



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

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DAY 2

Aginode showcases innovative networking and data centre solutions at LEAP 2024

At the event experts will demonstrate various benefits of Aginode's high-end cabling solutions and durable network hardware.



Arafat Yousef

Aginode – formerly Nexans Telecom Systems - a manufacturer of comprehensive telecom and data network infrastructure solutions, has announced its participation at LEAP 2024 held at the Riyadh Exhibition and Convention Center, from March 4th to 7th 2024. The company will exhibit some of its flagship enterprise networking and data centre solutions designed to help businesses grow and manage effective ICT communication.

Speaking on their participation, Arafat Yousef, Managing Director - Middle East & Africa at Aginode said, "There is unprecedented growth occurring in enterprises, and it is imperative that network infrastructure can cope with this growth. Ensuring consistent network data transfer

speeds is a crucial task that cannot be overlooked, and LEAP 2024 is the ideal opportunity to showcase how our products can help enterprises across the Kingdom. We continue to support Saudi Vision 2030 by ensuring that organisations have the right architecture in place to grow consistently and offer exciting opportunities for investment and jobs in the local market. Our priority is ensuring that businesses have the right tools to keep their networks running as efficiently as possible, and we are here to help make these decisions even easier".

Some of the solutions that Aginode will be showcasing at LEAP 2024 for enterprises and data centres include:

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Lenovo Showcases AI for All in Saudi Arabia during LEAP 2024

Lenovo's booth embodies their vision to lead and enable Smarter Technology for All and creating a future of AI for All; from our buildings, grocery shops, offices, classrooms all the way up to critical infrastructure such as civil defence.

Global technology brand Lenovo is set to make its presence felt at LEAP 2024, the world's most attended technology event. Held from 4th to 7th March in Riyadh, LEAP 2024 is the third iteration of the tech event, which has seen massive success in its previous editions.

During the large-scale event, Lenovo will actively welcome visitors and customers to its booth, located at Hall 1, Stand L60, to experience first-hand how AI seamlessly integrates with our daily lives. The booth will take customers and visitors through a series of real-life scenarios that will highlight Lenovo's implementation

of AI in technology that we use every day, from our buildings, grocery shops, to offices, to classrooms all the way up to critical infrastructure such as citizen safety, energy, civil defense, aviation logistics and so on. In a nutshell, the booth will embody Lenovo's vision to lead and enable Smarter Technology for All and creating a future of AI for All.

Commenting on the participation at the event, Alaa Bawab, General Manager, Lenovo Infrastructure Solutions Group, META said, "We are excited and proud to come to back to LEAP this year, as the mega-event



Alaa Bawab

is home to technological innovations and brings an audience that is passionate about the industry. We look forward to being a part of the grand-scale event where we will leverage the event to showcase our latest advancements along with using it as a

platform to meet new customers and partners alike. The Kingdom aims to build a more diversified, innovative nation, where digital transformation is a key enabler for the Saudi Vision 2030. Our presence

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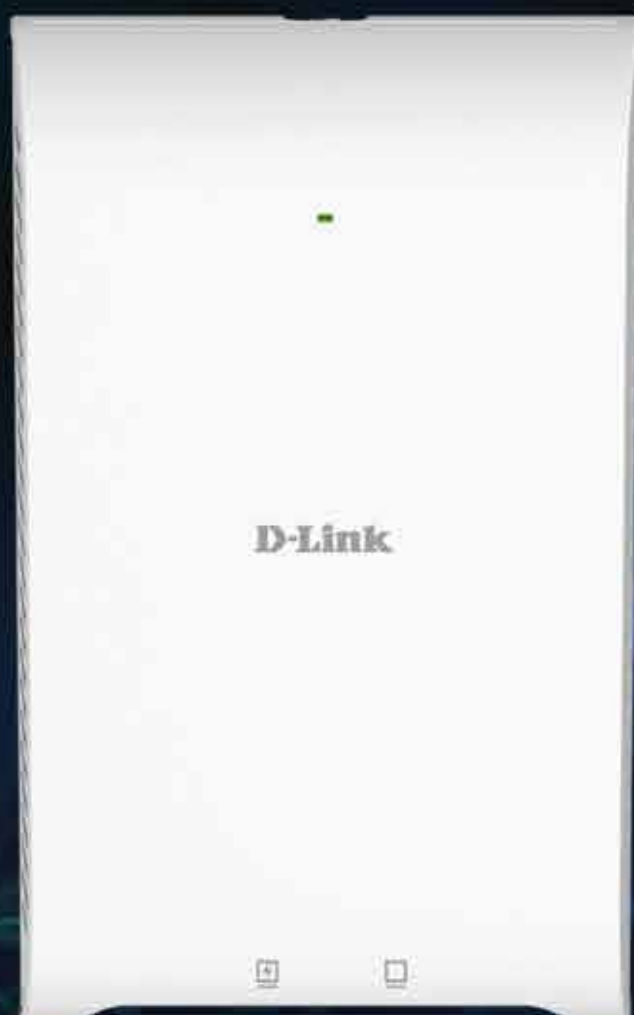


