COMPUTER NEWS MIDDLE COMPUTER NEWS MEANS BUSINESS WHERE TECHNOLOGY MEANS BUSINESS ISSUE 377 I NOVEMBER 2023 TAHAWULTECH.COM

TIME TO ACCELERATE

OMAR AKAR TELLS CNME HOW PURE STORAGE IS ON A MISSION TO DELIVER AN UNRIVALLED END-TO-END CLOUD EXPERIENCE FOR ITS CUSTOMERS.

DELL TECHNOLOGIES SVP

HUAWEI MANAGING DIRECTOR

HP MANAGING DIRECTOR











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The event attracted over I70,000 people, so it's fair to say that the region's flagship conference is now truly a global event." EDITORIAL

GONE GLOBAL

The 43rd edition of GITEX Global was another whirlwind week for the IT and technology ecosystem across the Middle East.

The event attracted over 170,000 people, so it's fair to say that the region's flagship conference is now truly a global event.

From our perspective at CPI Media Group, it was another incredibly successful week.

It was fantastic to meet, engage and connect with all our customers and partners in a face-to-face setting in a bid to discuss, dissect and digest all the technologies and trends that are going to drive new innovations across the IT landscape in the next 12 months.

The theme of GITEX Global, was unsurprisingly focused on AI, and that features predominantly in November's edition of CNME through the series of interviews we conducted from the event.

On the front cover we have a brilliant interview with Omar Akar, Regional Vice President CEE-META at Pure Storage.

He provides a comprehensive overview on how Pure Storage is delivering an unrivalled end-to-end cloud experience for their customers.

Akar covers a lot of ground during our conversation, but a standout from our exchange was the fact that the company was going to take subscriptions to the 'next level'.

"We are focusing on how we can bring the cloud experience on-prem by deploying the Evergreen//One and Evergreen//Flex subscription services, and with the Evergreen//One solution we are taking subscriptions to the next level," said Akar.

Pure Storage are also taking their Accelerate forum to Riyadh on November 6th – and we'll have full coverage of that event in December's edition of CNME.

CNME also spoke to Alaa ElShimy, Managing Director and SVP of Huawei Enterprise Business Group, Middle East and Central Asia during GITEX.

ElShimy highlighted Huawei's strong financial performance in the first-half of 2023, and said their focus at GITEX was all about 'accelerating intelligence'.

On the topic of Gen AI, ElShimy said the technology presented unlimited opportunities, but called on regulators globally to get together to create a framework and best practices that ensures the technology is used in an ethical and responsible way.

CNME also managed to speak to Peter Oganesean, Managing Director, Middle East at HP, and Jarkko Huhtaniitty, Head of Hybrid Work Solutions, Southern Europe, Middle East and Africa (SEMA) at HP Poly, in an effort to learn more about how their product portfolio is enhancing productivity and providing security to users in our 'work from anywhere world'.

CNME also caught up with Dr. Joye Purser, Field CISO, at Veritas Technologies during GITEX.

She provided a fascinating insight into how the cybersecurity leader is leveraging their solutions to help their customers overcome the complexities that exist in the current security landscape.

Shane Grennan, Senior Director, Partner Sales & Business Development, at Fortinet also stopped by our stand during GITEX to give us an overview and update on the evolution of their channel partner program.

AI is a big focus for Fortinet, and Grennan revealed that they are looking to embed AI into all their products moving forward.

We also have coverage from our Future Enterprise Awards, which was held at Habtoor Palace Dubai on Day 1 of GITEX, so check out our coverage from that to see all our award winners.

We also have interviews with HPE Intertec, Mitel and Living Homes and a thought leadership article from Dell Technologies.

Enjoy November's bumper edition of CNME. 🥏

Mark Forker Editor

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Lexar unveils Memory and Gaming portfolio at GITEX Global 2023

Lexar, a leading global brand in

memory and storage solutions, recently unveiled its new portfolio of memory and gaming products at GITEX Global, the world's largest tech event taking place from October 16 to 20, 2023, in Dubai.

The company's latest product line-up includes a new microSD card, internal SSDs, DRAM, and portable SSDs, and is showcased at its stand D1, Hall No.1, of the Dubai World Trade Centre.

Lexar's new products comprising **Professional GOLD micro SDXC UHS-II Card**; Portable SSDs along with the Professional NM1090 with Heatsink M.2 Gen 5 NVMe SSD; ARES RGB DDR5 Desktop Memory, will be available in the market in Q4 2023 across the Middle East. The products are specifically designed to meet the unique needs of photographers, videographers, content creators, and PC enthusiasts of all levels.

"Lexar has established a long history of more than 25 years in developing leading memory solutions. By leveraging next generation manufacturing technologies our newly expanded portfolio now offers highspeed performance combined with higher memory capacities, allowing users to capture, access, play video/ games and transfer high-definition multimedia files at blazing speeds," said Fissal Oubida, General Manager of Middle East, Africa, and the Indian Subcontinent, Lexar, said.



John Linden, Co-founder/ CEO of Mythical Games and Former Studio Head of Activision Blizzard (Call of Duty), Joins Oobit Advisory Board

Oobit is thrilled to announce that

John Linden, a renowned figure in the gaming industry and a pioneer in the world of Web3 gaming, has joined its advisory board.

With his extensive experience and visionary insights, John will play a pivotal role in helping Oobit navigate the exciting possibilities that Web3 gaming and crypto payments bring to the forefront.

Web3 gaming represents the gaming industry's future, with blockchain technology and non-fungible tokens (NFTs) revolutionizing how players interact with digital assets and ingame economies. As the CEO of Mythical Games, a company dedicated to building player-owned economies



and partnering with leading game developers and publishers, John brings a wealth of knowledge and expertise to the Oobit advisory board.

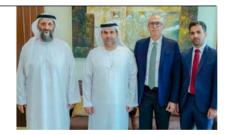
John Linden shared, "Web3 technologies are reshaping how we interact with digital assets, creating exciting opportunities for innovation. I am thrilled to join Oobit's advisory board and contribute to their mission of establishing the gateway for Web3 payments".

MoHAP Launches Health Sector's First National Centre of Excellence for Al

The Ministry of Health and Prevention (MoHAP) has officially launched the UAE health sector's first Centre of Excellence (COE) for artificial intelligence.

The centre aims to promote the digitalisation of health data, employ smart technologies to develop health capacities and offerings, and establish a comprehensive digital service ecosystem providing service users with sustainable, innovative, high-quality services.

The Ministry announced the COE's launch while participating in GITEX Technology Week 2023 in Dubai, which is being hosted in the city from October 16-20. Within this participation, the Ministry is presenting a package of digital products and up-to-date technical systems and solutions to meet current and future health needs and solidify its position as a key



leader of the government's digital transformation.

Sameer Alkhoory, Information Technology Director and Digital Health Department, said the launch of the COE falls within the framework of applying best data-founded practices to implement optimal means of strategic planning and decision-making, using databases to assess and measure the performance of health services. This is an important element of setting plans and policies and ensuring the ideal distribution of health resources and services to promote the health of society and modernise health indicators.

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Mindware Launches MAGIC: Mindware's Aggregation Gateway for Innovation and Collaboration

Mindware, a leading value-added

distributor (VAD) in the Middle East and Africa, is excited to announce the launch of MAGIC (Mindware's Aggregation Gateway For Innovation And Collaboration).

With MAGIC, Mindware is embracing a unified approach to support its partners and ecosystem through its cutting-edge consulting services.

This initiative embodies Mindware's commitment to excellence and innovation, propelling the tech ecosystem in the Middle East and Africa forward. The 'Magic' Hub is more than just a service; it's a strategic partnership dedicated to nurturing the growth and prosperity of the company's valued partners. In essence, the 'Magic' Hub is Mindware's commitment to delivering well-designed, customer-centric,



Philippe Jarre, President Mindware Group.

innovative, and efficient services. It's a testament to the company's dedication to cross-functional collaboration, risk mitigation, and ultimately, the mission to enhance Mindware's competitiveness in the market.

"I am delighted to announce the launch of MAGIC. With this initiative, we are taking a bold step towards providing unparalleled support to our valued partners. This reflects our commitment to embrace digital transformation and equip our partners with the tools and expertise they need to succeed in today's everevolving market. We are proud to offer a comprehensive range of digital solutions, technical mastery, and tailored support, all aimed at helping our partners achieve their business goals", said Philippe Jarre, President Mindware Group.

Vertiv extends partnership with MDS SI Group to enhance digital infrastructure solutions

The extended partnership between

Vertiv and MDS SI Group reinforces their dedication to delivering cutting-edge technology solutions and top-tier support to businesses in the Middle East region.

Vertiv has extended five-year strategic collaboration agreement with MDS SI Group. "This renewal underscores the strong collaboration that both organizations have cultivated in the Middle East and Levant region over the past three decades, consistently advancing technology solutions, offering top-tier products and



exceptional on-the-ground support," commented Karsten Winther, president for Vertiv in Europe, Middle East and Africa. "As we navigate the dynamic digital landscape, we look forward to continuing our journey together towards delivering innovative solutions that cater to the ever-evolving needs of





Living Homes is opening its Dubai office in October

and will be launching its operations in the region in collaboration with the global luxury real estate leader BARNES International. The office will feature the first of its kind immersive room for ultrarealistic smart home virtual experience. The innovative Intelligent Home of the Future platform is developed in businesses across the region."

"We are very pleased to extend our strategic partnership with Vertiv. As the Middle East takes center stage to be the next global data center hub, companies and industries of all sizes are actively increasing investments in the region. Vertiv, a global provider of critical digital infrastructure solutions provides an extensive array of programs and services to cater to the essential infrastructure requirements. This will empower data center operators to enhance their operations, fostering greater value with more energy efficient operations," commented Sami Abi Esber, President - MDS SI Group.

partnership with the software company Musala Soft, part of Qinshift.

Living Homes is an applied Research & Development lab on a mission to create the future of truly intelligent homes – by fusing the latest advancements in AI, IoT, Robotics, VR and nature-friendly design. With its unmatched offering Living Homes builds a groundbreaking integrated AI platform for an intelligent home that takes care of its inhabitant's preferences, emotions, habits and lifestyle and adapts to them.

