THE VOICE OF THE



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DICOTA DICOTA ACER CONNECT INFOTECH

HAZEM AMER, REGIONAL ALLIANCES DIRECTOR, MIDDLE EAST TURKEY AND AFRICA AT INTEL SPOKE TO ANITA JOSEPH, EDITOR, ABOUT WHAT MAKES THE COMPANY THE GLOBAL FORCE THAT IT IS TODAY.



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SEE BEYOND

to a more secure internet for businesses everywhere.

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Crestan and CybelAngel announce a strategic partnership to further protect enterprises across the Middle East and North Africa with external attack surface management (EASM).

Be sure to visit us at GISEC Global 2023

14-16 March | Dubai World Trade Centre | UAE CybelAngel: Stand 40 | Crestan: Stand A1, Hall 8



STRATEGIC VAD PARTNER Redington

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NEWSMAKERS



06 News roundup from the channel industry in the region and beyond.

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NAME OF THE GAME

nnovation is the name of the game. However, this is easier said than done for any business in a competitive market. However, the fact remains that many business leaders are still not utilising the full potential of the resources that are available to them, including employees, customers, partners, startups, and more. Given the uncertain times ahead, it must be understood that the most successful companies are the ones that capitalise on all resources and deploy a companywide innovation program.

Welcome to Intel, the company that has innovation built into the core of its operations. Our cover story with Hazem Amer, Regional Alliances Director, Middle East Turkey and Africa tells us how this happens-how the company has been at the forefront of creativity, beginning with its very first CPU and chipset, all the way to the invention of the Wi-Fi and the USB. In Hazem's words, "we're helping to address real life challenges in all key aspects such as health care, energy, education and telecommunication. We're very, very proud that our mission is to connect everyone on the planet with cutting-edge technology."

Another company driving change and innovation in an entirely different, yet related industry is Axis Communications, with its constantly evolving range of security products and solutions. Tertius Wolfaardt, Architecture & Engineering Manager, Axis Communications, discusses how the company's constant quest for innovation and its customer-centric solutions makes it the frontrunner in a market that is highly competitive.

Not to be missed is the interview with Ruedi Nauer, CEO of Dicota, who explains why it is the company's mission to create and leave behind a better, easier, more sustainable world. "Sustainability has been at the heart of our operations for over 10 years now. We were the first movers, and today, around 95% of our products portfolio is made from recycled materials which makes us the leader and the number 1 choice," he points out.

Our regular columns, news updates and opinion pieces all reflect on why innovation is the key driver of change and growth in a fast changing business climate. This issue is an eye opener, so make sure you get your copy, Happy Reading!



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EDITORIAL

NEWSMAKERS

SAUDI ARABIA'S AI POWERHOUSE, MOZN JOINS FORCES WITH DELOITTE TO FIGHT FINANCIAL CRIME AND BOLSTER REGULATION ACROSS MENA

Mozn, a market leader in enterprise AI technologies, announced during LEAP23 a strategic partnership with Deloitte, the globally leading professional services organisation, to combat financial crime, bolster regulation, and empower the financial services industry in Saudi Arabia, the Middle East, and North Africa to mitigate risks.

The partnership which was formalised in the form of a Memorandum of Understanding (MoU), was signed between both organisations and strives to transform the finance digital reg-tech, risk, anti-money laundering (AML), and compliance space. Mozn's pioneering AI-powered financial crime prevention suite FOCAL is already being utilised by many esteemed customers in the MENA region for AML screening, transaction



monitoring, risk scoring, and compliance case management. Mozn's capabilities will combine with Deloitte's deep expertise in reg-tech advisory and consulting to offer cutting-edge solutions, advisory and consulting across the region's financial sector, from banking to fintech to capital

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markets and insurance.

"The rapid growth in digitalisation has inevitably created opportunities for financial crime. As such the risk and compliance functions are now faced with the challenge of staying up to date with the constantly changing regulatory landscape and protecting organisations from potential frauds, money laundering and other financial crimes," said Malik AlYousef, Chief Operations Officer at Mozn. "Our partnership with Deloitte strengthens our trust with customers to help them monitor and mitigate that risk. Through this collaboration, we will bring together a wealth of resources to offer state-of-the-art advisory and best-in-class solutions in the risk, compliance and AML space for all types of companies across the financial sector."

JUNIPER NETWORKS ANNOUNCES 2022 PARTNER OF THE YEAR WINNERS

Juniper Networks, a leader in secure, AI-driven networks, has announced the award winners for the 2022 Juniper Partner of the Year. The annual awards honor top Juniper channel partners across various solutions, markets, and regions spanning the globe. Categories include Enterprise, Service Provider, Cloud Managed Services, Commercial, Alliances, Distribution, Federal VAR and SI, Services, National, Theatre Overall, Rising Star, AI-Driven Enterprise, Cloud-ready Data Center, and Connected Security.

Winners are reviewed across all areas of their business and chosen based on their prior 2022-year outcomes. Award criteria includes a partner's ability to drive innovative business solutions, exceptional attention to the customer experience, and achievement of their financial goals. Partners can win in multiple categories.

Juniper's Gordon Mackintosh, Group Vice President of Global Channel & Virtual Sales shared this, "These partners have demonstrated their commitment to Juniper while delivering superior outcomes, earning them Juniper Partner of the Year."

"Partner-Initiated Deal-Registration continues to grow each year, even during the past two years where supply chain issues had an impact on the entire industry. This extraordinary group of partners have been steadfast and transformational in our growth and Juniper owes them a wealth of gratitude for their contributions. Congratulations to our 2022 Partner of the Year winners, and I look forward to celebrating your outstanding accomplishments at the Partner Executive Summit in Madrid," he added.

BULWARK TO DEMONSTRATE ALL-ROUND IT SECURITY PRODUCTS AND SERVICES OFFERING AT GISEC 2023

With an intense focus on boosting the IT security, communications & technology industries



in the Middle East region, UAE-based Bulwark Technologies, one of the pioneering IT cybersecurity specialized Value-Added Distributor has an array of internationally acclaimed products lined up to be showcased at the Gulf Information Security Expo and Conference (GISEC) 2023.

Gearing up for the mega-event, the company has reiterated the importance of building a strong, integrated security infrastructure in the region and has also predicted market exigency & introduced apt technologies at the right time. The pioneering Value-Added Distributor will join hands with its strong cybersecurity specialised vendor portfolio for GISEC 2023.

The company will be offering latest technologies and new product launch spanning Enterprise & 3rd Party Risk Score Rating & Cyber Risk Analysis, Cloud Email Security/Archival, Network Access Control (NAC), User Behavior Analysis & Insider Threat Prevention, Web Application Vulnerability Scanner, Data Classification, Data Loss Prevention, Secure Managed File Transfer, Encrypted Flash Drives & Disc Drives, PIM/PAM, Secure Remote Access/Workspace Virtualisation, Insider Threat Prevention, Employee Monitoring, Enterprise Mobile Management solutions, Cyber Skills Development / Training platform, SIEM in addition to their other security technologies at the event.

NEWSMAKERS

ESET LAUNCHES ESET CYBER SECURITY FOR MACOS V7.3 WITH NATIVE ARM SUPPORT

ESET, a global leader in cybersecurity, has announced several enhancements to its popular ESET Cyber Security for macOS product line, designed to provide essential protection for Apple users from a variety of modern-day cyber threats. ESET Cyber Security for macOS v7.3 now features native support for ARM and automatic updates to ensure optimal protection at all times.

"We've been working on native support for ARM for some time, to enhance the protection we can provide customers that rely upon Apple devices," said

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Mária Trnková, vice president of ESET's Consumer and IoT segment. "The changes we have made to the underlying architecture of ESET Cyber Security for macOS bring greater stability and higher performance, making scanning quicker and more efficient than ever before."

The new underlying ESET Cyber Security for macOS architecture is based on micro-services, meaning components run in a more secure and performanceoptimal manner. This provides higher stability and resiliency, and the solution is also more lightweight than ever before.

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Micro-services are lighter on resources, helping to save battery life. In other words, each component of ESET Cyber Security for macOS starts only when needed and runs for its allotted time, after which it is automatically deactivated, helping to save on device resources.

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SAUDI DATA AND AI AUTHORITY & RACKSPACE TECHNOLOGY SIGN MEMORANDUM OF UNDERSTANDING



Saudi Data and AI Authority (SDAIA), a government agency with a mission to unlock the value of data as a national asset, recently signed a Memorandum of Understanding (MoU) with Rackspace Technology, to collaborate on strategic technology initiatives in support of Vision 2030; an ambitious blueprint for Saudi Arabia's future.

