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2025

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Meet the tech leaders committed to supporting the region and embracing emerging technologies in the 'AI era'

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LIVING IN A NEW ERA

As we arrive at a point where we can start to quantify the value of emergent technologies trends, it is important to remember that the tech industry is only where it is due to leadership that can chart a stable course to operational success. Their leading strategies must constantly be tempered between excitement and pragmatism. In order to meet the demands of an evolving industry it becomes important to think in the long-term to mitigate risk.

A sentiment shared by all these leaders is their interest in the responsibility of supporting digital economy agendas on a national level. From private-public sector collaborations to the competitive advantage afforded by Agentic AI, there is very little outside of their spheres of expertise. To be a visionary is to be someone who is mindful of both the journey and the destination in all aspects of their circumstance.

Via the Tech Vision supplement, CPI Media is putting the industry visionaries responsible for navigating emerging trends and supporting regional initiatives at the forefront. They know where they stand in this 'AI era'. The only question is, do you? We hope you enjoy reading this magazine as much as we enjoyed putting it together!

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ALMOAYYED COMPUTERS MIDDLE EAST OUTLINES THE IMPORTANCE OF INFORMED TECHNOLOGY ADOPTION

S.M. Hussaini, CEO, Almoayyed Computers Middle East (ACME) discusses how the organisation plans to contribute to national digital economy agendas and the importance of striking a proper balance between rapid adoption and security alignment when using emerging AI technologies.

How do you see your organisation contributing to the region's bold and ambitious national digital economy agendas and where do you believe private–public collaboration will be most critical in achieving these ambitions?
Digital is the way forward—not only for our market, but for markets globally. I see this as both a responsibility and an opportunity. ACME is strongly aligned with Bahrain's and the wider region's digital agendas, which focus on skill development, innovation, and ultimately, technology leadership. We not only enable technology adoption but also play an advisory role by introducing global best practices to our market. As an IT company, we are investing in a comprehensive ecosystem—covering skills, digital platforms, modern/AI solutions, and secure infrastructure— that helps our customers across government entities and enterprises accelerate the adoption of digital technologies and take a lead in

encompassing, regardless of the business sector. Additionally, it aims to deliver a connected approach to providing better services and enhanced experiences for the users of technology. The scope of this impact can be further amplified through increased cross-industry collaboration. The potential value created through such collaboration can be enormous. Moreover, the impact can be even greater if cross-border collaboration is enabled, guided by common objectives and uniform technology adoption. Connected tourism, connected healthcare, connected financial services—the possibilities are endless. Together, the ecosystem can fuel innovation far more rapidly than any single entity could achieve alone.

Looking ahead, which transformative technologies do you believe will define the region's global standing over the next decade; and how are you preparing your organisation to lead in that shift?

The region has the opportunity to leapfrog in global standing, thanks to the keenness shown by the region in strengthening digital infrastructure and embracing AI. This, in turn, will create multiple streams of industry-specific activities, such as HealthTech, Digital Finance, and Smart Governance. Given the rapid pace of technological change, we risk becoming irrelevant if we do not prepare by aligning and remodelling our business practices. Fortunately, at ACME, we have already begun preparing ourselves by investing in talent—through reskilling existing employees and onboarding fresh talent—and by building a partner ecosystem that will help ease our transformation and enable us to deliver meaningful solutions faster to our customers. Our practices are built around Cloud and Modernisation and we are now ready to make a significant impact with AI Solutions and AI Services. **TECH VISION**

delivering smarter services and better experiences to their end customers.
Private–public collaboration is critical in areas such as digital skills development, local innovation, and creating a marketplace that supports the adoption of local innovations. The private sector is well-positioned to take the lead in implementing the Government's digital economy vision.

As emerging technologies such as Gen AI and Agentic AI continue to reshape industries, how do you strike the right balance between rapid adoption for competitive advantage and ensuring resilience, security and regulatory alignment?

The key is not just to adopt—but to adopt with clear objectives defined in advance. Gen AI and Agentic AI can have a wide impact across all our activities and processes. However, as with any other technology, rushed

> Conforming to regulatory guidelines is a key challenge, especially as these guidelines are evolving rapidly.

implementations will not deliver the desired outcomes. Based on business priorities and technology imperatives like security, a phased-out approach can be adopted while continuously measuring the outcomes. Scaling up or down can then be decided based on those outcomes. Given the broad scope of Gen AI and Agentic AI, conforming to regulatory guidelines is a key challenge, especially as these guidelines are evolving rapidly. An outcome-based implementation strategy works well, as it allows for adjustments to ensure compliance as required.

What role do you believe technology leadership should play in redefining business models and creating new value ecosystems across the Middle East?

Technology leadership today is about creating new business models and is all-

PREPARING WORKPLACES FOR AN AI-DRIVEN ECONOMY

Pierpaolo Taliento took the time to address their proposed role in the digital economy and excitement over collaborations between AI and humans in a secure work fabric.

How do you see your organisation contributing to the region's bold and ambitious national digital economy agendas and where do you believe private–public collaboration will be most critical in achieving these ambitions?

Across the Middle East, everyone's talking about the digital economy, but none of it works without trust. That's where Citrix comes in. We help organisations secure how people work via apps, data, and devices. No matter where they are.

The real opportunity lies in public–private collaboration. Governments set the ambition; the private sector provides the speed and innovation to make it happen. Citrix's role is to bridge the two, enabling governments and enterprises to modernize safely, build hybrid clouds confidently, and prepare their

> "Citrix helps create that safe layer between your users, your data, and your AI systems".

workplaces for the AI-driven economy ahead.

As emerging technologies such as Gen AI and Agentic AI continue to reshape industries, how do you strike the right balance between rapid adoption for competitive advantage and ensuring resilience, security and regulatory alignment?

AI is moving fast, but security still needs to move faster. Everyone wants to plug in generative or agentic AI tools, but the real question is: Can your data handle it?

Citrix helps create that safe layer between your users, your data, and your AI systems. Through Zero Trust, contextual access, and secure app delivery, we make sure AI operates inside defined, trusted boundaries — no data leakage, no shadow tools, no surprises.

That way, organisations

can explore and experiment with AI, without compromising compliance or resilience. In short: innovate boldly, but safely.

What role do you believe technology leadership should play in redefining business models and creating new value ecosystems across the Middle East?

Technology leaders today aren't just running IT; they're redesigning how business works. Our role at Citrix is to help them turn security and simplicity into growth enablers.

We're helping companies move from isolated systems to connected, intelligent workspaces, where people, partners, and even AI agents can collaborate securely across clouds and borders. When that happens, new ecosystems appear, faster decisions, smarter services, and trust built right into the flow of work. That's where true digital transformation begins: not in new tools, but in how safely and seamlessly people can work together.

Looking ahead, which transformative technologies do you believe will define the region's global standing over the next decade; and how are you preparing your organisation to lead in that shift?

If I had to pick the big ones: secure cloud, AI, and digital identity. Together, they'll redefine how the region competes globally.

Citrix is preparing by evolving our platform from a digital workspace into what we call a secure work fabric, a space where humans and AI agents can work side by side, safely and efficiently.