Marwan Bsat

D-Link®

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DAP-2622



Wall-Plated Access Point

*Convert any Ethernet socket
into a high-speed Wi-Fi hotspot*

The DAP-2622 is equipped with two PoE ports, which are able to power an external device (such as an IP phone), as well as a LAN port if a wired connection is necessary.

Nuclias Connect AC1200 Wave 2 Wall-Plate Access Point



x3 LAN ports

Three LAN ports offer the option to expand your wired network, including the option to connect and power an additional PoE device, such as a VoIP phone.

- * Minimise the hassle of admin tasks
- * Flexible installation with PoE
- * Multiple Operation Modes
- * Super-fast Wireless AC Performance

Easy to manage
with D-Link's FREE
software-based
management solution



Nuclias Connect



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Aginode...

Category 6A/7A high-end structured cabling

Aginode's high-end cabling solutions are designed to support high bandwidth needs, offering 10G speeds and beyond with enhanced support for smart buildings and converged technologies with our shielded LANmark category 6A, 7A and 8 offerings. These solutions support Power over Ethernet (POE) in all categories with power levels up to 90Watt, along with excellent heat dissipation and energy-efficient performance.



Ensuring consistent network data transfer speeds is a crucial task that cannot be overlooked, and LEAP 2024 is the ideal opportunity to showcase how our products can help enterprises across the Kingdom”.

LANactive

An effective and cutting-edge network solution designed to overcome the limitations of networking across large distances, or instances where unavoidable requirements pose restrictions. A fibre-based network solution,

LANactive is secure and energy-efficient, and can scale to match your business growth. Furthermore, Aginode's iSwitches are essential for network deployments in harsh environments, providing exceptional network redundancy and stability.

Data centre solutions

For data centre solutions, Aginode will be demonstrating options available to support core network spines with either duplex LC or parallel optics (MPO) for speeds up to 400G. Solutions will be available to be discussed depending on data centre

needs, ensuring the right distance support, and overcoming space constraints.

Smart City & Smart Campus (Edge Datacentre)

Solutions will be on display that are tailored for indoor solutions, to support indoor 5G with hybrid power/fibre cables. This setup will also include usage of LANactive switches to provide support for high-speed Ethernet.

LANsense

Aginode's Automated Infrastructure Management (AIM) system is called LANSense. Using a combination of hardware and software, it can

easily identify network disconnections, log network changes, optimise port utilisation on switches and patch panels, share network documentation for easier network changes, and greatly streamline overall network management.

Aginode will be participating with Mindware at Hall H1A, booth number H30 at LEAP 2024. Senior executives from the company will be available to meet customers and partners and show how Aginode's best-in-class solutions can transform their network infrastructures and data centres.

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Lenovo...

at LEAP ties in with the Kingdom's vision for digital transformation, of which AI plays a crucial role.”

Bawab further added, “We work strongly towards our AI strategy, be it through large-scale investments, programs or even new initiatives. As a brand we are actively working towards transforming from a device maker into a tech solutions leader powered by AI and fueled by customer and user insights. This bold transition is the

cornerstone behind our goal of AI for all. LEAP 2024 is home ground for the global tech ecosystem and will provide a platform for tech professionals, C-suite executives, investors, and startups to come together. This year we will reiterate our company commitments towards Artificial Intelligence, which plays a significant role in our vision.”

Marwan Bsai, General Manager, Lenovo Intelligent Devices Group KSA, mentioned, “Customer evolution is a cornerstone for Lenovo, and today we are transitioning into a solutions provider focused

on better serving our customers in the realm of AI,” stated Marwan Bsai, General Manager of Lenovo Intelligent Devices Group in Saudi Arabia. “AI is a crucial element of our overall strategy, enabling us to offer enhanced access to end-to-end solutions, from hardware to software infrastructure. This approach empowers our customers to realize their AI potential.”

