

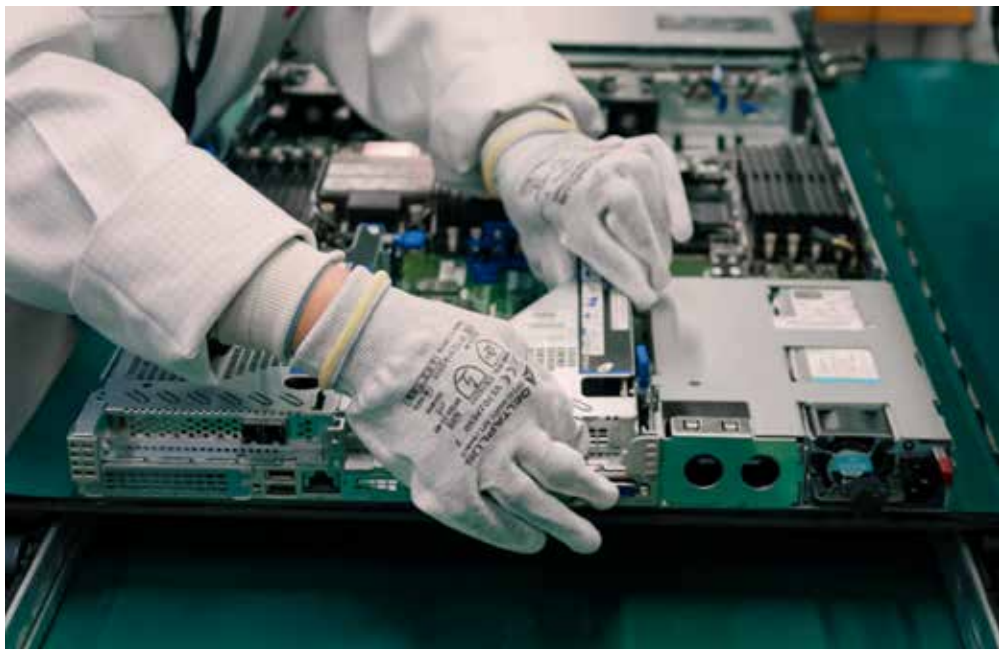


Show dates: 4-7 March 2024, Riyadh Exhibition and Convention Center Malham, Saudi Arabia



Hewlett Packard Enterprise presents groundbreaking ‘Saudi Made’ HPE servers at LEAP 2024

Production site opened in partnership with alfanar in Riyadh is now producing world-leading HPE ProLiant servers, with thousands set to roll off production lines in 2024.



Hewlett Packard Enterprise (HPE) recently announced the availability of ‘Saudi Made’ HPE servers, following the opening of its new Riyadh production facility. In partnership with alfanar, HPE will produce

thousands of servers per year from its market leading HPE ProLiant compute portfolio. The site employs a majority female workforce, enhancing HPE’s existing commitment to Saudization and Vision

2030. Having already invested millions of dollars, HPE and alfanar are in discussions about significantly growing the output from the facility, as well as adding additional product lines.

With sponsorship, support and participation from the Ministry of Communications and Information Technology, the Ministry of Investment, Saudi Exports Development Authority and the Communications, Space & Technology Commission, the new production facility will meet the growing demand from customers in Saudi Arabia and further strengthen and diversify HPE’s global supply chain. As part of the ‘Saudi Made’ program, HPE’s servers will carry the ‘Saudi Tech’ logo.

The first facility of its kind in Saudi Arabia, the groundbreaking enterprise IT production site will produce thousands of HPE ProLiant DL360 and

DL380 Gen11 servers per year. These next-generation models are engineered for hybrid environments, deliver trusted security by design, and optimized for AI workloads, such as computer vision inference, generative visual AI, and end-to-end natural language processing - key to Saudi Arabia’s goal to be a leader in the development and application of AI by 2030.

Demand for IT infrastructure is expected to grow rapidly in Saudi Arabia, driven by the needs of the Kingdom’s mega-projects as well as emerging technologies like AI. To meet this demand, HPE is creating dozens of new sales and technical roles at our Middle East headquarters in Riyadh. Under the leadership of HPE’s Middle East managing director, Mohammad Alrehaili, these teams will accelerate the technology innovation ecosystem, support the ‘Saudi Made’ program, and advance AI and supercomputing technologies.

HPE and alfanar are

already exploring further investments to increase the volume of output from the facility, including new production lines dedicated to servers optimized for telecoms and Cloud Service Providers.