Imagine your digital workspace anticipating your needs, protecting your data, and letting AI handle routine tasks, all while you stay in control. That's where we're heading. And that's how we help organisations across the region stay ready, not just for today's challenges, but for the opportunities AI is bringing tomorrow. TECH VISION

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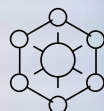
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D-Link®

D-LINK HOLDS UP CONNECTIVITY AS THE BACKBONE OF THE DIGITAL ECONOMY

Sakkeer Hussain, Director - Sales & Marketing, D-Link Middle East & Africa explores the value of AI-driven connectivity products like AQUILA PRO and enabling growth for everyone in the value chain in this exclusive interview.

D-Link®

How do you see your organization contributing to the region's bold and ambitious national digital economy agendas, and where do you believe private–public collaboration will be most critical in achieving these ambitions?

At D-Link, we believe connectivity is the backbone of every digital economy. Our role is to make networks reliable, reasonable, and secure—whether for homes, businesses, or governments. By enabling smart cities, education, and e-services, we help bring national visions to life. Public–private collaboration is critical to bridge gaps and accelerate adoption. When we work together, the whole ecosystem benefits.

As emerging technologies such as Gen AI and Agentic AI continue to reshape industries, how do you strike the right balance between rapid adoption for competitive advantage and

ensuring resilience, security, and regulatory alignment?

The pace of Gen AI and Agentic AI is exciting, but adoption must be thoughtful. At D-Link, we build security and compliance into every product, from enterprise switches to AQUILA PRO AI smart Wi-Fi. At D-Link, we focus on innovation while building resilience, security, and compliance into everything we do. It's about moving fast, but responsibly. For us, speed and safety must go hand in hand. That balance is what creates sustainable advantage.

What role do you believe technology leadership should play in redefining business models and creating new value ecosystems across the Middle East?

Technology leadership today means rethinking how value is created. With AI-driven connectivity like AQUILA PRO AI,

we're showing that networks are no longer just utilities—they're intelligent enablers of new services and revenue streams. True leadership is about enabling growth for everyone in the value chain. That's how we create long-term value together.

Looking ahead, which transformative technologies do you believe will define the region's global standing over the next decade, and how are you preparing your organisation to lead in that shift?

The next decade will be shaped by AI, 5G, IoT, and cloud— technologies that will transform the region's global standing. They'll redefine how we connect, work, and live. At D-Link, we're already preparing with smarter, greener, AI-driven networking solutions. Our mission is to make sure every household and business is ready for that digital

> Speed and safety must go hand in hand. That balance is what creates sustainable advantage.

> ,,

Delinea
Securing identities at every interaction

THE GOAL ISN'T TO SLOW AI DOWN, BUT TO MAKE IT SECURE BY DESIGN

Art Gilliland, Chief Executive Officer at Delinea examines the value of public-private sector collaboration in achieving national economy agendas and the role of identity security in digital ecosystems as part of our interview series.

How do you see your organisation contributing to the region's bold and ambitious national digital economy agendas and where do you believe private–public collaboration will be most critical in achieving these ambitions?

At Delinea, we believe that secure digital identity is the foundation of every successful digital economy. Across the Middle East, governments are pursuing ambitious transformation programs that prioritise innovation, trust, and sovereignty – from Saudi Arabia's Vision 2030 and National Data & AI Strategy, to the UAE's Digital Government Strategy 2025 and Sovereign Cloud initiatives. These programs all share a common thread: a commitment to data sovereignty, responsible AI, and zero-trust principles that protect national interests while enabling global competitiveness.

Delinea contributes to these goals by helping organisations establish identity-first security architectures that provide complete visibility and control over every human, machine, and AI identity across hybrid and multi-cloud environments. This aligns directly with regional efforts to ensure data stays protected within national borders, AI systems are governed responsibly, and access is granted only when and where it's needed.

Delinea

Unlock AI's potential, not your defenses.

AI is transforming the enterprise, unleashing new possibilities for greater efficiency, rapid innovation, and sustained growth. It's also greatly expanding the attack surface.

Machine identities now outnumber humans as much as 46:1[1], making them prime targets for attackers seeking to exploit privileged credentials.

Secure AI with Delinea so you can:

- Build an AI strategy with confidence
- Secure your AI stack against sophisticated threats
- Gain complete visibility and control of both sanctioned and unsanctioned AI use

Learn more about how to leverage AI responsibly and securely with Delinea.

delinea.com

Public-private collaboration will be especially critical in three areas:

1. Sovereign cloud and AI infrastructure: Governments and technology providers must co-develop frameworks that uphold local data control while enabling innovation at scale.
2. Responsible AI governance: Shared standards and AI councils can bridge policy and practice, ensuring safe, compliant adoption of generative and agentic AI.
3. Zero-trust and identity modernisation: As national economies digitize, private partners can help accelerate the deployment of zero-trust architectures that secure the expanding identity fabric across sectors.

By combining national vision with private-sector innovation, the region can create a resilient digital foundation built on security, trust, and shared accountability.

As emerging technologies such as Gen AI and Agentic AI continue to reshape industries, how do you strike the right balance between rapid adoption for competitive advantage and ensuring resilience, security and regulatory alignment?

AI governance, not restriction, is the key to striking that balance. Generative and agentic AI can deliver enormous productivity and innovation gains, but only if organisations maintain control and visibility over how these tools are being used. Delinea's research shows that 93% of organisations have already experienced some form of shadow AI use, highlighting a gap between policy and practice.

We help organisations strike the right balance by putting flexible guardrails in place, like identity-first access controls for both humans and AI agents. This allows organisations to innovate safely, ensuring AI adoption aligns with an organisation's risk appetite, regulatory requirements, and long-term resiliency strategies. The goal isn't to slow AI down, but to make it secure by design.

What role do you believe technology leadership should play in redefining business models and creating new value ecosystems across the Middle East?

Technology leaders now sit at the intersection of innovation and risk. In the Middle East, where digital transformation is accelerating at national scale, their role is to enable secure experimentation by helping organisations embrace AI, automation, and cloud technologies without compromising security or compliance.

CIOs and CISOs must move from being policy enforcers to architects of trust. By embedding identity security and governance into the fabric of digital ecosystems, they can unlock new business models built on secure data sharing, intelligent automation, and cross-sector collaboration. At Delinea, we partner with technology leaders across the region to help them transform identity from a control point into a catalyst for innovation, trust, and growth.

> By combining national vision with private-sector innovation, the region can create a resilient digital foundation built on security, trust, and shared accountability.

Looking ahead, which transformative technologies do you believe will define the region's global standing over the next decade; and how are you preparing your organisation to lead in that shift?

We believe the next decade will be defined by intelligent identity ecosystems, powered by AI, automation, and secure cloud platforms. As the Middle East positions itself as a global hub for digital innovation, technologies such as agentic AI, machine-to-machine management, and autonomous security systems will be central to that vision.

Delinea is preparing for this shift through our Delinea Platform, powered by Iris AI, which provides full visibility and control over every identity – human, machine, and AI. The platform automates discovery, classification, and governance of all privileged accounts, enforcing just-in-time access and continuous monitoring to prevent misuse or compromise. We see our role as enabling the region's organisations to innovate with confidence by embracing AI and emerging technologies knowing that their identity security is strong, resilient, and future-ready. **TECH VISION**

ERICSSON

ERICSSON PLANS TO TAKE REGIONAL DIGITAL INFRASTRUCTURE TO 2030 AND BEYOND

Petra Schirren, President for Gulf at Ericsson Europe, Middle East and Africa, addresses the company's support for national digital economy agendas such as 'We the UAE 2031' and their use of logistical insights from mobility reports to enable ecosystem co-creation across the region.