"SDAIA's aim is to establish the Kingdom as a global center that turns the best of data and artificial intelligence into reality," said Waleed Alghamdi, Assistant Director General for Digital Technologies at National Information Center – SDAIA. "It is therefore imperative to have a world-class technology partner who can not only serve as a trusted advisor but also provide practical support at all stages of digital transformation. We believe that Rackspace Technology, with its strong cloud heritage, deep expertise and extensive partner relationships is the right partner to support us in making Vision 2030 a reality."

"We are honored to support SDAIA with this ambitious transformation project and contribute to achieving the strategic objectives of the Kingdom of Saudi Arabia's Vision 2030," said Amar Maletira, CEO of Rackspace Technology. "It is truly inspiring to be part of this transformation and see a nation leverage the power of data and the cloud in realising its vision."

RING LAUNCHES SPOTLIGHT CAM PLUS IN THE UAE

Ring, whose mission is to make neighborhoods safer, has announced Spotlight Cam Plus, its next generation Spotlight Cam featuring wideangle 1080p HD video, built-in LED spotlights, and a security siren.



Spotlight Cam Plus builds upon the features of Ring's existing Spotlight Cam with Color Night Vision, a new design and dual power options, allowing users to easily switch between plug-in and battery power modes.

"Since its inception, Ring has constantly been innovating cost-effective, easy-to-use home security solutions that ensure peace of mind for our customers. The UAE launch of Spotlight Cam Plus and Solar Panel USB-C represents the next milestone in our exciting regional journey. With cutting-edge technology, including our Color Night Vision feature, we aim to enhance UAE homeowners' perception of smart home security, and keep them safe and connected to their loved ones," said Mohammad Meraj Hoda, Vice President – Emerging Markets, Ring.

Available in two colors (black and white), the next generation Spotlight Cam introduces a new, sleek design, while maintaining the features Ring users know and love, such as real-time notifications, Two-Way Talk and Live View. Spotlight Cam Plus also offers Color Night Vision and two motionactivated LED spotlights, allowing users to keep an eye on their property, day or night. With Battery and Plug-in power options available, customers can also choose the best option for their home setup.

NETWITNESS ANNOUNCES DISTRIBUTION PARTNERSHIP WITH CYBERKNIGHT

NetWitness, a globally trusted provider of cybersecurity technologies and incident response services, has announced it is partnering with cybersecurity focused value-added-distributor (VAD) headquartered in Dubai, CyberKnight, to bring NetWitness' leading extended detection and response (XDR) solutions to enterprises in the Middle East.

Together, NetWitness and CyberKnight will enable enterprise and government customers in the Middle

East with fast detection and automatic response capabilities to combat today's advanced cybersecurity threats.

"We are excited about this new partnership with NetWitness, as their modern approach to security will give customers in the Middle East an advantage in the battle against cyberattacks, ensuring unsurpassed



visibility, smarter threat detection, and faster analytics — all on-premises. Hundreds of organisations in the Middle East are already using this robust platform, which easily integrates with the world's most critical and widely deployed tools, as well as many specialised and industry-specific solutions," said Avinash Advani, CEO & founder at CyberKnight.

KINGSTON TECHNOLOGY URGES ENERGY PROVIDERS TO DEPLOY SECURITY SOLUTIONS AGAINST EMERGING THREATS

Kingston Technology Europe Co LLP, an affiliate of Kingston Technology Company, Inc., a world leader in memory products and technology



solutions, is calling on energy providers to counter emerging threats by deploying the latest security solutions – including in the Middle East and North Africa (MENA).

In recent months alone, nations across the region have been proactive in their efforts to ensure energy sector resilience and cyberattack preparedness. The Abu Dhabi Department of Energy (DOE) signed a Memorandum of Understanding (MoU) with the Cyber Security Council to enhance UAE energy sector security in October 2022.

"Although many benefits accompany digital transformation, embracing the trend is not without its discrepancies – a fact substantiated by the volume of cyberattacks being witnessed within the energy sector," said Antoine Harb, Team Leader, Middle East, Kingston Technology. "For MENA-based energy sector players, the need to reinvigorate their respective security postures and protect IP and critical data with the latest highly-capable solutions has never been more urgent," added Harb. "It is important to appreciate that the region has become a hub for cyberattacks and infringements as nations and industries become increasingly digitalised to achieve economic diversity. Energy is no exemption and – with the wider sector integrating more technologies for operational efficiency and energy transition purposes - organisations are compelled to explore available options and address threats as part of an in-depth defense approach."

INFOPERCEPT APPOINTS JITENDRA BULANI AS CMO



Infopercept Consulting Pvt Ltd, a global cybersecurity solutions and services company, has announced the appointment of Jitendra Bulani as Chief Marketing Officer.

Bulani brings 15 years of global marketing experience at cybersecurity companies. He will be responsible for driving awareness and demand for Infopercept's offensive security, defensive security and security compliance solutions as well as services globally.

Prior to joining Infopercept, Bulani was at Sophos for more than 14 years where he was responsible for public relations and communications in India and SAARC, Middle East and Africa. Bulani was also one of the pioneering members of the global marketing team at Cyberoam, which was later acquired by Sophos.

The appointment comes three months after the company announced its CERT-In empanelment and association with National Centre of Excellence for SCADA/ OT security acceleration program.

"Infopercept is a company that is driven by a purpose, which is to solve real cybersecurity challenges of organisations globally," said Jaydeep Ruparelia, CEO Infopercept. "We have built solutions, platforms and service packages, which enable us to cover the entire IT landscape of customers under various approaches of cybersecurity like offensive security, DevSecOps, OT security, IOT security, cloud security, security compliance and detection and response."

NETAPP ANNOUNCES NEW LINE OF LOW-COST, CAPACITY FLASH STORAGE FOR THE MODERN DATA CENTER

NetApp, a global, cloud-led, data-centric software company, has announced the upcoming availability of the NetApp AFF C-Series, a new family of capacity flash storage options that deliver lower cost all-flash storage, and NetApp AFF A150, a new entry-level storage system in the AFF A-Series family of all-flash systems.

The new NetApp AFF C-Series delivers flash performance, while remaining costeffective and efficient for a lower total cost of ownership (TCO) and a smaller storage footprint. This family of capacity flash arrays are also offered with one of the industry's most comprehensive software suites, ONTAP One, an all-in-one license that includes all available NetApp software. Customers can modernise their data center with the flexibility to choose the right storage (performance flash, capacity flash, or hybrid) for their VMware, database, and file workload requirements, all running on NetApp ONTAP and managed centrally by NetApp BlueXP for a seamless hybrid cloud experience.

NetApp also announced theNetApp



Advance, a new portfolio of storage programs and guarantees to deliver best-inclass customer ownership experience and cost-effectively future proof on-premises environments. This gives customers the flexibility and choice to safeguard their storage investment - whether the C-Series, AFF A150 or other newly acquired AFF or FAS systems – with the ability to right-size on-premises environment and transition to storage as a service or cloud storage as their business requires. And with NetApp's 4:1 Storage Efficiency Guarantee, NetApp ensures that workload efficiency goals are met, or NetApp will rectify this at no cost to the customer.

HUAWEI TO INVEST \$400 MILLION TO ESTABLISH CLOUD REGION IN SAUDI ARABIA

HUAWEI CLOUD has announced it would launch a cloud region in Saudi Arabia to boost the country's digital economy and enable access to more advanced and secure cloud services for government, corporate and individuals, at LEAP 2023 event. HUAWEI CLOUD followed this with a recent announcement to bolster digital transformation in the Kingdom by investing \$400 million in the next five years.

This renewed focus is based on the realisation that cloud is the foundation of digital transformation and the driver of a dynamic digital world. Cloud provides the building blocks of advanced technologies such as AI, Big Data, IoT, Blockchain, and more.

To help customers migrate to the cloud smoothly and derive maximum value from it, give them quick access to leading technologies on the cloud, and support its mission to unleash the power of digital, HUAWEI CLOUD advocates an Everythingas-a-Service vision, which includes Infrastructure-as-a-Service, Technology-asa-Service, and Expertise-as-a-Service.



HUAWEI CLOUD, with 29 regions and 240+ innovative cloud services, now serves more than 170 countries. The recent investment commits Huawei to promote the adoption and implementation of cloud and AI technologies in Saudi Arabia for all industries, serving customers in government and public service, finance, telecom, utility, Oil & Gas, transportation, retail, manufacture, entertainment and startups to accelerate their digital transformation and intelligent upgrade. Furthermore, HUAWEI CLOUD will cultivate the digital economy and talent ecosystem for Saudi Arabia and the whole region.