Living Homes Unveils a Truly Intelligent AI driven Home Of the Future At GITEXGlobal

Living Homes will present at GITEX

Global (Hall 29) a vision for a humancentric, context-aware home of the future with intuitive intelligence that adapts to its inhabitant's emotions.

The visitors of the Living Homes booth in Hall 29 will be able to take part in an unforgettable immersive experience driven by technology, design and emotion.



Huawei unveils F5G Green Intelligent OptiX Network to accelerate industry intelligence

At GITEX GLOBAL 2023, Huawei

showcased its F5G Green Intelligent OptiX Network scenario-specific solutions that enable industry intelligence through cutting-edge technologies and scenario innovations, and shared application practices with global customers and partners in various industries.

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Industry digitalisation unleashes the potential of optical technologies, while the development of optical technologies accelerates industry digitalisation and intelligence. Compared with copper lines, optical fibres are easy to obtain, have a long service life, and do not generate heat loss. They are also a much greener communication medium. Huawei's F5G Green Intelligent OptiX Network focuses on industry scenarios based on the concept of "OptiX to Everywhere" and applies innovative optical technologies to build a secure, intelligent, ultra-broadband, efficient, reliable, and simple digital network infrastructure for various industries.

Gu Yunbo, President of Huawei Enterprise Optical Network Domain, said, "With the deepening of industry intelligence, industries pose new requirements on connectivity. Industry intelligence, therefore, requires a leading F5G intelligent all-optical network. Amidst an intelligent evolution of industries, Huawei will continue to explore scenario-specific innovations in industries and work with partners to accelerate AI enablement in industries".

Global Ultra-Broadband Forum 2023 Sparks IO Giga Society Discussions in Dubai

In collaboration with the UN Broadband

Commission, Huawei recently hosted the Global Ultra-Broadband Forum (UBBF) 2023, bringing together international telecom carriers, industry allies, standards bodies, regulatory authorities, and experts in specific fields.

Their collective mission was to engage in discussions centered around productivity-focused UBB target networks in the age of smart connectivity, all while striving for enhanced UBB network performance and the maximization of its capabilities.

The overarching theme for this event was "Connecting Intelligence for New Growth." The event served as a platform for leading technology experts to share insights, discuss innovations, and engage with industry stakeholders to accelerate the transition towards a more intelligent world.

Over the past year, the UBB industry has made significant strides in setting standards and conducting technology research. However, with the growing integration of artificial intelligence (AI) into our daily lives, the demand for immersive and intelligent services has risen sharply. This presented a new set of challenges and opportunities for UBB networks. The Global Ultra-Broadband Forum (UBBF), an annual event in the fixed network industry, provided a crucial space to address these issues.

Regional leaders, such as Mr. Bocar BA, CEO of SAMENA Telecommunications Council, and H.E. Eng. Mohamed Ben Amor, Director General of AICTO, played a significant role in sharing their regional visions during the forum. Their insights underscored the importance of considering regional perspectives in the context of global technological advancements.

One notable panel discussion during the event was titled "10 Giga Digital Infrastructure for Accelerating a Robust & Sustainable Digital Economy." This



discussion focused on the acceleration of 10-Gigabit network development in the Middle East and Central Asia, touching upon policy requirements, stakeholder collaboration, and the benefits of a 10-gigabit digital infrastructure. The panel featured prominent figures, including Cevat Yerli, CEO of TMRW Foundation; Alex Lee, Managing Director UAE, China Mobile International; Mohammed Bin Ali, Acting Director, Telecommunications Directorate, Ministry of Transportation and Telecommunication, Bahrain; and Lin Yanging, Principal Consultant, Industry Policy Public & Government Affairs, Huawei Technologies.

CXO Summit 2023 overcomes the complexities of the everevolving digital economy

The CXO Summit 2023 - Digital

Transformation Simplified was held on October 18, at the Habtoor Palace Dubai, LXR Hotels & Resorts during the week of GITEX GLOBAL 2023. Hosted by tahawultech.com, with Cirrus Labs acting as Official Event Partner, the forum envisioned as a venue that allowed attendees to network, share & learn together in to order to better service future digital successes.

Cirrus Labs is a full-service digital transformation provider with offices in the United States, United Arab Emirates, Saudi Arabia, India and Canada. Customer-centricity is a fundamental principle in their

AVEVA unveils Industrial Intelligence-as-a-Service (IlaaS) at Aveva World 2023



Global industry leaders gather in San Francisco for AVEVA World 2023, where AVEVA's innovative IIaaS takes centre stage, revolutionizing digital transformation. AVEVA's ecosystem partnerships and portfolio enhancements promise to drive efficiency and sustainability in connected information ecosystems,

business model and this is perfectly illustrated and reflected in their company mantra which is entitled – 'Your Journey is our Journey'.

After an invigorating networking session, the event started in earnest with a welcome speech by Bruce Ellsworth, Commercial Attache', Consulate General of United States of America, Dubai, UAE. This was then followed by the keynotes speaker Naeem Hussain, COO, CirrusLabs, who discussed the topic of Leading Through offering remarkable insights and opportunities for industries worldwide.

More than 2,000 industry executives and experts will explore more than 12 industry tracks, keynotes, and an immersive expo. With the theme "Connect your world", they will enjoy the opportunity to see AVEVA's latest industrial cloud innovations, see and

Market Shifts : Navigating Tech – Induced Changes.

In the wake of these speeches the summit then saw a discussion on CXO Innovative Insights which aimed to discuss core trending topics and issues facing companies and the industry surrounding digital transformation.

The climax of the event was an expert panel discussion facilitated by Mark Forker the Chief Editor of Tahawultech. com and CNME Editor. The discussion focused on topic such as overcoming



touch the industrial digital twin and test out sector-expert AI.

In their keynote addresses, CEO Caspar Herzberg and Chief Commercial Officer Sue Quense will show how industry leaders are harnessing the power of digital insight to master the connected industrial economy. They will highlight the role of AVEVA's Industrial Intelligenceas-a-Service (IIaaS) in democratizing information that empowers teams to drive the next wave of sustainable industrial growth.

Caspar Herzberg, CEO of AVEVA, said: "AVEVA Connect is the digital experience delivering access to everything our customers and partners need to design, build, operate and optimize better with industrial intelligence-as-a-service. Now you can uncover new opportunities, create a living digital twin, from a single asset to the entire value chain across all major industries. The clear benefit is that it boosts collaboration across teams and organizations, so that you can discover new opportunities and make sustainability a competitive advantage.

the greatest digital transformation challenges and featured insights from luminaries such as Abdulla Bader Al Seiari, Chief Executive Officer, Cyber 50 Defense- Dr. Fatmah A. Baothman, Member of the Global Future Council on the Future of Artificial Intelligence by the World Economic Forum – Ryan Donley, Vice President of Global Sales ScienceLogic and Sankar Kaliaperumal, Managing Director Accenture.

Following the panel discussion Zia Rahman, Founder and CEO at CirrusLabs, gave his closing remarks for the CXO Summit 2023 and thanked the attendees for their time. Tahawultech.com would also like to extend our warmest thanks to our Event Partner Cirrus Labs and everyone in attendance who helped make this event a success. DELL TECHNOLOGIES

UNLEASHING THE FUTURE OF INNOVATION

Said Akar, Senior Vice President - Data Centre Sales EMEA, at Dell Technologies, outlines to CNME what Dell Technologies showcased at GITEX this year, his views on the latest trends and innovations in edge computing, multi-cloud and security.



aid Akar has been a key figure in Dell's success in Europe, the Middle East and the African region over the last number of years, and in a candid discussion with CNME, he reveals their blueprint for future innovations as they look to diversify their product portfolio.

"Every year Dell Technologies participates in GITEX to showcase our end-to-end portfolio of solutions that are helping businesses thrive in today's





When we talk about innovation, our innovation index has identified some challenges that we really need to address to make things happen."

digital economy. This year we shined a special spotlight on assisting enterprises to address the big five unsolved challenges that hinder business growth and productivity. These include the future of work, multicloud, AI, edge computing and security. GITEX is the best place to get together with our customers and partners, discuss ideas, understand their challenges and what they would like to achieve? In addition to this, they will also learn about our latest products and solutions, what direction the trends

are heading, and what's happening now and, in the future," said Akar.

Akar then spoke about some of the most pertinent challenges within the IT ecosystem that they are attempting to overcome and solve with their innovation index.

"When we talk about innovation, the Dell innovation index has identified some challenges that we really need to address to make things happen. One area that we are focusing on with our customers is in relation to Gen AI, and what it

INTERVIEW



can do to our digital economy and life. The multi-cloud and edge continue to become more and more important. The future of work after the pandemic is very relevant, as well as security, which is a key subject that needs to be addressed in everything you do in technology, "commented Akar.

He also provided insights into the latest trends and innovations that are driving their future product roadmap.

"The number one subject every customer and enterprise is asking us about is AI but the real opportunity is making it enterprise-ready and leveraging the power of your own data to supercharge your organization.

Gen AI has become very popular because it is easy to use and speaks the human language. Many customers are investing their time and looking at how they are going to use Gen AI to differentiate their businesses. This means moving fast, developing an approach to GenAI that delivers organization-wide secure access to models augmented with your data that protects and drives your competitive advantage and keeps you in control.

I would like to quote Michael Dell, our founder who said: "Every organization needs to think of AI. If you are not applying it across your organization and thinking deeply about reinventing things, you are already behind".

Akar said that it has become evident that there is now a race against time in terms of how quickly you can embed Gen AI into your businesses and differentiate yourself.

"In the past, AI was all about predicting an outcome, data processing and analysis. Today, Gen AI can be used in many cases. We are looking for many ways to use Gen AI to differentiate ourselves too. However, customers need to determine what works best for them and the workloads they want to apply AI modeling on based on the phase they're in, otherwise they won't be able to achieve what they want with AI," said Akar.

The other aspect according to Akar is that Gen AI from an infrastructure perspective is massive.

"Dell is in a perfect position to help customers navigate AI workloads – we've always believed in providing choice and have been doing it through the various evolutions of emerging technology, including AI, understanding the challenges that come with them." added Akar.

Additionally, Akar pointed out how Dell Technologies is fully committed along with

We are committed along with our partners for the ethical and positive use of Gen AI. We believe technology drives human progress, and so does Gen AI." their partners for the ethical and positive use of Gen AI.