How do you see your organisation contributing to the region's bold and ambitious national digital economy agendas and where do you believe private–public collaboration will be most critical in achieving these ambitions?

At Ericsson, we actively support the Middle East's ambitious digital economy agendas by partnering with governments and telecom operators to modernise digital infrastructure and foster innovation. In the UAE, our collaboration with national efforts such as the "We the UAE 2031" agenda focuses on building advanced 5G networks, enabling smart cities and developing digital public services. Initiatives like the Gen-E Graduate Program and Excelerate&, in partnership with e&, underscore Ericsson's commitment to nurturing a highly skilled digital workforce with training in 5G, AI, and cloud computing.

According to the Ericsson Mobility Report the region is projected to reach over 90% 5G penetration by 2030, positioning the Gulf as one of the most advanced 5G markets globally — a key enabler for digital transformation and economic diversification.

Public–private collaboration is essential for achieving these bold ambitions. Ericsson plays a pivotal role in co-developing frameworks for progressive spectrum policies, piloting AI-powered innovations and advancing sustainable and resilient infrastructure. By fostering joint innovation centres and aligning national strategies, Ericsson empowers the region to become a global technology hub, driving transformative growth across sectors such as smart mobility, e-health, and IoT solutions.

As emerging technologies such as Gen AI and Agentic AI continue to reshape industries, how do you strike the right balance between rapid adoption for competitive advantage and ensuring resilience, security and regulatory alignment?

Ericsson recognises the transformative potential of GenAI and Agentic AI in reshaping

industries while emphasising a balanced approach to adoption. We work closely with governments and telecom operators to align with digital economy strategies like the UAE Vision 2031, Oman's Vision 2040, modernising infrastructure and enhancing regulatory frameworks to support innovation responsibly.

To ensure resilience and security, Ericsson co-develops open, investment-friendly spectrum policies and prioritises sustainable network development. Our R&D investment focuses on AI-driven networks designed to enhance performance while adhering to stringent data privacy and cybersecurity standards.

Lastly, we actively invest in local talent development through graduate programs, STEM education and tech academies, emphasising digital upskill to drive a knowledge-based economy. By integrating innovation with regulatory alignment, Ericsson empowers businesses to leverage AI's competitive advantages and ensures transformative technologies are deployed securely and ethically for long-term sustainability.

What role do you believe technology leadership should play in redefining business models and creating new value ecosystems across the Middle East?
Technology leadership is fundamental to redefining business models and creating interconnected value ecosystems across the Middle East. At Ericsson, we believe leadership extends beyond connectivity, enabling telecom operators to unlock new revenue streams through network APIs, digital platforms and tailored solutions for verticals like logistics, smart manufacturing and financial services.

Ericsson champions open innovation by fostering collaborations with startups, academia and governments to develop scalable solutions that align with regional economic goals. By leveraging 5G and AI, we empower operators to transition into full-scale tech companies capable of delivering transformative cross-sector solutions, from private networks to IoT and digital healthcare.

> Ericsson aims to drive disruptive innovation, enhance customer value and ensure the Middle East remains a global frontrunner in digital transformation.

The Ericsson Mobility Report reinforces this leadership opportunity, with the region expected to achieve over 86 million 5G subscriptions by 2030, driving exponential growth in enterprise and industrial digitalisation.

Our focus on enabling ecosystem co-creation goes hand in hand with shaping policies supportive of innovation and investment. Through technology leadership, Ericsson aims to drive disruptive innovation, enhance customer value and ensure the Middle East remains a global frontrunner in digital transformation.
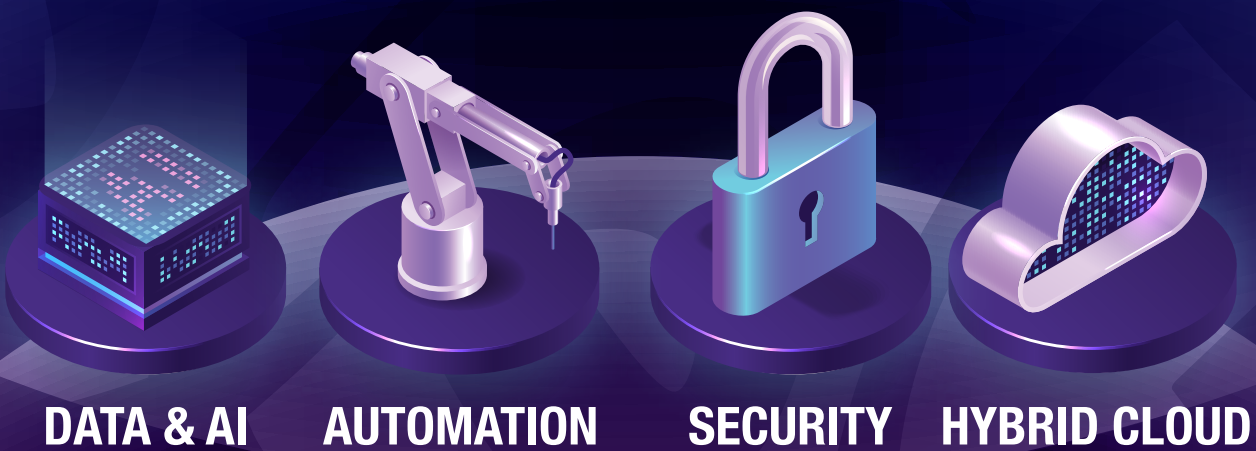
Looking ahead, which transformative technologies do you believe will define the region's global standing over the next decade; and how are you preparing your organisation to lead in that shift?
Ericsson identifies 5G Advanced, generative AI, specialised IoT solutions and mission-critical networks as the transformative technologies that will shape the Middle East's global competitiveness over the next decade. These advancements will drive productivity gains and unlock innovative business models critical to the region's economic growth.

To lead this shift, Ericsson is advancing R&D in 6G and 5G Advanced in collaboration with regional partners like e&, while accelerating the rollout of sustainable network technologies that reduce energy consumption by up to 40%.

Internally, Ericsson is investing in workforce skill development, automation and cloud-native architectures to lead the convergence of emerging technologies. By preparing operators and industries for an increasingly digital and interconnected future and to deliver differentiated connectivity, Ericsson ensures the Middle East is equipped to excel in a competitive global landscape while fostering sustainable, tech-driven growth. **TECH VISION**

GBM SEEKS TO TRANSLATE PARTNER VISIONS INTO TANGIBLE OUTCOMES

Ossama El Samadoni, General Manager at GBM Dubai, delves into their longstanding commitment to the region and belief in strong technology leadership in this exclusive interview.

How do you see your organisation contributing to the region's bold and ambitious national digital economy agendas, and where do you believe private–public collaboration will be most critical in achieving these ambitions?

At GBM, we see our role as a trusted partner in helping governments and enterprises translate their bold visions into tangible outcomes. For over 35 years, with our local roots and global standards, we've had the privilege of supporting both public and private sector organisations across the region by building secure, scalable digital foundations and enabling organisations to embrace innovation with confidence.

We firmly believe that the path to achieving these ambitions lies in robust public–private collaboration. Transforming the digital economy requires tackling complex challenges, such as strengthening cybersecurity frameworks, accelerating AI adoption, and ensuring equitable access to technology. The private sector contributes unparalleled global expertise, agility in deploying emerging technologies, and access to innovative solutions, while the public sector provides the vital leadership, policy frameworks, and scale to ensure these efforts align with long-term societal goals.