In addition to supporting the Saudi Vision 2030 by establishing a production site in Riyadh, HPE is committed to Saudization through knowledge transfer. More specifically, the new facility currently employs a majority female Saudi workforce who undergo a rigorous high-tech training scheme with HPE’s global experts. This knowledge transfer is just the beginning of a long-term project to train Saudi workers to develop and build world leading technologies.

As Saudi Arabia solidifies its position as a manufacturing hub, Vice Minister at the Ministry of Communications and Information Technology, Eng. Haitham Al-Ohali, emphasizes the impact: “This marks a significant step in positioning Saudi

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Logitech unleashes the power of seamless collaboration at LEAP 2024

Logitech’s latest AI-powered solutions, enable organizations to seize the opportunities of the hybrid age of work, leading to increased efficiency and seamless collaboration experiences across teams.



Loubna Imenchal

Logitech announced it is showcasing solutions centered around workspace transformation, AI, and sustainability in video collaboration at LEAP 2024, the annual global technology conference held in Riyadh from March 4th to 7th. These solutions empower Saudi businesses to address new work trends and contribute towards Saudi Vision 2030 goals. Being amidst an inspiring multifaceted transformation, Saudi Arabia aims to enhance the ease of doing business, develop the digital economy, improve

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Lenovo executive outlines the value of raw computing power

Shashank Sharma, Executive Director & General Manager, META, Lenovo Intelligent Device Group spoke to Mark Forker, Editor at CNME, concerning their LEAP 2024 portfolio, new AI offerings and how they plan to maintain their momentum as a solution provider within the Middle East region.

Could you give our readers an overview of Lenovo’s PC business, in terms of your product portfolio and some of the solutions you are showcasing at LEAP?

Our PC business is, currently, about circa 55% of our overall business worldwide and it has allowed us to service many customers around the world. We started in the Middle East and Africa in 2005, which was a bit later than other brands but as of 2023 we have become the number one PC brand in the MEA region. This success has allowed us to focus our efforts



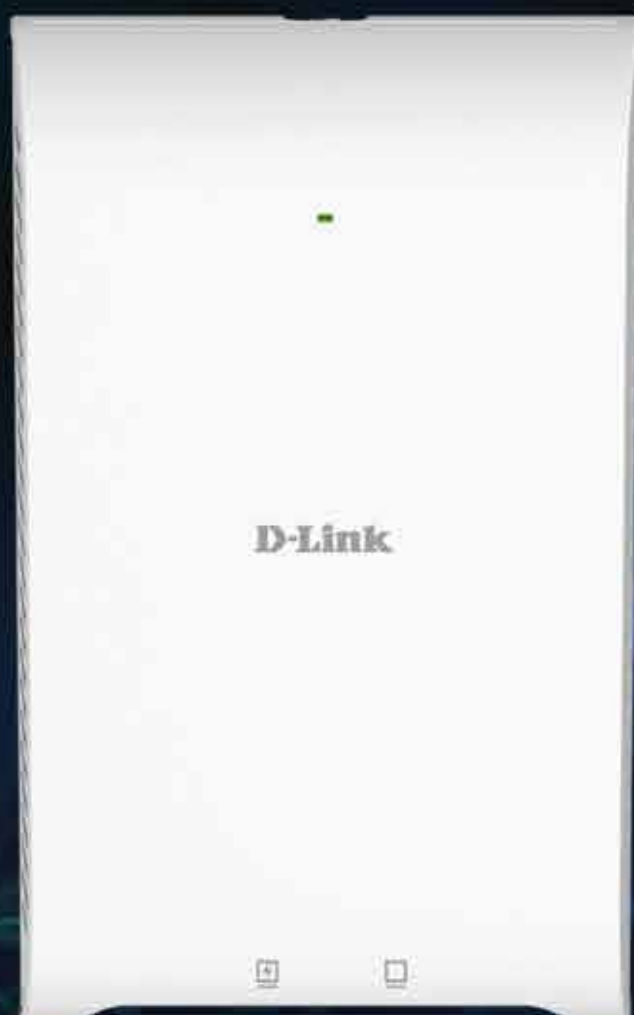
Shashank Sharma

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D-Link®

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connect

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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Hewlett Packard...

Arabia as a global tech manufacturing leader and a catalyst for the Kingdom's digital economy. The collaboration with Hewlett Packard Enterprise and alfanar is now materializing as production lines in Saudi Arabia commence operation. This achievement signifies progress in the nation's technology landscape."