"We believe technology drives human progress and so does Gen AI. We have partnered with lots of vendors like Nvidia, and we are the only one that has an endto-end validated design that covers every single aspect, such as computers, storage, networks, data security protection and AI large language models. Our capabilities help customers in managing and identifying their data to make it right, as well as helping customers in terms of implementation", outlined Akar.

Akar also gave more details about Dell's edge computing, multi-cloud and security portfolio.

"We've been partnering with GITEX, and other customers to demonstrate Dell's capabilities and how we can help customers enable their multi-cloud strategy. Gen AI is going to be another workload that will also be virtualized and run on the cloud. The multi-cloud strategy was, is and will continue to be something very important. We've been investing since day one in enabling service providers and customers to partner with everybody in a bid to be able to achieve their multi-cloud strategy. We like the cloud because it is all about agility, efficiency, ease of use, and cost reduction," said Akar.

However, as Akar highlighted if it is not done right, then it can become very complex, and can cost you a lot.

"A lot of customers did it wrong and they ended up repatriating from the cloud and went back to their private cloud capabilities only. However, today customers are asking us to partner with public providers to have an end-to-end multi-cloud strategy, so they can have the flexibility to be able to put workloads across different locations, whether this is their own data centres, co-location, edge or public cloud. They want to be able to have the choice to work with different public providers. Now, this is amazing, but it's not easy to do, and this is where technology plays an important role in achieving such a strategy," said Akar.

Akar pointed out how Edge is also becoming a very important subject that customers are keen to take a look at and see how they can achieve better outcomes through their edge.

"In the past, we focused on modernising the core data centre, and enabling hybrid-cloud. While the edge infrastructure was growing in silos of small infrastructure and became today very hard to manage and secure. We partnered with them to give them the hardware infrastructure such as ruggedized systems, gateways and end user devices. Those are devices that can be implemented anywhere at any temperature. However, customers really need to see how they can manage this from a centralized location, implement it and secure their workloads. We recently

launched the Dell Native Edge, which is a software platform that leverages the hardware capabilities we provide for customers to centrally deploy, manage, and secure their workloads across the multiple sites they have at the edge. This is very important because a lot of businesses are happening at the edge, it's evolving a lot and customers need a simple, optimized, cost effective and secure solution," said Akar.

Regarding security, Akar commented that the attack surface has never been bigger, and, at the same time, hackers and attackers have never been stronger.

"This is becoming a big problem, especially as security companies are fragmented and don't have the right strategy to achieve this. Customers don't want you to provide another security solution in terms of applications. They need another approach, which is what we call Zero Trust.

Zero Trust approach only allows known, good activity across boundaries and data pipelines. This model reverses the conventional approach of "trust, then verify." Instead, it champions "never trust, always verify," urging organizations not to automatically place trust in any user, device, or network, whether internal or external. This means every user, application and device is going to be treated as a threat until proven otherwise. This requires a lot of integration, discussions among with companies, customers, and capabilities" concluded Akar.

FEA AWARDS 2023

CELEBRATING EXCELLENCE

AR

2023

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CPI Media Group and tahawultech.com held the Future Enterprise Awards on Day 1 of GITEX Global at the Habtoor Palace in Dubai, which acknowledged and paid tribute to the IT leaders pushing the boundaries as to what's possible when it comes to technology.











HAQQ Network (Islamic Coin) Best Blockchain Infrastructure of the Year



Ingram Micro Best Value Added Distributor of the Year

Dubai Municipality - Command & Control Centre Best Technology Implementation of the Year in Government



CirrusLabs Best Agile Product Management Practice of the Year



Raqmiyat Best Al Analytics Solution of the Year



Vinay Sharma, Gulftainer Digital Transformation Leader of the Year



Dubai Aviation Engineering Projects (DAEP) Best Technology Implementation of the Year in Government



Pure Storage Best Storage Vendor of the Year



Best Technology Implementation of the Year in Telecommunications



TP-Link Best Wi-Fi Solutions Vendor of the Year



Epicor Best Cloud ERP Vendor of the Year



Walid Yehia, DELL Technologies Technology Visionary of the Year



Ministry of Finance - Kuwait Best Collaboration Deployment of the Year



Hamed Obaid Sebait Naseib Areidat, Central Bank of the UAE IT Visionary of the Year



Dubai Electricity & Water Authority (DEWA) Customer Happiness Entity of the Year



Trend Micro Best Artificial Intelligence Cybersecurity Vendor of the Year



D-Link Best Networking Vendor of the Year



Allied Telesis Best Networking Solution Provider of the Year in Telecommunications



Maya Zakhour, NetApp Woman Executive of the Year

IEdi III LUYISULS



Ahmed Wattar, Alfa Medical Group (AMG) Future CIO of the Year





DELL Technologies Best Technological Deployment in Education



Best Enterprise Security Vendor of the Year



Commvault Best Multi-Cloud Enterprise Data Protection of the Year



Riverbed Best Observability Vendor of the Year



Fadi Costantine, Sennheiser Technology Rising Star of the Year



Bayview CX Innovation Deployment of the Year



Intelligent Security Systems Best Security Surveillance Leader of the Year



Mindware Best Enterprise Value Added Distributor of the Year



Taaleem Best Technology Implementation of the Year in Education

SolarWinds Best Software Vendor of the Year (Observability)



HPE Aruba Networking Best SASE Vendor of the Year



Dubai Islamic Bank Best Technology Implementation of the Year in Banking



Logitech Best Innovative Workspace Solutions Vendor of the Year



Positive Technologies Best Result-Driven Cybersecurity Vendor of the Year







Bahaa Indary, Raqmiyat Innovative IT Leader of the Year



Vectra Al Best AI Security Vendor of the Year

UI UIC ICAI



Best Customer Experience Solutions Vendor of the Year

DELL Technologies Best End to End Solutions Vendor of the Year



Orange Business **Best Smart Cities Solution Provider of the Year**



AVEVA Best Sustainability Changemaker of the Year



Cloud4C Best Mission-Critical Cloud Partner of the Year



Huawei Best Technological Innovation of the Year in Digital Transformation



IFS Best Cloud Enterprise Software Vendor of the Year



Veritas Best Cloud Data Management Vendor of the Year



Omnix International Best Digital Transformation Solutions Provider of the Year



Everdome Best Metaverse Experience Provider of the Year



Lenovo Best Hardware Vendor of the Year



Minnapad Best Web3 Project of the Year



Almoayyed Computers Middle East Best Innovation Vendor of the Year



Best Digital Transformation Vendor of the Year



Dataiku Best Al Vendor of the Year



Barracuda Networks Best Al Email Security Vendor of the Year

HP

WORK FROM ANYWHERE WORLD

Jarkko Huhtaniitty, Head of Hybrid Work Solutions Southern Europe, Middle East and Africa (SEMA) at HP Poly, tells CNME Deputy Editor Veronica Martin, how their portfolio of solutions have been designed to enhance productivity and to provide robust security to users in our new work from anywhere world.

hat innovative solution has HP Poly developed to support businesses and individuals in adapting to the evolving hybrid work environment, and how do they enhance collaboration and productivity?

Examining the current market dynamics is of utmost importance.

The shift back to office-based work has brought to light a significant disparity. During the pandemic, remote work setups became a necessity, prompting individuals to create personalized work environments for optimal efficiency.

However, as the workforce returns to the office, a clear distinction arises, highlighting potential operational challenges within the current office configurations.

According to a Frost & Sullivan research only 10% of the meeting rooms worldwide are enabled for video conferencing.

The lack of the right tools can make individuals lose confidence in going back to the office as they worry about not being able to achieve the same level of productivity as they would when working from home.

We are constantly engaging in conversations with our customers to gain insights into their requirements for productive and secure work, regardless of their location – be it the office, home, or on the go.

Our solutions are carefully crafted to address all these needs, following a personabased approach.

Through thorough research into various work profiles, we've customized our solutions accordingly. Poly's integration to HP has uniquely positioned the company as the only one in the market offering a full spectrum of video conferencing, headsets, phones, and computing choices. This enables us to provide comprehensive solutions that ensure effectiveness and security in remote and hybrid working scenarios.

In a global context where only 25% of workers believe their companies will provide the right tools for a successful hybrid work journey, how is HP Poly addressing the unique needs of organisations of all sizes to keep hybrid workers connected, productive, and secure?

We conducted a unique global study called the Work Relationship Index, with the participation of approximately 15,000 individuals from 12 countries, including business leaders, IT decision-makers and employees.

The research was commissioned to provide insights that will help companies and leaders successfully navigate the changing world of work.

A key finding was the desire for employees to have a say in the technology used at their workplace, whether it is in the office, at home, or while on the move.

This gave us further insights in terms of the solutions that we would need to develop, and guided us in developing tailored solutions, recognizing that a one-size-fits-all approach was not going to be effective.

Understanding diverse work styles is crucial for providing suitable solutions, as employee satisfaction hinges on this understanding.

We strongly believe that achieving this is pivotal not only for enhancing a company's brand image, but also for attracting and retaining talented individuals.



Could you provide insights into HP Poly's hybrid work solutions and services, and how these offerings play a role in supporting the future of hybrid work?

We've recently introduced a range of new products. A couple of weeks ago, we held the HP Imagine event at our Palo Alto headquarters, which was attended by members of the media.

Over the course of this dayand-a-half event, our senior management team outlined our strategic vision and direction, and we also revealed a multitude of fresh products, solutions, and services.

HP Poly has created cuttingedge meeting analytics tools driven by AI and our dedication to improving communication is clear through features such as noise reduction and voice enhancement.

These capabilities prove invaluable when conducting video

calls in noisy environments. Furthermore, at HP Poly, we offer video framing software that can intelligently identify the current speaker in a conference room.

Consequently, the video stream automatically adjusts to focus on the speaker rather than displaying the entire conference room.

Our goal is to ensure that everyone, whether physically present or dialling in remotely, feels seen and heard during meetings.

A significant challenge in current video meetings is that, often times, remote participants would feel disconnected from the discussion happening in the room.

Our software layer, integrated with the hardware, facilitates effective communication, ensuring that our portfolio of solutions delivers equal experiences no matter where employees work from - that everyone is both seen and heard clearly during meetings.