Where the collaboration becomes most critical is in creating secure, resilient digital infrastructures and nurturing local talent. By combining technical innovation with human capital development, we can ensure that transformation is about technology adoption and building lasting capabilities within the region.

We remain deeply committed to walking this journey with our partners, helping the region not only keep pace with global change but lead it in a way that reflects local priorities and ambitions.

As emerging technologies such as Gen AI and Agentic AI continue to reshape industries, how do you strike the right balance between rapid adoption for competitive advantage and ensuring resilience, security, and regulatory alignment?
We at GBM see technologies like Generative AI and Agentic AI as powerful enablers of innovation, but we also recognise that they must be adopted responsibly. Striking the right balance starts with listening to our clients' business priorities and helping them identify use cases where these technologies deliver real value. Equally important is ensuring resilience and security from the outset. We take a layered approach that combines robust governance, trusted architectures, and strong

cybersecurity controls. This way, organisations can innovate confidently while safeguarding their data and operations. Regulatory alignment is another pillar. We help our clients navigate this landscape and remain compliant without slowing innovation. In short, the balance lies in moving decisively, while anchoring every step of adoption in trust, resilience, and long-term sustainability.

What role do you believe technology leadership should play in redefining business models and creating new value ecosystems across the Middle East?
Technology leadership today is about helping organisations rethink how they operate, compete, and create value. In the Middle East, where governments and enterprises are driving some of the most ambitious transformation agendas in the world, technology leaders play a pivotal role in contributing to this vision.

At GBM, we believe technology leadership extends beyond technology enablement. This could mean guiding organisations to reimagine business models, moving from product to service-driven approaches, building data-driven enterprises, or embracing platform-based ecosystems that bring together partners, customers, and innovators.

There is also significant discussion around the scope of fostering collaboration across industries. Many of the region's next growth opportunities will come not from isolated efforts but from connected value ecosystems in areas like smart cities, energy transition, and digital health. Ultimately, we believe technology leadership should empower organisations to navigate uncertainty with confidence, while simultaneously unlocking new opportunities for growth and resilience across the region.
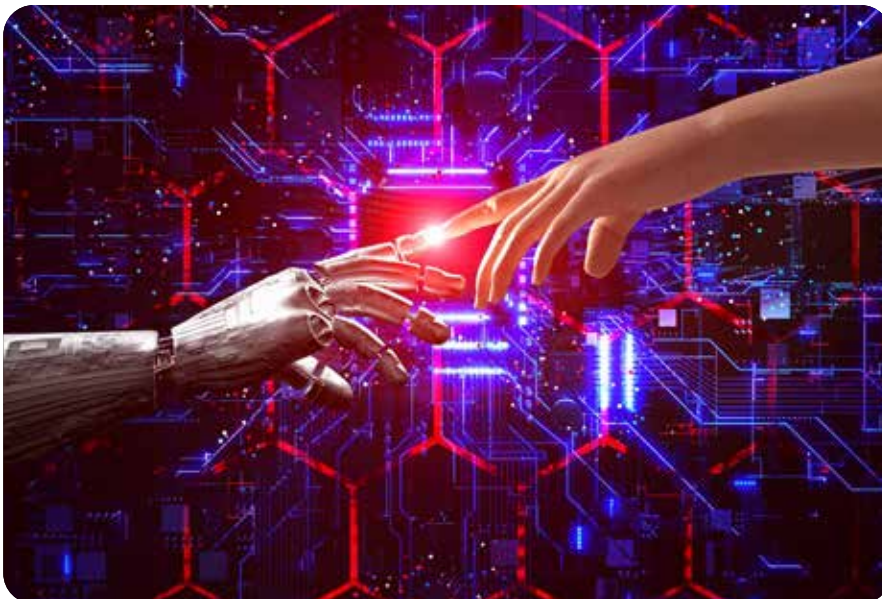
Looking ahead, which transformative technologies do you believe will define the region's global standing over the next decade, and how are you preparing your organisation to lead in that shift?
Over the next decade, we believe key transformative technologies will be central to shaping the region's global standing. Artificial intelligence in all its forms— generative, agentic, and beyond— will fundamentally redefine how industries operate and innovate. Alongside AI, advancements in cloud computing, cybersecurity, and digital infrastructure will continue to underpin resilience and scalability. We also see significant opportunities in sustainable technologies, from smart energy management to digital solutions that support national sustainability agendas.

At GBM, our expertise is guided by a deep understanding of regional ambitions and strengthened by global best practices. From building secure, adaptable digital architectures to nurturing local talent poised to lead this transformation, we remain committed to anticipating and addressing the challenges of a rapidly evolving technological landscape.

Most importantly, we see our role as enabling customers to adopt these technologies in a way that is not only fast but also inclusive, sustainable, and rooted in trust. By doing so, we help support organisations in the region to lead the technological shift while anchoring progress in values that resonate across the board. TECH VISION

> For over 35 years we've had the privilege of supporting organisations across the region by building secure, scalable digital foundations.

LINKSHADOW®
Combat the Dark

ORGANISATIONS MUST MAINTAIN ETHICAL INTEGRITY WHEN PURSUING GEN AI INNOVATION

Ahmad Fida, Chief Security Officer at LinkShadow, delves into the strategic considerations involving emerging AI technologies and the importance of fostering innovation in this exclusive interview.

How does your organisation envision contributing to the region's ambitious AI -driven cybersecurity initiatives, and in which areas do you see private–public collaboration as most vital to advancing these security and innovation goals?
We are dedicated to harnessing cutting-edge AI technologies to enhance overall security postures significantly. By actively engaging in regional AI initiatives, we strive to drive innovation and facilitate the exchange of best practices that uplift the entire ecosystem. Strategic partnerships between the public and private sectors are fundamental, enabling the consolidation of resources, expertise, and intelligence essential for effectively countering sophisticated cyber threats.

As emerging technologies such as Gen AI and Agentic AI continue to reshape industries, how do you strike the right balance between rapid adoption for competitive advantage and ensuring resilience, security, and regulatory alignment?
To maintain a well-balanced approach between rapidly

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adopting emerging technologies such as Generative AI and Agentic AI, while ensuring resilience, security, and compliance with regulations, several key elements must be integrated:

First, closely monitoring usage of AI systems is essential. This includes tracking activity to detect deviations or misuse and enforcing fair usage policies that define limits and acceptable behaviours for AI tool consumption. Such policies ensure that resources are used responsibly without excessive or inappropriate use that could introduce security or operational risks.

Second, ongoing awareness and education initiatives are vital to equip all stakeholders with knowledge about the capabilities, risks, and ethical considerations surrounding AI deployment. These programs also reinforce compliance requirements and promote cautious handling of AI-generated content.

Third, it is critical to embed regulatory requirements into the AI governance framework. This includes adhering to data privacy laws, cybersecurity frameworks, and the emerging landscape of AI-specific policies. A comprehensive Generative AI usage policy should clearly outline principles for transparency, accountability, data privacy, bias mitigation, and

> A balanced approach is key for both organisational success and the region's ongoing digital transformation.

appropriate use cases aligned with both external regulations and internal standards.