TENABLE NAMED VENDOR OF THE YEAR BY LEADING TECHNOLOGY DISTRIBUTION PARTNER



Tenable, the Exposure Management company, has announced that it has been named Vendor of the Year by Ingram Micro, the world's top-performing global technology distribution partner.

The annual Ingram Micro Vendor of the Year Awards celebrate the success of more than 30 emerging and established channelfocused vendor organisations across several technology and business growth categories including technology, markets and communities. The annual awards were presented in December 2022 at Ingram Micro's Marketing Experience Event.

Tenable is a channel-driven

organisation, and its commitment to its partners is reflected in its continued strong investment in and its successful working relationships with its channel partners. The Tenable Assure partner program makes it easier for channel partners to build and deliver innovative exposure management programs to help customers make sense of vulnerability data, focus efforts on preventing likely attacks and accurately communicate cyber risk to support optimal business performance.

"As a channel-driven organisation, Tenable's mission includes collaborating with our partners to help joint customers understand and manage cyber risk," said Terry Dolce, executive vice president of global business development, channels and specialist sales, Tenable. "Our talented team works tirelessly with our partners to design a Tenable portfolio that works for each customer's specific needs. The Vendor of the Year achievement reinforces these efforts and we look forward to our continued strategic alliance with Ingram Micro."

Smart security for every home.



Ring lets you monitor every corner of your property, no matter where you are. With a Video Doorbell at your door and Security Cams around the house, you can create a Ring of Security around your entire home.

With Ring, you're always home.



DISTRIBUTOR NEWS // CRESTAN

CRESTAN SIGNS UP WITH CYBELANGEL FOR MENA DISTRIBUTION

This partnership will aim to further protect enterprises with external Attack Surface Management

restan, a Value-Added Distributor, has announced the expansion of its infrastructure security portfolio, with the onboarding of CybelAngel, a leader in External Attack Surface Management (EASM). This partnership will cater to the MENA distribution of the CybelAngel portfolio and is a strategic step for CybelAngel and their expansion in MENA.

"Expanding in the Middle East and North Africa is a critical step in CybelAngel's global growth strategy and the Crestan partnership will be a significant contributor in helping us achieve this. Crestan is a leader in the market and we are glad to be a part of their extended ecosystem. We have big ambitions together." said Pierre Cabannes, Vice President of Sales, CybelAngel EMEA.

As much as 79% of executives rank cyber-attacks and threats as one of their organisation's highest risk management priorities. "With a rapid digital transformation, we are seeing more vulnerability to data breaches and cyber threats. To prevent a negative impact on business, companies should adopt a proactive approach and visibility beyond traditional security perimeters," said Sandra Salame, General Manager, Crestan. "We are pleased to present CybelAngel to our channel ecosystem and look forward to a great synergy



between all teams. As we bring forth innovative security solutions, we can further support the region's CISOs by providing them with a pre-emptive cybersecurity solution to see beyond perimeters and find peace of mind knowing they can find and remediate exposures before others can."

Crestan will support the partnership with technical, marketing and onground expertise as well as open up Crestan's extensive channel network to generate new business opportunities for CybelAngel in the region and to meet with the roadmap that has been jointly put in place for 2023. CybelAngel will be with Crestan at Gisec Global 2023, happening from March 14 to 16 in Dubai World Trade Centre, Dubai, UAE. Crestan's booth will be located in Hall 8, Stand no. A1. Book your meeting now through the link: https://bit.ly/3YstEQ7.

About CybelAngel: At CybelAngel, we see a more secure internet for business, through preemptive cybersecurity solutions that detect and eliminate exposures before they can get into the wrong hands. Exposures that reside across a company's external attack surface like shadow IT, thirdparty leaks, compromised credentials, infostealers, and malicious domains leave a company's network vulnerable to attack. CybelAngel's External Attack Surface Management (EASM) solution



suite continuously scans the depths of the internet, making a full sweep every 24 hours to find all internet-accessible assets and vulnerabilities, regardless of where they reside. Using a blended approach of artificial and human intelligence, the solution then sends alerts highlighting the most critical threats. It's this unmatched 10-year

CRESTAN WILL SUPPORT THE PARTNERSHIP WITH TECHNICAL, MARKETING AND ON-GROUND EXPERTISE AS WELL AS OPEN UP CRESTAN'S EXTENSIVE CHANNEL NETWORK TO GENERATE NEW BUSINESS OPPORTUNITIES FOR CYBELANGEL IN THE REGION. AI history that makes CybelAngel the most comprehensive EASM solution suite on the market for discovering, assessing, scoring, monitoring, alerting, and remediating the exposures that cybercriminals use to infiltrate systems. To join the hundreds of global enterprises that trust CybelAngel to preempt cyberattacks, visit https://cybelangel.com/

About Crestan International Crestan International is renowned as Value Added Distributor (VAD) covering the Middle East and Africa regions with on-the-ground local presence in 5 countries over Levant, GCC and North Africa including Egypt. With a thrive to deliver best-in-class and innovative technologies, Crestan International partners with more than 10 globally recognised vendors (Palo Alto Networks, Riverbed, Vectra...) with a complete portfolio of solutions offerings: Infrastructure Security, Next-Generation Infrastructure, Identity and Access, Performance Management and Business Solutions. 📟

APPOINTMENT // AMSTERGI

AMSTERGI APPOINTS INDUSTRY Veteran Rohit Khubchandani as Chief Sales Officer

AMSTERGI, a leading value-added technology distributor, has announced the appointment of industry veteran Rohit Khubchandani as Chief Sales Officer.



ohit was most recently Chief Executive Officer at Argus Systems and has more than 20 years of experience in global sales leadership roles. With a proven track record of success in sales and business development,

Khubchandani brings a wealth of experience and expertise to the role. He will be responsible for driving sales growth, expanding the company's reach in the Middle East and African markets, and helping to solidify AMSTERGI's position as a leader in its field. "We are thrilled to welcome Rohit to the AMSTERGI team," said Abish Mohamed, Chief Executive Officer of AMSTERGI Middle East.

"His deep understanding of the market and his ability to develop and implement effective sales strategies

ROHIT HAS MORE THAN 20 YEARS OF EXPERIENCE IN GLOBAL SALES LEADERSHIP ROLES. ROHIT HAS A LONG HISTORY OF DRIVING RESULTS IN FAST-PACED, COMPETITIVE ENVIRONMENTS

will be invaluable as we continue to grow our business and reach new heights of success."

Rohit has a long history of driving results in fast-paced, competitive environments. He is excited to bring his passion for sales and his commitment to excellence to AMSTERGI, where he will play a critical role in shaping the company's future. Before Argus Systems, Rohit served as Regional Sales Director at BCDVideo, leading revenue growth and establishing their brand presence in the META region. Rohit has been previously working with some of the industry's leading manufacturers including companies such as Milestone Systems, Avigilon, Pivot3, DDN Storage, and BCDVideo. "I am honored to join AMSTERGI at such a pivotal time in its history," Rohit said. "I look forward to working closely with the team to drive sales and bring our innovative solutions to a wider audience." 📟



DISPLAY & CONTROL SOLUTIONS WITH PRESENTATION MATRIX & SCALER











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Business Bay, #014, 801 P.O.Box: 6257, Dubai, UAE COVER STORY // INTEL





Hazem Amer, Regional Alliances Director, Middle East Turkey and Africa at Intel spoke to Anita Joseph, Editor, about what makes the company the global force that it is today.

ell us about Intel and how it's actually helping to shape the future of technology today. Intel is an industry leader. We're the largest semiconductor manufacturer in the world in terms of revenue, and our mission is to create groundbreaking technology to enrich the lives of everyone on earth. We work continuously to advance the design and manufacturing of our semiconductors and we help address our customers' greatest challenges and aspirations across all verticals. We've embedded our solutions and intelligence in all aspects of life- starting from PC clients, servers, data centers, cloud, edge, Artificial Intelligence, high performance computing, machine learning, and so on. In short, we unleash the potential of data to transform business and society for the better.

What makes Intel uniquely Intel?

Since our inception in 1968, Intel has been at the forefront of creativity, beginning with our very first CPU and chipset, all the way to the invention of the Wi Fi and the USB. We've always made sure that these inventions are available for our partners, for our customers and for the ecosystem, to capitalize on and leverage these inventions, to provide better solutions for the industry. We're very proud of enriching our partner, community and our customer community. We're helping to address real life challenges in all key aspects such as health care, energy, education and telecommunication. We're very, very proud that our mission is to connect everyone on the planet with cuttingedge technology.

How have Intel's portfolio of products and solutions evolved to keep up with the latest technological advancements?

