for their on-premises environments. Veeam Data Cloud alleviates the need to find sought-after experienced professionals to get full value out of it, enabling those experienced professionals to delegate and focus on other tasks. Veeam Data Cloud delivers the cyber resiliency and data protection wherever business needs dictate a workload should be put, rather than forcing all workloads to conform to one single safe haven."

Veeam Data Cloud for Microsoft 365

As the leader in backup for Microsoft 365 - with over 18 million users protected – Veeam has based the new Veeam Data Cloud for Microsoft 365 on its trusted and reliable solution, Veeam Backup for Microsoft 365. Now delivered as- a-service, the new offering provides enterprises confidence in the feature-rich, modern, and simple cloud hosted offering. Veeam Data Cloud for Microsoft 365 is a backup service providing comprehensive data protection and data recovery for Microsoft

> ❝ **These new as-a-service offerings give companies the option of simplifying the administration of their backup operations with all the cyber resiliency and reliability of Veeam technology".**

Exchange Online, SharePoint Online, OneDrive for Business and Teams, giving enterprises complete control of their Microsoft 365 environment. Key highlights include:
• Trusted, industry-leading technology: The most comprehensive data protection solution with over a decade of continuous innovation, built to scale
• Modern, secure and intuitive: Easily create backup jobs, complete restores, and gain Microsoft 365 insights from within a modern web UI
• Everything included:

Software, backup infrastructure and unlimited storage bundled together with ongoing maintenance covered by experts

"Sun Chemical is a truly global business: each day employees located across the world rely on Microsoft 365 apps to exchange critical data," said Stuart Hudson, Global IT Infrastructure Senior Manager, Strategic Infrastructure Programs – AP at Sun Chemical, "Veeam Data Cloud protects this essential part of our environment, helping our employees work more productively

and giving us an extra layer of cyber resilience. It also frees us from purchasing and managing our own infrastructure for backups, translating into significant cost savings."

Veeam Data Cloud for Microsoft Azure

Veeam's first SaaS offering for Azure backup, Veeam Data Cloud for Microsoft Azure, is a fully hosted and pre-configured backup service that delivers proven, reliable backup and recovery that controls cloud costs and optimizes business continuity. Veeam Data Cloud for Microsoft Azure is a backup service providing comprehensive data protection and data recovery for Azure VMs, Azure SQL, and Azure Files. Key highlights include:
• Quick ROI: Speed time to value by removing blockers like implementation, patching, and remediating misconfigurations
• Enterprise Readiness: Leverage backup, security and FinOps

best practices in a service built on Azure's Well-Architected Framework
• Confident Recoverability: Comprehensive, native protection with the most customizable RPOs and RTOs

Availability

The New Veeam Data Cloud is now available. For more information, visit https://www.veeam.com.

Registration is now open for the 10th annual VeeamON event, taking place June 3 – 5, 2024 at the Diplomat Resort in Fort Lauderdale, Florida. Register now for a limited-time 10-year anniversary rate: https://www.veeam.com/veeamon.

Veeam is participating at LEAP 2024 in Saudi Arabia, taking place March 4-7, 2024. Trade show attendees visiting the company booth #H1A-F50 will get the opportunity to discuss the new Veeam Data Cloud offering in addition to the vendor's other innovative data protection and ransomware recovery technologies.

Avaya to demonstrate how AI can transform experiences at LEAP 2024

Avaya to illustrate how organisations supporting the transformation of Saudi Arabia's economy can use AI to deliver the experiences that a new economic environment demands.

Avaya, a global leader in customer experience solutions, recently announced its participation at the 2024 edition of LEAP, where the company will illustrate how organizations supporting the transformation of Saudi Arabia's economy can use AI to deliver the experiences that a new economic environment demands.

Aiming to support the multiple industries transforming as the Kingdom pivots towards a non-oil-based economy, Avaya will use its major presence at LEAP to showcase a range of use cases that address large organisations' most pressing challenges. These demonstrations, with artificial intelligence woven through them, will highlight the power of a unified customer experience platform to improve both customer and employee experiences, as well as deliver business growth.