Moreover, clear procedures must be in place to handle complaints and incidents related to AI use, such as breaches of policy, ethical concerns, or bias complaints. These mechanisms support organizational accountability and continuous improvement.

By combining these practices—actively monitoring and managing AI utilisation, fostering education and awareness, rigorously aligning with regulations, and defining strong policies including fair use of Generative AI—organisations can confidently pursue innovation while maintaining robust security, compliance, and ethical integrity.

What role do you believe technology leadership should play in redefining business models and creating new value ecosystems across the Middle East?

Technology leaders in the Middle East play a crucial role in reshaping business models and building new value ecosystems by thoughtfully embracing AI and prioritising data security. Their challenge is to foster an environment where innovation can thrive, but not at the expense of security, ethics, or compliance.

By promoting strong data governance and integrating AI responsibly, these leaders help organisations explore new opportunities while keeping sensitive information safe and trustworthy. They encourage collaboration across industries, creating connected ecosystems where data can be shared securely and insights from AI drive smarter decisions and competitive growth.

Take, for example, the UAE's National AI Strategy, which focuses on embedding AI in sectors like healthcare and government services with a clear emphasis on protecting personal data. In Saudi Arabia, Vision 2030 is pushing forward AI-powered smart cities, balancing cutting-edge technology with the necessary cybersecurity safeguards. Banks across the region are also turning to AI for fraud detection, combining innovation with compliance to meet local and global standards.

Beyond technology, these leaders act as connectors, bridging the gap between regulators, IT teams, and business units to ensure everyone is aligned on ethical AI use and data privacy. They emphasize educating teams about responsible AI practices and staying ahead of evolving regulations.

In short, thoughtful technology leadership in the Middle East is about building an innovative, secure future—where AI unlocks new possibilities without compromising trust or safety. This balanced approach is key for both organisational success and the region's ongoing digital transformation.

Looking ahead, which transformative technologies do you believe will define the region's global standing over the next decade, and how are you preparing your organisation to lead in that shift?

Looking ahead, several transformative technologies will play a key role in defining the Middle East's global standing over the next decade. Among these, advanced data security and management frameworks that enhance overall data posture, identity-centric security, and the adoption of a centralised cyber mesh architecture for integrated and resilient security will be crucial.

LinkShadow is moving toward a flexible security platform that connects all parts of our systems—whether remote offices, cloud platforms, or on prem infrastructure—into a single, seamless protection network. This "cyber mesh" lets us defend against threats more effectively by sharing data and security controls everywhere from on Premise to Multi Cloud architectures.

Moreover, we are investing in spreading awareness, process refinement, and collaboration across Enterprises and cybersecurity vendors to ensure these technologies deliver maximum business impact and align with regional regulatory requirements. This strategic focus positions us not only to lead in technological innovation but also to safeguard trust and resilience as the ecosystem evolves. TECH VISION

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LOGITECH SETS SIGHTS HIGH FOR GITEX SHOWCASE

Murad Ali, Head of GCC Logitech for Business, unveils their ideal outcomes for GITEX Global 2025 and how the business hopes to achieve sustainability goals whilst addressing workplace trends in the region.

What strategic outcomes from GITEX Global 2025 is Logitech aiming to achieve?
GITEX Global 2025 is an important event for Logitech as it provides a unique platform to connect with existing and potential customers and share our technology and innovations to help businesses adapt and reimagine their workplaces. With organisations across the Middle East focusing on digital transformation and hybrid work, we're dedicated to supporting them in building smarter, more inclusive, and flexible workplaces. Our theme, 'AI-Enabled Collaboration,' highlights our commitment to providing AI-powered tools that make teamwork easier, more productive, and accessible to everyone. Through GITEX, we aim to show how Logitech can help businesses thrive in today's fast-evolving work environment.

What breakthrough solutions will you be unveiling at GITEX?
Logitech's latest lineup of AI-powered products and solutions will be showcased at GITEX, highlighting the benefits and how it can create an efficient and collaborative workplace. Some of the products we'll be highlighting include the Rally Board 65, an all-in-one portable video conference solution that combines intelligent audio and video with a 65" touchscreen display. Along with occupancy and environmental detection features, it is simple enough to roll on a cart into satellite offices, yet sophisticated enough to

pack a suite of AI-powered features, occupancy and environmental detection into traditional meeting rooms.

Visitors can also enjoy a hands-on experience with our personal workplace solutions, including the Zone headsets. Available in both wired and wireless versions, these headsets are compatible with all video collaboration tools. The Zone headsets are equipped with hybrid active noise cancellation and AI-powered microphones to effectively minimise office noise. There's also the MX Master 4 that features customisable haptics for professionals seeking ultimate control and efficiency, and the Signature Slim Solar+ K980 Keyboard that uses light from any light source to stay charged. We're also excited to showcase the Logitech Spot, a three-in-one radar-based occupancy and environmental sensor that can detect occupancy and automate meeting room reservations.

At our stand, visitors can also learn more about our sustainability goals. Our "Design for Sustainability" puts eco-friendly practices at the heart of our operations.

How are AI and sustainability shaping workplace trends in the region, and how is your organisation addressing the needs of hybrid work environments?

AI, sustainability, and hybrid work are emerging as the top workplace trends in the Middle East. As more organisations embrace hybrid work setups, they face new challenges—particularly in ensuring a reliable and seamless experience for remote workers. By leveraging AI, we've developed solutions to address these challenges, such as enhancing team collaboration and providing an equitable experience for every employee, both in the office and remote.

Sustainable technology is also on the rise in the region, shaping the products organisations prioritise and invest in. At Logitech, our solutions are designed to help businesses address and adapt to these trends—AI, sustainability, and hybrid work—enabling them to optimise their workspace and meet the evolving demands of a modern workforce.

In what ways is AI shaping Logitech's vision for smarter, more connected workspaces and collaboration?

At Logitech, we view AI as a powerful enabler for creating exceptional collaboration experiences that boost productivity. By combining design-led innovation with software-enabled hardware, we leverage AI and data insights to help businesses better understand the needs of their workforce and provide the right support.

Our solutions offer teams seamless collaboration features, including enhanced audio, video, and room management services. Additionally, our personal workspace solutions empower users to work efficiently, whether they are in the office or working remotely.

What steps should organisations take to ensure that AI adoption enhances productivity and collaboration while remaining people-centric and easy to integrate into existing workflows?

While the potential of AI is just beginning to unfold, we believe the goal of AI adoption is to enhance the human experience, improve how people communicate and work, and boost productivity and efficiency. AI offers companies innovative ways to drive creativity and productivity, with transformative

> Our 'Design for Sustainability' puts eco-friendly practices at the heart of our operations.

impacts on how work gets done.

While there is a strong push for AI adoption, organisations must clearly define their objectives—ensuring AI solutions align with both business goals and employee needs. Establishing clear guidelines can help employees adapt to new workflows introduced by AI. At the same time, to ensure AI is used effectively, businesses must prioritise change management initiatives, such as employee training. Proper training helps employees understand the benefits of AI and encourages its adoption. This allows businesses to maximise the implementation of AI, enabling employees to focus on more meaningful work while automating repetitive tasks.

What shifts are redefining the workplace landscape across the Middle East, and which forces are leading this change?

We've observed a growing trend of businesses in the Middle East embracing hybrid work models and investing in digital transformation, driven in part by government-led initiatives. This shift is prompting organisations to rethink office utilisation, ensuring spaces are optimised for both on-site and remote workers.

