GITEX TECHNOLOGY WEEK
60 MINUTES

Show dates: 16-20 October 2023, Dubai World Trade Centre | **Exhibition hours:** 10am-5pm

CPI MEDIA GROUP @GITEX
tahawultech.com

DAY 2 AM

HPE Aruba Networking and BITS Pilani Dubai Redefine Wi-Fi and Security in Education

HPE Aruba Networking has partnered with BITS Pilani Dubai Campus, marking the dawn of an advanced era in Wi-Fi connectivity and security within the academic campus.

This collaboration is poised to offer students, faculty, and visitors an uninterrupted Wi-Fi experience, underlining the institution's dedication to nurturing collaboration and innovation.

At the heart of this partnership lies the objective to enhance the campus experience by ensuring extensive Wi-Fi coverage throughout the academic precinct. The initiative aims to create a vibrant and interactive campus setting, encompassing both indoor and outdoor spaces, including auditoriums, convocation halls, and outdoor fields.

This initiative goes beyond mere connectivity;

Veritas Announces FY24 Partner Awards Winners for the Middle East at GITEX Global

The awards honour top channel partners across the Middle East for their performance in cloud, strategic growth, excellence in technical innovation, and strategic implementation of Veritas solutions.

Veritas Technologies, the leader in secure multi-cloud data management, recently revealed the winners of its FY24 Partner Awards for the Middle East. The awards honour top channel partners across the region for their contributions to the Veritas business as demonstrated by overall performance in cloud, strategic growth, excellence in technical innovation, and strategic implementation of Veritas solutions.

Yudum Yonak, Channel Director of International Emerging Region at Veritas, said: "The winners of our FY24 partner awards are those who leveraged our cloud-native cybersecurity solutions to achieve remarkable business successes. Through our collaboration, organisations in the Middle East are discovering effective ways to handle and safeguard data, ensuring compliance,

---

Simplifying Cybersecurity

Anita Joseph caught up with Patrick Ramseyer, VP at LinkShadow, to learn more about the exciting cybersecurity solutions the company is showcasing at GITEX 2023.

Tell us about LinkShadow's presence at GITEX this year? What products are you showcasing?

GITEX is the perfect platform to showcase our Cyber Mesh Platform. It allows customers to interconnect all their security platforms and get a single view of their entire cybersecurity posture. That's what we're showcasing at GITEX this year. One of the new features we've launched is our Shadow GPT. With Chat GPT, you need an Internet connection to use Chat GPT, and it accumulates all the data and gives you an answer. If you want to offer this in a cybersecurity context, you have to filter it down because on many occasions, you don't have an Internet connection, so you have an on-prem or air-gapped network. We've built this GPT engine ourselves. It's not from Open AI, it's a LinkShadow product. What it allows you to do is ask the LinkShadow systems, simple questions in plain text and tell us everything

---

Redefining Collaboration

Crystal Ferreira, Global Head Channels and Alliances at Logitech tells Anita Joseph all about the revolutionary AI-camera on display at GITEX, and the updates to their global partner program.

Crystal Ferreira

What special products/ solutions are you showcasing at GITEX this year?

It's been a great first day and we are showcasing our video collaboration and personal workspace solutions that help customers transition smoothly and seamlessly to the new era.

We have a few new solutions that we are showcasing here, but the most exciting one is the Logitech Sight. This is an intelligent, AI-powered

---

DAMAC partners with HPE with an aim to revolutionize networking solutions

DAMAC Hotels Partners with HPE Aruba Networking to Enhance Guest Satisfaction Through Advanced Networking Solutions.

DAMAC Hotels, a renowned luxury Hotels & Resorts brand, has announced a strategic partnership with HPE Aruba Networking. This collaboration aims to redefine guest satisfaction by introducing cutting-edge network technology across DAMAC's upscale Hotels.

Under the memorandum of understanding (MoU), DAMAC Hotels and HPE Aruba Networking are embarking on an innovative project to elevate guest experiences through advanced network solutions. HPE Aruba Networking will deploy its state-of-the-art Wi-Fi 6E and Switches to provide DAMAC Hotels' luxury portfolio guests with high-speed, dependable, and secure connectivity.

A central aspect of this partnership is the implementation of Wi-Fi 6E, the latest breakthrough in wireless technology. Wi-Fi 6E offers unmatched network performance, guaranteeing guests lightning-fast internet speeds, reduced latency, and seamless connectivity. This advancement empowers DAMAC Hotels to enhance the digital experiences of its visitors, setting new benchmarks for guest satisfaction.

In addition to Wi-Fi 6E, HPE Aruba Networking's Switches will play a pivotal role in optimizing network performance within DAMAC's Hotels. They are designed to deliver robust and efficient network switching, further enhancing the reliability and security of the network infrastructure.

"Guest satisfaction lies at the core of DAMAC Hotels' mission. We are thrilled to partner with HPE Aruba Networking to introduce cutting-edge network solutions

Andreas Simon

HPE Aruba...

it places security at the forefront. HPE Aruba Networking will deploy comprehensive solutions to provide a 360-degree view of network activities, ensuring heightened security. This robust security framework empowers the institution to establish and enforce stringent policies regarding network access, safeguarding the privacy and protection of its users.

Furthermore, artificial intelligence (AI) is pivotal in this transformative journey, offering BITS Pilani Dubai Campus invaluable insights into network performance. The seamless integration of AI has significantly reduced troubleshooting times, enabling the institution to allocate more resources to its core educational initiatives.

The deployment prominently features HPE Aruba Networking's cloud-based solution, HPE Aruba Networking Central, which leverages the power of AI to streamline network management, efficiently address issues, and offer comprehensive visibility into connected users and devices.

> ❝
> **The driving force behind this transformative partnership is the institution's unwavering commitment to delivering an exceptional Wi-Fi experience for its students, faculty, staff and guests".**

Professor Srinivasan Madapusi, Director at BITS Pilani, Dubai Campus (BPDC), said, "The collaboration between BITS Pilani Dubai Campus and HPE Aruba Networking has yielded a multifaceted transformation. The foremost accomplishment is enhancing the student and faculty experience through comprehensive, high-quality Wi-Fi coverage across the campus. This has facilitated increased engagement between professors and students, supporting the evolving requirements of digital education".

He added that the partnership between BITS Pilani Dubai Campus and HPE Aruba Networking not only elevates the present educational experience but also serves as a cornerstone for building a future where education knows no boundaries. "This enables us to equip the leaders of tomorrow with the tools they need to thrive in an increasingly interconnected and digital world".

Jacob Chacko, Regional Director, Middle East & Africa from HPE Aruba Networking emphasized, "The driving force behind this transformative partnership is the institution's unwavering commitment to delivering an exceptional Wi-Fi experience for its students, faculty, staff and guests. They have selected HPE Aruba Networking as their trusted partner to lead this initiative".

This partnership signifies the joint vision of HPE Aruba Networking and BITS Pilani Dubai Campus in building an environment where technology cultivates collaboration, innovation, and productivity. As the project progresses, both organisations are committed to establishing fresh benchmarks in campus connectivity and educational excellence.

Veritas...

even in the face of growing IT complexities and the persistence of ransomware attacks. We applaud these exceptional partners for their commitment to exceeding business objectives and providing unparalleled value to our joint customers".

Among the award winners were (see below for full list):

• **Best Distributor (Gulf and Saudi) – Mindware**
The Mindware team has a remarkable ability to swiftly execute tasks, provide support in recruiting new partners, and carry out marketing activities. Their biggest strength lies in winning net new logos, both in the enterprise and SME sectors, and passing these opportunities back to Veritas' channel teams to inspire and motivate them. Their outstanding performance has earned them the prestigious Best Distributor award in both the Gulf and Saudi regions.