"As Saudi organisations transform, they are looking to AI to enhance efficiency, improve experience personalisation, and deliver granular customer insights - all without compromising security or privacy. But they also need to be able to innovate at their own pace, enhancing existing capabilities while preserving the trusted and reliable experiences they have built over time. At LEAP we'll demonstrate how they can achieve this careful balance to transform their operations, and the experiences they deliver, in line with the Vision 2030", said Nidal Abou-Ltaif, Senior Vice President – Global Head of Sales, Avaya, and President, Avaya International.

At the event, Avaya will show solutions that harness AI to transform the way customer and employee experiences are delivered. The solutions on display will also illustrate how organizations can chart their own path to delivering these AI-

Nidal Abou-Ltaif

enhanced experiences without disrupting existing operations.

At LEAP, Avaya will showcase how organizations – both public and private – can empower their teams with advanced AI tools to better serve customers, as well as empower customers to create their own preferred journeys across multiple touchpoints. The solutions, demonstrated through

real-world scenarios, will also reveal how existing investments can be expanded with new capabilities to deliver an even better experience.

The use cases Avaya will demonstrate at its stand will include:
• **Customer experience innovations:**
  Self-service capabilities that empower customers to find answers quickly and efficiently, as well

as assisted service that enhances direct interactions with customer service representatives. Finally, solutions will demonstrate the power of seamless digital access all channels, ensuring a consistent and cohesive customer experience.

• **Exployee experience innovations:**
  The creation of connected

employee experiences that foster productivity and satisfaction, as well as workforce engagement tools that support and enhance the capabilities of internal teams.

• **Business growth innovations:**
  Customer journey orchestration that aligns every touchpoint on the customer's path, as well as proactive customer care initiatives that anticipate and address customer needs before they arise.

Avaya will also host a number of global technology partners and customers at LEAP, highlighting the breadth and depth of its ecosystem to elevate employee and customer experiences with AI. Avaya's presence at LEAP comes in partnership with AIC2, Converged Generation Communications Co., Gulf Applications, Hawsabah, Imperium, NovelVox, Next Generation Networks, Smart Information System, and Vision Space.

Visit Avaya at stand H2A.D70, at the Riyadh Exhibition and Convention Center between March 4 and 7, 2024.

Cisco reveals local insights from its AI Readiness Index ahead of LEAP in Saudi Arabia

The urgency to deploy AI-powered technologies is increasing: 71% of respondents said their organisation embraces AI with a moderate to high level of urgency and 93% of organisations in KSA have an AI Strategy in place or under development.

Salman Faqeeh

Reem Asaad

Ahead of LEAP 2024 technology conference in Riyadh, Cisco announced the findings of its AI Readiness Index in Saudi Arabia. The Index, which surveyed over 8,000 companies across 30 countries, was developed in response to the accelerated adoption of AI. The survey shows that 93% of organisations in KSA have an AI strategy in place or under development, while only 8% consider themselves fully prepared to deploy and leverage AI.

Improving the efficiency of and increasing productivity was ranked among the top outcomes that companies are looking to drive through adoption of AI, with 47% of respondents in KSA placing it on top of gains they expect from AI. Opening new revenue streams was the lowest on the list of expectations, as ranked by 30% of respondents.

On talent development, 31% of KSA respondents ranked comprehension and proficiency of AI tools and technologies as the primary skill gap. The good news is that organizations are taking steps to address this gap. Among the organizations surveyed in Kingdom, 82% say they are investing in training employees in this area.

On infrastructure readiness, the survey shows that a mere 12% of local organizations in KSA have networks that are fully flexible to handle the complexity of AI workloads. Cybersecurity also needs increased focus, as 70% of respondents fall short of being "fully equipped" to detect and prevent adversarial attacks on AI models.