Lenovo recently announced a record achievement of over \$2 billion revenue from AI infrastructure. Over the course of the next three years, Lenovo will commit a further US\$1 billion in

investment for AI keeping in its sights AI devices, AI-ready and AI-optimized computing infrastructure, and embedded AI generated content into the intelligent solutions of vertical industries to help customers improve their productivity. Lenovo has also invested US\$100 million to grow its AI innovators program which has already delivered over 150 cutting edge AI solutions, over 70 AI-optimized platforms, with 45 ISV partners in its first year.

Lenovo continues to embrace AI from all aspects, having built its advantages in computing



Our presence at LEAP ties in with the Kingdom’s vision for digital transformation, of which AI plays a crucial role.”

power from client to edge to cloud and network. Breakthroughs in Large Language Models and AI generated content mark a major leap in AI development and application and serve as a catalyst and accelerator that are boosting the adoption of AI. Over the next three years, Lenovo

is committing a further US\$1 billion in investment for AI that will focus on providing AI devices, AI-ready and AI-optimized computing infrastructure, and embedded AI generated content into the intelligent solutions of vertical industries to help customers improve their productivity.

SolarWinds attends LEAP in Riyadh with Spire Solutions

Through its participation in LEAP 2024, SolarWinds and Spire Solutions will help visitors gain a comprehensive first-hand view of their latest product enhancements. Visit Stand No. H3.170 for Insights on Observability Innovations



Abdul Rehman Tariq

SolarWinds, a leading provider of simple, powerful, secure observability and IT management software, recently announced it will be attending LEAP 2024 alongside its value-added distribution partner in the region, Spire Solutions. The companies will share product updates and demonstrate a range of comprehensive and integrated SolarWinds® observability products at stand no. H3.170.

The fourth edition of Saudi Arabia's largest tech event, LEAP 2024 will take place at the Riyadh Exhibition and

Convention Center from March 4 - 7. With a new venue to increase capacity, LEAP 2024 will be the meeting point for 172,000 regional and international IT professionals taking to the exhibition floors to discover new technologies from over 1,000 leading tech companies.

“We look forward to shining a light on the growing influence of our leading-edge observability solutions at LEAP24”, said Abdul Rehman Tariq, regional sales director at SolarWinds. “The LEAP expo is a great platform for business and collaboration. We are excited to take this unique opportunity to share the recent SolarWinds Platform enhancements and AI-powered services with potential customers and technology professionals. Together with our partner, Spire Solutions, we will showcase cost-effective,

full-stack hybrid and multi-cloud solutions. These products are built to deliver value to businesses across Saudi Arabia and beyond. Meet us at stand H3.170 to explore innovative technology designed to reduce complexity wherever you are on your digital journey”.

Through its participation in LEAP 2024, SolarWinds and Spire Solutions will help visitors gain a comprehensive first-hand view of their latest product enhancements. The companies will demonstrate how evolving from monitoring to observability to fully autonomous operations can deliver flexibility, visibility, and productivity in IT environments, whether on-premises or in the cloud.

As part of the company's participation at LEAP, on Wednesday March 06 at 12:45 pm, Abdul Rehman Tariq Butt,

regional sales director at SolarWinds will give a presentation, on the Smart Cities Stage, titled ‘Three critical requirements for a highly successful smart city environment’. The presentation will focus on how SolarWinds tools help with smart city technology management by providing performance monitoring and infrastructure management, application performance monitoring, digital platform management, IT security and vulnerability management, and IT services management.

Tech pros are welcome to discuss their IT needs with SolarWinds and Spire Solutions product engineers on the exhibit floor. These experts will listen, lend their assistance, and share knowledge about how the tools on display can be leveraged for observability-driven strategy.



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Founder, CPIMEDIA GROUP **Dominic De Sousa** (1959-2015), Group Publishing Director **Kausar Syed**, Publishing Director **Natasha Pendleton**, Sales Director **Sabita Miranda**, Editors **Mark Forker**, **Anita Joseph**, **Daniel Shepherd**, Designer **Froilan Cosgafa IV**, Web Developer **Adarsh Snehanjan**

AWS to Launch an Infrastructure Region in the Kingdom of Saudi Arabia

The AWS Region will enable customers to run workloads and securely store customer content in the Kingdom of Saudi Arabia while serving end users with even lower latency



Amazon Web Services (AWS), an Amazon.com company, recently announced it will launch an AWS infrastructure Region in the Kingdom of Saudi Arabia in 2026. The new AWS Region will give developers, startups, entrepreneurs, and enterprises, as well as healthcare, education, gaming, and nonprofit organisations, greater choice for running their applications and serving end users from data centers located in the Kingdom of Saudi Arabia, ensuring that customers who want to keep their content in-country can do so. As part of its long-term commitment, AWS is planning to invest more than \$5.3 billion (approx. 19.88 billion Saudi riyal) in the Kingdom of Saudi Arabia. For more information about AWS Global Infrastructure, visit aws.amazon.com/about-aws/global-infrastructure.