• **The Most Significant Project of the Year (UAE) – MDS Dubai**
As one of Veritas' longest standing and strategically significant partners in the UAE, MDS Dubai has consistently delivered on crucial net new logos over the past year. Their elite post-sales team continues to invest in valuable resources to support our customers.

• **UAE Partner of the Year – Alpha Data**
Alpha Data has outperformed its previous year's bookings, achieving maximum revenue between FY23 and the first half of FY24. Notably, Alpha Data helped secure Veritas' largest deal in the Gulf's oil and gas sector.

• **Best Cloud Performance (UAE) – Condo Protego**
The Condo Protego team assisted a prominent UAE bank in transitioning to Azure, which not only facilitated their cloud migration but also expanded further opportunities for more cloud services, as they extended their presence in the cloud.

• **Alliances Strategic Partner of the Year (Gulf & UAE) – Hitachi**
This award is dedicated to an exceptional Alliances Partner, whose journey with Veritas began locally in Pakistan and extended into the UAE. The success and significant impact achieved through our partnership with Hitachi is a result of their impeccable and seamless execution.

• **Technical Elite Award (UAE) – ITS Agility**
The ITS Agility team has been instrumental in successfully

> ❝
> **We applaud these exceptional partners for their commitment to exceeding business objectives and providing unparalleled value to our joint customers".**

Yudum Yonak

completing a highly complex technology implementation for a leading healthcare organisation in the UAE. Their achievement isn't just about the sale; it's about the exceptional implementation efforts by both the pre-sales and post-sales teams, enabling project signoff in less than 90 days.

• **Best Distribution Award (Rest of Gulf Region) – Ingram Micro**
Ingram Micro plays a crucial role in Veritas' operations. The team's unwavering loyalty and dedication is a key part of our success.

Veritas has partnerships with more than 20,000 companies worldwide. Learn more about the Veritas partner ecosystem or find an authorised Veritas partner by region.

Join Veritas at GITEX GLOBAL between 16th-20th October 2023, to learn more about how organisations can ensure their data is protected, compliant, and recoverable when it matters most. Customers can find Veritas at Stand #CC2-1, Concourse II, Dubai World Trade Center.

LinkShadow ...

you wish to know about it. It saves analysts hundreds of hours in investigating solutions. This is a really niche feature we're launching here at GITEX.

How important is the Middle East region and how do you view the Threat-Security landscape here?
The Middle East is very vibrant, the people here are open to new ideas and new technologies. They're very fast, too, in adopting these, since they're able to see the real benefits. Then again, you don't have the red tape that you have in other markets, particularly around aspects like compliance. The amount of time it takes for a government entity

to make a decision here as opposed to Europe, is just a third. From that perspective, the Middle East is a great place to so business. The market is growing and at LinkShadow, we see an increased demand for consolidating cybersecurity products and for consolidating security posture.

The biggest challenge in the industry today is that of skills shortage. There are three-and-a-half million potential jobs in the cybersecurity industry globally, and this points to a serious lack of skills. You need to be able to have people who are not specialised, who can still deal with a problem. What you need is a system that shows you what the problem is, which you can then hand over to a specialist. The LinkShadow system can be handled by anyone who knows just a little IT, because it tells you what

you need to know, in plain English. People really like that. It tells them clearly where to look, which tells them where and how much to focus on.

> " **The market is growing and at LinkShadow, we see an increased demand for consolidating cybersecurity products and for consolidating security posture".**

Patrick Ramseyer

Logitech...

camera with intelligent multi-participant framing that helps get the best front-and-center view of the room, from anywhere. Logitech Sight helps remote attendees feel like they're actually seated at the table and extends the capabilities of the front-of-room camera to pick up on

conversations and nonverbals around the room.

Tell us about your partnership program and what it means for partners in the region.
We just launched a new global framework in September and we actually started in the emerging markets, so we're super excited to showcase our partner program with our

partners here. This program is different from our competition-it's a track-based program which allows partners to choose how they want to collaborate with Logitech and offers three tracks. The first track is the base track and it allows more engagement as you move up the track. There's also an incubation aspect to the program which gives partners who are new to Logitech, the opportunity

> " **This is an intelligent, AI-powered camera with intelligent multi-participant framing that helps get the best front-and-center view of the room, from anywhere".**

to have access to some of the incentives like deal registration, before they get onboarded. They can

also engage with our field sellers and reap some of the rewards that the program has.

How important is the Middle East region for your success?
The region is extremely important for us and we chose to begin our channel program here. It's a growing market and our partners are key to our success here. We will continue to grow and work with our alliance partners to prioritise markets within this region.

Damac...

> " **With Wi-Fi 6E and an industry leading switching solution, we are committed to providing a seamless and secure digital experience".**

to our luxury Hotels," stated Francis Arul, Group Chief Information Officer. "With Wi-Fi 6E and an industry leading switching solution, we are committed to providing a seamless

and secure digital experience, ensuring that our residents and guests have the finest connectivity at their fingertips."

Zeeshan Hadi, the Country Manager of

UAE & Africa at HPE Aruba Networking, said: "This joint project with DAMAC Hotels is a great example of how to efficiently enhance guest satisfaction through top-tier network solutions.

By utilizing technology that has established new standards for connectivity and security, DAMAC Hotels is reinforcing the luxurious experience the brand is known for."

This collaboration marks a significant step in redefining luxury living in the real estate & Hospitality sector. Together, DAMAC Hotels and HPE Aruba Networking are elevating

guest satisfaction by introducing state-of-the-art network solutions tailored to the digital needs of modern residents and visitors, setting new standards in the process.

FortiSASE

Cloud-delivered Converged Networking and Security and for Remote Users and Locations

Cybersecurity, everywhere you need it

www.fortinet.com

F*RTINET*®

CirrusLabs Unveils a revolutionary breakthrough in GRC solutions

CirrusLabs unveils LockThreat.ai: A new way to embrace Governance, Risk, and Compliance solutions for regional businesses.

CirrusLabs, a global leader in digital transformation services, is excited to announce the upcoming launch of its latest innovation, LockThreat.ai. This groundbreaking Governance, Risk, and Compliance (GRC) tool is set to redefine the landscape of corporate governance, risk management, and compliance practices. Scheduled for release in October 2023, LockThreat.ai is poised to be a game-changer for organisations seeking to elevate their commitment to ethical governance and sustainable practices.

> **CirrusLabs believes that this is a blueprint for creating a better, more responsible world".**

A Vision for a Better World:
LockThreat.ai isn't just a GRC tool; it's a visionary approach to reshaping corporate governance practices. It goes beyond traditional GRC solutions by embracing the principles of Environmental, Social, and Governance (ESG) criteria. ESG assesses a company's impact on the environment, its relationships with stakeholders, and its adherence to ethical governance. CirrusLabs believes that this tool is more than just software; it's a blueprint for creating a better, more responsible world.

Key Features:
Compliance Manager: Simplify compliance, enhance reputation, and streamline operations.

Risk Manager: Make informed decisions, protect reputation, and reduce costs.

Governance Manager: Seamlessly integrate data, systems, workflows, and communication tools.

ESG Dashboard: Manage policies, assess risks, track compliance, and measure progress.

AI GRC Automation: Leverage machine learning for risk assessment, fraud detection, and compliance.