"The opening of our production facility in Riyadh is a significant milestone for HPE and demonstrates our

strong commitment to the Saudi Arabian market and the Saudi Made program," said Mohammad Alrehaili, Middle East Managing Director at HPE. "With this long-term investment, we look forward to supporting the country's ambitious growth agenda and deploying next generation technologies at the heart of some of the world's largest development projects. We are proud to build on our deep-rooted commitment to Saudi Arabia by bringing enterprise IT production to the country for the first time, creating highly skilled jobs for Saudi nationals and accelerating the

development of the local tech ecosystem." Abdul Raouf Ezzi, General Manager of Energy and Water Projects at alfanar Electric, emphasized the significance of importing advanced technological expertise into the Kingdom of Saudi Arabia. He articulated a firm commitment to the empowerment of women in digital sectors, particularly in information technology. "Fostering female participation in these fields aligns with alfanar's dedication to our community. Saudi talent is consistently pushing boundaries to

not only meet but surpass international standards and practices," he asserted. "Our new production facility in Saudi Arabia represents an exciting new development in the HPE supply chain, and the speed in which it has launched is a testament to our partner alfanar and the thriving innovation culture in Saudi Arabia," said Phil Cutrone, Senior Vice President & General Manager for service providers, OEM and Telco at HPE. "The strength of the Saudi market, its thriving tech ecosystem and skilled workforce gives us great optimism that

this site can grow rapidly, delivering thousands of HPE servers, as well as adding product lines from our storage and networking portfolios." "We're delighted to partner with Hewlett Packard Enterprise to develop the optimal environment to drive the production of 'Saudi Tech' enterprise technology," said Amer Al Ajmi, Executive Vice President, alfanar. "As one of the largest electrical and electronic products manufacturers and digital solutions providers in Saudi Arabia and the Middle East, we've been continuously increasing our efforts to

contribute to local content by empowering local industries. In this context, we're looking forward to further expanding our capabilities, adding new HPE product lines to our production portfolio, and further contribute to growing the tech ecosystem within the Kingdom."

Availability

'Saudi Made' HPE ProLiant DL360 and DL380 Gen11 servers are available to order now. The first 'Saudi Tech' servers are available to view at the HPE booth H1.L40 at LEAP 2024.

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Logitech...

the sourcing of foreign talent and increase the productivity of government employees, all while achieving environmental and economic sustainability. As a leader in video conferencing, Logitech's latest AI-powered solutions, enable organizations to seize the opportunities of the hybrid age of work, leading to increased efficiency and seamless collaboration experiences across teams. By harnessing the power of AI, organizations can easily create workspaces that are tailored to their specific requirements, considering the preferences and needs of each individual employee. Logitech will also emphasize the importance of applying

Design for Sustainability (DfS) principles to its entire video collaboration portfolio. Logitech enterprise customers can outfit entire conference rooms with technology designed with sustainability in mind, since all its video collaboration devices that run on the CollabOS operating system will now be manufactured with next-life plastics. Loubna Imenchal, Head of Enterprise Business for AMECA, at Logitech, commented on the company's participation in LEAP 2024: "Logitech acknowledges the significant impact of technology on advancing Saudi Arabia's bold objectives as outlined in Vision 2030. Cutting-edge video conferencing solutions can greatly enhance collaboration, efficiency, and sustainability, all key pillars of the Kingdom's transformative

journey. With our AI-driven portfolio of conference room devices, organizations can create a more dynamic and inclusive environment that supports the diverse needs of their hybrid workforce. Furthermore, Logitech is not only designing and manufacturing new products with recycled plastic and other lower carbon materials, but refreshing existing products to provide IT leaders with a new way to evaluate their workplace technology investment in conference room systems - one that includes people and planet." With groundbreaking AI-powered technologies such as RightSight, RightSound, and RighLight, as well as the Logitech Sync device management software, Logitech has been a passionate advocate of AI and has consistently used its

With our AI-driven portfolio of conference room devices, organizations can create a more dynamic and inclusive environment that supports the diverse needs of their hybrid workforce".

strengths to elevate video conferencing. At LEAP 2024, visitors will get the opportunity to witness firsthand the possibilities that Logitech's latest AI innovations present for forward-thinking organizations including:

Logitech Rally Bar Huddle
Rally Bar Huddle is a next-generation all-in-one solution that brings a premium video conferencing experience to huddle and small

rooms at the touch of a button. Quick to set up in person or remotely and simple to manage, the Rally Bar Huddle can easily integrate with existing video conferencing solutions through CollabOS. Implementing Logitech's cutting-edge AI video intelligence, advanced sound pickup, noise suppression, and ongoing software improvements, the Rally Bar Huddle ensures that everyone is seen and heard clearly,

providing a natural and equitable meeting experience for remote attendees.