“Today’s announcement supports the Kingdom of Saudi Arabia’s digital transformation with the highest levels of security and resilience available on AWS cloud infrastructure, helping serve fast-growing demand for cloud services across the Middle East”, said Prasad Kalyanaraman, vice president of Infrastructure Services at AWS. “The new AWS Region will enable organizations to unlock the full potential of the cloud and build with AWS technologies like compute, storage, databases, analytics, and artificial intelligence, transforming the way businesses and institutions serve their customers. We look forward to helping Saudi Arabian institutions,

startups, and enterprises deliver cloud-powered applications to accelerate growth, productivity, and innovation and spur job creation, skills training, and educational opportunities”.

“The partnership with AWS and their announcement of an AWS Region, backed by a \$5.3 billion investment, ignites a new era of technological excellence and innovation for the Kingdom”, said His Excellency Engineer Abdullah Alswaha, Kingdom of Saudi Arabia Minister of Communications and Information Technology. “This cloud Region demonstrates a firm commitment to research, innovation, and empowering entrepreneurs to achieve prosperity for our region and the world”.

The new AWS Region will consist of three Availability Zones at launch, adding to the existing 105 Availability Zones across 33 geographic regions globally. With today’s announcement, AWS has plans to launch 18 more Availability Zones and six more AWS Regions in Malaysia, Mexico, New Zealand, the Kingdom of Saudi Arabia, Thailand, and the AWS European Sovereign Cloud. AWS Regions consist of Availability Zones that place infrastructure in separate and distinct geographic locations. Availability Zones are located far enough from each other to support customers’ business continuity, but near enough to provide low latency for high availability applications that use multiple Availability Zones. Each Availability Zone

has independent power, cooling, and physical security and is connected through redundant, ultra-low-latency networks. AWS customers focused on high availability can design their applications to run in multiple Availability Zones to achieve even greater fault tolerance.

AWS offers the broadest and deepest portfolio of services, including analytics, artificial intelligence (AI), compute, database, Internet of Things (IoT), machine learning (ML), mobile services, storage, and other cloud technologies. Customers from startups to enterprises to public sector organizations and nonprofits will be able to use advanced technologies from the world’s leading cloud to drive innovation, meet data residency preferences, achieve lower latency, and serve demand for cloud services in the Kingdom of Saudi Arabia and across the Middle East.

Amazon’s Commitment to Developing Digital Skills

To support the growth in cloud adoption across the Kingdom of Saudi Arabia, AWS will continue to scale its training programs and help accelerate the Kingdom of Saudi Arabia’s Vision 2030 goal of empowering women to increase participation in the workforce. To help support this goal, AWS is launching a new upskilling program, “AWS Saudi Arabia Women’s Skills Initiative,” in partnership with Skillssoft Global Knowledge. AWS will train up to 4,000 women on AWS Cloud Practitioner

Essentials, at no charge, through classroom trainings with AWS-certified professionals. This initiative is designed to help women jumpstart a career in cloud computing.

In addition, AWS will continue to invest in upskilling students, local developers and technical professionals, nontechnical professionals, and the next generation of IT leaders in the Kingdom of Saudi Arabia through offerings such as AWS Academy, AWS Educate, AWS re/Start, and AWS Skill Builder. These offerings help learners of all backgrounds and experiences prepare for careers in the cloud. From higher education courses to full-time workforce development programs to interactive, game-based learning content, AWS Training and Certification provides individuals with training in the ways they like to learn.

AWS will establish two new innovation centers and provide startups in the Middle East and North Africa with technical mentorship and trainings on AWS technologies such as AI and ML. AWS will also make grants available to fund graduate student research and provide free AWS Skill Builder subscriptions for up to 4,000 individuals working for small and medium enterprises established in the Kingdom of Saudi Arabia. AWS Skill Builder is a digital learning center with more than 600 free courses in up to 14 languages and covering more than 30 AWS services from foundational to advanced levels. By expanding

AWS’s commitment to free digital training, AWS will help accelerate the number of diverse candidates who enter the talent pipeline. Building on this commitment, AWS will also continue to scale its training programs and accelerate the Kingdom of Saudi Arabia’s Vision 2030 goal of empowering women to increase participation in the workforce.