Our roadmap has been, and will be, consistent to address the challenges and the needs of different workloads. Recently, we launched our fourth generation Xeon scalable processors, codenamed Sapphire Rapids. This is our latest server, x86 Xeon processors built from the ground up, supporting Artificial Intelligence, Deep Learning, Machine Learning and highperformance computing. They feature built-in accelerators and advanced security technologies for the most in-demand workload requirements — all while offering the greatest cloud choice and application portability.

Intel also continues to push the boundaries of performance and expand computing possibilities for gamers and creators with the launch of the 13th Gen Intel Core H-series mobile processors, which includes the first 24-core processor for a laptop. When combined with unique features like support for both DDR4 and DDR5 memory, best in class connectivity and PCIe Gen 5, 13th Gen HX processors deliver the world's best mobile gaming platform.

So, we're addressing all the different personas and needs-from a regular office worker to a gamer, to a student with all the needs for different solutions and applications. We make sure to listen to our customers, to their needs and to the challenges that they're facing and adjust and adapt our solutions, our platforms, to address those needs.

Around the world, companies are building their networks, systems and solutions on open standards-based platforms such as Linux or Android, to name a few. How exactly is Intel setting the stage for this development?

Since our founders started our company, we took a pledge that all the patents that Intel has, and all the inventions, will be open for the developer community. So, we never had a proprietary design. And that's where most of the x86 design and architecture, even our competitors platforms are based on Intel X86 architecture. Also, when I refer to inventions like the Wi-Fi and the USB, they have produced freely to the developer community to capitalise on and take to the customers in different form factors for maximum benefit. So, we're a strong advocate for open standards. We are part of the consortiums for the IEEE and OSI open standard international community, so we're at the heart of advocating non-proprietary solutions to benefit the world of those inventions

AT INTEL, WE TOOK A PLEDGE TO PRESERVE AND MAKE EVERYTHING WE CAN, THROUGH OUR PROCESS, MANUFACTURING AND SUPPLY CHAIN.

WE WORK CONTINUOUSLY TO ADVANCE THE DESIGN AND MANUFACTURING OF OUR SEMICONDUCTORS AND WE HELP ADDRESS OUR CUSTOMERS' GREATEST CHALLENGES AND ASPIRATIONS ACROSS ALL VERTICALS.



COVER STORY // INTEL

INTEL ALSO CONTINUES TO PUSH THE BOUNDARIES OF PERFORMANCE AND EXPAND COMPUTING POSSIBILITIES FOR GAMERS AND CREATORS.

We know that post the pandemic, digital transformation has accelerated. How are you working with your partners to make this journey smooth and seamless for customers?

Intel is partnering with all the ecosystems, beginning with our large partners, our OEMs like Dell Technologies, for example, going to our distributors, to our resellers and down to the end customers. We make sure that we avail partner programs for each layer of our value chain, to enable the partner to position our solutions and our platforms and address different workload needs across different verticals, whether it's healthcare, education, energy, security, surveillance or building management or any other edge solution. So, we have verticalised specialisation based on our technology to enable partners to deliver the value needed to our end customers. We've seen progress in so many areas as a result. In education for example, we have always championed the move from teacher-centric to student-centric, enabling the students with 21st century skills like critical thinking and mathematical acuity, for instance.

In healthcare, we are helping our partners improve the level of service that is being delivered to the patient community. For example, we have solid collaboration with the University

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of Pisa to reduce the time taken for an MRI from 45 minutes down to just few minutes, thanks to the Intel Xeon technology. We're also working with centers like the Center of HPC in South Africa to predict the weather for the next 50 years using our technology, so we can use it to preserve our climate. So, we are at the heart of solving real life problems, enabling our partners to reach out to their respective communities, define those problems and work together to brainstorm and find permanent solutions.

Let's talk a little about sustainability. In fact, that's the buzzword today and everyone's jumping onto the sustainability wagon. So, how exactly is Intel incorporating sustainability into its products and practices? Climate change is a real issue and like it or not, we have to face it.

WE MAKE SURE WE AVAIL PARTNER PROGRAMS FOR EACH LAYER OF OUR VALUE CHAIN, TO ENABLE THE PARTNER TO POSITION OUR SOLUTIONS AND OUR PLATFORMS AND ADDRESS DIFFERENT WORKLOAD NEEDS.

WE'RE AT THE HEART OF ADVOCATING NON-PROPRIETARY SOLUTIONS TO BENEFIT THE WORLD OF INVENTIONS.

As citizens of this planet, it's our collective responsibility to do everything in our power to preserve our surroundings. At Intel, we took a pledge to preserve and make everything we can, through our process, manufacturing and supply chain, so as to create a lower footprint on the planet. We've done that through different verticals. We're planning to have 30% less emissions by 2030. We're using 80% renewable energy in our factories and we plan bring this up to 100% by 2030. We plan to have zero waste-to-land to landfill by 2040. We're also using recycled water and as a result we're saving up to 60 billion gallons of water which I really think is the next challenge that the world is facing.

I think sustainability is not only a buzzword, not only the name of the game, but it is a must today. It's a requirement and a responsibility for everyone and particularly us, as a leader in technology, to adopt sustainability into our daily practices. In fact, we strive constantly to be an early adapter and a role model for the rest of the industry. All the uncertainty that we see on the horizon, we think it fuels human creativity and ingenuity, and we are committed to our planet and to our community. Together we can and we will make it happen. 📟

INTERVIEW // AXIS COMMUNICATIONS

CUTTING-EDGE SECURITY

Anita Joseph caught up with Tertius Wolfaardt, Architecture & Engineering Manager, Axis Communications at Intersec 2023, to learn more about how the company's cutting-edge products and solutions makes it the frontrunner in a market that is highly competitive.



hat products and solutions did you showcase at Intersec

2023?

We focused on new technology at Intersec this year. We focused considerably on the power of the Edge where in our industry-we all know there's plenty of buzz around AI-on-the-Edge and how this goes hand-in-hand with trends like integration. Some of the products that we showcased, are new devices for the explosion protected world, which traditionally used to be expensive and extremely heavy. In particular, we introduced three Axis products at Intersec Dubai that could potentially change how we approach safety and security surveillance: the AXIS P1468-XLE Explosion-Protected Bullet Camera, the world's first explosion-protected camera designed for Zone/Division 2 hazardous areas, the latest temperature monitoring AXIS Q1961-TE Thermal Camera, and the PoE cable-powered AXIS A1610 and AXIS A1610-B Network Door Controllers.

AXIS P1468-XLE is a sturdy, fixed bullet camera that offers an optimal solution for the relatively larger Zone/Division 2 areas of a hazardous location. It is designed for Zone 2, 22 and Class I/II/III Division 2 according to international standards (ATEX, IECEx, NEC). It has also been designed in line with North American and European directives for equipment intended for use in potentially explosive atmospheres. This camera uses the 'Ex e' protection method, which ensures that no arcs and sparks can appear and that excessive temperatures cannot be reached during normal operation of electrical equipment, eliminating the risk of igniting gas or dust in the surrounding environment. It is durable, impact- and weather-resistant and delivers excellent video quality in 4K resolution at up to 60 fps, and detailed images under any light

conditions thanks to Lightfinder 2.0, Forensic WDR, and OptimizedIR. Not just that: It delivers high-quality video surveillance and powerful deep learning-based analytics that run on the Edge.

The AXIS Q1961-TE is a halogen-free camera that is ideal for addressing operational efficiency, as it allows users to monitor temperatures remotely and access smart filtering functionality that reduces false alarms. The AXIS A1610 is a Plenumrated AXIS A1610 Network Door Controller and its support model, the edge-based UL-recognised AXIS A1610-B Network Door Controller, have been optimised for small and large installations and are fully integrated within Axis end-to-end systems and supported by Axis partner solutions. Each device can store up to 250,000 credentials and 250,000 event logs to accommodate users' evolving needs.

Why choose Intersec to launch these products?

There is a major appetite for trade shows in Dubai. If we look at the last two years, the pandemic prevented footfalls everywhere globally and people did not have this kind of exposure. That said, Intersec is an industry-defining show in the Middle East, where we get visitors from all across the region. Our products are very strong in the critical infrastructure sector, which does well traditionally in the Middle East. So, it is but a natural fit to launch our products at Intersec.

What is your outlook for cybersecurity in 2023?