Additionally, there is a rising interest in sustainable technology as more companies commit to eco-friendly operations. At Logitech, we are dedicated to empowering organisations to create smarter, more connected, and sustainable work environments that enhance collaboration and improve overall efficiency.

How is Logitech integrating sustainability into its innovation roadmap?

Logitech's product design integrates sustainability into every stage of its development process, which is why our products utilize eco-friendly materials, including packaging. We've set a target for 2030 to be carbon-free, and that means designing products that are not only good for the people but also the environment. These efforts support the organisation's sustainability targets that are both inclusive and accessible for everyone. **TECH VISION**

DELIVERING RESULTS WITH SPEED AND PRECISION

Stephen Fernandes, Chief Growth Officer & Head of Middle East Region at Planview outlines the importance of AI deployment governed by enterprise-grade security, regulatory compliance, and ethical AI principles in this exclusive interview.

How do you see your organization contributing to the region's bold and ambitious national digital economy agendas, and where do you believe private–public collaboration will be most critical in achieving these ambitions?
Planview is uniquely positioned to accelerate the region's digital economy ambitions by empowering governments and enterprises to execute transformation at scale. Our AI-powered platform bridges the gap between strategy and execution—enabling leaders to translate vision into measurable outcomes.

In a region where initiatives like Saudi Arabia's Vision 2030 and the UAE's Digital Government Strategy are reshaping the future, Planview provides the tools to manage complexity, align portfolios, and deliver results with speed and precision.

We believe private–public collaboration will be most critical in three areas:

- **Digital infrastructure:** Co-investing in scalable platforms and sovereign cloud ecosystems
- **Talent development:** Cultivating future-ready skills through joint academies and innovation hubs
- **Outcome governance:** Harmonizing OKR and execution frameworks across sectors to ensure accountability and impact

Planview is committed to being a trusted partner in this journey—bringing global expertise and local relevance to every engagement.

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As emerging technologies such as Gen AI and Agentic AI continue to reshape industries, how do you strike the right balance between rapid adoption for competitive advantage and ensuring resilience, security, and regulatory alignment?

The key is intentional adoption—not just fast, but strategic. At Planview, we embed AI at the core of portfolio management to deliver predictive insights, intelligent automation, and accelerated decision-making. But speed alone isn't enough—we ensure every deployment is governed by enterprise-grade security, regulatory compliance, and ethical AI principles.

We partner with clients to:
- Define high-impact use cases aligned with business outcomes
- Establish guardrails for data privacy and regulatory adherence
- Ensure transparency and explainability in AI-driven decisions

In the Middle East, where innovation is advancing alongside evolving regulatory frameworks, this balance is essential. Our platform is built to scale AI responsibly—delivering agility without compromising trust.

What role do you believe technology leadership should play in redefining business models and creating new value ecosystems across the Middle East?

Technology leadership must evolve from solution providers to ecosystem architects. In the Middle East, where industries are converging and digital-first models are gaining momentum, leaders must champion cross-sector collaboration, co-innovation, and platform thinking.

At Planview, we enable this shift by helping organizations:
- Reimagine value chains through connected work and digital product delivery
- Align strategy with execution across hybrid and distributed teams
- Build ecosystems that are agile, scalable, and outcome-driven

> **Today's technology leaders must create the conditions for transformation—not just within their enterprises, but across the entire value network.**

Today's technology leaders must create the conditions for transformation—not just within their enterprises, but across the entire value network.

Looking ahead, which transformative technologies do you believe will define the region's global standing over the next decade, and how are you preparing your organization to lead in that shift?

The Middle East's global standing will be defined by its leadership in four transformative domains:
- **AI and Agentic Systems:** Powering autonomous decision-making and intelligent operations
- **Digital Twin and Smart Infrastructure:** Enabling real-time simulation and optimization of cities, energy grids, and supply chains
- **Sovereign Cloud and Data Platforms:** Balancing innovation with national data sovereignty
- **Portfolio Intelligence Platforms:** Like Planview, enabling strategic execution at scale

To lead in this shift, we're investing in regional infrastructure—launching our local data centers in the UAE (2025) and KSA (2026)—expanding our partner ecosystem, and cultivating local talent. We're also embedding AI deeply into our platform capabilities to help Middle Eastern enterprises not just adopt these technologies, but lead with them—creating transformation stories that inspire the world. **TECH VISION**

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Data is leaving
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see how Seclore
makes security
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SECLORE

SECURE DATA IS KEY TO A SUCCESSFUL DIGITAL INITIATIVE

Amrita Ghanty, Director for Marketing MENA at Seclore, discusses the steps needed to enable digitally smart governments and their unique data-centric security approach to AI in this exclusive interview.

How do you see your organization contributing to the region's bold and ambitious national digital economy agendas, and where do you believe private–public collaboration will be most critical in achieving these ambitions?
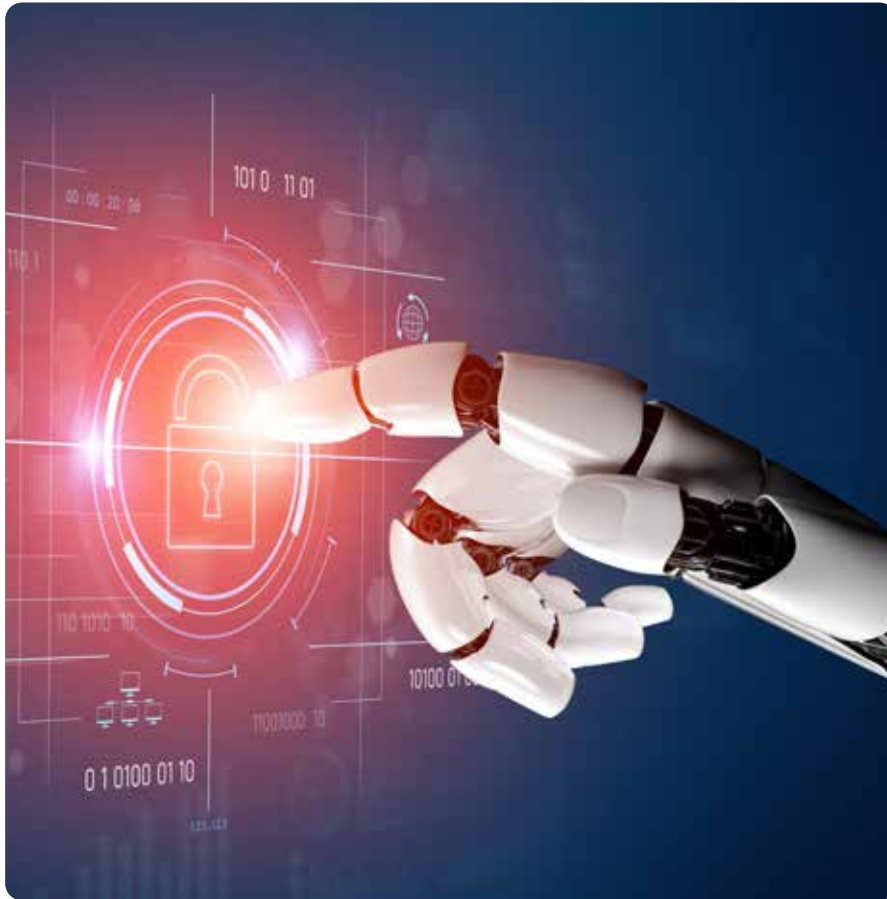
At Seclore, we see ourselves as an enabler of trust in the region's digital transformation journey. The Middle East's national digital economy agendas are incredibly ambitious — aiming to create smarter governments, connected citizens, and globally competitive industries. But at the heart of every digital initiative lies one essential ingredient: secure data.