AWS Academy will provide higher education institutions with ready-to-teach cloud computing curriculum that prepares students to pursue industry-recognized certifications and in-demand cloud jobs. Eleven higher education institutions in the Kingdom of Saudi Arabia have incorporated AWS Academy courses into their curricula, including the College of Telecom and Electronics, Communications and Information College in Riyadh, the Digital Technical College for Girls in Riyadh, King Khalid University, Majmaah University, Prince Mohammad Bin Fahd University, and more. AWS is committed to removing barriers to cloud skills education, investing hundreds of millions of dollars to provide free cloud computing skills training to 29 million people globally by 2025.

As part of a continued commitment to contribute to the development of digital skills, AWS and Amazon recently launched Amazon Academy to provide training and certifications in cloud technology, logistics, and retail, in the Kingdom of Saudi Arabia. The initiative complements the Human Capability Development Program of the Kingdom of Saudi Arabia’s Vision 2030, and aims to train over 30,000 Saudi citizens, provide 35,000 certification vouchers, and will also offer 100 internship opportunities. Amazon Academy will provide transformative training and certifications, free of cost to the participants, to elevate in-demand competencies and equip Saudi talent for jobs of the future. The program will empower the next generation of Saudi youth, entrepreneurs, and professionals at any stage of their career to achieve success across various in-demand skills such as cloud computing, logistics, and leadership. The Kingdom of Saudi Arabia’s Ministry of Communications and Information Technology (MCIT) will collaborate with Amazon through MCIT’s Future Skills initiative to encourage Saudi talent to sign up for the skills development

academy, which is operated by Saudi Digital Academy (SDA) and TUWAIQ Academy. Amazon Academy combines Amazon’s global technological and operational expertise with its understanding of the Saudi talent landscape to deploy cutting-edge skills training. Certifications under the cloud computing path will include basic and advanced to specialized levels across cloud architecting, AI, ML, data analytics, and other job-ready technology certifications to propel professionals and companies towards a digital future.

And, as part of Amazon’s continued commitment to contribute to upskilling women, Amazon launched a hiring program for female delivery associates - creating opportunities for upskilling and enabling women in the Kingdom of Saudi Arabia to build successful careers in e-commerce logistics.

Customers welcome the AWS Region in the Kingdom of Saudi Arabia

Organizations in the Kingdom of Saudi Arabia are among the millions of active customers using AWS in more than 190 countries around the world. Enterprises in the Kingdom of Saudi Arabia choose AWS to innovate, drive cost efficiencies, and accelerate launch time. Organizations in the Kingdom of Saudi Arabia that choose AWS to run their workloads to accelerate innovation, increase agility, and drive cost savings include Abdul Latif Jameel, Almarai, Almosafer, Al Naghi Group, Jahez, Mobily, Red Sea Global, Saudi Telecom Group, Seera Holding Group, and more.

Abdul Latif Jameel is a nearly 80-year-old network of internationally diversified businesses shaping the future of its core sectors, mobility, energy & water, financial services, investments and health. This network has operations in over 35 countries. “The announcement of the new AWS Region in the Kingdom of Saudi Arabia is an important development. AWS’s advanced technologies have the potential to unlock significant efficiencies for businesses in Saudi and the region, thus supporting the goals of Vision 2030,” said Hassan Jameel, deputy president and vice chairman, Abdul Latif Jameel. “We selected AWS in 2023 as Abdul Latif Jameel’s preferred cloud provider. Teaming up with AWS is powering

our continued digital transformation and driving further innovation and customer centricity across our core sectors.”

Almarai is one of the world’s largest vertically integrated dairy companies and one of the largest food and beverage production and distribution companies in the Middle East. The company has 11 different brands, including one of the largest transportation fleets in the Middle East. “This is a great day for technology in the Kingdom. Establishing an AWS Region in the Kingdom of Saudi Arabia represents a significant milestone that will undoubtedly revolutionize the landscape of cloud computing,” said Dr. Faisal AlNasser, Almarai CIO. “Bringing together AWS’s leading cloud services and the Kingdom of Saudi Arabia’s enormous potential will contribute to the growth and development of the economy by providing businesses with access to scalable, secure, and reliable cloud solutions. We have adopted a cloud-first policy, and with this announcement and the doors it will open, we are excited to enhance our partnership with AWS to accelerate our digital initiatives and enhance our operational efficiency.”