Join Us at GITEX 2023
We invite you to join CirrusLabs at GITEX 2023, October 16th thru October 20th where we will showcase LockThreat. ai and explore the new era of Governance, Risk, and Compliance. Be part of this transformative journey towards a better world. We will be located at GITEX Floor Hall 26 – B25. To learn more visit us at: CirrusLabs at Gitex 2023 - Digital Transformation Simplified Experience the future of Governance, Risk, and Compliance with LockThreat.ai at GITEX 2023!

To learn more about CirrusLabs visit us at: CirrusLabs

Redington dominates Cloud Innovation at GITEX Global 2023

Redington's proprietary CloudQuarks platform is a comprehensive solution that enables partners to accelerate cloud adoption and deliver value to their customers.

Nehal Sharma

> **At GITEX Global, we are strengthening relationships and forging new ones with our partners and customers as we collaborate for the digital future".**

Redington is making waves at GITEX Global 2023 by showcasing its pioneering role in cloud technology.

Redington is also highlighting its partnership with all three cloud hyperscalers – Microsoft, AWS, and Google – at the ongoing five-day tech show. With interesting live sessions hosted by cloud leaders from all the three hyperscalers, attendees will be treated to deep market insights and gain a better understanding of the current cloud landscape.

The sessions are also covering the elements of modern workspaces and the role security will play while cloud empowers businesses to enhance productivity and agility.

Nehal Sharma, Vice President, Cloud Solutions Group, Redington Middle East and Africa, said, "Cloud is not merely a technological enabler; it's the bedrock upon which the future of digital evolution rests. Identifying its pivotal role in re-imagining the digital future, we have developed a strategic and comprehensive cloud practice tailored to empower our partners in navigating the complex landscape of tech innovation. At GITEX Global, we are strengthening relationships and forging new ones with our partners and customers as we collaborate for the digital future."

The company's vision is to become the most valued consulting distributor across the globe to simplify cloud adoption, by collaborating closely with its community of partners and vendors to deliver unparalleled excellence. Towards this, it has introduced CloudQuarks, a unified platform that harmonizes its capabilities and offerings. Furthermore, the company has established specific competencies, ensuring the highest standards of seamless and enriched experiences for the entire cloud community.

Today Redington's proprietary CloudQuarks platform is a comprehensive solution that enables partners to accelerate cloud adoption and deliver value to their customers. It helps partners to bring cloud solutions to market quickly and efficiently.

CloudQuarks integrates TrackMyCloud (TMC), a comprehensive intelligent Software-as-a-Service (SaaS) platform designed for the efficient management of intricate cloud infrastructure. TMC includes a suite of five solutions offering over 800 features, streamlining the monitoring and optimization of cloud spends. The platform is vendor-agnostic, user-friendly, and empowers partners to fortify their cloud capabilities and broaden the scope of value-added services across diverse industries for their customers.

Besides its extensive channel network, Redington has established a tightly-knit ecosystem of cloud-native Independent Software Vendors (ISVs). This ecosystem facilitates partners in delivering elevated customer experiences through innovative cloud solutions.

Redington's strengths in cloud technology are enabling organizations to optimize their operations, enhance agility, and accelerate digital transformation.

Meet Redington's cloud experts at Stand A1 in Hall 5 to learn how you can simplify and accelerate your cloud transformation journeys.

Illumio lights the way for cyber resilience

Ashraf Daqqa, Regional Director, META at Illumio, discusses their perspective on cloud adoption and micro-segmentation of key technologies.

Ashraf Daqqa

So, can you tell our viewers what new products and solutions you're demonstrating and launching here this week at IEX Global?
We are, as Lumio Zero Trust Microsegmentation company, we are trying to stop breaches and ransomware from spreading out, covering blended environments on a brim cloud, endpoint containers, all this stuff. So, we are here in Tex. Very excited. Just to elaborate more and trying to leverage more the concept of zero trust microsegmentation. That is zero trust is a buzzword, but we found it as the foundation and a key pillar for achieving cyber resilience. So, this is Illumio. What does that mean?

Amazing, thank you. And from your company's perspective, what are the key technologies and trends that you're seeing that will drive

> ❝
> **Zero trust is a buzzword, but in reality, we found it as the foundation and a key pillar for achieving cyber resilience".**

your innovation and product roadmap for the next 12 months?
This is something we see it in the market adoption for the cloud, the integration, the migration for the other data centres. That's required for us to be there as a micro-segmentation. But yes, the cybercrimes became more sophisticated and motivated. So, we are trying just to be in that position to make sure we are making the containment part of the

breaches, which is not any other technologies can do. But with those motivations and migration to the cloud, we might be a cornerstone for having the containment as a journey of the technologies.

Great, thank you. And how important is an event like Jex for your company and how does it bring value to your organization?
We have been here for three years now. Four years. Excuse for my memory. No worries. So, we are here for four years. Lumio just came to the Middle East, 20 years back to have a legal presence in the Middle East. We see the value, we must be closer to our customer and prospect, and we found ourselves, we must show commitment to the regions. Cyber resilience in the country became a cornerstone and it needs to be closer to your prospects to educate them with that.

Lenovo showcases the potential of AI in everyday life during GITEX 2023

New experiences and solutions await visitors at the Lenovo booth where AI and its seamless integration into our daily lives will be showcased.

Global technology brand Lenovo maintains a striking presence at this years GITEX 2023. The brand perfectly aligns under the mega-event's theme of The Year to Imagine AI in Everything and makes its mark through a holistic approach complete with an experiential zone.

During the large-scale event, Lenovo welcomes visitors and customers to its booth where AI and its seamless integration into our daily lives will be showcased. The booth takes 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.

Commenting on the participation at the event, Alaa Bawab, General Manager, Lenovo Infrastructure Group, META said, "We are excited and proud to come back to GITEX this year, as the event has always brought together some of the brightest minds in the industry and the latest in technological innovation. We look

forward to being a part of the grand-scale event which is an opportunity for us to showcase our latest advancements while also being a springboard for meeting new customers and partners alike".
Bawab further added, "The theme of GITEX this year aligns with our company commitments towards Artificial Intelligence, which plays a significant role in our vision. We work strongly towards our AI strategy, be it through large-scale investments, programs or even new initiatives. As of now Lenovo is ranked third globally for AI hardware infrastructure

and the leading provider of omniverse and OVX in the cloud and on premises. Additionally, our ThinkSystem model uses the most powerful universal GPU accelerator to deliver powerful performance that is used in LLM inference and retraining, graphics and video applications".

As part of its drive towards AI, Lenovo recently announced a record achievement of over $2billion 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.

Mohammed Hilili, General Manager, Lenovo Intelligent Devices Group, GULF mentioned, "We strongly believe in evolving, but with our customers in mind. Today, Lenovo is moving to become more of a solutions provider with the goal of serving our customers better, especially in today's age of AI. This pivot in our overall strategy means we will be able to provide our customers with better access to end-to-end solutions, starting from hardware to software infrastructure, allowing them to realize their AI potential."

Supporting this change is where the establishment

> ❝
> **We work strongly towards our AI strategy, be it through large-scale investments, programs or even new initiatives".**

of Lenovo's Solutions and Services Group comes in. The concept of As-a-service is the new trend in the industry, and the Lenovo TruScale solution is the perfect example of this change. This change supports Lenovo's beliefs in the democratization of technologies such as AI to consumers and businesses. This is where its TruScale solution comes into play, which takes care of the upfront costs of AI infrastructure, providing consumers with the flexibility of a cloud-like, pay-as-you-go model for their on-premises infrastructure. Through this solution, customers can scale their computing, storage, and networking resources up or down as needed, without the burden of upfront capital expenses.