This is where Seclore contributes. We help governments and enterprises protect their most asset — information — no matter where it travels. As organisations adopt cloud, AI, and cross-border collaboration, our mission is to ensure that data remains secure, traceable, and under control, even outside traditional boundaries. That's how we help build the confidence needed for digital economies to thrive.

Private–public collaboration will be critical. Governments set the direction, policies, and frameworks for a digital-first future, but it's through partnerships with technology providers like Seclore that innovation becomes practical and scalable. Working together, we can create a secure digital ecosystem where innovation doesn't come at the cost of privacy or compliance — empowering businesses, citizens, and nations to grow with confidence.

As emerging technologies such as Gen AI and Agentic AI continue to reshape industries, how do you strike the right balance between rapid adoption for competitive advantage and ensuring resilience, security, and regulatory alignment?

At Seclore, we view emerging technologies such as Generative AI and Agentic AI as transformative forces that will redefine how organisations operate, innovate, and engage with data. However, the true measure of progress lies

Here in the Middle East, where countries are driving bold and ambitious digital agendas, leadership means looking beyond your own organization. It's about public–private partnerships, secure data sharing, and building trust into every interaction.

At Seclore, we see this happening every day — our customers are using data-centric security to enable new digital services, expand cross-border partnerships, and even accelerate AI adoption safely.

For me, true technology leadership is about creating confidence in change — giving organizations the freedom to innovate boldly, knowing their data and their ecosystems are protected. That's how we build sustainable value for the region's digital future.

Looking ahead, which transformative technologies do you believe will define the region's global standing over the next decade, and how are you preparing your organisation to lead in that shift?

Looking ahead, we believe the Middle East is poised to become one of the world's most dynamic digital economies. Technologies like AI, cloud, cybersecurity, and data governance will define how the region competes, collaborates, and creates value in the decade ahead.

At Seclore, we see data as the foundation of this transformation. As AI grows more powerful and data moves freely across clouds and borders, data-centric security will be essential to enabling innovation with confidence.

That's why we're investing in intelligent automation, AI-driven policy enforcement, and seamless data protection — empowering organisations to innovate boldly while staying in control of their information. Our goal is to make security invisible yet ever-present, so trust becomes an enabler, not a barrier.

For Seclore, leading in this shift is about more than technology — it's about building confidence in progress, ensuring the region's digital growth is secure, resilient, and globally competitive. TECH VISION

not just in the speed of adoption, but in the responsibility with which innovation is embraced.

Balancing rapid innovation with resilience, security, and compliance begins with one core principle — trust in data. As AI systems become increasingly data-driven, protecting the confidentiality, integrity, and governance of that data is paramount. Seclore's data-centric security approach ensures that protection is embedded within the data itself, enabling organisations to confidently harness AI without losing control over sensitive information.

We believe that security and regulatory alignment are not barriers to innovation, but rather the foundation that allows it to scale safely and sustainably. By integrating data protection and compliance frameworks from the outset, organisations can accelerate AI adoption with confidence —

knowing that their innovation is both secure and responsible.

At Seclore, our mission is to empower enterprises to leverage emerging technologies boldly yet safely — turning AI's promise into a secure, compliant, and sustainable competitive advantage.

What role do you believe technology leadership should play in redefining business models and creating new value ecosystems across the Middle East?

You know, at Seclore, we believe technology leadership today isn't just about adopting the latest innovations — it's really about reshaping how we create and share value across the digital economy.

Technology leaders have a huge role to play in that. They're the ones who turn vision into action — who help organisations move from traditional business models to connected, data-driven ecosystems that encourage collaboration and innovation.

> As AI grows more powerful and data moves freely across clouds and borders, data-centric security will be essential to enabling innovation with confidence".

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STARLINK COMMITS TO FIVE KEY DIGITAL PILLARS

Nidal Othman, Chief Executive Officer, StarLink DMCC addresses the potential synergies between digitalisation and economic growth whilst outlining the steps they have taken to prepare for future digital innovations in this exclusive interview.

How do you see your organisation contributing to the region's bold and ambitious national digital economy agendas, and where do you believe private–public collaboration will be most critical in achieving these ambitions?

One of the key factors for accelerating economic growth is to empower business with the right defence strategies so they can stay safe and secure to successfully operate their businesses. Digitisation can unlock productivity gains across sectors, create new industries, improve competitiveness. MEA is making great headway with ensuring solid digital infrastructure and resilience to organisations.

StarLink is contributing towards this strategy with a strong presence, technical expertise and leading technologies that can empower organisations – enterprises and SMBs to incorporate innovative and holistic solutions into their digital transformation strategy.

At StarLink, we see ourselves as an active enabler of the region's national digital economy agendas. Our commitment goes beyond delivering cutting-edge cybersecurity, cloud, and infrastructure solutions. With our 5 key pillars, Cyber Resilience, Cloud Transformation, Agentic Automation, Enterprise AI and Digital Infrastructure, we aim to create a resilient and secure digital foundation that supports innovation, entrepreneurship and long-term economic growth.

We believe private–public collaboration will be most critical in terms of Cybersecurity readiness – safeguarding digital assets to build trust and confidence in digital adoption, Talent development – bridging the skills gap by nurturing local expertise through training, certifications, and knowledge-sharing initiatives and Innovation ecosystems – co-creating platforms where governments, enterprises, and technology providers can innovate together to accelerate national digital transformation goals.

By working hand in hand with governments, regulators, and

enterprises, we are confident that StarLink can help shape a secure, sustainable, and future-ready digital economy for the region.

As emerging technologies such as Gen AI and Agentic AI continue to reshape industries, how do you strike the right balance between rapid adoption for competitive advantage and ensuring resilience, security, and regulatory alignment?

Everyone wants to lead in adopting the newest and most advanced security solutions. Technologies are evolving at breakneck speed, and AI is now redefining the cybersecurity landscape. While organisations rush to integrate AI-driven tools, adoption often outpaces understanding - many do not fully grasp the exposures and risks they are introducing. The pressing question is: do we have the maturity to defend against modern, AI-driven threats?

As AI adoption accelerates, organisations are strengthening controls to ensure reliability, yet concerns around trust, oversight, and compliance are rising amid evolving regulatory and sustainability frameworks. Building a culture of responsible AI is no longer optional - it is critical. Embedding ethical practices, governance, and transparency into cybersecurity strategies not only mitigates risk but also establishes a sustainable competitive advantage in a world increasingly defined by AI.

At StarLink, we believe that resilience in the AI era requires more than technology - it requires foresight, accountability, and a commitment to empowering organisations to navigate AI-driven challenges safely and confidently.

What role do you believe technology leadership should play in redefining business models and creating new value ecosystems across the Middle East?

I personally believe that leadership is defined by an organisation's ability to drive growth, create sustainable value, and continuously innovate - not just for itself, but for the benefit of the entire ecosystem. True leadership is collaborative in nature, built on partnerships rather than isolated efforts, and thrives when knowledge, resources, and expertise are shared to achieve collective success.