Almosafer is an integrated travel platform that has businesses catering to every vertical across the travel and tourism industries and is one of the Kingdom of Saudi Arabia’s leading travel companies. Almosafer is at the forefront of delivering experiences to, from, and within the Kingdom of Saudi Arabia for leisure, business, and religious tourism. “We look forward to welcoming AWS in the Kingdom of Saudi Arabia. This will no doubt enable us to leverage AWS’s cloud computing technologies to further our mutual

business benefits,” said Muzzammil Ahussain, CEO, Almosafer. “As the world’s leading cloud, AWS has been an integral part of Almosafer’s digital journey, and we are confident that AWS coming to the region will bring with it even more innovative and agile solutions for us to drive growth across Saudi Arabia’s travel and tourism sector.”

Al Naghi Group is one of the largest conglomerates specializing in the automotive, consumer goods, and retail sectors in the Kingdom of Saudi Arabia. “We extend our warmest congratulations to AWS on this exciting announcement. This is truly a step in the right direction given the Kingdom’s potential and the great opportunity it offers,” said Al Naghi Motors CIO Dr. Zakaria Elnaggar. “We are eager to explore the possibilities that this new Region will bring and look forward to leveraging AWS’s cloud services to accelerate our digital transformation journey.”

Etihad Etisalat (Mobily) provides integrated wireless services for three main sectors, namely individuals, business, and carriers. It has one of the largest wireless networks by coverage in the Kingdom of Saudi Arabia, as well as the region. “Today is a special occasion for Mobily as we welcome an industry leader, AWS, which has unparalleled strength in cloud computing, to the Kingdom of Saudi Arabia,” said Salman Bin Abdulaziz Al Badran, CEO, Mobily. “This marks a significant step in our ongoing commitment to provide our customers with cutting-edge solutions and empower businesses in the Kingdom. By leveraging Mobily’s deep understanding of the local market and robust infrastructure with AWS’s global expertise, we are

creating opportunities to deliver innovative B2B and B2C solutions that revolutionize the digital experience. Using generative AI, next-gen technologies, and exploring their full potential with AWS, we aim to unlock new business possibilities to operate more efficiently, reach broader audiences, and ultimately contribute to the Kingdom’s ambitious Vision 2030 goals.”

Red Sea Global is leveraging the most innovative concepts and technologies to deliver projects that actively enhance the well-being of customers, communities, and environments. Red Sea Global operates responsible and regenerative tourism destinations that aim to enhance the Kingdom of Saudi Arabia’s luxury tourism and sustainability offering, going above and beyond to not only protect the natural environment, but to enhance it for future generations to come. “We are thrilled to see the world’s top cloud provider, AWS, making significant investments in Saudi Arabia. At Red Sea Global, we believe this significant investment in digital infrastructure will further enhance the delivery of sustainable hospitality and tourism projects in the region. This collaboration highlights the importance of Vision 2030 projects and showcases how Saudi Arabia continues to attract top-tier companies like AWS to be part of its growth and development,” said John Pagano, Red Sea Global CEO. “The depth and breadth of AWS services, spanning from infrastructure technologies to cutting-edge innovations like machine learning and artificial intelligence, will empower us to transform our existing applications and build new solutions with ease. This massive investment in digital



We look forward to helping Saudi Arabian institutions, startups, and enterprises deliver cloud-powered applications to accelerate growth, productivity, and innovation and spur job creation, skills training, and educational opportunities”.

infrastructure will further enhance our sustainability and hospitality projects in the region.”

stc Group engages in the provision of ICT services. It establishes, manages, operates, and maintains fixed and mobile telecommunication networks, systems and infrastructure. The group engages in IoT, fintech, and cyber security. “AWS’s investment in Saudi Arabia represents a resounding endorsement of the Kingdom’s flourishing technology sector. Saudi Arabia is transforming into the region’s preeminent digital hub, supported by a thriving economy and a tech-savvy and youthful population,” said Olayan M. Alwetaid, CEO of Saudi Telecom Group. “This investment, along with the work of the Saudi Telecom Group, will accelerate the Kingdom’s goal of becoming among the world’s most connected and digitalized nations.”

AWS Partners also welcome the new AWS Region

The AWS Partner Network (APN) is a global community that leverages AWS technologies, programs, expertise, and tools to build solutions and services for customers. Together, partners and AWS provide innovative solutions, solve technical

challenges, win deals, and deliver greater customer value. AWS Partners in the Kingdom of Saudi Arabia include Adobe, AppSquadz, Cognizant, DXC Technology, Genesys, Kyndryl, LTMindtree, SAP, Trend Micro Incorporated, Zain, and many others. For the full list of AWS Partners, visit aws.amazon.com/partners.