How has the merge between HP and Poly benefits hybrid workers and organizations, and what specific solutions have been developed through it? The union between Poly and HP bolsters our workplace collaboration solutions, through technology such

We are constantly engaging in conversations with our customers to gain insights into their requirements for productive and secure work, regardless of their location – be it the office, home, or on the go." as industry-leading video conferencing solutions, cameras, headsets, and more.

In fact, HP stands as the only brand in the market offering integrated computing, audio, and video solutions.

The engineering teams from Poly and HP are merging their expertise to develop a seamless, comprehensive solution, setting us apart from others in the industry.

As an example, we recently unveiled the Windows meeting rooms, featuring HP's compute technology for robust and high-performance computing capabilities.

We have integrated the HP Wolf Security layer, ensuring powerful cybersecurity measures and comprehensive reporting.

Recognizing the complexities of managing security in a hybrid work environment where employees often connect from external networks, we have prioritized building strong hardware and endpoint device security within our solutions.

HP has established itself as a leader in this aspect with the HP Wolf Security features.

The full integration of Poly and HP has generated considerable excitement, particularly as the challenges of hybrid work continue to be a top priority for senior management and boards across industries.

Addressing these concerns has become a focal point in our discussions with customers and we are confident that we have the services, solutions and innovations to improve the hybrid work environment for their end-users. and HP

EXPEDITING DIGITAL EQUITY

Peter Oganesean, Managing Director, Middle East at HP, spoke to CNME Deputy Editor Veronica Martin, about the company's mission to empower customers to meet the demands of the hybrid work landscape, the significance of its acquisition of Poly, its proactive approach to sustainability – and its commitment to achieving digital equity.

work environments? The world has transformed in the wake of the pandemic,

in the wake of the pandemic, revealing our ability to maintain productivity while working remotely.

Our working habits have changed, and our customers are sharing with us their evolving needs, expecting us to provide innovative solutions that will be able to enable these shifted work requirements.

At HP we have created an end-to-end portfolio tailored to meet the demands of this hybrid landscape. This is what we showcased at this year's GITEX Global.

Our goal is to empower our customers to work productively and securely from any location, whether it's the office, home, a coffee shop, or an airport.

Modern customers seek



flexibility and the ability to utilize various devices to stay productive wherever they are. Our current efforts revolve around providing comprehensive solutions that enable them to achieve precisely that.

Prior to the pandemic, we were primarily focused on the computing and printing businesses, where we have been industry leaders.

As we recognized the world changing, we added a crucial

missing element in our endto-end portfolio with the acquisition of Poly, a leading company in communication and collaboration solutions.

Through this strategic move, we elevated our overall value proposition to customers, addressing a broad spectrum of their requirements. This comprehensive offering spans computing, printing, peripherals, and communication and collaboration devices, enabling them to seamlessly operate from both home and the office.

Could you explain the specific features and benefits of HP's security solutions, particularly HP Wolf Connect, in ensuring the safety and security of both remote and on-site employees within the work environment? The hybrid work environment offers significant opportunities but also challenges. As customers increasingly choose to work from various locations, the aspects of productivity and security take on paramount importance.



Ensuring the safeguarding of devices and data when customers connect from diverse locations can be a daunting task for IT managers. This is precisely why, at HP, we offer dedicated assistance in the realm of cybersecurity through HP Wolf Security.

Our top priority is to ensure that customers can securely connect from any location. While companies invest significant sums in cybersecurity, there's often an oversight when it comes to endpoint devices.

HP Wolf Security is designed to fill this crucial gap by providing enhanced protection for devices beyond the confines of traditional networks. It complements the cybersecurity measures that IT managers have in place. Furthermore, HP has introduced an innovative feature, HP Wolf Protect and Trace, which offers comprehensive device security. This feature not only tracks HP computers but also prevents unauthorized users from gaining access to files and documents on the network.

Users can also leverage the capability to remotely geolocate their devices from anywhere in the world. This means that in addition to their personal systems, users can have full confidence in the security of their actual devices. Can you provide insights into HP's AI focused innovations and how they're shaping the future of the technology industry? Artificial Intelligence (AI) is not new to HP. We have AI applications and agents already available on our devices.

We have now rapidly entered a moment when technology is moving at the speed of imagination and creativity has no constraints. The age of AI is going to create new product categories, digital services, and massively improve the productivity in our product categories.

We believe that the biggest growth opportunities are in personal systems.

At HP, we are enthusiastic about the field of Generative AI, which will enable personalized experiences for customers. It will reduce the latency, protect data, improve the security, and eventually reduce the cost for companies.

Customers' personal computers are eventually going to become their personal smart companion because with Generative AI, it can assist, analyze, and anticipate the needs of customers.

HP Poly has also demonstrated leadership in AI and machine learning technologies by seamlessly integrating them into audio and video solutions.

This integration has resulted in the introduction of features such as noise

HP's unwavering commitment to achieve digital equity for 150 million individuals by the year 2030 is evident by our active involvement in a multitude of initiatives globally, and in the Middle East."

reduction, voice enhancement, meeting analytics, and AIdriven cameras, all aimed at enhancing the clarity and quality of video calls.

In addition to these innovations, HP is embarking on a collaboration with NVIDIA, becoming one of the first companies to deliver dedicated workstation solutions powered by the NVIDIA AI Enterprise software platform in the coming months.

This venture is poised to establish a new benchmark for the most advanced AI workstation globally, simplifying the process of creating and customizing private AI models.

How is HP actively addressing environmental concerns through its product design approach, emphasizing energy efficiency, recyclability and responsible sourcing? Additionally, can you elaborate on HP's commitment to digital equity and the steps taken to

fast track this initiative? This is one of the most critical topics that transcends beyond business. HP's ambition is to become the most sustainable and just technology company by 2030.

We've laid out a robust strategy that extends well beyond products and encompasses sustainability across three key pillars: combating climate change, safeguarding human rights, and expediting digital equity.

The main goal in our fight against climate change is to achieve net zero carbon emission throughout the entire value chain. We want to counteract deforestation through innovation, which involves creating products that are best for circularity. On protecting human rights, we want to create a culture of equality, diversity and inclusion.

HP's unwavering commitment to achieve digital equity for 150 million individuals by the year 2030 is evident by our active involvement in a multitude of initiatives globally, and in the Middle East.

Recent instances include HP's partnership with Cambridge for an EdTech fellowship in the Gulf region, the Changemakers Challenge—a collaborative initiative with the Expo School Program designed to promote girls in science, with the winners earning the opportunity to present their ideas at COP28.

Furthermore, HP IDEA has been introduced, focusing on digital pedagogy for Arabicspeaking educators.

The most recent addition to our initiatives is the HP Gaming Garage, a freely accessible online Professional Certificate program in Esports Management, Game Design, and Programming.

This program is strategically tailored to prepare learners for career opportunities in the gaming, media, and ICT sectors and is available in both English and Arabic.

Another initiative is around gaming, an area which is growing exponentially currently. We partnered with edX, the leading global online learning platform, to provide a new online Professional Certificate program in Esports Management, Game Design, and Programming, to bring cutting-edge skills to learners globally.

Available in English and Arabic, the new Professional Certificate program includes over 60 curated modules designed to prepare learners for jobs in the gaming, media and information and communication technology (ICT) sectors.

HP covers the full cost of enrollment in the certificate track for all learners. HP LIFE, is another program, where we offer free business skills training for students, educators, entrepreneurs, and lifelong learners.

We collaborate with our partners and HP experts all over the world to create highly relevant, business-focused courses that are free to use for everyone, everywhere.

There are over 30 self-paced free-of-cost courses which are modular, interactive, and full of information.

There are also practical exercises that enable individuals to develop the skills that can be transformational and open up new opportunities for a successful future.

Within the education sector, HP Futures is another example of an initiative we launched to shape a more equitable future for education.

Developed in partnership with the Global Learning Council, this initiative engages key leaders across the education ecosystem, from academia to government, to explore technology-driven solutions to bridge the digital divide. cmm





REDEFINING CONNECTIVITY

We live in an ever-growing digital transformation, imposing more challenges on organizations of different sizes to keep pace with technological evolution as well as with the growing demands of citizens, employees, students and guests for seamless, faster and more secure connections.

RUCKUS builds world-class wired & wireless networks that deliver reliable user experience, our patented technologies and AI Engine helps you better drive the transformation whether in small or even in high-dense and tough environments.

> EXPLORE OUR PORTFOLIO





PURE STORAGE

GOING TO THE 'NEXT LEVEL'

Omar Akar, Regional Vice President CEE-META, at Pure Storage, tells CNME Editor Mark Forker how its SLA-driven infrastructure is completely unique in the current marketplace, why Pure Storage is leading the industry's sustainability push, how it is taking subscriptions to the 'next level' with Evergreen//One and Evergreen//Flex, and the importance of its Accelerate event in Saudi Arabia.

ccelerate is a very appropriate verb to describe the intent of Pure Storage. The global leader in enterprise-grade, all-flash block, file, and object storage is on a mission to deliver seamless experiences for its customers in a bid to transform their data into powerful outcomes.

Omar Akar, in his capacity as the Regional Vice-President for the Middle East and Emerging Africa, has become the face of Pure Storage in the Middle East.

One of the most respected and influential IT leaders in the region, Akar has played a key role in solidifying and expanding Pure's standing in the marketplace since his appointment in 2022, and the company continues to go from strength-to-strength.

In a region first, Pure Storage is bringing its flagship customer conference, Pure//Accelerate, to Riyadh on November 6th, and ahead of the event, Akar sat down with CNME Editor Mark Forker for a candid discussion which provided a comprehensive overview of Pure Storage's overall strategic vision for the future.

Akar kicked off the conversation by reemphasizing how Pure Storage is a company that quite simply focuses on data.

"We're a data-centric company, and we firmly believe that data is the most important and valuable asset that any organisation has. We tailor our solutions to be able to manage data throughout its lifecycle, and most importantly, extract valuable insight from that data to help our customers make better business decisions," said Akar.

In terms of their strategy, Akar disclosed that Pure Storage focuses on multiple pillars that form the foundation of their overall strategic approach.

"The first pillar of our strategy is to help our customers adopt a future digital infrastructure, which primarily focuses on next-generation, or flash technologies. We believe in the value that allflash brings to the future of datacentres, and we believe that all-flash is playing a key role in driving up efficiencies for organisations moving forward. In addition to this, it is also helping businesses drastically reduce their carbon emissions and energy consumption, which plays directly into the KPIs that many organisations have around sustainability," said Akar.