Logitech Sight
This AI-powered tabletop companion camera works together with a front-of-room camera like the Logitech Rally Bar or Rally Bar Mini to intelligently provide a front-and-center view of meeting participants around the table, taking the hybrid meetings experience to the next level. With seamless integration with all major video conferencing platforms, Sight enhances the hybrid meeting experience by capturing audio and video deeper into the room, following the action and making remote attendees feel more included and engaged. Visit Logitech's booth H2 L10 at LEAP 2024 to get in touch with a member of the company's seasoned experts.

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Lenovo...

through the channel on the consumer and commercial needs of our customers. For us, LEAP is about giving the consumer the best solution to their computing requirements, which is an ever-changing factor. We can think of no better example than the recent surge of growth within the trend of Artificial Intelligence. The AI evolution within the last 12-18 months has meant that the customer's first priority, on both client and infrastructure sides,

is to have computing capability to use either generative AI or predictive AI. Our job as a solution provider is to give them the correct solutions that match their computing environment, whilst remaining software agnostic due to our key partners in this space. **In terms of that AI offering, what is it about Lenovo that really differentiates you from your market rivals?** When you set out to make an AI-capable offering, you must first invest heavily in AI. Over the next three years Lenovo is investing over

\$1 billion in AI capabilities from Edge to the Cloud, it's all about getting these capabilities in the hands of our customers. Secondly, AI capabilities will keep increasing over the coming years both on the front end, which is on the client PC side, and on the backend which is the server side. Lenovo is committed to making sure our AI growth is in-line with the software requirements as they continue to change and evolve. **Could you give us an overview of the growth you've enjoyed within the last 12 months and how you plan to**

Our job as a solution provider is to give the client the correct solutions that match their computing environment".
maintain that status as the number one PC provider across the region?
Our journey to becoming number one has been all about understanding the needs of our customers. We also needed the right partnerships in the local markets across the Middle East and Africa. If you get these two things right, it then becomes about remaining invested in the technology you are providing, this has yielded solid results for us in the past and we believe this will remain true for the upcoming quarters. **How important is the channel ecosystem to you and what do you look for when selecting a partner to help deliver on your vision?**

Channel is everything to us when it comes to getting our products, services and general message to our partners, our business in the region is 100% channel focused. We fundamentally see the channel as a partner instead of an extrinsic cost to the business. What we look for in a channel partner is an equal in understanding and commitment towards our products and services. We want to see partners that are as passionate about our customers' requirements as we are, once we have that the sky is the limit.

EVIQ and TAWAL forge alliance for Saudi Arabia’s Electric Mobility

The announcement of this partnership took place at LEAP 2024, in the presence of Mohammad Bakr Gazzaz, CEO of EVIQ and Eng. Mohammed Alhakbani, CEO of TAWAL and marks a significant leap forward for EVIQ’s commitment to revolutionizing the electric vehicle charging landscape across the region.

In a groundbreaking move to shape the future of electric mobility in the Kingdom, EVIQ, the pioneering electric vehicle infrastructure company, has inked a transformative partnership with TAWAL, the forefront integrated ICT infrastructure provider. The announcement of this partnership took place at LEAP 2024, in the presence of Mohammad Bakr Gazzaz, CEO of EVIQ and Eng. Mohammed Alhakbani, CEO of TAWAL. TAWAL, a dominant force in Saudi ICT infrastructure, provides state-of-the-art solutions to strengthen the expanding ecosystem of electric vehicle charging. Through its expansive coverage, TAWAL will aid with uninterrupted connectivity to all EVIQ chargers around the Kingdom, which will allow for live status updates, and will ensure a better experience for EV drivers. With its vision for the future, EVIQ is well-positioned to utilize TAWAL’s experience in ICT infrastructure to build a dependable and effective network of chargers, ushering in a new era of affordable and sustainable electric mobility.

Upon signing the agreement, Eng. Mohammed Alhakbani, CEO of TAWAL, expressed his enthusiasm: “We are thrilled to embark on this innovative journey with EVIQ, aligning our strengths to contribute to the evolution of electric mobility in Saudi Arabia. TAWAL’s commitment to advanced ICT solutions finds a powerful synergy with EVIQ’s vision, and together, we are set to redefine the landscape of sustainable transportation infrastructure in the Kingdom.”