Visitors can also explore how systems from Lenovo's Infrastructure Solutions Group (ISG) work together with Lenovo's PCs and Smart Devices (PCSD) business unit, to the evolving ecosystem of smart devices, AI and high-performance computing.

Committed to excellence

Amit Kumar, Managing Director at MMA Infosec, tells Anita Joseph how the company is focused on comprehensive cybersecurity transformation in the region and beyond.

How would you describe MMA Infosec?
MMA Infosec's core identity is rooted in an unwavering commitment to excellence. We are dedicated to fostering cyber resilience and preparedness, not just within our organisation, but also among our valued customers who join us on this journey towards excellence. To achieve this, we have strategically partnered with world-class leaders in the cybersecurity field, with the shared goal of becoming a cornerstone in our customers' pursuit of a cyber-proof future.

Where does MMA Infosec currently stand in terms of its product portfolio, and how do you determine what products are the best fit for your organisation?
MMA Infosec boasts a leadership team with over three decades of combined experience in both the cybersecurity and IT industries. This expertise positions us well to address the dynamic needs of today's customers while helping them plan for a more secure future. Our approach at MMA Infosec is evolving towards a comprehensive and proactive cybersecurity strategy, encompassing prevention, detection, response, and collaboration.

We are highly selective in the vendors we choose to include in our portfolio. We are among the few in the industry that actively introduce new vendors to the region. We seek out customers who recognise the unique value in our offerings. Our commitment goes beyond a typical vendor relationship; we take full ownership, from operations and logistics to sales and marketing for our vendors. This level of investment is greatly appreciated by both our vendors and customers, as it underscores the exclusivity we bring to our portfolio.

How does MMA Infosec plan to fortify its position in the regional market?
Our vision at MMA Infosec revolves around strengthening our presence in the regional market by leading a comprehensive cybersecurity transformation while staying true to our mantra of being different and bold. Our strategy, which has proven successful over the past three years, involves establishing new branch offices across the Middle East. Simultaneously, we will continue to deliver added value to all our customers in each country we set foot

> ## We will continue to deliver added value to all our customers in each country we set foot in".

in. As our customers attest to the uniqueness of our offerings and the quality of our work, our position in the market will naturally solidify over time.

Which industry verticals are crucial to MMA Infosec's business?
We specialise in serving industry verticals such as healthcare and critical infrastructure.

In a competitive market, how does MMA Infosec differentiate itself?
MMA Infosec stands out in the competitive landscape by prioritising proactive defense, detection, and response. Our overarching approach is proactive, not reactive, in everything we undertake.

What are the key advantages you offer your customers?
MMA Infosec provides several key advantages to our customers, including proactive resilience, comprehensive defense strategies that go beyond prevention, safeguarding societal interests, fostering collaborative networks with solution providers, and deep industry expertise. These advantages empower our clients to effectively navigate the ever-evolving landscape of cybersecurity challenges.

What revenue goals does MMA Infosec aim to achieve this year, and where do you envision the company in the next two years?
MMA Infosec is setting its sights on achieving double-digit revenue growth this year, driven by our innovative cybersecurity solutions. We believe that the sky's the limit for those who go above and beyond, and we are fully prepared to embrace the opportunities and challenges that lie ahead as we continue to grow.

Amit Kumar

Smarter and safer

Anita Joseph caught up with Mohammad Meraj Hoda, Vice President – Emerging Markets at Ring, to discuss how the company contributes to a smarter and safer communities.

Will Ring be present at GITEX 2023? If so, what are you showcasing at the event?
Yes, we will be participating at GITEX 2023. We will exhibit our entire product line-up highlighting our whole-home security solutions, from Video Doorbells, indoor and outdoor Security Cameras to Ring Alarm. We are looking forward to insightful discussions on how smart security devices can help keep customers connected to their homes for added peace of mind and convenience.

Stronger communities are the key to safer neighborhoods. Give us an overview of some of Ring's latest, cutting-edge products that contribute to a safe community.
We are committed to delivering whole-home smart security solutions that are convenient and easy to install for families, and we're excited to demonstrate our newest innovations at GITEX 2023.

Ring's latest smart security offering in the Middle East is Indoor Camera (2nd Gen), our first-ever security camera with a manual Privacy Cover, that disables audio and video recording when placed over the camera lens. Now, customers can have even greater control over what their device captures for increased privacy.

Our new Battery Video Doorbell Plus, which was also launched this summer, is the first battery-powered doorbell in our line-up with 1536p HD video and a head-to-toe field of view which makes features like Package Alerts even more helpful.

Additionally, we released Spotlight Cam Plus earlier this year, a versatile outdoor camera with a dual-power option, Color Night Vision, and motion-activated LED lights. This provides homeowners with clear visuals of their property during the day and at night.

All our devices can be linked and managed from the free Ring app, providing users with real-time access and control over their home security, no matter where they are.

Can you elaborate on how Ring uses cloud technology for data storage in its devices?
All of the events captured by your Ring device are recorded and stored in the cloud for up to 180 days with an optional Ring Protect subscription plan. You can easily scroll through your timeline to check out what moments you missed throughout the day. You can also download your videos to save them for later and even share them with friends, family and neighbours. Without a Ring Protect Plan, you'll still receive real-time notifications when motion is detected and can check in on the Live View of your devices from the Ring app, but you won't get video recordings of those events.

How can office spaces benefit from implementing Ring's smart security solutions?
While we design our devices with residential use in mind, we have heard from customers who have placed Ring Alarm systems in their small businesses for an added layer of security and peace of mind. When Ring Alarm's sensors detect motion, the siren is triggered and the customer will receive a real-time motion alert to their Ring app. The Ring app also allows customers to arm and disarm their Ring Alarm remotely and tailor the system to their needs, for example by setting schedules for when the alarm should be armed or disarmed, during working hours vs. after hours.

What are your plans for the Middle East market going forward?
At Ring, we're focused on customer feedback and innovating on our customers' behalf to meet regional needs and preferences and give customers the tools they want, to build out their home security systems and make their day to day lives more convenient and secure. For example, we recently incorporated advanced radar-powered features into our pro outdoor camera range to give our customers more control over their motion alerts and context surrounding their motion events.

> ## All our devices can be linked and managed from the free Ring app, providing users with real-time access and control over their home security, no matter where they are.

Mohammad Meraj Hoda

Resecurity to showcase innovative cybersecurity solutions at GITEX Global 2023

The company's commitment to staying ahead of cyber threats and its extensive experience in threat intelligence and incident response make Resecurity a trusted partner for organisations of all sizes and industries.

Resecurity, a leading cybersecurity company renowned for delivering a unified platform for endpoint protection, risk management, and cyber threat intelligence, has announced its participation in the 43rd edition of GITEX Global, scheduled to take place from October 16–20, 2023.

As a strategic partner of Seed Group, a company of the Private Office of Sheikh Saeed bin Ahmed Al Maktoum, Resecurity is set to showcase its cutting-edge cybersecurity solutions and contribute to the discourse on AI innovation, cybersecurity, and digital risk management at this global technology event.

Founded in 2016, Resecurity has emerged as a trailblazer in the cybersecurity landscape, earning recognition as one of the world's most innovative cybersecurity companies. The company's mission is to empower organisations to combat cyber threats, regardless of their sophistication. Since its partnership with Seed Group, Resecurity has been providing best-of-breed data-driven intelligence solutions, focusing on early-warning identification of data breaches and comprehensive protection against cybersecurity risks, to companies in the UAE and the region.