One of the big trends we see in cybersecurity is a big push to be more secure on the Edge. What we do as a company is we design our products to always be superior. The thing with cybersecurity is that a lot of times it's an afterthought. So, if you haven't designed your product to be cyber secure, you cannot just put a plaster on it and expect it to work. So, design is a very strong area where

WHAT WE DO AS A COMPANY IS WE DESIGN OUR PRODUCTS TO ALWAYS BE SUPERIOR.

you need to focus on but of course, maintenance is also key. Therefore, I'd say the two big areas to be addressed in 2023 is to is make sure your device is secure from the start during design. And then of course, check its lifecycle to make sure that you continuously follow best practices tied in with your IT policies. It is also important to make sure that the device during its lifecycle is well-maintained.

What's the physical security landscape looking like in 2023?

Physical security systems make up just one part of the many aspects of security. It is always physical and behavioural interventions combined, that forms best practice. Cloud connectivity, the IoT and network camera technology have transformed physical security into a smart, interconnected ecosystem. These systems are now capable of collecting and processing data to produce powerful insights that can help security and operational decision making. Meanwhile, AI is revolutionising the physical security space. With the rapid advancement of technology, the integration of AI and physical security will continue, making access more secure and seamless. 📟



REDEFINING IT MANAGEMENT

Irfan Shaikh, Group Managing Director, Office Connect Group, Dubai & Vikram Dulani, General Manager, Office Connect Information Technology, Dubai speak to Anita Joseph about how the company puts the customer at the heart of everything it does.

ell us all about Connect Infotech and the company's presence in the region. Picking up on the ethos of our principal group company, Office Connect Goods Wholesalers LLC has been operating on the B2B business model since 2015, serving more than 700 corporate offices such as ENBD, FAB, key government institutions like MOF, DM and RTA, corporates such as GEMS, DU & AGI IDO, making us the leading pantry and office specific consumables delivery supply company in UAE. We kept growing and soon expanded to four more companies under the group umbrella.

Instead of focusing on profit-

www.connect-infotech.com



conscious model of operations, we keep pace with service orientation to the whole lot of customers, supply chain, inhouse human resources, staff families, needy people in the society

Other affiliated companies under office connect Group umbrella is SPS Technical and Cleaning Services, Office Connect printing LLC, The Allure Co and Office Connect Information Technology.

Office Connect Information Technology delivers a variety of technology related services in the range of smart office / hotel / home automation, security, networking, cloud services, web services, digital marketing, software services etc.



The Office Connect Information Technology Management has turned usual thinking on its head to make customers office landscapes unique to make-thingshappen according to modern way of office functioning.

In an era of digital transformation, how is **Connect Infotech helping** customers' transition seamlessly to smart living? Smart living refers to the use of technology to create intelligent and connected environments such as smart office, home and hotel to various systems such as lighting, curtains, and security systems, and entertainment. These systems can be controlled remotely through a smartphone or other device and can often be programmed to work together in order to provide a more convenient and energy-efficient living space. We can help them to live a smarter, more connected settings and lifestyle.

INTERVIEW // CONNECT INFOTECH

Automation is the trend today. What are some of the automation services that you help customers with?

Yes, smart automation is becoming increasingly popular as technology advances and the cost of smart devices decreases. We offer a variety of products and services to design smart homes, offices, and hotels.

Smart Offices: We transform office spaces into inspired workplaces by equipping it with technology that allows for remote control and automation of appliances and systems such as lighting, HVAC, security, and audio-visual systems. Our AI-Powered Video Conferencing & Content Collaboration Device increases the efficiency of the organisation exponentially.

Smart Homes: A range of smart home automation products are on offer, such as smart plugs,



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smart switches, smart cameras, smart thermostats, smart door locks, and smart sensors for motion and temperature. These products can be controlled through an app on your smartphone, a touch panel on your wall, or through voice commands using Amazon Alexa or Google Assistant

Smart Hotels: With our GRMS technology, hotels can enhance the guest experience and improve efficiency. This can include things like corridor panels, digital room keys, automated check-in and check-out, and the ability to control room features (such as temperature and lighting) using a smartphone or other mobile device. Corridor panels and in room panels that

What plans do you have for the region for 2023?

The smart home automation market in the Middle East is expected to grow significantly in the coming



years. According to a report from Mordor Intelligence, the smart home automation market in the Middle East and Africa is projected to grow at a CAGR of around 15% during the forecast period of 2018 to 2023.

In the next couple of years, we expect to see more advancements in smart home automation technology, such as more sophisticated and integrated systems, the increasing adoption of artificial intelligence and machine learning in smart home automation systems is expected to drive growth in this market.

Increase market share: The

goal is to increase our market share in this region by building a strong brand presence and establishing partnerships with local companies in the target markets to help with reselling and system integration.

Increase brand awareness:

Increase brand awareness in the target markets through marketing and advertising campaigns, events, and sponsorships.

Online and Offline Sales:

Develop a strong online presence through our website and social media presence, while also establishing a network of physical retail and experience centers where customers can see and interact with our products.

Provide excellent customer service to ensure customer satisfaction and help foster long-term customer relationships.

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SPOTLIGHT // VARUNA SHAH

VARUNA SHAH JOINS MINDWARE As group marketing director

Varuna brings with her over 17 years of experience in marketing strategy, and team management.



aruna Shah has joined Mindware as Group Marketing Director. In her current role, she is responsible for conceptualising and managing the marketing strategy for the entire Mindware group. Varuna is also leading a team of

marketing professionals, studying and analysing market trends to identify opportunities for growth.

Varuna brings with her several years of extensive experience leading and managing teams and successfully implementing growth plans. Prior to this role, she was with IBM for the last 6 years, where she held multiple positions from managing the IN HER CURRENT ROLE, SHE IS RESPONSIBLE FOR CONCEPTUALISING AND MANAGING THE MARKETING STRATEGY FOR THE ENTIRE MINDWARE GROUP.

MEA Partner Ecosystem Marketing function to CMO for Egypt & Africa (excl. RSA). In her last role, she was the Global Program Marketing Strategy Leader, responsible for creating global go-to-market strategies. She was the driving force behind Global Program and Go-To Market (GTM) Strategies, Lead Generation and Pipeline Progression, Content and Communication Strategy and spearheading IBM's global GTM approach by creating marketing programs to recruit new, activate dormant and scale active partners.

Varuna is a seasoned marketing professional skilled in ecosystem development, strategy and technology. Commenting on her new role, Varuna said: "I'm proud and honoured to take on this new role, to which I bring a unique combination of global strategic thinking, META ecosystem knowledge, and Africa marketing and execution experience.



AMIVIZ STRENGTHENS Relationship with swimlane to promote low-code security automation in me

miViz, the Middle East region's first enterprise B2B marketplace for leading cybersecurity technologies, has announced that it has strengthened its relationship with Swimlane, the world's leading lowcode security automation company.

Swimlane is at the forefront of innovation thanks to its breakthrough low-code security automation solution that transcends traditional SOAR by capturing hard-to-reach telemetry and expanding actionability closer to the point of threat inception.

The company ranks among the top 25 fastest-growing cybersecurity companies on the Deloitte Technology Fast 500 today for its exponential revenue growth to become the largest and fastest-growing pure-play security automation company in the world.

Since the day AmiViz aligned with Swimlane, the business has been on the upswing. Expressing his happiness

SPOTLIGHT // AMIVIZ

SINCE THE DAY AMIVIZ ALIGNED WITH SWIMLANE, BUSINESS HAS BEEN ON THE UPSWING.

on the successful relationship with Swimlane, the COO at AmiViz, Ilyas Mohammed said: "The demand for SOAR solutions has been on the rise, and with Swimlane's unique low-code approach to security automation, we are witnessing a lot of traction across the region. AmiViz and Swimlane are mutually committed to take our level of cooperation to next level, which will help us to tap into the immense potential the market has to offer in the Middle East."

"We will further accelerate our efforts to build greater momentum and undertake several new joint initiatives to address the growing market needs, conduct frequent workshops, roadshows, webinars, impart training and skill sets, and other growth-related activities to enable channel partners across the Middle East and Africa region," Ilyas added.

"The complexity and sophistication of attacks continues to grow, overburdening security teams with manual, repetitive and timeconsuming tasks that are required to track, mitigate and respond to security events," said Mike Kay, Senior Vice-President of Business Development at Swimlane. "Our unique low-code security automation approach is a game-changer for the region, offering security teams a solution that meets the region's mostdemanding and constantly evolving security operations requirements. Our partnership with AmiViz makes automation even more approachable via the enterprise marketplace." 👳





NAKING A DIFFERENCE

Anita Joseph caught up with Ruedi Nauer, CEO at DICOTA, to find out what makes the company the frontrunner in quality and sustainability.

DICOTA

ell us about DICOTA and how it came about. What is its USP in a market that is competitive and dynamically vibrant?