Commenting on the results of the study, Salman Faqeeh, Managing Director, Cisco Saudi Arabia said: "Saudi Arabia has made significant strides in recent years to establish itself as a leading player in the field of AI. The Kingdom recognizes the transformative potential of AI and has placed it at the center of its Vision 2030". He added: "At Cisco, we believe in the critical role of AI to revolutionize industries and drive innovation, and it has been an important element across our portfolio for over a decade. As the Saudi Data and Artificial Intelligence Authority (SDAIA) is working to implement the National Strategy for Data and AI, the insights from the index can help inform the prioritization across important pillars including strategy, infrastructure, data, governance, talent, and culture."

This year, Cisco's participation at LEAP is revolving around the theme of "AI Unleashed: Shaping Sustainable Digital Evolution". Visitors will be able to engage with subject matter experts at Cisco's booth and discover demos to harness the power of AI to enable a sustainable, securely connected future. The company will showcase its latest technology innovations, spanning networking, security, collaboration, and applications, besides industry use-cases alongside its channels and ecosystem partners.

Reem Asaad, Vice President for Cisco Middle East, Türkiye, Africa, Romania, and the Commonwealth of Independent States (CIS), commented: "Cisco has a long-standing presence in the region, working to advance national digital economies, develop infrastructure, strengthen cybersecurity, and build the region's talent pool. This year at LEAP, we are excited to demonstrate the power of our portfolio to support our customers and partners in Saudi Arabia and beyond in leveraging our latest technologies to increase efficiencies and drive innovation."

LEAP 2024 will be held from 4-7 March at the Riyadh Exhibition and Convention Centre, Malham in Saudi Arabia. Cisco stand will be located at booth J10, Hall 1 – Big Tech.

Hikvision: Innovating Beyond Security

Anita Joseph caught up with Wesley Wang, Director of Channel Development & MarCom at Hikvision MEA to learn about the company's innovation-first approach and it's plans for the region for 2024.

Wesley Wang

Hikvision has been a prominent participant at Intersec for several years. Can you share some insights into the significance of this event for Hikvision, and what specific products, solutions, or innovations visitors saw at Intersec 2024?

As the largest and the most prestigious security industry exhibition in the Middle East and Africa Regions, Intersec is an event where Hikvision mobilizes significant resources to engage with our customers and partners. Every year at Intersec, we get to see the latest solutions in the security industry and learn about what's trending. It also gives us a good opportunity to reconnect with existing clients, and network to drive new business growth and opportunities.

This year at Intersec 2024, we showcased our industry's intelligent solutions in vertical markets, such as traffic, building, education, and energy. Customers experienced a whole suite of products empowered by Hikvision's core technologies in multi-dimensional perception across the full spectrum of light, radio, and sound. We also displayed a wide range of our advanced LED display models, providing an industry-leading viewing experience to customers and prospects alike. We also enjoyed connecting with our industry leaders and exploring innovative technologies that pushed the boundaries of the security industry.

> **"Hikvision is committed to integrating corporate social responsibility and sustainability development philosophy into our business".**

Hikvision has been at the forefront of integrating artificial intelligence into its security solutions. Can you provide insights into Hikvision's current AI strategies and how AI is shaping the future of security technology?

As we know, technology has been moving fast in recent years and AI technology is available everywhere. At Hikvision, we are committed to serving various industries through our cutting-edge technologies of machine perception, and AI, thus leading the future of AIoT.

Hikvision provides a broad range of security products, covering video security, access control, and alarm systems. We also provide integrated security solutions powered by AI technology to support end-users with new applications and possibilities for safety management and business intelligence, including in the transportation, retail, logistics, energy, and education industries. In addition, Hikvision is extending its business to smart homes, robotics, automotive electronics, intelligent storage, fire security, infrared sensing, X-ray detection, and medical imaging to explore new channels for sustaining long-term development.

Sustainability is the buzzword today. How does Hikvision incorporate sustainability into its products and operations?

Hikvision is committed to integrating corporate social responsibility and sustainability development philosophy into our business, while also being driven by technological innovation. We launched a STAR Program for Social Good which aims to provide cutting-edge technologies that help non-profit organizations and projects explore innovative ways to benefit communities and protect our valuable nature and culture. We're digging into low-carbon thinking and green practices, and constantly strive to create technologies and products that don't just benefit our partners and end users, but also the planet.