Akar said that the problem of unstructured data had become more pertinent over the last 12 months, but again highlighted how their infrastructure can

We are focusing on how we can bring the cloud experience on-prem by deploying the Evergreen// One and Evergreen//Flex subscription services, and with the Evergreen//One solution we are taking subscriptions to the next level."



help customers overcome that problem.

"We also focus on how we help customers manage their data and provide them with future-proof efficient infrastructure that can accommodate the current application landscape to cater for different workloads. We have seen an exponential increase in unstructured data, and this is where being able to manage and store all of this enormous amount of data on an efficient tier, and on a technology that will never become obsolete is critically

important. When we say the technology will not become obsolete, essentially what we mean is that enterprises will never have to migrate their data moving forward and we upgrade customer's software and hardware so their technology stays modern" said Akar.

Akar pointed out that a key remit of every CXO, CIO and CEO is to deploy digital services everywhere, and a critical component to do that is a flexible multi-cloud architecture.

"Our second pillar is based on the fact that organisations

Pure Storage FlashArray//E

have to deploy digital services everywhere in the current climate. We have witnessed the importance of being able to broker services at the edge, and most nations across the Middle East region are pursuing a cloud-first approach, especially in Saudi Arabia. It's extremely important that businesses have access to a distributed multi-cloud architecture, and are able to move their workloads seamlessly from their datacentres to the public cloud, or to the edge to deliver better customer experiences," said Akar.

In terms of the third pillar in their strategic approach, Akar noted how Pure Storage is acutely cognisant of the fact that there has been a massive shift towards cloud-native applications.

"There has been a seismic shift towards cloud-native applications, such as Kubernetes and container-based applications. IDC and Gartner have published reports which have suggested that almost 90% of organisations will have to deploy containers in production by 2026, and 80% of new workloads today capitalise on containers, so cloud-native applications are critically important for the future of organisations, and for the deployment of new digital services that will help the business grow and maintain its competitive advantage," said Akar.

"However, for some companies, their infrastructure is not cloud-native and container ready, and as a consequence, organisations face challenges around persistent storage, data protection & backup recovery for containers, remotereplication and migration, rolebased security, auto-scaling and most importantly, around being able to provision modern databases to support the deployment of cloud native.

This is where Portworx by Pure Storage can add immense value. Portworx is a market leading data services layer, that delivers unified capabilities and data services for containers to address all the challenges I laid out earlier. Moreover, we deliver all of these data services across a distributed multi cloud



Pure Storage FlashBlade//E

architecture, irrespective of the underlying infrastructure and the Kubernetes distribution that sits on top."

A testament to Pure Storage's evolution into a platform organisation was reinforced earlier this year following its placement in the Gartner Magic Quadrant for the 10th consecutive year.

Pure Storage drew acclaim and recognition for its primary storage, which stems from its ability to deliver a data storage and management platform that can seamlessly satisfy all customer data storage needs across a range of prices and performance via the FlashArray™ portfolio, based on a single, AIOpsdriven management platform, Puret® - all available via the Evergreen//One™ cloud-like consumption model.

Akar said the updates to the Evergreen//One and Evergreen//Flex solutions were taking subscriptions to the 'next level'. "From a Pure Storage perspective, we are focusing on how we can bring the cloud experience on-prem by deploying the Evergreen// One and Evergreen//Flex subscription services, and with the Evergreen//One solution we are taking subscriptions to the next level. It is a real SLA-driven infrastructure that we deliver for our customers on-prem with a real cloud experience. Customers will subscribe for SLAs without having to worry about the infrastructure they are deploying. We're playing a major role in enabling this seamless experience across different cloud deployments," said Akar.

The conversation then touched on some of the major recent announcements that have been made by Pure Storage on the //E Family. Akar highlighted how all-flash can significantly reduce an organisations' total cost of ownership.

"It's important to remember that the //E Family was introduced in order to show customers that flash was not only suited for missioncritical applications, or highperformance workloads, but also that it can be deployed for lower-tier workloads and

We believe in the value that all-flash brings to the future of datacentres, and we believe that all-flash is playing a key role in driving up efficiencies for organisations moving forward." applications. In addition to this, with all-flash you can drastically reduce your total cost of ownership moving forward," said Akar.

Akar stressed how Pure Storage is absolutely committed to sustainability, highlighted by recent SLA commitments for Evergreen//One.

"There is a misperception here that because the Middle East has traditionally been an Oil & Gas economy that energy costs are not important, and that there is no emphasis on sustainability, but that is not the case at all. The UAE and Saudi Arabia are both implementing a very aggressive plan around sustainability, and there's a lot of KPIs and cadence around sustainability targets that are being enforced across enterprises, government entities, and cloud service providers."

"Pure Storage is continuing to invest in helping customers achieve their environmental and energy reduction goals. Since reporting our first sustainability results in March 2022, we have now completed a Life Cycle Assessment (LCA) across our full portfolio of arrays. We can deliver between 75% to 84.7% reduction in direct energy savings vs. competitive solutions for the FlashArray// portfolio and between 60%-67% reduction for FlashBlade//S. We also enable companies to use 95% less rack space than competing offerings. And with the announcement from last month around our commitment to pay for our Evergreen//One customers' power and rack space costs, we are again disrupting the market, aligning TCO savings and longterm efficiency goals.



With Pure//Accelerate Riyadh set to take place on November 6th, Akar also touched on how Saudi Arabia is a key country for Pure Storage, and it has invested heavily in the region over the last number of years.

Akar said Pure Storage is both committed and aligned with the ambitious goals of the economic transformation program Vision 2030.

"Saudi Arabia is one of the top countries in the world in terms of accelerating digital transformation and capitalising on future technologies to contribute to their digital economy, and that is engraved in their Vision 2030 framework. At Pure Storage, we are committed to supporting the objectives of the Vision 2030 program. We are doing this by bringing efficient nextgeneration future-proof infrastructure to host the digital services required to increase efficiency and remove operational complexities. We want enterprise organisations in Saudi to focus more on innovation rather than keeping the lights on, and that's exactly what we do by delivering next-generation robust infrastructure," said Akar.

Akar also touched on the importance of the cloud-first policy being adopted across the Kingdom.

"We also provide and enable hybrid multi-cloud architecture because cloud has been an integral part of Saudi's strategy moving forward, best evidenced by their cloud-first policy that was launched a few years ago. We have seen in the government sector in Saudi Arabia that

Why customers select Pure Storage:

- · Improves reliability by a factor of ten over competitors;
- Offers two to five times more power and space efficiency compared to all-flash and ten times more efficiency than disk;
- Requires five to ten times less manual labour to operate than legacy storage;
- Results in at least 50% lower Total Cost of Ownership (TCO) compared to competitive offerings of both flash and hard disk;
- Enables customers to eliminate the cumbersome challenges associated with hard disks from their environment.

there is a huge emphasis on e-government, and the move into digital services, which we know is fuelled by cloud native applications. We want to contribute to accelerating the switch into digital services and cloud-native applications by leveraging the capabilities of our portfolio," said Akar.

Pure Storage is taking its Accelerate roadshow to Saudi Arabia for the very first time, and Akar said it was another illustration of the company's commitment to the country.

"We are so excited to take Accelerate to Riyadh, as it's the very first time we have taken Accelerate to Saudi Arabia. The event is comprised of focusedcontent on technology and innovation and it provides an opportunity for our customers

to talk to a lot of industry experts from Pure Storage, but also from our key partners too such as Microsoft, Red Hat and Cisco to name a few. The objective of the forum is to come together and determine how we can take organisations across different industries to the next level in achieving their digital goals. Accelerate is going to be an event that focuses on what matters for a data-driven digital transformation. It will provide a platform for customers to discuss future technologies and talk to leaders from the technology industry, whether that be from Pure Storage, or other key technology providers that are supporting us at the event," concluded Akar. 🚥

It's extremely important that businesses have access to a distributed multi-cloud architecture, and are able to move their workloads seamlessly from their datacentres to the public cloud, or to the edge to deliver better customer experiences."

DELL TECHNOLOGIES

THE FUTURE OF DIGITAL ECONOMIES

Havier Haddad, Managing Director – Gulf, at Dell Technologies, has penned a thought leadership article in which he claims that digital transformation holds the key to the future growth of digital economies across the Middle East region.

he world around us continues to evolve with artificial intelligence (AI), blockchain, 5G, cryptocurrencies, and the Internet of Things (IoT), improving how we communicate and exchange information.

Increased digitization and the growing interconnectedness of people, organizations, and machines is already having a profound impact on the world's economies.

Recognizing this potential, government strategies today are emphasizing the role of digital in accelerating economic diversification, promoting sustainability and ensuring citizen happiness.

Today, technology is driving significant transformation within the public sector, enabling the development of digital economies and the delivery of improved citizen services.



Digital economies are characterized by the use of digital technologies to facilitate economic activities, such as online transactions and the sharing of information.

These economies also often feel the benefit of technology by increased competition, a focus on innovation and enhanced productivity.

According to Gartner, the MENA IT spending is projected to total \$183.8 billion in 2024, up from \$176.8 billion in 2023. The surge in growth can be attributed to the increasing adoption of AI, multi-cloud, edge, future of work and security solutions within the public sector.

Generate value through digital transformation

As government organizations continue their digital transformation journey, there are a handful of practical focus areas they must keep in mind to enable productive, outcomedriven collaborations:

- Bring greater agility to agency operations with flexible IT. Transform static IT into responsive, ondemand, robust IT services that can fuel your agency's agenda while keeping administrative workloads small.
- FOW Empower employees to succeed, anytime and anywhere. Technology users in government have always been a mixed population of mobile and office-based workers. Today, they need to be able to work productively from anywhere — agency

offices, remote locations and in transit.

- Spur innovation by making better use of data assets.
 Purpose designed data storage and processing can help you simplify and secure data management and translate information into innovations and decisions that benefit constituents.
- Augment cybersecurity across agencies, services, applications, devices and systems. In addition to using secure devices and infrastructures, you can deploy and integrate targeted solutions to safeguard user identities, data, and systems, and to recover quickly from digital attacks.