DICOTA was founded in 1992 in Germany. We have very strong German roots and heritage, and also have people from Germany as partners in the group. The DICOTA brand is well-known for its German quality, engineering and functionality, since it's become even more important now for our customers to really depend on the carrying solution that they use. Working is more mobile ever than ever, especially after COVID. Today, people work from everywhere and they want to carry their mobile devices in a stylish, yet functional way. We make sure that not only the hardware is safe, but also the data on it and that the product is safe and flexible to be used anywhere, because, these days, customers are discerning-they know the difference between a premium product and a random one.

Another one of our USPs is that

we offer a lifetime warranty to our customers. There's also our uncompromising focus on quality. There is a general belief in the market that quality happens by default, but that's not what it is. Quality is just the essence of passionate love you put into a product and its production, and this begins right from the manufacturing stage.

DICOTA also takes pride in how it builds up different markets. We've built long-lasting partnerships throughout the world, not only with broad-line distributors, but also with smaller, local distributors. We also take care of the resellers. This is an important aspect for us since we're only about 65 people in the DICOTA group, and so we are dependent on and count on strong partnership with our distributors and resellers.

ANNILE

Digital transformation is on the fast track at the moment. How is DICOTA helping customers transition to the digital mode, especially given the nature of the products that it has?

There's several aspects. It's not just about the bag, which protects the product, we've also added several new products to our portfolio, for instance, the privacy filter, which guards customer screens from being read by other people if they're in a public place or using public



INTERVIEW // DICOTA



transport such as a metro, train or an airplane. Charging is another concern for people who work from anywhere, since they run out of batteries at some point and are always looking for ways to get their machines up and running. So, we offer docking stations, mobile accessories etc. In short, we're a one-stop shopping centre for our customers-not just end customers in a retail store, but also for our B2B resellers. So, it becomes really quick and easy for our partners to get the right product from DICOTA.

We added more products recentlywe discovered that charging and synchronizing tablets in schools are a big topic. The tablets that the kids use for learning must be charged efficiently and stored securely. So, we've launched a few products that cater to this need, such as charging cabinets.

Tell us about some of the sustainable practices employed by the company to ensure that it remains eco-friendly.

Sustainability is not just a mission, we also consider it a responsibility to take care of the planet and ensure a healthy and safe future for our children. In fact, sustainability has been at the heart of our operations for over 10 years now. We were the first movers, and today, around 95% of our products portfolio is made from recycled materials which makes us the leader and the number 1 choice.

In fact, we have manufactured more than 1.4 million bags out of PET bottles-as many as 12 million bottles were recycled, which is significant as far as clean energy emissions go. For us, this is just the beginning. This is a good first step, but we will not stop. There's more to come. We think even the same passion should be given to the social part-in the manufacturing process and the people. To this end, we've developed a very strong rapport with our suppliers to ensure that the supply process meets global standards. So, we're sustainable, not just with our operations, but with our resources too. 💿

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OPINION // JEDOX

TO NAVIGATE UNCERTAINTY IN 2023, HERE ARE FIVE WAYS UAE BUSINESSES CAN IMPROVE FP&A

Written by a team member at Jedox - an Enterprise Performance Management software

> s firms in the UAE negotiate current geopolitical instabilities, global inflation and supply chain difficulties,

the need for meticulous, regular, synchronized financial planning and analysis (FP&A) has never been greater. FP&A's role is expanding to encompass a cross-functional, comprehensive view of the business and it is now a key driver for tackling today's business challenges and helping businesses keep pace with change. Let's take a look at five trends that can help companies in the UAE and around the world maximise the value of their FP&A activities and keep business on track in the year ahead.

1. Increasing adaptability

In today's ever-evolving economic environment, FP&A professionals should aim for an improved ability to adapt quickly and smoothly, increasing business stability and resilience. This aim must be supported by technology, with companies that have invested in digital transformation and embraced upskilling now finding it easier to flex and adapt to the changing environment. Businesses can improve agility by running more regular financial forecasts, bringing external data into play, modelling many different scenarios and, vitally, ensuring that the FP&A teams work more closely with other business stakeholders.

2. Incorporating integrated business planning

Robust planning is the foundation of business success, and the most successful companies are now embracing



integrated business planning (IBP). This replaces multiple isolated systems and manual data pulled from various areas of the business with a cross-functional planning solution that enables informed, smart, and rapid decision-making.

No longer just about finance, FP&A today incorporates real-time data from across the business, increasing collaboration between teams. And when geopolitical forces drive companies to quickly adapt their strategies, update forecasts and run multiple scenarios, IBP enables better collaboration and more realistic results that companies can rely on. This, in turn, reduces the risk of expensive and challenging surprises, providing clarity to enable smarter decision-making.

3. Turning to artificial intelligence

Artificial intelligence (AI) may sound futuristic, but it's already part of most people's day-to-day lives, playing a role in everything from personalising our online shopping and social media, to removing spam from our inboxes. The Business Application Research Center (BARC) recently reported that, from 2020 to 2022, productive use of predictive planning and forecasting tech for corporate planning had risen exponentially – from 4% to 27% in just two years.

The technology behind AI has matured into a robust and stable platform, so it's the ideal time to integrate it into your business, if you haven't already. Today's business leaders and investors require real-time, complex data and insights – and AI can support CFOs in meeting this demand. Decisions must more than ever be backed by data in uncertain times such as these – and AI can support accuracy of forecasts, leading to higher investment confidence and better business decisions.

4. Attracting and retaining talent through tech

As with many companies around the globe, talent attraction and retention is a major challenge for UAE-based firms

FP&A MUST BE INTEGRATED ACROSS THE BUSINESS RATHER THAN SIT AS AN ISOLATED FUNCTION. in the current climate. So it might not come as a surprise that a recent EY CFO Roundtable found that up to one in five CFOs is focused on workforce and talent retention. In today's extremely competitive market, technology can be a way to stand out from the crowd.

Companies that invest in the latest technology can find it both easier to attract great new talent and at the same time retain good people. Employees place a great amount of value on learning new skills, according to a LinkedIn survey, so savvy companies may find that utilising the latest tech will keep employees happy as it helps them develop professionally, while also making their jobs better and easier. Many finance professionals aspire to develop and become leaders of the future, and to do this they need to work with progressive tech such as advanced FP&A solutions.

5. Improving collaboration between FP&A teams and the business

For firms to leverage the strategic value that FP&A professionals can add, FP&A must be integrated across the business rather than sit as an isolated function. Particularly now, as enterprises throughout the UAE face market uncertainty, there is a pressing need for closer collaboration between FP&A teams and the wider business. It's important that FP&A teams act as strategic advisors to business leaders, supporting agile, frequent, and accurate forecasting and planning in today's challenging environment. Evolving from a separated, discrete function to an integrated and vital part of the business is not only strategically highly valuable, but also provides a satisfying and fulfilling environment for the team to work in.

An increased influence of FP&A

In the current tricky geopolitical climate, integrating your financial planning and analysis across the business and increasing its sphere of influence across the company will improve business planning and forecasting and help your business to thrive. Considering the five aspects discussed above will help enterprises throughout the UAE to streamline planning processes and adapt rapidly to changing environments.



BRIDGING THE GAP

Michele Montecchio, General Manager at Acer Middle East, tells Anita Joseph in an exclusive interview, how its cutting-edge, versatile range of products is bringing people and technology closer.



ustainability and Going Green are the buzzwords today. How is Acer incorporating sustainability into its operations, design and product line?

As the world moves towards a more low-carbon future and ultimately net zero emissions, Acer has evolved to meet this transition. As a company, Acer is committed to sustainability and has been for over a decade. We're taking a leading role in developing sustainable technology and incorporating sustainable practices into our operations and product line. Recently, we joined the RE100 initiative and pledged to source 100% renewable energy by 2035. We're also advocates for a circular economy and launched our Vero line of green laptops, desktops, displays and accessories, which utilises recycled plastic, recyclable packaging, and ocean-bound plastic waste. These efforts align with the UN's SDG 12 for responsible consumption and production, and SDG 13 for climate action. At Acer, we believe it's our responsibility to reduce our environmental impact and help create a more sustainable future for everyone.

How is Acer helping its partner ecosystem embrace this sustainability?

At Acer, we're committed to environmental, social, and governance (ESG) initiatives, and we know that we can't achieve our sustainability goals alone. That's why we launched our Earthion program in 2021, which focuses on working closely with suppliers and partners to bring eco-friendly initiatives into our supply chain ecosystem. The Earthion program includes initiatives related to energy, product design, packaging design, production, logistics, and recycling. Our goal is to collaborate with our partners to create a more sustainable future for all.