"Since its partnership with Seed Group, Resecurity has been providing best-of-breed data-driven intelligence solutions, focusing on early-warning identification of data breaches and comprehensive protection against cybersecurity risks, to companies in the UAE and the region", said Gene Yoo, CEO of Resecurity.

Resecurity has been named among the top 10 fastest-growing private cybersecurity companies in Los Angeles, California, by Inc. Magazine, underscoring its commitment to excellence and innovation in the industry. Recognised as a Leader in the Cyber Threat Intelligence Market by Frost & Sullivan, Resecurity's threat intelligence platform is globally acknowledged for its effectiveness in identifying trends, top vendors, and tools in the market.

The GITEX Global 2023 event presents a great opportunity for Resecurity to showcase its technology at the world's largest tech and start-up gathering. With over 6,000 exhibitors and 41 halls spanning 2.7 million sq. ft. of exhibition space, GITEX Global will bring together the best minds and visionary companies to explore and empower digital agendas worldwide.

The surge in demand for cybersecurity solutions aligns seamlessly with Resecurity's core competencies. The company's presence at GITEX Global 2023 will focus on highlighting its unified platform for endpoint protection, risk management, and cyber threat intelligence. Organisations and individuals planning on visiting the event will be able to explore Resecurity's incident response services, designed to assist organisations in responding to and recovering from cyberattacks promptly.

As the event's largest AI showcase and summit take centre stage, Resecurity is poised to contribute to the discourse on the AI innovation wave gripping the globe. The company's commitment to staying ahead of cyber threats and its extensive experience in threat intelligence and incident response make Resecurity a trusted partner for organisations of all sizes and industries.

Tech enthusiasts are invited to join Resecurity at GITEX Global 2023, where the cybersecurity industry meets innovation and excellence. Visit their booth at H2-B50 to explore the future of cybersecurity and learn how Resecurity is empowering organisations to secure their assets and reputations against evolving cyber threats.

Active directory and security

Anita Joseph caught up with John Shier, Field CTO at Sophos, to discuss the importance of Active Directory and the findings of the Active Adversary Report for Tech Leaders 2023.

John Shier

Tell us more about the findings of the Active Adversary Report for Tech Leaders 2023
Cyberattacks aren't slowing down. Ransomware is still the most prevalent type of attack in the Incident Response cases handled in the first half of 2023. Ransomware accounted for 69% of the cases Sophos investigated. Sophos X-Ops found that median attacker dwell time — the time from when an attack starts to when it's detected — decreased from 10 to eight days for all attacks, and from nine days to five days for ransomware attacks. In addition, it took on average less than a day — approximately 16 hours — for attackers to reach Active Directory (AD), one of the most critical assets for a company.

Why is Active Directory (AD) so critical for an organisation?
Attacking an organisation's Active Directory (AD) infrastructure makes sense from an offensive view. AD is usually the most powerful and privileged system in the network. AD typically manages identity and access to resources across an organisation, meaning attackers can use AD to easily escalate their privileges on a network to simply log in and carry out a wide range of malicious activities across multiple systems. Beyond providing broad access to the systems, applications, resources and data that attackers can exploit in their attacks, AD can also be used to launch attacks through domain-wide policy changes. When an attacker controls AD, they can control the organisation. The impact, escalation, and recovery overhead of an Active Directory attack is why it's targeted.

The Report states that Dwell Time—Time from the Start of an Attack to When It's Detected— Shrinks to 8 Days. Does this mean we've become more secure as a result of our collective efforts?

The reduction in dwell time reflects actions on both sides of the attack equation. The proliferation of modern cybersecurity technologies has increased our visibility to attacks. This improved visibility has lowered the mean time to detect (MTTD) of attacks and allows organisations to initiate response sooner. This has meant that attackers have been forced to accelerate. Many criminals now know that they have to move quickly before they are detected and are therefore more focused on their objective. We've seen some ransomware gangs switch to data extortion without encryption, which is much less noisy, possibly as a response to this new detection environment. Finally, some professional cybercrime gangs have had so much practice running through their attack playbooks that they've likely found ways to operate more quickly and efficiently.

Will Sophos be a part of GITEX 2023? What will be the main focus of your participation?

> **The impact, escalation and recovery overhead of an Active Directory attack is why it's targeted".**

Yes, this is our fourteenth year at GITEX Global and we will showcase our latest cybersecurity innovations and services including Sophos Managed Detection and Response (MDR) and Sophos Incident Response services that can help organisations achieve optimal cybersecurity results by implementing an effective cybersecurity strategy. Additionally, we will focus on our complete, integrated, cybersecurity as a service platform and introduce Sophos Incident Response Retainer, which provides organisations with speedy access to Sophos' industry-first fixed-cost incident response services that includes 45 days of 24/7 Managed Detection and Response (MDR).

Unlocking Cybersecurity Excellence

Ned Baltagi, Managing Director – Middle East, Turkey and Africa at SANS Institute tells Anita Joseph all about SANS Gulf Region 2023, the largest cybersecurity training event in the GCC.

Ned Baltagi

Tell us about SANS Gulf Region 2023. What can the security industry look forward to?

Gulf Region 2023 is the SANS Institute's largest cybersecurity training event in the GCC. We have a diverse range of courses scheduled for this event ensuring a holistic approach to cybersecurity education aimed towards helping narrow the skills gap in the Middle East. Professionals can look forward to hands-on training from global experts, as well as an opportunity to network with the cybersecurity community attending from across the globe.

What are some of the courses being taught at the event, and how is it expected to bridge the cybersecurity skills gap in the region?

It is vital that businesses, whether they are governmental entities or enterprises, take steps to protect their staff, data, and infrastructure by continually training their cybersecurity professionals across various cyber disciplines and the latest cybersecurity developments. There are 13 courses offered at SANS Gulf Region 2023, all meticulously designed with regional cyber requirements and best practices in mind, aimed to address the existing cybersecurity skills gap and build a bigger talent pool within the GCC – as well as educate and expand the proficiencies of visiting professionals from around the world.

The biggest threats that SANS Institute is helping organisations and professionals overcome are data breaches, malicious actors, and insider threats. Courses like FOR508: Advanced Incident Response, Threat Hunting, and Digital Forensics delve into investigative techniques and tools that equip defense professionals to detect, respond to, and mitigate cyber incidents effectively.

Attackers are expected to increase their focus on exploiting vulnerabilities in cloud-based infrastructures and applications, and SEC401: Security Essentials: Network, Endpoint, and Cloud is an essential course for all cybersecurity practitioners. Offering foundational knowledge on network security, cloud defenses, and endpoint security, SEC401 ensures the very basics are covered. Enhancing awareness around cloud security in the Middle East is of the utmost importance in the current digital environment, as cloud security is constantly evolving, and organizations must stay ahead of the curve

> ❝ **The biggest threats that SANS Institute is helping organisations and professionals overcome are data breaches, malicious actors and insider threats".**

in order to protect their data and systems.

Moreover, to effectively deter threats and prevent hackers from infiltrating systems, a cybersecurity practitioner or team must first know and understand what it is they are preventing. SEC504: Hacker Tools, Techniques, and Incident Handling is a hands-on course diving deep into the world of hackers and the techniques they employ, coupled with incident handling procedures to detect, manage and mitigate threats.

Addressing the leadership and governance aspects of cybersecurity must also be a top priority for government leaders and cyber professionals. Courses such as MGT514: Security Strategic Planning, Policy, and Leadership provide insights on strategic planning, policy formation, and the legal facets of cybersecurity. Additionally, recognising the critical nature of industrial systems, courses such as ICS410: ICS/SCADA Security Essentials are designed to impart skills on securing critical

infrastructure that powers the GCC region.