• Drive competitive advantage through

AI. Adopt AI strategies and benefit from its transformative powers to drive innovation, enhance efficiency, and address complex societal challenges in an increasingly digital world.

• Build centers of knowledge and innovation. When we look at future skills development and building the workforce of the future, we need to understand that these areas allow us to unlock a lot of potential for the future growth of digital economies. New technologies can unlock new kinds of value and revenue generation. Thanks to automation, workers can spend time on more valuable, mission-critical work and less time on

repetitive, automate-able tasks.

One of the key benefits of technology in the public sector is the ability to deliver improved citizen services.

For example, most countries across the Middle East now use technology to provide online access to government services, such as renewing driver's licenses and paying taxes.

This not only makes it easier for citizens to access services, but also reduces travel costs and commuting time to government offices.

• Kuwait's eVisa System offers an eVisa system for travelers, allowing tourists and business visitors to apply for and obtain visas online.

Winning in the digital economy requires a combination of technical understanding, pioneering leadership, and a sense of vision and determination to encourage an ecosystem of innovation.

Government leaders who engage with these possibilities today could be shaping

Winning in the digital economy requires a combination of technical understanding, pioneering leadership, and a sense of vision and determination to encourage an ecosystem of innovation."

There are strong examples of digital government such as:

- The e-Gate system at Hamad International Airport allows registered travelers to quickly pass through immigration control by using biometric authentication, enhancing their arrival and departure experience.
- The Royal Oman Police E-Services allows users to report incidents, issues visa and traffic-related transactions through their online service.
- Metrash2, a mobile app developed by the Ministry of Interior in Qatar, allows residents to access various government services, including traffic updates, visa status and residence permits from their smartphones.

the digital economies of tomorrow.

By placing ICT transformation programs at the heart of their national plans and through collaborations with the private sector, governments are already leading the way in securing a viable future for their citizens while raising their national competitiveness on the global stage.

These digital transformation agendas represent nation's efforts towards unlocking the region's potential to radically improve healthcare, education, public services, among others, all with a view to making a positive contribution to society and building the extraordinary future we will live in.

MITEL

AT YOUR HOSPITALITY

Martin Bitzinger, Senior Vice-President, Product Management at Mitel, told CNME Deputy Editor Veronica Martin, how the company's portfolio of solutions is transforming customer experiences in the hospitality industry during an interview at GITEX Global 2023.

wis Mitel planning to advance its hospitality products and evolve its nextgeneration solutions in the ever-changing tech landscape? This year we have pivoted our strategy towards a vertical focused strategy and hospitality is among our key verticals.

For us hospitality does not only include hotels but also a mix of construction, tourism and cruise ships for instance. For this industry, we're enhancing our core products to add hospitality specific features to simplify the deployment of our solutions with fewer components and integrated with back-of-house applications.

In the past, you always needed a lot of add-on software components, but we are now integrating these functionalities into our platforms.

In addition to that, we're really focusing on the contact sector use cases, the customer service angles, where artificial intelligence plays a key role in enhancing that experience.

We do that with Alliances, but also through innovations in our portfolio. Our focus is to improve the guest experience and the guest service, at any point of the customer journey – from reservations to facilitating check-in service requests to mobility, safety and security.

There are a lot of interesting technologies on the AI front that really help automate tasks. That's a key focus area for us.



What are Mitel's strategies for ensuring secure government communication and seamless integration with large command control systems in today's cybersecurity landscape?

Government is another major vertical for Mitel and we're focused on a few key areas. One of them is compliance, which is closely tied to security, including data sovereignty and the whole infrastructure sovereignty.

Our products are ideally suited to fulfil these requirements. With the acquisition of Unify, we're also gaining a lot of services capabilities which are ideal for managing those types of larger customers where we need to maintain the infrastructure, provide security certifications and compliances.

On the product front, we're bringing enhancements in the fields of mass notification or alerting, which is critical for a lot of government entities, including education.

Overall, security is a real focus to make our solutions highly secure, both from a product and deployment perspective to be highly resilient, which is critical for many of the key government entities.

Could you provide insights into the roadmap of Mitel's Hospitality multitenant cloud services, and how they plan to meet the evolving needs of the hospitality industry? On the hospitality front, there are two things. Hotels mostly require part of their communication infrastructure

NOVEMBER 2023



to be on-premise to connect devices like speakers, lobby phones and phones for the rooms. That's typically part of our core platform solution.

Then there's also the software aspect, like contact centers that we can deliver from the in-country cloud. With this combination, we have a very flexible offering.

The difference with many of our competitors, that are purely focused on multi-tenant cloudbased offers, is our ability to provide both options – onpremise and/or in the local cloud.

Some organisations have different requirements. For example, we have a lot of cruise ships among our hospitality customers.

Due to their nature, a cloudbased solution is not a very good fit because of the lack of a stable and reliable internet connection. The whole solution needs to be on the ship.

But for normal properties, we're able to provide both on-premise and in-country cloud solutions where many of our competitors offering only multi-tenant services would need to add third party products and solutions.

This means that they have to rely on a system integrator to integrate everything together, whereas we can do it all and we can basically provide a complete solution to our resellers that can just go and install it in the properties.

In light of Mitel's history and recent acquisition of Unify/Atos, how does the company intend to compete with industry players like Granstream and NEC, and what sets Mitel apart in this competitive landscape? Grandstream is more of a hardware player. They tend to have a much narrower solution portfolio than we do. Especially in the contact centre area, end-to-end security, cloud integration, larger enterprise platforms and end-to-end UC solutions.

We have a much stronger portfolio, including devices too. So, the completeness of portfolio as well as the size and footprint of our solutions make the difference.

NEC is a head-to-head competitor. We differentiate ourselves through a much more advanced portfolio in terms of software, in-country hosted cloud and hybrid cloud capabilities where we can mix physical and virtual deployments on the customer premise.

Our contact centres are also a differentiator. NEC is a very viable player, especially in the hospitality space.

They have those hardwarebased offers and they're basically taking advantage of that. Same as us against some of the competitors in the hospitality space. and

Our focus is to improve the guest experience and the guest service, at any point of the customer journey - from reservations to facilitating check-in service requests, to mobility, safety and security."



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ACCELERATE INTELLIGENCE

Dr. Alaa ElShimy, Managing Director and Senior Vice President of Huawei Enterprise Business Group, Middle East and Central Asia, spoke to CNME Editor Mark Forker during GITEX Global 2023, to discuss their AI capabilities, the need for Gen AI to be regulated – and their market performance over the last 12 months.

uawei are one of the most innovative companies in the world. The Chinese ICT vendor has innovation embedded into its DNA and continues to push the boundaries as to what's possible when it comes to technology.

Dr. Alaa ElShimy, has played a key role in Huawei's success across the Middle East region since joining the company in 2016.

In a candid interview with CNME during GITEX, ElShimy gave an insight into what Huawei was showcasing at the tech conference. Our theme at this year's GITEX is 'Accelerate Intelligence'. We are showcasing our capabilities in AI and the cloud, and we are demonstrating solutions that we have developed for our customers over the last 12 months. From a cloud perspective, we have the



INTERVIEW



Pangu 3.0 here at GITEX, and our cloud strategy is centrally based on 'AI for Industries', which essentially means we build vertical solutions based on AI across all key industrial verticals," said ElShimy.

ElShimy highlighted how Huawei gives their customers the flexibility and autonomy to customize solutions best suited for their market requirements.

"We have five models within our cloud portfolio, but within each model we have customized AI models for different industries, and on top of that we have a plethora of applications that users can avail of, which is very unique. In terms of our enterprise business, we focus across 10 different industries, such as banking, transportation and utilities to name a few. For these 10 industries we have developed our ecosystem of partners and launched over 100 different vertical applications, which again is very unique," said ElShimy.

Huawei has firmly established itself as a leader when it comes to sustainability and digital power.

"We are helping our customers produce green energy that is equal, or higher than what they consume. If it's equal then we are talking about Net Zero, and if it's higher, then they can become more profitable by going green. At GITEX, we are showcasing our Net Zero framework, with COP28 happening there is huge momentum across the region, and customers can come and demo the solution and see how it can help them transform their sustainability initiatives. We have already generated more than 850 billion kilowatt of green energy, which has saved more than 35 billion of kilowatt of energy and saved more than 50 million tonnes of carbon. That's a perfect illustration of the impact of Huawei's commitment to greening the economy, and being a leader in sustainability," said ElShimy.

The theme at GITEX was AI Everything, and there was inevitably a lot of discussion on Generative AI.

ElShimy highlighted how AI is going to be a \$15.7 trillion marketplace by 2030, according to a report published by PwC.

He stressed the need for proper regulations to be implemented in order to protect businesses and end-users.



"AI and Generative AI is extremely important for all of us moving forward in the technology ecosystem. I firmly believe it will bring a lot of value to society, to businesses, and to all major industry verticals, it's a revolutionary technology. However, there remains a lot of myths and misperceptions about AI in terms of what it can and can't do. I do think the biggest issue, or concern being raised is in relation to the regulation of AI. I would encourage all the regulatory authorities across the world to come together, and implement the right practices and frameworks that are needed to make sure Gen AI is used responsibly. It can be done, in Europe, GDPR has been a great success and

shows what can be achieved when governments work together, and that data protection framework is so important, and it was needed, and it's the same with AI, we need proper regulations. The benefits and potential of AI is enormous, but again I must stress that it has to be regulated properly," said ElShimy.

Huawei's market performance has bounced back in 2023, after a difficult fiscal year in 2022. ElShimy stated that

I would encourage all the regulatory authorities across the world to come together, and implement the right practices and frameworks that are needed to make sure Gen AI is used responsibly."

Huawei's focus on the SMB segment of the market across the Middle East has played a critical part in their success over the last year.

"We've enjoyed great growth over the last 12 months in the Middle East. Globally, in H1, we generated \$43bn, and our profitability grew by 15%. Our performance as a company has been very strong, especially in the Middle East. In terms of our strategy, we are focused on helping commercial and SMB customers. There is a burgeoning start-up ecosystem, and governments all over the region are investing their resources into the SMB space. We have created two different departments, one to look after the commercial segment of the market and the SMB side. We are developing systems that are easy to configure, implement and integrate into whatever system customers have regardless of the industry vertical. With our solutions you don't need to be an IT specialist, you can just take it and drag it. Alternatively you can have it in the cloud, which will save you money, and we also provide training for our customers and partners to drive change within their organisation," concluded ElShimy.