As we look ahead to 2024, what strategic initiatives and plans does Hikvision have in place to continue its growth and innovation in the security technology sector?

In 2024, Hikvision's new business and product strategy is 'Innovating Beyond Security'.

This new approach is about pushing the boundaries of the conventional security industry. Hikvision will achieve this with a new range of multi-dimensional AIoT products and technologies across the spectrums of light, radio, and sound. Other key focus areas for 2024 include machine learning, deep market insights, and a sustainable development philosophy. We hope all of these will help create a better world for communities, employees, and businesses.

Red Hat to address IT customer needs at LEAP 2024

Feras AL Al Shaikh, Regional Director | Saudi Arabia, North Gulf, Levant at Red Hat, spoke to tahawultech.com ahead of LEAP 2024 to discuss the value of customer service in IT, open-source development models and the potential of Open-Shift data.

Feras AL Al Shaikh is the Regional Director in the KSA region at Red Hat with a BA and MBA in Business Administration. He joined the company in February 2019 as a Key Account Manager for the Public Sector. Prior to joining Red Hat, Feras worked in different multinational organizations such as HP, VMware, and Schneider Electric in the Kingdom of Saudi Arabia, with a total experience of over 16 years. He has a strong IT background, specializing in networking, hardware, software, and building data centres.

What customer needs do you see at the moment in the IT Industry?
The IT industry places a high value on customer service. It is critical in ensuring client satisfaction, establishing trust, and fostering lasting relationships. Companies need to fully embrace customer-centricity, which entails comprehending the changing needs of customers, delivering superior experiences, and establishing long-term connections with them. Customer service in the IT industry is a critical component of success, as it also ensures quick resolution of problems and builds confidence among clients. IT companies that prioritise customer service therefore gain a competitive advantage

and are more likely to strengthen their presence in the market. For IT leaders, the key to delivering effective solutions boils down to a few fundamental actions, one of which is the ability to embrace change. Businesses need to have an agile mindset and be prepared to adapt to new developments. At Red Hat, we are confident that open source will serve as the foundation for change, regardless of the nature of the change. Embracing open source with a very stable foundation of Linux is a strategic decision that will make it possible for organisations to embrace change as it comes.

Open source is obviously a very powerful development model but how do you strike the balance between profits and the community?
Beyond software development, open source has grown to be a method of operation. Users capitalise on the decentralised production model and principles of open-source software to develop innovative solutions for problems in their relevant industries. However, our profitability stems from the fact that the majority of businesses try to run their operations on the sale of free software, which in our opinion, does not work. We have developed a business strategy that

builds upon the open-source movement. Our approach entails making open source, and the phenomenal software that emerges from it, readily accessible to every enterprise. We freeze the specification, support it for seven years, performance-tune it, place it through numerous tests, certify hardware and software compliance, localise and document it, create service level agreements, and finally package it with support. Likewise, we also provide users with a software assurance program. These features have all been carefully designed by us to be user-friendly and enterprise ready. At Red Hat, we have worked together on community projects and safeguarded open-source licences for over 20 years in order to develop software that proactively pushes the limits of technology. Our efforts are reflected in the Red Hat Enterprise Linux, which rose to become the top enterprise Linux platform globally and is trusted by over 90 per cent of Fortune 500 companies.

Organisations are reinventing themselves as data-driven entities, what role does Red Hat play in addressing the challenges they encounter in this transformation?
Modern IT and cloud environments are complex,

necessitating new approaches to governance, security, compliance, and management. Most successful businesses have discovered how to monetise data to improve efficiency, increase profitability, and gain a competitive advantage. However, the large volume of data presents challenges for organisations and can prevent them from fully leveraging the benefits it can provide. Businesses today are looking to simplify data procedures to lower licensing costs, standardise the data environment, and combine database servers on a single platform. Red Hat Data Services enable organisations to manage their data more efficiently at rest, in motion, and in action, resulting in meaningful business insights. Our open, stable database solutions help businesses work more efficiently and grow faster by providing data that is available, stable, and secure. The Red Hat OpenShift Data Foundation does something similar by abstracting the storage infrastructure, allowing data to be stored across multiple locations while functioning as a single persistent repository. This data service offers a consistent user experience across clouds, on-premises, and virtual deployments, as well as simplified access for developers and scalability for Kubernetes administrators. Red Hat OpenShift Data Science offers a self-service sandbox environment that allows data scientists and machine learning (ML) engineers to collaborate on data preparation, testing, and model training.