The breadth of courses ensures that professionals in the Middle East can fill in their knowledge gaps extensively. By equipping people across these various domains, we hope to overcome the talent shortage and create a robust and resilient cybersecurity ecosystem in the Gulf region.

Give us a background about the instructors teaching this course.

SANS prides itself on having a rigorous instructor selection process. All our instructors are seasoned professionals and globally recognised experts in their respective fields. Our instructors have often faced and overcome the very challenges they teach about, giving them a unique vantage point. With a blend of academic prowess and real-world experience, they bring to the table a wealth of knowledge, ensuring that attendees receive not just theoretical instruction but also practical insights that can be immediately applied in their professional settings.

What SANS courses are the most popular and why?

Effective security requires a balance between detection, prevention, and response capabilities and courses that encapsulate all three of these principles have seen the most traction. Over the years, network security courses such as SEC501 (Advanced Security Essentials) have seen high demand as security teams of all sizes want to enhance their understanding and skills in the specific areas of network architecture defense, penetration testing, security operations, DFIR, and malware analysis. SEC530 (Defensible Security Architecture and Engineering) is also popular as it helps professionals build and maintain a layered security infrastructure across hybrid environments while implementing Zero Trust pillars. Meanwhile, SEC497 (Practical Open-Source Intelligence) remains a top choice for students, providing actionable information and techniques to help individuals perform open-source intelligence (OSINT) research safely and effectively.

tp-link

The Inteligent Cloud Solution for Enterprise Networking

Omada Pro

Wi-Fi 7

Wi-Fi 7 Ceiling Mount Access Point

Omada Pro Wall Plate AP

Omada Pro Outdoor AP

Omada Pro PoE Switch

Omada Pro Software Controller

Or

Omada Pro VPN Router

Omada Pro Cloud-Based Controller

Omada App

Web Browser

Cloud Access

Internet

Hotel
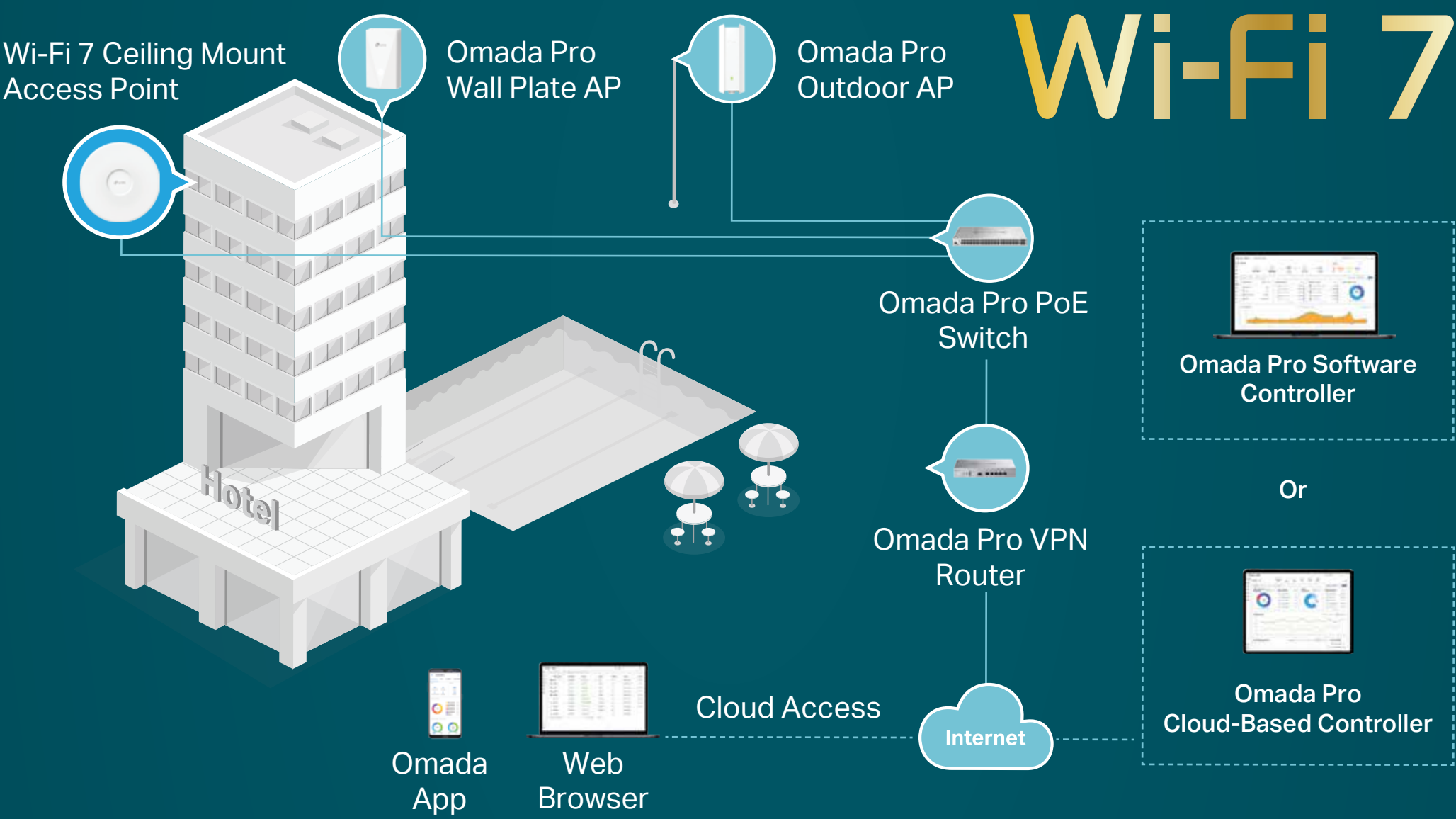
Enterprise Cloud Management Platform

Advanaced Network Security

IDS/IPS-AI

Advanced Multicast protocols

Advanced Redundancy

AI Driven RF Management

www.tp-link.com

Have you got the 'edge'

CNME Deputy Editor Veronica Martin secured an exclusive interview with Sven Denecken, SVP and Chief Marketing Officer at SAP, during their Future of Business Summit in Walldorf, Germany, in an effort to find out how the company is collaborating with its customers to develop industry-specific solutions that are required to give them an edge in the current digital economy.

Sven Denecken

technology, we unearth hidden opportunities that might otherwise remain undiscovered.

This is achievable only when you possess a deep understanding of our products, the market dynamics, and, of course, the underlying technology.

What role does SAP play in helping industries adapt to rapidly changing technological landscapes?

We continuously explore emerging technologies in our innovation centres in collaboration with our partners. However, when it comes to achieving scalability and resilience at the enterprise level, it presents an entirely different challenge. While experimenting with various technologies is accessible to consumers, transitioning them to an enterprise-scale is where our team truly excels.

As I provide feedback on

> **Identifying our position at what I call the 'vertical edge,' which is highly industry-specific, is of paramount importance."**

Could you elaborate on how SAP collaborates with customers and partners to develop industry-specific solutions for digital transformation?

First and foremost, our vast customer base, exceeding 400,000, is complemented by an extensive ecosystem. Identifying our position at what I call the 'vertical edge,' which is highly industry-specific, is of paramount importance.

While the spotlight often shines on our efforts towards standardisation, my organisation is dedicated to a distinctive aspect known as 'industry advisory councils.'

Within this framework, we convene a diverse array of customers, ranging from the largest to the smallest, the most loyal to the most innovative.

Our aim is to facilitate discussions around use cases, processes, and innovations that they may perceive as non-differentiating. This process enables us to

standardize or incorporate these insights into our platform seamlessly. This approach, which I refer to as 'core innovation,' has been a cornerstone of our operations for many years.