VERITAS

TACKLING CYBERSECURITY COMPLEXITIES

Dr. Joye Purser, Field CISO at Veritas Technologies, spoke to CNME about the current cybersecurity threat landscape, how Veritas is helping organizations to combat cyber threats - and the role emerging technologies are playing in helping businesses to address data compliance challenges.

NME spoke to Dr. Joye Purser, Field CISO, at Veritas Technologies during GITEX Global 2023, to learn more about the intricacies and complexities that currently exist in the cybersecurity threat landscape.

"The cybersecurity threat landscape is becoming even more complex as time goes on, and our research indicates that it will not decrease in intensity or sophistication. Our studies show that 65% of organizations have suffered a ransomware attack in the last two years. We see that threat actors, whether they are nation state threat actors, or cyber gangs, will continue to do damage to organizations moving forward," said Purser.

She also highlighted how Veritas is helping organizations to address risks around cyber threats.

"Veritas makes data backup solutions, so the ability to back up and recover your data following a ransomware attack, or any other cyber incident is of utmost importance in a robust cybersecurity layered strategy. Veritas leverages machine learning to use anomaly detection. This means if a threat actor is in your system, or network, our software can alert the administrators of an anomaly or unusual movement, which is a copy of what threat actors do when they are perpetrating a cyber-attack. Besides, our backup software enables the isolation of the copy that is infected with malware,



so that it is isolated away from the good copy backups. This enables the restoration of the data to happen quickly and efficiently", commented Purser.

Purser also outlined the role emerging technologies play in helping organizations to address cybersecurity and data compliance challenges.

"In most areas of our lives, AI and Machine Learning are going to be very important to help people because of automating tests, which traditionally needed to be done by people in the past. However, we know that Machine Learning can be used by cyber attackers, so threat actors will continue to increase the sophistication of their threats of cyber-attacks using Machine Learning. For example, social engineering to impersonate someone by reviewing their behaviour and then generating threat language to trick employees to click on a link is becoming more common. This is also becoming increasingly difficult to spot



because threat actors are using machine learning to observe those patterns of life, and the way that people normally communicate to be able to perpetrate that cyber-attack," said Purser.

Purser also highlighted how Machine Learning can also be used for good as it can really automate and take the guesswork out of a lot of repetitive or mundane tasks.

"For example, with Veritas, we use Machine Learning for anomaly detection. Our software looks for normal patterns of behaviour and, during a cyberattack, there are patterns of behaviour that are unusual. Machine Learning picks up on those so that it can immediately alert security professionals that something is amiss", said Purser.

Purser also outlined what needs to be done to entice

more women into the field of cybersecurity.

"The thing that I love about cybersecurity as a profession is that it is a great equalizer. People of all backgrounds,

The cybersecurity threat landscape is becoming even more complex as time goes on, and our research indicates that it will not decrease in intensity or sophistication.

ethnicity, or place in the world can enter the field of cybersecurity. All you need is an interest in the subject, the ability to problem solve, and have the willingness to learn new things and go out of your comfort zone. Personally, I did a cybersecurity certification called the Certified Information System Security Professional, and to get it, you needed to pass a five-hour exam and be endorsed by someone with a credential, which was really challenging. All you really need is the ability to work in IT help desk, or network administrator, or starting from the ground up, and then get those certifications, be assertive and ask for more experience, so you can quickly work your way up. I think it's a great equalizer, especially for women, and I hope to see more women in the cybersecurity profession", commented Purser.

Purser also highlighted the importance of GITEX for promoting the message of what Veritas is providing in the cybersecurity ecosystem.

"Being at GITEX is really exciting as there is such a tremendous diversity in this area in Dubai. People from all over the world have come here to find out about the new developments in technology, and I see a tremendous amount of cybersecurity services, offerings, software and hardware platforms. The future is really here, and it's so

exciting to be part of it. For my entire career, I've focused on promoting technology because I do believe it's the future. It makes our lives easier, things simpler, so that people can focus on tasks that are more aligned to their highest calling. I've really focused time in my career in promoting technology, and that's why I'm at Veritas and at this conference because of the excitement in the promotion of cutting-edge technology", concluded Purser.

FORTINET

TIME TO FOCUS

Shane Grennan, Senior Director, Partner Sales & Business Development at Fortinet tells CNME Editor Mark Forker how the company is embedding AI into all of its products, the evolution of their channel strategy across the Middle East region – and why they look for 'focused' channel partners.

hane Grennan has witnessed many changes in the IT landscape since he began his career with IBM back in 1996.

In the decades that have elapsed, Grennan has distinguished himself as one of the most respected channel leaders in the industry, and has held senior positions at companies like Nortel, Eircom and Cisco during a distinguished career.

However, he is best known for his role with cybersecurity



leader Fortinet, where he is currently a Senior Director.

At GITEX Global, AI was the central theme of the conference, and in a candid exchange with CNME, Grennan provided an insight into the company's AI strategy.

As Grennan pointed out, AI has the ability to resolve issues that humans simply can't.

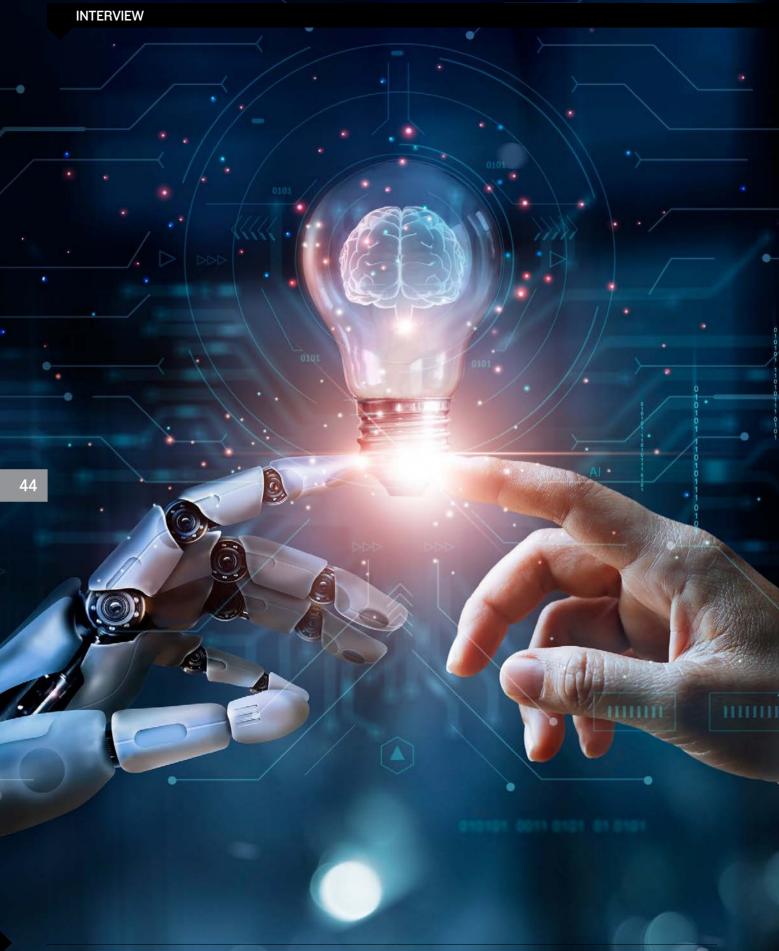
"The promise of AI has always been not only in cybersecurity, but across the board to tackle the really big problems that humanity can't overcome on its own,



or if humans did tackle them then they would take years as opposed to seconds. The volume of traffic and the volume of content in our customers environment now has to be inspected, because we have gone from a sampling inspection to zero trust, and that generates a huge volume of workloads that humans simply can't deal with. We have to drive automation, but it's not automation using traditional software, it's automation using AI," said Grennan. Grennan admitted that

Fortinet is proactively working to embed AI into every one of their products going forward.

"The vast amount of content, traffic and emails means that everything has to be analysed and that requires a decision to be made about whether or not something can proceed, or if it is good, or bad, and that analysis has to be done using AI, and that is what we are very focused on. Traditional security tools also produce vast amounts of data in terms of logging and alerts that need to be correlated, and when they are correlated they have to be analysed again, so it's just a perfect storm of massive amounts of data in nearly every customer environment from the very large to the very small. We're working to embed AI into all of our products, those that are deployed on the customer site, those that are deployed in the cloud and managed by the customer, and also in our own SaaS solutions. We have witnessed that our customers are achieving a better security posture using machine learning and AI, which is obviously



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critical for their business aspirations," said Grennan.

There is no debating that Gen AI creates unlimited opportunities for driving new innovations, but many security professionals have shared their concerns over the privacy issues with Gen AI using an open system.

"The solutions developed by us, and other cybersecurity vendors are very focused and they are not as open as those systems. They are either deployed on the customer site within their control, and the limits of what they do are welldefined, so in one way it's like buying a firewall if you want it to be open, then it is open, but if you want to configure it to be closed then it is closed, so it's totally in the control of what the user wants to do. You don't have to feed it into an open cloud system to get back answers on correlations, you buy a solution from Fortinet and that goes either into their datacentre, or their private cloud datacentre," said Grennan.

Grennan moved to the Middle East to drive Fortinet's channel ecosystem across the region in 2019, and in those four years the cybersecurity leader has enjoyed excellent growth under his tutelage.

"In 2019, when I moved to the Middle East, we had four people in the channel team covering the region, but now we have 40. We have invested a huge amount in the team that interfaces with our channel partners, and that includes channel account managers, systems engineers, business development personnel, and a renewals team to help our partners meet their renewals quota. We have diversified and deepened the teams that interfaces with our partners, and the one word we use most often is focus. We want to give each person in that team a smaller set of partners to focus on so they can better understand what the partner wants to do in the future and how they want to grow," said Grennan.

Grennan also highlighted how there has been a huge shift to managed services from their channel partners.

"We have seen a huge number of our partners adopt managed services, but if a partner has not done that before then it can be

We have diversified and deepened the teams that interfaces with our partners, and the one word we use most often is focus."

quite daunting to go from pure systems integration to building, designing, and launching managed services. However, we have expertise within Fortinet to help our partners do that," said Grennan.

In terms of the evolution of Fortinet's channel partner program, Grennan said it was built on three key pillars, which are systems integration, cloud and managed services.