“Genesys is committed to deepening its Middle East footprint and bringing AI experience and innovation to the region, most recently highlighted by adding new public social media capabilities that will enable local businesses to meet the expectations of a digital-savvy consumer base,” said Tony Bates, Genesys CEO and chairman. “Many Saudi Arabia-based organizations trust Genesys solutions today, and working together with AWS to expand our cloud capability will enable us to provide even more businesses with the foundation to undergo digital transformation, positioning them for success in the AI era. Our longstanding collaboration with AWS is critical to providing our customers with business resiliency and enabling them to meet the local requirements around data privacy, residency and protection where they operate so they can deliver loyalty-defining experiences and differentiate in the global marketplace.”

“SAP and its ecosystem of partners, such as AWS, are committed to supporting Saudi’s Vision 2030 digital objectives, and we have a long history of collaborating to enable enterprises to run more efficiently and make better use of their data,” said Ahmed AlFaifi, senior vice president, SAP Middle East Africa – North. “This extension of our partnership will help to boost the digital transformation of Saudi companies, ultimately creating a network of intelligent, sustainable, and future-proof enterprises. We believe the collaboration will benefit SAP customers in the Kingdom immensely, fostering innovation and increasing the deployment of cutting-edge digital solutions that meet local needs and contribute to the country’s impressive program of economic diversification and transformation.”

“The Kingdom is emerging as a hub for next-gen technologies, with a cloud-first strategy focused on driving growth with innovation. This continues to attract global operations including the launch of AWS, and we are looking forward to working with AWS to unlock new opportunities in the field of cloud computing, artificial intelligence, and machine learning,” said Zain CEO, Eng. Sultan Bin Abdulaziz AlDeghathier. “This partnership will further advance our award-winning solutions and enable our customers to fully benefit from generative AI and smart city functionalities. This aligns with our strategic goal of expanding our digital ecosystem to empower communities and protect the environment while shaping the future of enterprise productivity and accelerating the transition to a sustainable, digital economy.”



Ericsson and stc play host live HADO cloud gaming demo at LEAP 2024

Ericsson and stc play demonstrate HADO, a live augmented reality and physical movement esport. HADO is the world’s first physical esport that combines augmented reality with physical movement.

Ericsson is collaborating with stc play, the platform for amateur and professional gamers, to host a live HADO cloud gaming session at LEAP 2024 held in Riyadh.

HADO, the world’s first physical esport that combines augmented reality (AR) with physical movement, originated from Japanese start-up Meleap. Providing an

immersive experience, this unique esport can be played by people of all ages regardless of physical ability and demonstrates the advanced capabilities of 5G networks and monetization.

HADO will offer an immersive gaming experience and will revolutionize the esports industry, aligning with the Kingdom of Saudi Arabia’s

National Gaming and eSports Strategy within Saudi Vision 2030.

The HADO demo showcases the future of cloud gaming capabilities and the importance of providing seamless player experiences. stc play looks forward to continuing this collaboration with Ericsson to transform the esports landscape in Saudi Arabia and around the world.

Tenable to showcase its exposure management platform at LEAP 2024

Tenable One is the first and only exposure management platform that provides holistic visibility into assets across IT and operational technology (OT) environments.



Maher Jadallah

Tenable, the Exposure Management company, recently announced its participation at LEAP 2024, Riyadh, from March 4th to 7th, 2024. The company will be showcasing Tenable One, the first and only exposure management platform that provides holistic visibility across IT and OT environments spanning IT assets, cloud resources, containers, web apps, identity systems, OT and IoT assets.

Virtually every industry today faces increased cyberattacks. Facilitating this is the convergence of IT and OT environments alongside cloud adoption. These trends expand the attack surface security teams need to defend. Threats that originate in IT systems can quickly spread to OT environments, leading to expensive downtime with increasingly harmful consequences. At the heart of nearly all attacks is a compromised identity that allows threat actors

to infiltrate infrastructure unchallenged. Tenable's exposure management solutions illuminate the attack paths and misconfigurations that exist before threat actors can exploit them.

The latest functionality within Tenable One for OT/IoT extends visibility beyond IT, to include OT and IoT, and helps security leaders gain a clear picture of true exposure across their entire attack surface. This first-of-its-kind approach allows organizations to prioritize security risks wherever they reside — be it in the cloud, data center, or the OT environment — and most importantly, to understand how these risks create attack paths across their infrastructure.