Mohammad Bakr Gazzaz, CEO of EVIQ added: “At EVIQ, we are dedicated to pushing the boundaries of what is possible and shaping a sustainable future. Our partnership with TAWAL represents a remarkable step towards transforming the electric mobility landscape in Saudi Arabia. This collaboration goes beyond providing infrastructure; it’s about empowering a nation to embrace a greener and more connected tomorrow. Together with TAWAL, we are charging towards a future where electric mobility is accessible, reliable, and at the forefront of innovation.” This strategic alliance marks a significant leap forward for EVIQ’s commitment to revolutionizing the electric vehicle charging landscape across Saudi Arabia. This tactical move not only reinforces EVIQ’s position in the Saudi market but also aligns perfectly with the company’s regional goals, paving the way for a radical change in the infrastructure supporting electric vehicles.

BIGO Technology to Illuminate LEAP 2024 with Trailblazing AI-Powered Innovations

LEAP marks an exciting opportunity for BIGO to showcase its cutting-edge innovative solutions, particularly in the realm of AI, while reaffirming its commitment to supporting entrepreneurship, innovation, and economic advancement in the KSA.

BIGO Technology, a pioneering global tech company, proudly announces its participation as a Gold level sponsor and exhibitor at LEAP 2024, scheduled to take place in Riyadh from March 4-7, 2024. This event marks an exciting opportunity for BIGO to showcase its cutting-edge technologies and innovative solutions, particularly in the realm of Artificial Intelligence (AI), while reaffirming its commitment to supporting entrepreneurship, innovation, and economic advancement in the Kingdom of Saudi Arabia (KSA). With a legacy of innovation, BIGO Technology stands at the forefront of harnessing AI to power its Real-Time Communications products and services, including the immensely popular livestreaming platform Bigo Live, short video community Likee, and instant communication platform imo platforms. With a global footprint spanning over 150 countries and captivating hundreds of millions of monthly active users, BIGO has solidified its position as a pioneer in crafting immersive content platforms that transcend borders and cultures. Ian Goh, a director representing BIGO Technology, will participate in an in-depth discussion about the creator economy at LEAP 2024’s orbital stage. He expressed great enthusiasm about the company’s involvement, stating, “At BIGO, we are driven by an unyielding pursuit of technological innovation and a strong commitment to providing a localized and personalized experience to users. Our participation in LEAP 2024 demonstrates our steadfast support for Saudi Arabia’s vision of using AI and emerging technologies to pave the way towards a prosperous digital future. We are eager to showcase our AI-driven solutions and establish strategic partnerships with government agencies, industry leaders, entrepreneurs, and visionaries”. During the electrifying four-day extravaganza of LEAP 2024, attendees can anticipate an immersive journey into BIGO’s revolutionary AI technology, delivering unparalleled online experiences and forging genuine connections among users. From captivating interactive demos to thought-provoking discussions on the creative economy, BIGO’s presence at LEAP promises to inspire, and ignite a new era of digital innovation. Saudi Arabia’s recent accolade as the global leader in the Government Strategy Index for Artificial Intelligence, reported by Tortoise Intelligence, underscores the Kingdom’s proactive efforts to embrace AI as a cornerstone of its future economy. As digitalization and emerging technologies gain momentum, they are expected to play a pivotal role in driving the Kingdom’s GDP growth by 2030. In alignment with Saudi Arabia’s Vision 2030, BIGO Technology is committed to making a tangible difference in the Kingdom. With plans to establish a Saudi operation center to serve as regional headquarter, create 500 jobs over the next five years, BIGO aims to support the country’s creative sector and amplify Middle Eastern culture globally. BIGO’s strategic vision for Saudi Arabia encompasses societal development, technological advancement, and cultural enrichment. Through strategic partnerships, technology transfer initiatives, and job creation endeavors, BIGO aims to unlock the region’s potential, nurturing a modern, diverse, and innovative society.

“Our involvement in Saudi Arabia transcends business interests; it represents a profound commitment to being an integral part of the Kingdom’s journey towards a vibrant future”, further remarked Goh. “By leveraging technology as a catalyst for positive change, we envision a society where cultural exchange, mutual understanding, and global connectivity thrive. Our alignment with Vision 2030 underscores our belief in the transformative power of technology to foster unity, empathy, and compassion on a global scale”. To explore BIGO Technology’s groundbreaking AI-powered innovations and contribute to Saudi Arabia’s digital renaissance, visit their vibrant exhibits at Jordan pavilion (booth number: H5,D70) and Singapore pavilion (booth number: H5,I71) during LEAP 2024. Join BIGO Technology at LEAP 2024 and embark on an exhilarating journey towards shaping Saudi Arabia’s digital landscape.