"The market in the Middle East is definitely shifting, every week it feels like there is a hyper-scaler announcing it is opening a new datacentre, or entering into a new country, so it is definitely more mainstream than it was two years ago. What we ask from partners is to give us a better understanding on what technology areas they want they want to grow in order lower revenue and that's what some partners want. It's a pyramid with a very wide base at the bottom, and not every partner wants to invest and become an expert partner. We have partners that are completely security focused, and we have partners that are very focused on things like the SOC, and others completely focused on cloud. In addition to this, we also have system integrators who do complete datacentre refreshes with storage compute, and that's the nature of the market here in the Middle East. However, at Fortinet we are fully focused on continuing to evolve our channel partner program and develop solutions that help our customers overcome their challenges," concluded Grennan. 🚥

to grow their business. We also

have a range of specialisations

in solution areas so they can

achieve those specialisations,

technical qualifications, and

that signals to the market

that they have expertise in

a particular solution, such

as security operations, or

a few," said Grennan.

operational technology to name

In terms of what they look

Grennan once again said 'focus'.

for in their channel partners,

We want focus from our

partners, and we have 4 tiers

in our partner program. Now,

some partners are quite happy

in the bottom tier because it is

low commitment, and typically

which involves sales and

HPE

OUTCOME AS A SERVICE

CNME Deputy Editor Veronica Martin spoke to **Michael Langeveld**, Head of Technology and Business Development, EMEA at HPE, and **Swapnil Gandhi**, Director of Infrastructure & Cloud at Intertec during GITEX Global to learn more about the new products and solutions they are demonstrating, the key technologies and trends driving innovation - and their focus on 'outcome as a service'.



Michael Langeveld

an you tell our readers what new products and solutions you are demonstrating and launching here this week at GITEX Global?

Michael Langeveld:

Generative AI is a key topic right now, so we're demonstrating some of our capabilities around large language models, video and voice. We are also showing our high-performance computing, latest technology and high-end solutions. We are also working on a project to democratize this and make AI accessible.

We have enhanced our DL380 and developed how we give access to AI to everybody. We've recently acquired a company called Ethernet and we are demonstrating what we are doing with private 5G in the unallocated spectrum.

From your company's perspective, what are the key technologies and trends that you're seeing that will drive your innovation and product roadmap for the next 12 months?

Swapnil Gandhi:

The vision of Intertec Systems is to be a global technology services organization, partnering with customers to create a digitally enabled future.

We believe technology is a catalyst for growth and innovation, so we provide solutions to help organizations for their business priorities with innovative, scalable, and secure digital solutions tailored to their business needs.

Our solutions can help enhance efficiency, productivity, and security across a range of industries and verticals.

The focus of our solution

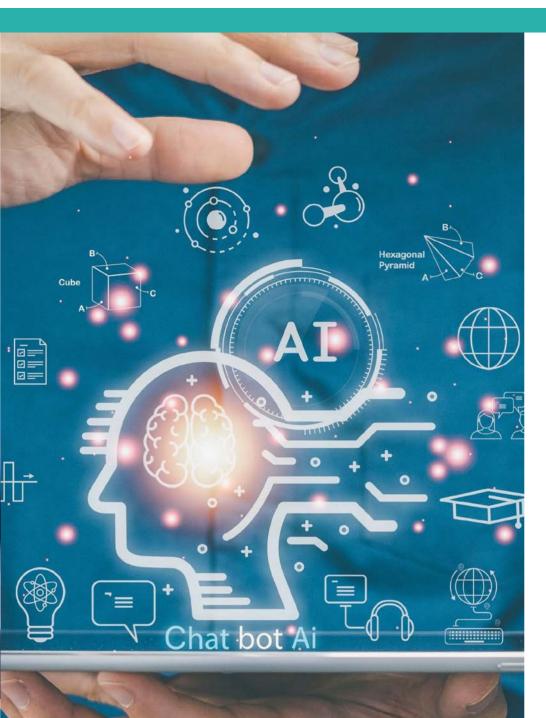


Swapnil Gandhi

portfolio is everything as a service, which is the HPE GreenLake, where we provide a service solution that helps simplify and accelerate the business of the customer.

It delivers a cloud experience wherever the apps or the data live, whether it is in the data centre, in the co-location, things in the edge or on the public cloud.

We are also looking at



We are also looking at outcome as a service, which is a new discussion where we shift the focus from selling products and services to delivering measurable results or solutions to meet customers' needs." outcome as a service, which is a new discussion where we shift the focus from selling products and services to delivering measurable results or solutions to meet customers' needs.

Outcome as a service is becoming very popular these days in the technology and the service industries. Some of the key elements for the outcome as a service are defined.

The other solutions that we are offering are a data management solution where we provide data management as a service, backup as a service and data lifecycle management.

We also are focused on cybersecurity, covering ransomware attacks, zero trust, security and AI. We also are focusing on sustainability where we provide green data centres to customers.

How important is an event like GITEX Global for your company - and what value does it bring to your organization?

Swapnil Gandhi:

GITEX brings in industry insights.

We attend this kind of event to be relevant in the market, understand the current trends of emerging technologies and some of the competitive strategies as well.

We also have an opportunity for networking where we meet our partners, peers, and everybody else to understand how businesses are moving at this point of time.

Apart from that, there is a big media coverage around GITEX, and that gives us the opportunity to have an interview, or a discussion like this and get a lot of exposure. LIVING HOMES

THE HOME OF THE FUTURE

Georgi Atanasov, Technology Advisor and Acting CTO at Living Homes, explains to CNME Editor Mark Forker how their unique smart home platform is radically different to what other players in the market are offering during an interview at GITEX Global 2023.

iving Homes is a Bulgarian headquartered software company that was launched earlier this year.

The company is on a mission to disrupt the burgeoning industry vertical of the smart home marketplace and was onsite at GITEX Global 2023, to showcase the unique capabilities of their AI driven intelligent platform.

CNME Editor Mark Forker managed to secure an exclusive interview with Georgi Atanasov to find out more about Living Homes.

"It's a new experience for Living Homes to be here at GITEX, but we are excited



to be here, and the event provides us with a brilliant platform to demonstrate our concept and business model to the region. We're building a smart home platform that is very different to what the rest of the market is focusing on. Traditionally, a lot of the smart home players focus primarily on connected devices and managed experiences. However, our intelligent home goes way beyond that," said Atanasov.

The major theme at GITEX Global was AI, and a hot topic on everybody's lips was Generative AI.

Atanasov revealed that Living Homes are harnessing the power of Generative AI and bringing the home of the future to life.

"We use Generative AI, which has the ability to adapt to the preferences and behaviours of end-users in the home. Our smart home platform understands their needs and emotions and creates automated experiences based on that. Essentially, we provide a new generation experience that people are going to love. We use a lot of robotics and



AI technology to compliment the platform, but as I said we're not overly focused on connected devices, we want our platform to take your home to the next level," said Atanasov.

Despite the undoubted potential of Gen AI to disrupt and drive new innovations, many security professionals have expressed concern over privacy when it comes to the open system required for Gen AI.

"Privacy is such an important topic for us at Living Homes, and that has definitely guided our innovation roadmap with our intelligent home platform. We have already incorporated this as a concept in our platform and the data handling happens on-prem. All the information that is personal stays inside the home, and it's a federated learning that we are trying to achieve with our networks. We take data to train the whole model, but we leave all the privacy data in-house, so users can feel safe and secure," said Atanasov.

However, Atanasov outlined how Living Homes are also taking into consideration that some homeowners may want to take a different approach.

"It might make sense for them to have all their data inside their home on servers, but for other users it might make sense to have it in a building management system, so we're trying to be adaptive to both approaches," said Atanasov.

Atanasov says what sets them

We have a separate layer that is responsible for smart detection that sits inside the home, and this layer uses different devices to get the information that puts the human instead of devices at the centre of managing your home."



apart from other companies in the smart home space is that Living Homes focuses on the person and makes technology revolve around the homeowner by creating an adaptive home.

"I think there are several aspects that differentiate us from other market players, and the first one would be that we are not just focused on connected devices. We are acutely aware of the fact that it is going to take us time to get our platform ready, but we are confident that we can launch the platform at next year's GITEX. Our perspective is not so much about devices, but instead it's more about understanding that you have to put the inhabitant in the centre of the space. We have a separate layer that is responsible for smart detection that sits inside the home, and this layer uses different devices to get the information that puts the spotlight on the homeowner when it comes to managing your home," said Atanasov.

In addition, the Living Homes Acting CTO also highlighted how the company focuses on behaviour driven adaptive technology, which allows them to track what users do, and based on that information they create patterns that enable the home to automatically adapt to the end-user.

"For example, if the first thing you do every morning is turn on the coffee machine, then you don't need to that anymore, our platform will do that for you based on your behaviours. However, the person inhabiting the home will retain the ability to change this behaviour and overwrite it, but for most people it is more convenient not to have to manually create automations, but have a platform that does that for them and that's what we do," said Atanasov.

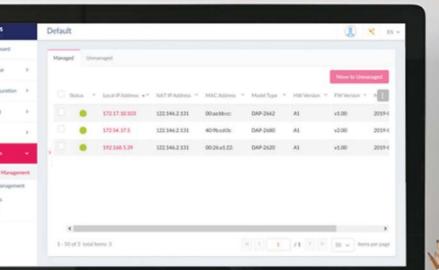
Atanasov concluded a brilliant conversation by acknowledging the importance of GITEX in terms of providing them with the feedback required to stress test the platform ahead of its market launch next year.

"We believe that for us to be successful we have to give users access to what we do in order for them to better understand the concept. We used GITEX to get feedback from customers, developers, and investors to see if what we are building is something that they would be interested in twelve months from now. I'm delighted to report that the feedback we have received has exceeded our expectations, and we already have a number of follow-up meetings. We can see there is a huge demand here in the Middle East when it comes to the smart home segment and we believe we have the platform to disrupt the market," concluded Atanasov. 🚥

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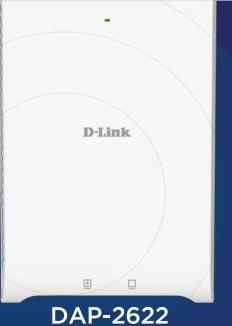
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