“Showcasing Tenable One at LEAP 2024 is a pivotal moment for Tenable”, said Maher Jadallah, Senior Director Middle East & North Africa, Tenable. “With organizations across Saudi Arabia stepping up their digitisation efforts, there are countless attack paths that can remain undefined until it is too late. Tenable One demonstrates how a unified front across IT and OT/IoT can reduce

this threat. We're looking forward to demonstrating our capabilities at LEAP 2024”.

During LEAP, in addition to its Tenable One Exposure Management platform, Tenable will be showcasing:

- Tenable Cloud Security — multi-cloud solution that simplifies cloud complexity and, through precise contextual analysis, enables teams to efficiently identify and address accurately prioritised security gaps.
- Tenable OT Security — an industrial security solution that identifies assets in the OT environment, communicates risk, prioritizes action and enables IT and OT security teams to work better together.
- Tenable Identity Exposure — a fast, agentless Active Directory (AD) and Azure AD security solution that allows organisations to see everything in their complex AD environment, predict what matters to reduce risk and eliminate attack paths before attackers exploit them.

Tenable will be exhibiting at Hall 1, Booth B60 at LEAP 2024.

Orange Business highlights AI transformation and sustainability at LEAP2024

Orange Business Services aims to support global businesses in areas such as software-defined networks, multi-cloud services, data and AI, smart mobility services, and cybersecurity.

Orange Business will participate at LEAP2024, the global technology event, with a team representing Saudi Arabia and Africa, Middle East & Turkey. Mohammed Aljeraisy, Managing Director, Saudi Arabia & Africa at Orange Business, will lead the team which will be talking about AI and new and ongoing projects in Saudi Arabia, including in the very active smart city domain (Cognitive Cities) and with major enterprises in the Kingdom. Sustainability is also top of the agenda at this year's event.

In 2024, Orange Business expects to start to see enterprise businesses reassess big data investments and focus on how to generate operational efficiencies and revenue growth. We will then start to see data and AI combine to help enterprise businesses move towards hyper-automation and the resulting optimisation business benefits.

Businesses also need to think about AI in the C-Suite and at board level, as the speed of adoption and

AI will bring ground-breaking efficiencies and businesses need to embark on their AI journey and become part of the AI transformation”.

development accelerates. The role of Chief AI Officer is just emerging, and Orange Business encourages enterprises to put in place a champion to lead this development. AI will bring ground-breaking efficiencies and businesses need to embark on their AI journey and become part of the AI transformation.

AI and data analytics are making a huge impact on smart cities – leading to the 3rd wave of cognitive cities and making concepts such as (Smart Cities-as-a-service) SCaaS possible. Orange Business is seeing this in the region and in world-class smart city



developments like King Abdullah Financial District in Riyadh, where the company is building AI and analytics on top of its smart city platform to elevate this development to the cognitive city level.

Generative artificial intelligence took front stage when OpenAI's ChatGPT was made available in 2022. The race

is on to bring the power of generative AI into the workplace. Orange is one of the organizations around the world to participate in the Microsoft 365 Copilot early access program (EAP). Microsoft 365 Copilot combines the power of Large Language Models with data in the Microsoft Graph – calendar, emails, chats, documents,

meetings and more – and the Microsoft 365 apps to help users create content faster and better. Copilot uses generative AI to help users write, design, and present more effectively.

Just recently (February 2024), Orange Business and Cisco have signed a Memorandum of Understanding (MoU) for a joint action plan

to help reduce their greenhouse gas (GHG) emissions. The plan represents a first for both companies, deepening their partnership, and facilitating the sharing of data that will inform progress towards their net zero goals. They agree to create an emissions baseline regarding the GHG emissions of Orange Business solutions that integrate Cisco products, allowing both organisations to measure GHG emissions across their shared portfolio.

Orange Business is a network-native digital services company and the global enterprise division of the Orange Group. It connects, protects and innovates for enterprises around the world to support sustainable business growth. Leveraging its connectivity and system integration expertise throughout the digital value chain, Orange Business Services is well placed to support global businesses in areas such as software-defined networks, multi-cloud services, Data and AI, smart mobility services, and cybersecurity. It securely accompanies enterprises across every stage of the data lifecycle end-to-end, from collection, transport, storage and processing to analysis and sharing.



The Picture Says it All!

A 2023 Gartner® Magic Quadrant™ Leader for Primary Storage

Figure 1: Magic Quadrant for Primary Storage



Source: Gartner

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