Alteryx to showcase self-service, unified, enterprise grade AI-powered analytics at LEAP 2024

Expert insights from Alteryx to demonstrate the future of data-driven decisions where every user, every team, and every business can fast-track AI to go from raw data to intelligent insights.

Alteryx, Inc., a leader in AI for enterprise analytics, recently announced its participation in Saudi Arabia’s technology exhibition, LEAP 2024, at the Riyadh Exhibition and Convention Centre, Malham, from 4-7 March 2024. Alteryx will showcase the Alteryx AI Platform for Enterprise Analytics and demonstrate how accessible analytics combined with integrated generative and conversational AI enable everyone to turn raw, siloed data into powerful business insights and outcomes. “It’s no secret that AI has become a top priority for leading organisations across the Middle East and Africa”, said Karl Crowther, VP of MEA at Alteryx. “For successful AI and trusted adoption at scale, it’s critical to include functional domain experts who best understand the data and use cases. We help customers accelerate time to insight and democratise accessible enterprise-grade analytics by harnessing the power of generative AI and trusted analytics to enable everyone to turn raw, siloed data into powerful

While many organisations are strongly inclined towards AI-driven insights, they still need accessible, secure, and easy-to-use platforms that will help improve their data ecosystem.

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Ericsson and Mobily evolve networks in Saudi Arabia with Open RAN

The two companies sign a Memorandum of Understanding at LEAP 2024 in Riyadh, Kingdom of Saudi Arabia. The scope includes network segmentation between purpose-built RAN and Cloud RAN as well as identification of potential locations for efficient Cloud RAN deployment.

Ericsson and Etihad Etisalat (Mobily) have signed a Memorandum of Understanding (MoU), aimed at enhancing and evolving the network in Saudi Arabia with Open radio access network (RAN) principles with a focus on boosting the network’s flexibility. The signing took place during

LEAP 2024, the third edition of Saudi Arabia’s annual technology event in the capital Riyadh. Exploring the potential opportunities from adopting Open RAN, the collaboration represents a major milestone in Mobily’s network evolution. The partners will explore various 5G

deployment options across a flexible network architecture for purpose-built RAN and Cloud RAN. The scope of the MoU covers network segmentation between purpose-built RAN and Cloud RAN as well as identification of potential locations where Cloud RAN deployment would be

most beneficial. Ericsson Cloud RAN is based on cloud-native principles and Open RAN architecture with standardized interfaces that are compatible with the currently deployed Ericsson Radio System products and solutions on Mobily’s network, enabling the evolution to Mobily’s

RAN technology, Ericsson is our trusted partner on our network evolution journey that helps accelerate the country’s digital transformation. Our new memorandum of understanding aligns with the objectives of the Ministry of Communications and Information Technology (MCIT) and the Communications, Space and Technology Commission (CST) to promote openness and virtualization in our networks.”

Ekow Nelson, Vice President at Ericsson Middle East and Africa, says: “The memorandum of understanding with Mobily marks a significant step forward in its network transformation bringing increased flexibility and greater scalability to the Kingdom of Saudi Arabia. By jointly exploring how Open RAN principles can be applied in the network, Mobily will unlock new opportunities for innovation, and will accelerate the digital journey in the Kingdom in line with Saudi Vision 2030.”

Ericsson has a long-standing collaboration with Mobily, aimed at leveraging the latest technologies to optimize connectivity, boost network performance, improve user experience and drive sustainability.

Deloitte ignites innovation at LEAP 2024 in Riyadh

Deloitte will showcase the GreenCompass, a transformative global centre enabling organisations to navigate sustainability and climate regulations with confidence.

The leading global professional services firm, Deloitte, is taking part at LEAP 2024 as the official Innovation and Emerging Technology Partner. The flagship technology event in Saudi Arabia, held in Riyadh March 4th to 7th, will host the Deloitte space at Hall 2, Stand K20, where visitors will engage in insightful experiences that showcase cutting-edge technology solutions tailored to address

evolving market needs. Rashid Bashir, Consulting CEO at Deloitte Middle East, said, “LEAP 2024 provides an exceptional platform for us to showcase our commitment to innovation and emerging technologies, driving meaningful impact for our clients across the region. We are thrilled to be part of this dynamic gathering once again, where we can demonstrate our

dedication to pushing boundaries and shaping the future of business in the Middle East”. The Deloitte space at LEAP features a captivating giant 3D screen, offering visitors an immersive glimpse into innovative technology products and services. With 45 state-of-the-art, Deloitte enabled, technology solutions spanning Data and AI, Cloud, Unlimited Reality™,

Sustainability, and Cyber Security, attendees will witness firsthand the transformative power of innovation. Additionally, Deloitte will demonstrate assets in collaboration with strategic global alliances such as Anaplan, Adobe, and ServiceNow. Among the stellar list of speakers at LEAP 2024 is Yousef Barkawie, Deloitte Middle East AI & Data Leader, who will deliver a keynote

on day one of the event titled “Next Generation Government: How Generative AI is changing the citizen experience”. The session explores the transformative potential of Generative AI across various aspects of daily life.