What are some examples of business solutions SAP has developed to address industry-specific processes?

Let's focus on the retail industry, which has been undergoing significant transformation alongside the automotive sector. Retail is a stark example: either you establish an online presence or risk losing customers who prefer the convenience of e-commerce.

This transformation was rapid, challenging, and marked by numerous mistakes. Now, as we transition to a more normalized business environment, two noteworthy trends have emerged.

Firstly, online presence remains crucial, but customers are gradually

returning to physical stores. To bridge this evolution, we've introduced an innovative solution on our industry cloud platform: AI-powered replenishment automation.

Secondly, the challenge lies in seamlessly sharing data between online interactions and in-store experiences.

These processes have been traditionally tailored for retailers. However, consider a scenario where you operate a filling station, and a significant portion of your profit comes from in-store sales. In such cases, it becomes imperative to harness this capability. Hence, we've designed this solution as an industry cloud offering. While the standard purchase and construction processes remain highly standardized, this unique differentiator allows us to seamlessly integrate it.

As the Senior Vice President of Marketing and Solutions for Industries and CX

at SAP, how do you contribute to the go-to-market approach?

My role involves a deep dive into our engineering processes, as well as those of our partner organizations.

Interacting with customers and clients is their primary focus, and my team specializes in this aspect. While we maintain a close connection with engineering, we also keep a finger on the market's pulse.

We utilize conventional marketing principles, such as assessing the addressable market and evaluating different geographies in Asia. In some regions, it's not a matter of 'if' but 'when,' while in others, there's a cautious approach, characterized by a desire to test the waters and understand how things work before diving in. Our team plays a pivotal role in striking the right balance, ensuring that technology, engineering, market priorities, and marketing efforts are all harmonized. This involves

effective communication strategies to successfully introduce our solutions to the market.

How have your various roles, including ERP product management and post-merger integration, shaped your approach to supporting SAP's industry customers?

At SAP, we consistently view our strategies and approaches from an industry-specific perspective.

Throughout my career, whether I was involved in acquisitions related to customer integration or focused on ERP solutions at the core, I always assessed which industries were poised for transformation and in need of our solutions.

In my current role, this extensive knowledge base has proven immensely valuable. It enables me to identify the unique strengths that potential partners bring to the table. By seamlessly integrating them with SAP, our customers, and our

the value and specific use cases these technologies should support, it becomes a mutual learning experience, allowing us to understand the requirements for resiliency.

For instance, a decade ago, I initially perceived AI as a complex, PhD-level concept. Over time, I witnessed the rapid evolution and increasing significance of AI and machine learning.

I collaborated with our engineering team to understand the specific challenges customers face when aiming to scale in the retail and e-commerce sectors.

With the shift away from physical stores, the responsibility of delivering a seamless service falls heavily on a robust platform.

We realized that industry-specific solutions within our ecosystem rely on the same fundamental service. By uniting our efforts, we can enhance the resilience of this service and optimize model training with pertinent data.

MEET ACER VERO,
OUR ECO-FRIENDLY PRODUCTS

Make your green mark for a better tomorrow

Vero is our green scheme to make eco-friendly
products that are responsible in nature. From production
to recycling, sustainability is number one.

For more information, please get in touch with sales.ame@acer.com

"GITEX Global" and "Expand North Star" exhibitions kick-off with the participation of more than 30 Bahraini companies in the field of technology

Tamkeen is proudly sponsoring the Bahrain Pavilion, building on the remarkable achievements of Bahraini companies in previous editions.

The GITEX Global and Expand North Star exhibitions began this week with the participation of more than 32 micro, small, and medium-sized Bahraini technology companies, in addition to the participation of strategic partners, including the Economic Development Board, Export Bahrain, and ila Bank.

The Kingdom of Bahrain's pavilion includes 12 Bahraini SME's displaying their work at GITEX Global, which is considered the largest technology exhibition in the world. In addition, 20 emerging Bahraini startups participated at the Expand North Star exhibition, one of the largest global startup events hosted by the Dubai Chamber of Digital Economy as part of "GITEX Technology Week" events. This year, "GITEX Technology Week" is being held at a separate venue from GITEX Global for the first time, in order to welcome more global tech entrepreneurs.

> **The exhibition places particular emphasis on cutting-edge technological innovations focusing on artificial intelligence".**

For the ninth consecutive year, Tamkeen is proudly sponsoring the Bahrain Pavilion, building on the remarkable achievements of Bahraini companies in previous editions. This event offers tech entrepreneurs a well established platform to showcase their products and services to over 100,000 expected attendees and visitors from across the globe. Attendees include a diverse mix of high level executives, government officials, industry experts, entrepreneurs, academics, and tech enthusiasts, fostering opportunities for regional and international partnerships, market expansion, and interactions with leading experts and global tech company representatives.

In this year's edition, the exhibition places particular emphasis on cutting-edge technological innovations focusing on artificial intelligence. It also explores contemporary areas such as the impact of sixth-generation (6G) networks, expansive virtual business systems within metaverse technology, and more.

The GITEX Global exhibition will continue until Friday, October 20th 2023, and will be held at the Dubai World Trade Center, while the "Expand North Star" exhibition will conclude on Wednesday, October 18th 2023.

The Next 50 years: Shaping a Secure World

Anita Joseph met with Dr. Mohammed Al-Kuwaiti, the Head of the UAE Cybersecurity Council, to find out more about what the future holds for the UAE in terms of technology and digital growth.

"Human resource is our biggest strength. As we move forward in the technology-powered world, we will continue to invest in people, equipping them with the necessary skills to take on a digital tomorrow and ensure safety of digital assets," said Dr. Mohammed Al-Kuwaiti, Head of the UAE Cybersecurity Council, speaking exclusively to Tahawultech.com

He was participating in the "Cyber Next 50: Securing the UAE's 2071 vision", a joint media event by the UAE Cybersecurity Council in collaboration with KPMG Lower Gulf, on an upcoming joint report highlighting major trends expected to impact life in the coming decades.

"The UAE today is a global hub of dynamism, with a happy and harmonious society. It has been a privilege to witness the UAE's rapid transformation over the years, and we look forward to its continued advancement in digital and cyber innovation. As the UAE looks forward to its Centennial in 2071, we had an opportunity to

Dr. Mohammed Al-Kuwaiti

pause, examine how the world might evolve over the coming decades, and how we can leverage technology to optimise outcomes for humanity," Dr. Mohammed said.

He added, "The UAE stands as a dynamic global hub, characterised by a harmonious and contented society. Witnessing the UAE's remarkable transformation has been a privilege, and we eagerly anticipate its continued progress in digital and cyber innovation. As we approach the UAE's Centennial in 2071, we have taken this opportunity to pause and contemplate the future's evolution and how technology can optimise outcomes for humanity. We all know that the seeds of tomorrow are sown today and that we have an extraordinary chance to shape a safer world for future generations. We eagerly look forward to taking the nation on a path of unprecedented growth and technological advancement in the next five decades and beyond."

The upcoming report, set to be unveiled soon, casts a spotlight on megatrends poised to impact life in the approaching decades, encompassing demographic shifts, climate change, and burgeoning energy consumption. With a projected global population of 9.7 billion by 2050, diverse societal risks loom over various regions. Climate change exacerbates food security challenges, contributes to population displacement, and precipitates ecosystem degradation. As global energy consumption is slated to surge by 50% by 2050, the importance of renewable energy sources and enhanced energy efficiency is more pressing than ever.