I can proudly say that what sets the Middle East apart is its deliberate focus on cultivating a vibrant, future-ready ecosystem. With advanced infrastructure, access to global talent, and visionary leadership from governing bodies, the region is fostering an environment where innovation can flourish. This strategic approach is unlocking new opportunities across industries, positioning the Middle East as a benchmark for global innovation and demonstrating how visionary governance, combined with ecosystem-driven collaboration, can accelerate progress and create lasting impact.

At StarLink, we have built a robust ecosystem that unites technology leaders, an extensive channel network, and forward-thinking customers, all working collaboratively to stay ahead in an ever-evolving digital landscape. Our approach is grounded in partnership and shared vision, ensuring that innovation, resilience, and relevance are at the core of everything we do.

Looking ahead, which transformative technologies do you believe will define the region's global standing over the next decade, and how are you preparing your organisation to lead in that shift?

I think we are in an era of exponential change. Major breakthroughs in Generative AI and Agentic AI, Quantum computing, Robotics etc are anticipated in the next 10 years or every sooner. Collectively, these innovations are poised to fundamentally reshape the digital landscape, creating opportunities and challenges that will require organisations to rethink strategies, embrace agility, and cultivate a culture of continuous learning and innovation.

Today, StarLink is preparing to redefine the digital narrative -not merely as a leading Value-Added Distributor (VAD), but as a comprehensive digital platform enabler. This transformation marks a pivotal moment, propelling us into a new era of digital innovation where we empower our ecosystem to navigate complex challenges, seize emerging opportunities, and drive sustainable growth. We are not only keeping pace with the digital age but actively shaping it, delivering value across every layer of the technology ecosystem. TECH VISION

> We are confident that StarLink can help shape a secure, sustainable, and future-ready digital economy for the region.

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THE VALUE OF TRIALLING EMERGENT TECHNOLOGIES BEFORE EMBRACING THEM WHOLEHEARTEDLY

Tim Stoddard, Senior Vice President and General Manager, EMEA, Zebra Technologies addresses the ways Smart City development is becoming a reality in addition to emphasising the importance of 'pilot programmes' when implementing emergent technologies.

How do you see your organisation contributing to the region's bold and ambitious national digital economy agendas and where do you believe private–public collaboration will be most critical in achieving these ambitions?

The UAE has a number of strategies including AI, Industry 4.0, and digital government. And it's leading the way, with Dubai ranked fourth and Abu Dhabi ranking fifth in the Smart City Index 2025 by the International Institute for Management Development. Abu Dhabi's vision is to become the world's first fully AI-native city by 2027.

Public-private collaboration is and will continue to be important for the region's success and growth, which is a major hub for global supply chains. Zebra and its extensive network of partners in the Middle East already support public and private sector organisations that are looking to continuously improve work every day. These organistions want a more connected frontline, greater asset visibility, and AI to drive intelligent automation.

Public safety is a key focus of private-public collaboration for Zebra's partners and customers. We deliver rugged, purpose-built mobile solutions that provide real-time data intelligence, secure, mission-critical communication, and interoperable technology designed to support emergency responders, law enforcement, and government agencies in high-pressure environments. At GITEX we'll be demonstrating our new FR55 first responder mobile computer, which is designed specifically to meet the growing digital needs of today's emergency services.

As emerging technologies such as Gen AI and Agentic AI continue to reshape industries, how do you strike the right balance between rapid adoption for competitive advantage and ensuring resilience, security and regulatory alignment?

We provide GenAI and agentic AI solutions because our customers need these solutions. It's about

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their success, helping them meet their goals and serving their customers better. We recently launched Zebra Companion, which is a suite of four AI agents on-device. These agents support frontline workers with company knowledge and procedures, product information and sales opportunities, mobile computer device management, and merchandising for shelf health which also includes computer vision and augmented reality as part of the AI agent.

Many of our solutions feature AI on-device, which is valuable for frontline workflows and security. Processing data on the device itself, rather than transmitting it to the cloud, optimises workflows and reduces the risk of data breaches as no data needs to leave the device. On-Device AI can also lower latency and reduce cloud costs.

By baking in safeguards from the start, businesses can build systems that are both high-performing and trustworthy. It's critical to involve diverse stakeholders from the beginning—technology teams, compliance experts, and business leaders—to ensure that adoption is not only innovative but also practical and secure. Pilot programmes can help businesses test the waters, identify risks, and measure impact before committing to full-scale implementation. This helps ensure we're using AI in a responsible, ethical manner, aligned to industry best practices and regulations.

What role do you believe technology leadership should play in redefining business models and creating new value ecosystems across the Middle East?
Technology leadership means remembering that technology is not the end in itself — it's a solution to solve a problem, improve a workflow, or take advantage of an opportunity, and there are a lot of opportunities in the UAE and beyond. Outcomes can be seen in how Zebra and its partners make work better every day for its public

> Businesses must test the waters and identify risks before committing to full-scale implementation".

and private sector customers. Business models are evolving - capturing and acting on real-time data to inform faster, smarter decisions; streamlining repetitive tasks, reducing manual errors and improving consistency; redesigning workflows for simplicity, speed and increased productivity; and leveraging AI for the frontline to continuously drive innovation at the point of work.

We recently published our Impact of Intelligent Operations report, in collaboration with Oxford Economics. If the top 20 organisations from the Forbes Global 2000 list in each of these industries – retail, manufacturing, and T&L – achieved meaningful improvements in their frontline workflows, Oxford Economics estimates that each company could potentially earn an average of US$3 billion in higher revenue, and an average of US$120 million in added profit.

The report found that retailers achieved up to 1.8-percentage-point increases in revenue growth and profitability through improvements in their prioritised workflow of inventory management and are piloting AI to address critical areas like loss prevention, risk detection, and inventory optimization. Transport and logistics firms optimising key delivery and inventory workflows experienced a revenue growth increase of up to 3.4 percentage points with a similar increase in profitability, with over two-thirds deploying AI for

inventory management, demand forecasting, and predictive analytics.

Zebra is also channel-focused company. Our channel partners are key to how we serve our customers. We invest a lot to ensure our channel partners are supported by Zebra via our award-winning PartnerConnect Programme and specialist tracks, events, and resources. Taken together, Zebra, its partners and customers form an important and growing value ecosystem for the region.

Looking ahead, which transformative technologies do you believe will define the region's global standing over the next decade; and how are you preparing your organisation to lead in that shift?
What sets Zebra apart is our focus on today, on the here and now. Thinking 3-5 or even ten years ahead doesn't need to stop, but we know businesses want help to improve today. That's why our message to the regions' public and private sector is focused on making work better every day, starting today. And we've got the solutions and partners to do it. We can expect to see newer versions of AI, smarter data analytics, RFID and cloud use in the coming years, but ultimately the technologies that will be transformative will be those that really meet customer needs, rather than tech for the sake of tech.

Our commitment to building an innovative culture at every level of the organisation was recently recognised with Zebra being ranked eighth on Fast Company's seventh annual list of the 100 Best Workplaces for Innovators. We invest 10% of global revenue into R&D, and our patent portfolio consisted of 5,569 patents granted with 1,591 pending. We also regularly invest in new start-ups via our ventures programme, along with strategic acquisitions such as Photoneo and Elo.

In September Zebra held its inaugural Frontline AI Summit, where we explored how AI-driven solutions are enabling a smarter, more connected frontline. **TECH VISION**

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