Feras AL Al Shaikh

Red Hat partners and independent software vendors also offer AI/ML technologies that enable customers to build customised environments using the best AI/ML and data science tools in the industry. The Red Hat Ceph Storage, which is the data plane for Red Hat OpenShift Data Foundation, delivers on these key requirements, and also serves as an open and scalable storage solution for modern data pipelines, including advanced analytics, media repositories, and artificial intelligence.

What does the LEAP conference represent as a platform for Red Hat?
The LEAP conference is crucial in propelling KSA's digital economy forward, drawing in foreign investments, advancing women empowerment in the tech industry, and preparing the Saudi youth for success. The event has grown to be a significant

forum for expanding entrepreneurship and driving innovation in developing industries. This holds particular significance as the Gulf Cooperation Council (GCC) countries swiftly progress towards sustainability, with an increasing focus on economic diversification and a reduced reliance on oil. As a result, technology will undoubtedly have a far greater impact on growth and innovation over the next few years. Significant investments have also been made by the Saudi Arabian government to boost the nation's technology market, either directly or through venture capital programs. In keeping with Saudi Vision 2030, over 100 startups have been developed in the last few years, and many venture capital firms have been founded in an effort to empower the youth, potentially leading to more growth in the Saudi market.

Ring to showcase whole-home security solutions at LEAP 2024

The event allows Ring to perfect opportunity to showcase their expansive portfolio. These devices aim to provide peace of mind to homeowners with its whole-home security solutions designed with the key pillars of security as a guiding philosophy.

Mohammad Meraj Hoda

Home security brand, Ring, will participate at LEAP 2024 from March 4 – 7 at the Riyadh Exhibition and Convention Center, Malham, Saudi Arabia. The company will present its range of whole-home security devices from Video Doorbells to indoor and outdoor Security Cameras, that allow customers to create a 'Ring of Security' around their homes.

Saudi Arabia is an important point of focus for Ring, given the country's commitment towards technological

advancement and the rise in the adoption of connected smart home devices. The Kingdom's strong focus on enhancing security aligns perfectly with Ring's aim to provide peace of mind and convenience to homeowners with its whole-home security solutions.

"This is our first time exhibiting at LEAP, and it represents our commitment to establishing our presence in the Kingdom. The exhibition provides us with an ideal platform to

spotlight our products, and engage with industry leaders, partners and consumers, as we aim to transform the way homeowners in the Kingdom view whole-home security," said Mohammad Meraj Hoda, Vice President – Emerging Markets at Ring.

With a wide variety of smart home security solutions and unique features such as customizable Motion Detection, Two-Way Talk, and Color Night Vision, Ring products seamlessly integrate with each other and can be managed through the user-friendly Ring app. With a single smart device (phone or tablet), users can manage and monitor all their Ring products from one dashboard.

Security, privacy and user control are foundational to Ring, and

the company designs all of its devices with these pillars top of mind. Additionally, Ring by default, Ring encrypts user videos when they are uploaded to the cloud and stored on Ring's servers for an added layer of security.

Ring will also highlight how users can seamlessly integrate their Ring devices with compatible Alexa-enabled devices, using simple voice commands to check in on their Ring camera's Live View and access Two-Way Talk.

Ring executives and experts will be available at booth H1A.G91 to show visitors how whole-home security can be customized to suit their individual needs and home type, demonstrating how simple it is to set up and operate Ring products using the Ring app.

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Figure 1: Magic Quadrant for Primary Storage

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