Dr. Mohamed Al Kuwaiti emphasised that these challenges mandate concerted efforts to confront and mitigate their repercussions. Simultaneously, he underscored hope that technology represents

> **We all know that the seeds of tomorrow are sown today and that we have an extraordinary chance to shape a safer world for future generations".**

for a brighter future. Anticipated technological advancements encompass artificial intelligence, hyper-connectivity, bioengineering, quantum computing, space technology, robotics, smart manufacturing, augmented reality, and nuclear fusion.

The report anticipates a future where immersive virtual reality blurs the lines between reality and fiction, businesses thrive in the virtual realm, and data assumes the role of currency. Robots seamlessly integrate into our daily lives, spanning personal care to military applications, while AI evolves to predict and shape the future. Machines may even gain the capacity to decipher human thoughts and manipulate DNA.

KPMG experts meticulously examined contemporary social, economic, and political trends alongside emerging information technology trends. They synthesised these insights into a series of "Imagine if"

scenarios, exploring the potential socio-political ramifications of technological leaps. These scenarios encompass themes like virtual worlds, robotics, and AI.

The report envisages a future where integrity takes center stage, ushering in transparent supply chains and elevating cybersecurity as an indispensable facet of national defense. The definition of humanitarian aid may evolve to encompass 'cybersecurity aid' as cyber-attacks increasingly imperil vulnerable populations with limited resources.

By 2071, the quality of life and happiness will be intricately linked to a secure and seamless hybrid of the physical and digital realms, where citizens can freely engage, work, and revel in their pursuits. Already acclaimed as the happiest place to reside in the Arab world, according to the latest UN World Happiness Report 2023, the UAE must adapt its cybersecurity legislation to navigate the challenges of the next five decades effectively.

Innovative Solutions for a New Era of Security, Resilience & Productivity

Join us at
HALL 3

GITEX GLOBAL
16-20 OCT 2023 - DUBAI

STANDS TO WATCH

CISCO

Stand: H22-C20

RESECURITY

Reimagine Cybersecurity

Intelligence-driven security solutions.

- Big Data
- Dark Web
- Cyber Risk
- Threat Intelligence

www.resecurity.com | contact@resecurity.com

STANDS TO WATCH

FORTINET

Stand: H7-A20

The future is simple, secure and sustainable.

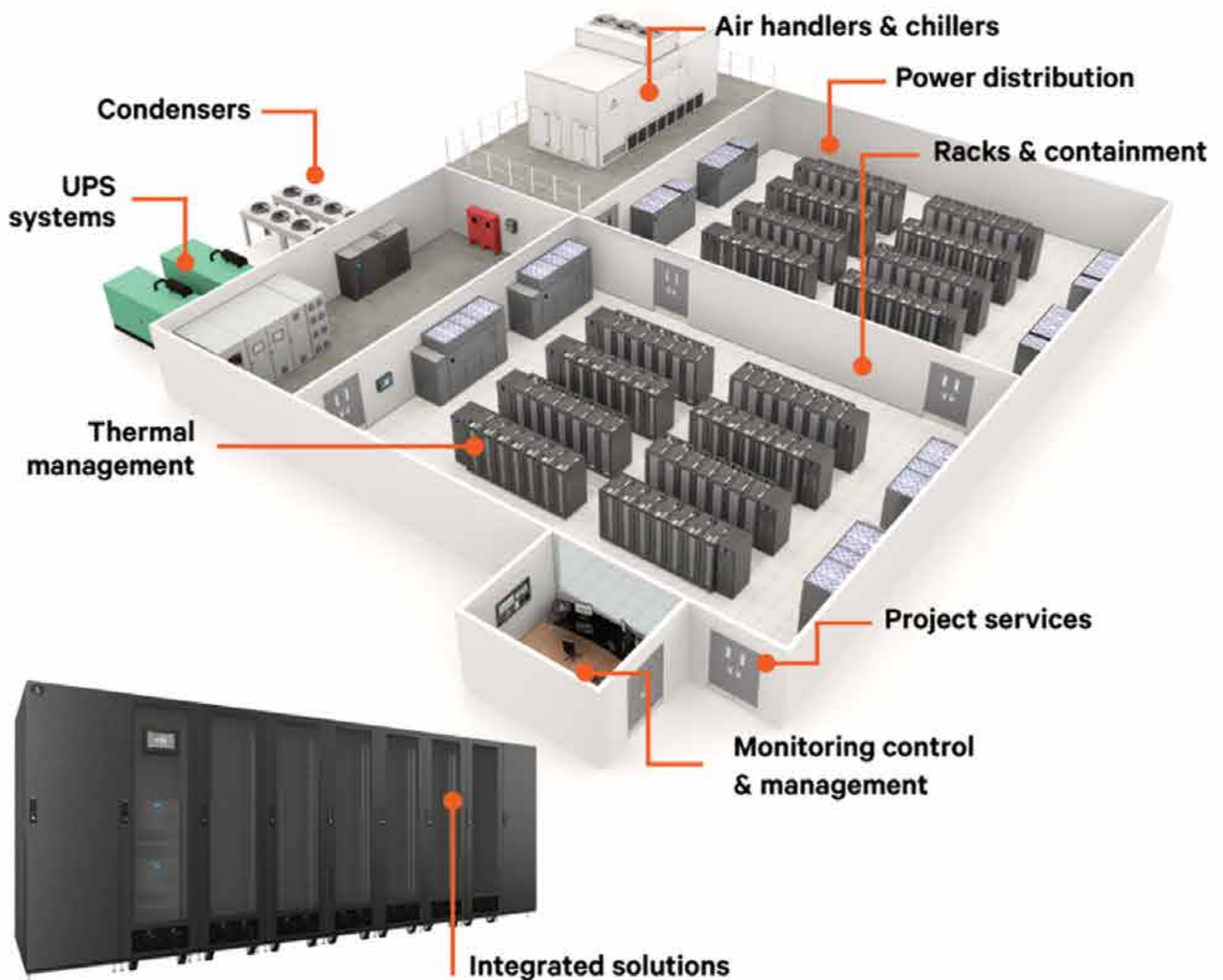Data storage ready for the modern world.

STANDS TO WATCH

HIKVISION

Stand: CC1-90

VERTIV™

Future-ready Technology from Edge to Cloud

- Air handlers & chillers
- Power distribution
- Racks & containment
- Condensers
- UPS systems
- Thermal management
- Project services
- Monitoring control & management

Integrated solutions

- IT Management
- Power Management
- Integrated Edge Solutions
- Services
- Infrastructure Monitoring
- Thermal Management

Know more about Vertiv

STANDS TO WATCH

LOGITECH

Stand: H1-D90

Scalable and Sustainable Data Storage

Visit us at
Gitex Global 2023, Hall 7 Stand B50

logitech | for business

RALLY BAR HUDDLE

SET UP YOUR HUDDLE ROOM IN MINUTES

9:36 AM

3 WAYS TO DEPLOY

Use Rally Bar Huddle as a meeting room appliance, in USB mode connected to a meeting room PC, or connect via laptop.

OUR FIRST VIDEO BAR MADE WITH RECYCLED PLASTIC

MADE WITH
RECYCLED PLASTIC

RESPONSIBLE
PACKAGING

CERTIFIED
CARBON NEUTRAL

CERTIFIED
RECYCLED CONTENT

FSC
FSC™ N003028

Unlock Endless Possibilities
with Video Collaboration

VISIT THE LOGITECH STAND AT

GITEX
GLOBAL
16 - 20 OCT 2023
DUBAI WORLD TRADE CENTER

STAND: H1.D90