One example of our sustainability efforts is the launch of the Vero line of eco-conscious devices in 2021, which I mentioned earlier. By offering greener options to consumers and commercial entities, we hope to inspire others to join our mission to reduce our environmental impact.

We call on more partners and suppliers to join our Earthion mission and work with us to increase the positive impact we can have on the environment. Together, we can make a difference and build a more sustainable future.

Tell us about Acer's latest product line up for the Middle East. With increased focus on gaming, videos and content creation, particularly in the region, how are these products standing out from competition?

We're excited to bring our latest product lineup to the Middle East, including the newly announced Predator Helios 16 and Predator Helios 18, as well as our Nitro gaming laptops. Our latest gaming laptops stand out from the competition with their top-ofthe-line features and cutting-edge technology.

The Predator Helios 16 and 18 boast a completely new design and upgraded thermals, offering models with 13th Gen Intel Core i9 or i7 HX processors paired with up to NVIDIA GeForce RTX 4080 Laptop GPU. These laptops offer unparalleled gaming experiences with high-quality visuals, sound, and performance.

The Nitro gaming laptops, on the other hand, are aimed at more casual gamers who want an enhanced gaming experience.



With the latest 13th Gen Intel Core processors and NVIDIA GeForce RTX 40 Series GPUs, they offer highperformance capabilities and a more immersive gaming experience. The new 16-inch and 17-inch Acer Nitro laptops are more compact, thinner, and lighter than their predecessors, making them highly portable. With their solid construction and powerful performance, users can expect to experience a new level of gaming.

In addition to catering to gamers, we're also excited to provide content creators with powerful tools to bring their creative visions to life. With topof-the-line graphics, processors, and displays, Acer devices are designed to handle the demands of content creation, from video editing to graphic design. Acer offers a range of devices for content creators, including the ConceptD series. These devices are designed specifically for artists, photographers, and video editors who require high-performance machines to bring their ideas to life. With features such as accurate color reproduction, powerful processors, and dedicated graphics cards, the ConceptD laptops and desktops are powerful tools for creative professionals.

We believe our latest product lineup provides exceptional value and performance for gamers and content creators in the Middle East. We're confident that our new laptops will stand out from the competition and provide an unparalleled user experience.

Digital Transformation is on the fast track today and Acer's mission is to break the barriers between people and technology. How exactly are you achieving this goal?

Our mission is to bridge the gap between people and technology, and digital transformation is at the forefront of that goal. We've been making significant strides towards this over the past decade, particularly in the education sector. As a leading supplier of hardware and software solutions to schools worldwide, and of course here in the region, we're helping to provide access to technology that is crucial for learning and digital literacy.

But it's not just education - we're also reaching end users across the Middle East through partnerships with our distributors in retail and online channels. We offer a range of devices to meet the needs of different users, from entry-level computers to highly performing devices that cater to demanding gamers and professionals.

Overall, our goal is to provide a full range of computers and monitors that meet the needs of a wide range of users, helping to break down the barriers between people and technology, and making it more accessible to everyone.

Apart from enterprise customers, how is Acer's product line-up attracting the youth and digital nomad demographics? What are some of the unique features?

Acer's focus is not only on enterprise customers but also on attracting youth and digital nomads. For the gaming community, we offer best-in-class performances recognised for many years now through our dedicated Nitro and Predator brands. At the same time, we're attracting digital nomads by offering very slim, light, portable devices which deliver fantastic computing and graphic performances. One of the examples is our Swift X device, which is thinner than 18mm and uses a super-performing 14.4" OLED panel QHD, leveraging on RTX graphic cards from Nvidia. We believe these features meet the needs of our digital nomad users, who are looking for high-performance devices that are easy to carry and efficient for their day-to-day tasks.

What's next for Acer?

At Acer, we are always looking for ways to expand and innovate, striving to be more relevant as a lifestyle brand. We believe in sustainability and are committed to finding new ways to promote this in our products and initiatives. As part of this commitment, we'll soon launching our Acer electric scooters in the Middle East, which will support the mobile urban green lifestyle. We are still working on the details and can't reveal too much yet, but this is just one example of our ongoing efforts to bring innovative and sustainable solutions to our users. Stay tuned for more exciting developments from Acer. 🚥

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PREDICTIONS 2023

CUSTOMER Senior officials from Nutanix

share their technology predictions for 2023.

WENDY PFEIFFER, CIO, NUTANIX

- Adoption of asynchronous work processes supporting contributions from workforces across the globe will be necessary in order to increase productivity. New, more effective ways to collaborate, especially across multiple time zones, will drive innovation in 2023. This will mean rethinking companies' approach to asynchronous collaboration including tooling and policies to better support it. In order to succeed, complexity must be supplanted by simplicity and automation will become even more necessary.
- The global pinch on energy supply will cause organisations to rethink their IT infrastructure models with more consideration given to power consumption and carbon footprint. Organisations are being told to be more efficient with power consumption, and it's not just a sustainability issue. While reducing carbon footprint and going green is commendable and an increased

point of consideration for potential customers, companies are feeling the impact of oversized power consumption against their bottom line when it comes to cloud usage. The cloud is built for speed and performance, not for economy when it comes to cost and power, leaving companies to consider how tasks they're currently pushing to cloud might be handled elsewhere more efficiently and economically.

Seismic shifts to social media as we know it will have a significant impact well beyond those platforms. 2022 has been a rollercoaster of a year for social media platforms, and some of the trends we're seeing are not likely to reverse direction. This will have a trickle-down effect on multiple organisations. First, many organisations rely on data

purchased from social media companies to tune their own targeting algorithms; targeting that will become less refined as social media data sets become outdated and less curated. Second, the data sets are often the basis to train AI and ML tools; as data sets become outdated, I expect AI and ML that rely on it to become much less effective. 🥯

INDUPRAKAS KERI, SVP HCI, CHIEF PRODUCT SECURITY OFFICER, NUTANIX

- Customer service will matter more than ever, as enterprises navigate the complexity of managing multiple technology transitions (cloud adoption, digital transformation)
- Edge will start to become real in terms of deployments, with simplified management becoming key.
- We will have the first set of public cloud security breaches, with a combination of insider threats as well as user error because of complexity of data management
- Twitter will dramatically reduce its

cloud spend and bring more production in house, setting a trend for other large technology companies.

- Vendor M&A will accelerate, with companies without a solid book of business more vulnerable to lower valuations and attractive acquisition targets. Cost management will be a driver for many, but companies that truly solve meaningful customer problems will thrive.
- CIOs will re-examine their public cloud spend commitments and look for ROI.

LEE CASWELL, SENIOR VICE PRESIDENT, PRODUCT AND SOLUTIONS MARKETING, NUTANIX

Cloud economics are dramatically changing - which is in turn driving new decision making around applications and infrastructure.

As businesses are facing new pressures around IT spending, many are realising that they can't move their applications as fast or as cost-effectively as they originally thought to the cloud. It takes a lot of valuable time and top talent to redo applications that are already running on-prem in the cloud. What won't change in the years to come is that getting to the cloud is strategically important. But businesses will increasingly become more strategic about which workloads belong in the cloud and which belong in private cloud environments, and will prioritize solutions that offer multi-cloud portability across all environments.

Sustainability will become a driving factor in IT investments across the globe

We're seeing a fundamental shift in IT purchasing decisions in Europe place a greater emphasis on how technology will lower energy costs and will enable the achievement of sustainability mandates. We are already seeing sustainability jump to the forefront as a buying criteria in Europe and expect to see this advance across the globe following the COP27 meeting.

Consolidation of developer environments will take hold

The reason for consolidation of developer environments is operations optimisation. Customers would like the ability to run development environments where they make the most sense for the business while having the flexibility to pivot and move without fear of lockin to a single infrastructure provider. As Kubernetes and the underlying infrastructure has standardised, so too will the upper layers of the stack leading to significant optimisation and seamless operations and upgrades.

Unterhered edge operating models will become more prevalent

In today's world, it's become expected that applications have to run all the time. Whether they're connected or not means that the edge, by definition, will



have to have an untethered operating model that's not supported by closed out models. IT organisations that valued server-based infrastructure to easily scale up and support mixed workloads will quickly find out that the same software-defined approach suits the edge by scaling down easily, by operating while connected or unconnected to a central cloud, and by introducing a fleet management approach that spans from the edge to the data center to the public cloud with consistent cloud management.

SECURITY // NOZOMI NETWORKS



ozomi Networks, the leader in OT and IoT security, has announced an expanded global strategic partnership

with Mandiant to help industrial and enterprise customers anticipate, diagnose and respond to IT and OT cyber threats in their critical business operations.