Visitors of the Deloitte space will have the opportunity to engage in a gamified Immersive Spatial F1 Experience. This interactive showcase highlights cross-industry use cases of technologies enabled by Deloitte, including immersive learning, media streaming, product visualization, and collaborative multiplayer engagement.

As a driver of sustainability globally

and regionally, Deloitte will showcase the GreenCompass, a transformative global center enabling organisations to navigate sustainability and climate regulations with confidence. The center underscores Deloitte’s end-to-end capabilities in sustainability and climate regulations, supported by market-leading tech solutions.

At LEAP 2024 Deloitte and Oracle will also celebrate 30 years of collaboration and client success, as Deloitte will also be present at the Oracle booth in Hall 1, Stand K40, highlighting the synergies between both organizations and their mutual offerings, both on a global and regional level.

► CONTINUED FROM PAGE 4 Alteryx...

business insights and outcomes faster”. Recent Defining the Enterprise of the Future research shows that AI innovations enable operational efficiencies at a scale and speed that was previously out of reach. 82% of UAE

business leaders report that AI already impacts what their organisation can achieve. But despite the treasure trove of data and AI technologies available to organisations, many cannot unlock the full potential of data to ensure it drives business value. Alteryx will showcase how the Alteryx AI platform - unified by its cloud-

connected capabilities and underpinned by a rich set of enterprise-grade platform services - empowers everyone to take advantage of accessible automated analytics using integrated generative, conversational AI and approachable machine learning to become an analytic champion. Further, attendees will

have the opportunity to learn more about the Alteryx AI Platform and hear from subject matter experts at the following partner exhibitor booths at LEAP 2024:

- Ejada @ Hall 3, Booth D30
- Al Moammar Information Systems (MIS) @ Hall A1, Booth L70
- Spire Solutions @ Hall 3, Booth I70

“Given the rapid integration of generative AI into everyday business operations, data-driven intelligence will remain the cornerstone of business decision-making in the MEA region”, said Mr. Sanjeev Walia, Founder and President of Spire Solutions. “While many organisations are strongly inclined towards AI-driven insights, they

still need accessible, secure, and easy-to-use platforms that will help improve their data ecosystem. We are excited to partner with Alteryx at LEAP 2024 and help our joint customers usher in a new era of insight-driven growth and AI-infused transformation with greater ease and efficiency”.

Cloudera presents Generative AI Solutions and Data Innovations at LEAP 2024

Cloudera reaffirms commitment to Saudi Arabia, catalysing Saudi Vision 2030 with AI solutions shaping the Kingdom's tech future.

Cloudera, the data company for trusted enterprise AI, is set to debut as a stand-alone exhibitor at Leap 2024, the premier technology expo in Saudi Arabia. Cloudera's participation at the event aims to highlight the company's commitment to innovation, focusing on unveiling groundbreaking Generative AI (GenAI) solutions and advancements in enterprise AI and hybrid data architectures.

Ahmad Shakora, Group Vice President - Middle East, Turkey & Africa, emphasised Cloudera's dedication to the tech community in Saudi Arabia and the Middle East, stating, "Leap 2024 provides an excellent platform for us to showcase our dedication and responsibility to the industry. It also allows us to interact with people and potential customers, highlighting what we can do by showing them the product experience first-hand." Ahmad Shakora also highlighted the synergy between diverse perspectives and



Ahmad Shakora

expertise, stating that collaborative efforts will be pivotal in shaping Saudi Arabia's tech landscape.

Innovative Showcases at Leap 2024

Cloudera's exhibition at Leap 2024 will spotlight the power of Generative AI, focusing on Cloudera Machine Learning (CML) solutions. The emphasis is empowering businesses to benefit from AI while

ensuring trust, security, and responsibility. Cloudera will unveil blueprints for generative AI, allowing companies to build their own AI applications powered by an open-source Large Language Model (LLM) of their choice and their data hosted internally in the enterprise.

Additionally, Cloudera will demonstrate how its hybrid data platform

enables businesses to access and analyse all their data across multiple public and private clouds and on-premises, ensuring smarter, data-driven decision-making with increased IT controls, high performance, and low costs.