As part of the strategic partnership, Mandiant expanded the number of certified Nozomi Networks experts on its global OT incident response team and will utilise Nozomi Networks' solutions to further forensic analysis and incident assessments. The companies are also investing in a new initiative that will include threat intelligence sharing and joint security research, and plan to introduce custom-designed incident response and assessment programs for joint customers. These new efforts reinforce a trusted partnership that began in 2016 and continues to expand with the shared mission to

strengthen the security of industrial control systems.

"When it comes to critical infrastructure security, being able to diagnose threats and respond quickly are necessary to keep business running," said Nozomi Networks CEO Edgard Capdevielle. "But addressing IT and OT requirements is complex and requires collaboration. That's why we're teaming with Mandiant to bring the industry's best IT and OT threat intelligence teams and technologies together for the best possible defense, without compromise."

"Government organisations and critical infrastructure worldwide rely on Nozomi Networks and Mandiant for cybersecurity," said Mandiant Global Chief Technology Officer Marshall Heilman. "Our partnership strengthens cyber defenses without compromise at a time when operational resilience has never been more important."

Recognised as a market leader in OT and IoT security, Nozomi Networks is valued for superior operational visibility, advanced OT and IoT threat detection and strength across deployments. Nozomi Networks solutions support more than 89 million devices in thousands of installations across energy, manufacturing, mining, transportation, utilities, building automation, smart cities, and critical infrastructure. Nozomi Networks products are deployable onsite and in the cloud, and span IT, OT and IoT to automate the hard work of inventorying, visualizing and monitoring industrial control networks through the innovative use of artificial intelligence. Use cases stretch beyond cybersecurity, and include troubleshooting, asset management and predictive maintenance.

By combining their market leadership in OT, IT & IoT cybersecurity, Nozomi Networks and Mandiant are bringing a new level of cyber defenses to critical infrastructure organisations worldwide.

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PRODUCT // ACER



ACER LAUNCHES NITRO LAPTOPS WITH 13TH GEN INTEL Core processors and nvidia Geforce RTX 40 series gpus



cer has introduced a suite of powerful new Nitro gaming laptops, featuring the latest 13th Gen Intel Core processors and NVIDIA GeForce RTX 40 Series GPUs. Aimed at casual gamers who are ready for enhanced gameplay, extra features, and a more immersive experience, the new 16inch and 17-inch Acer Nitro laptops come in more compact, thinner, and lighter form factors with higher screen-to-body ratios. Whether it's exploring the ever-growing catalog of game titles or editing montages of gameplay videos, the Nitro's

solid construction and powerful performance lead users to experience a new level of gaming.

The latest NVIDIA GeForce RTX 40 Series GPUs are powered by the ultra-efficient NVIDIA Ada Lovelace architecture which delivers a quantum leap in both performance and AIpowered graphics. Gamers can experience lifelike virtual worlds with ray tracing, massively boost performance with DLSS 3, and get a competitive edge with Reflex.

Acer Nitro 16

The new Nitro 16 (AN16-51) gaming laptop comes with a 5% larger screen area than its predecessor and features an upgraded 16-inch WUXGA or WQXGA display with a 165 Hz refresh rate that supports NVIDIA Advanced Optimus, allowing users to dynamically switch between the integrated graphics and discrete graphics without having to reboot. It comes with a 4-zone RGB backlit keyboard and keeps colors bright with 100% sRGB color gamut support and a boosted 84% screen-to-body ratio for a more attractive viewing experience.

Acer Nitro 17

Powered by up to 13th Gen Intel Core HX processors, the Nitro 17's power is enveloped in a chassis that weighs less than 3 kg and comes in a slim 400.20 x 293.25 x 27.9/28.9 mm design. The 17.3-inch laptop comes with multiple display options, with either a FHD display with 144 Hz or 165 Hz refresh rates, or a quad highdefinition display (QHD) with a 165 Hz refresh rate. It also offers a large touchpad (125.0 mm x 81.6 mm), an 81% screen-to-body ratio, and an RGB 4-zone backlit keyboard to add some flair to the gaming experience.

The new Windows 11-based Acer Nitro laptops come with up to 32 GB of DDR5 4800 MHz memory, and up to a massive 2 TB M.2 PCIe Gen 4 storage so players can save more games, movies, and streaming footage on hand. Both laptops also come with one month of Xbox Game Pass or PC Game Pass, giving gamers access to hundreds of popular PC titles.

These Nitro devices have dual fans, four fan outlets located at their

THE NEW NITRO 16 (AN16-51) GAMING LAPTOP COMES WITH A 5% LARGER SCREEN AREA THAN ITS PREDECESSOR AND FEATURES AN UPGRADED 16-INCH WUXGA OR WQXGA DISPLAY.

sides and rear, upper air intake, and are further supported by liquid metal thermal grease to aid cooling over intense gaming periods. They each come installed with NitroSense software and a dedicated NitroSense key, allowing users to monitor their systems' temperatures, as well as adjust fan speed and power performance settings to keep the hardware running as cool as possible.

Each model comes with Killer DoubleShot Pro and is Killer Wi-Fi 6 1650i enabled to provide more bandwidth. To heighten the gameplay and streaming experience, these laptops feature an HD camera, two microphones, and two speakers with DTS:X[®] Ultra audio so players can fully immerse themselves in lush soundscapes. The new Nitro gaming laptops also possess a range of superb connectivity options with a HDMI 2.1 port, a microSD card reader, two Thunderbolt[™] 4 ports supporting Power Delivery, and three USB 3.2 Gen 2 ports, with one that allows for offline charging.

Price and Availability

The Acer Nitro 16 (AN16-51) will be available in EMEA in May, starting at USD 1,199.99

The Acer Nitro 17 (AN17-51) will be available in EMEA in May, starting at USD 1,199.99

Exact specifications, prices, and availability will vary by region.

FINAL WORD // IFS

TECHNOLOGY SUPERIORITY IS KEY DIFFERENTIATOR IN FIELD SERVICE COMPANIES: REPORT



FS, the global cloud enterprise software company, has announced results of its global research study which uncovers field service companies' biggest challenges and key priority areas over the next 12 months. The findings highlight immense tension between opportunity, skills and technology, to outpace market disruption.

Technology superiority has become the most significant competitive differentiator in field service, overtaking customer experience. Yet with nearly half (46%) of respondents reporting that their companies still struggle to meet service level agreements (SLAs) and 37% citing outdated or insufficient technology as an ongoing pressure, there is a clear technology gap which needs to be closed.

Combined with the other top

(40%), and change management and user adoption of new technology (37%), field service organisations are under considerable pressure to not only fulfil customer obligations, but also to remain competitive and achieve future sustainability goals. The latter is now ranked the number one future-focused initiative, followed closely by updating legacy service management systems and leveraging emerging technology. Field service companies recognise

concerns of lack of a skilled workforce

the benefits of digitalisation

Since 2018, there has been clear uptick in technology adoption and critical investments. The 2022 research shows the implementation of Artificial Intelligence (AI) has more than doubled, from 22% to 46%, Reverse Logistics grew, from 25% to 54%, and the implementation of Chatbots has almost quadrupled, from 11% to 44%.

The respondents citing technology superiority (29%,) as their most significant differentiator has tripled since 2018, and has overtaken customer experience (26%). This trend underscores

FIELD SERVICE ORGANISATIONS ARE UNDER CONSIDERABLE PRESSURE TO NOT ONLY FULFIL CUSTOMER OBLIGATIONS, BUT ALSO TO REMAIN COMPETITIVE AND ACHIEVE FUTURE SUSTAINABILITY GOALS. how companies understand that not investing in the right digital technology means they are at risk of becoming obsolete in a highly competitive market characterised by disruption.

Additional findings revealed that while technology is leading investment trends, some of the consideration is pointing to a continued focus on the customer experience, with FSM technology solutions ranking highest in terms of planned adoption being: Remote Assistance (44% of respondents planning to implement), Wearables (44%),

Knowledge Management (42%), Simulations (41%), Scheduling Optimisation and Automation (40%), and Customer Self-service (36%).

Marne Martin, President, Service Management, IFS said: "Our latest State of Service study paints a vivid picture – while customer centricity remains high on the agenda, the realisation of the importance of technology as an enabler has become much clearer. Success is, however, dependent on the ability to orchestrate people and skills alongside market dynamics and customer demands for consistency in service.

"In an economy of scarce resources and rapidly rising costs, remaining competitive is based on modern service management tools that can help companies serve customers more efficiently. Having the right technology has never been more vital than at the moment that organisations interact with their customers, provide services and deliver their best: in their Moment of Service," he added.

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