Strategic Presence at Leap 2024

A recent study by Cloudera highlighted

The kingdom's emergence as a focal point for global tech acquisition aligns with the global trend of leveraging advanced technologies for economic growth and sustainable development".

the Middle East's rapid embrace of the public cloud, with 71% of organisations already leveraging it and a substantial 86% planning to move more data to the cloud in the next 1-3 years. Despite this progress, the study identifies a gap in effective data utilisation, with organisations estimating that they are not using nearly 34%

of their data effectively. Challenges such as IT complexity, integration hurdles, cybersecurity concerns, and data governance issues hinder more extensive data migration to the cloud.

With Cloudera's participation at Leap 2024, the company aims to address potential challenges and misconceptions about the industry and technology, solidifying its commitment to the tech community in Saudi Arabia and the Middle East.

Saudi Arabia is a pivotal market for Cloudera due to its remarkable commitment to AI technology development and substantial investments in cutting-edge solutions. Ahmad Shakora commented, "The shift of international tech investment focus to Saudi Arabia is a strategic move with immense potential. The kingdom's emergence as a focal point for global tech acquisition aligns with the global trend of leveraging advanced technologies for economic growth and sustainable development."

Visit Cloudera at Stand No: H1A.D60, Leap 2024, Saudi Arabia

Cloudera invites attendees to explore its cutting-edge solutions and engage with the team at Stand No: H1A.D60 during Leap 2024.

Vertiv participates at LEAP 2024 in Saudi Arabia

The company returns to exhibit latest cutting-edge solutions; testifying its commitment to innovation and world-class customer experiences.



Vertiv is fully committed to staying close to the market, offering its expertise and innovating cutting-edge technology solutions for the data centre space and beyond."

Vertiv, a global provider of critical digital infrastructure and continuity solutions, has announced its participation at the highly anticipated LEAP 2024, this year's edition of one of the world's best-attended tech events, which returns to Saudi Arabia with its third edition from 4 to 7 March at the Riyadh

International Convention & Exhibition Centre.

Vertiv has participated in each edition of LEAP since its launch in 2022, engaging with partners, building new relationships, championing cross-sector collaboration, and showcasing the company's latest solutions, while supporting the event's

growth and its goal of sharing what's next in technology and leveraging tech to build a positive future.

Tassos Peppas, Regional Director – Middle East, Turkey & Central Asia (METCA) at Vertiv, said: "The opportunity to continue building our presence at LEAP is incredibly exciting and we're really looking

forward to engaging with the wider tech community while showcasing our latest innovations at the region's biggest tech event. Having been a part of LEAP's journey since the very beginning and seeing its rapid growth and development first-hand, all the foundations are in place for this edition to be the most influential and impactful

yet – for all involved." Vertiv is participation alongside strategic partner MMR, a subsidiary of Midis Energy Group, at booth H1A.C10, and two key distributors – Mindware, at booth H1A.H30, and Ingram Micro, at booth H1A.G30. With their support, Vertiv highlights a series of cutting-edge innovations sure to inspire strong interest.

Innovations include the Vertiv™ SmartCabinet™ 2, a comprehensive infrastructure solution for edge computing and remote IT environments; and the Vertiv™ XR App, a powerful tool to explore products in 3D through augmented reality (AR).

Vertiv's Middle East, Turkey & Central Asia leadership team is attending the four-day exhibition and will be available to meet and talk about Vertiv infrastructure solutions for AI, High Performance Computing, IoT and other upcoming applications.

Commenting on LEAP 2024 in Riyadh and its significance in regional and international tech industries, Peppas added: "Saudi Arabia is at the heart of the region's technological revolution. The Middle

East today is one of the fastest-growing digital economies worldwide and the Kingdom's emphasis on digital transformation and embracing innovation has helped pave the way to the vibrant landscape we are seeing today. It is therefore fitting that the largest tech event is staged in the capital every year. Vertiv is fully committed to staying close to the market, offering its expertise and innovating cutting-edge technology solutions for the data centre space and beyond."

Focusing on the future of technology with a particular emphasis on artificial intelligence (AI), LEAP 2024 is set to welcome over 170,000 attendees throughout its four-day duration, including 1,000 global experts from 180 countries, as well as 1,000 global tech exhibitors and more than 600 start-ups.

For more information about Vertiv, visit vertiv.com/METCA. To know more about Vertiv's presence at Leap, follow us at <https://www.linkedin.com/company/vertiv>. To get in touch with us, please contact us at CommsMETCA@vertiv.com.



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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