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BUSINESS MODELS TO ALIGN
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IT'S ALL ABOUT THE PEOPLE

n today's rapidly evolving business landscape, companies across industries are finding themselves compelled to adapt and innovate to meet the ever-changing needs and expectations of their customers. One crucial aspect of this transformation involves adopting a customer-first strategy, where the focus is firmly placed on delivering exceptional experiences and value to consumers.

Traditionally, businesses have emphasized their products or services as the driving force behind their success. While product quality remains vital, a paradigm shift has occurred as customers now seek more than just a transactional relationship. They crave personalized interactions, seamless experiences, and brands that genuinely understand their needs. By putting customers at the center of every decision and interaction, companies can cultivate loyalty, drive customer satisfaction, and ultimately, boost their bottom line.

A customer-first approach in channel selection entails understanding customers' preferences and habits and ensuring that the chosen channels align with their needs. This requires extensive research, data analysis, and ongoing monitoring to identify where customers are most active and receptive. By investing in robust customer relationship management tools and analytics, businesses can gather insights that guide channel selection decisions.

Moreover, a customer-first strategy acknowledges the importance of providing a consistent and seamless experience across channels. Customers increasingly expect a unified journey, whether they are browsing a company's website, engaging with a chatbot, or visiting a physical store. Integrating channels and technologies to create an omnichannel experience allows customers to interact fluidly, receiving consistent messaging, personalized recommendations, and seamless transitions as they move between channels.

As we navigate the ever-evolving landscape of business, it is crucial for companies to recognize that a customer-first strategy is no longer a mere option but an imperative. By prioritizing the needs, preferences, and satisfaction of customers, businesses can forge deeper connections, create meaningful experiences, and establish a competitive edge in today's dynamic marketplace.



CULTIVATING A CUSTOMER-FIRST MINDSET

FOUNDER, CPI Dominic De Sousa (1959-2015)

Published by



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WS02 RECOGNIZED AS A 2023 GARTNER PEER INSIGHTS CUSTOMERS' CHOICE FOR FULL LIFE CYCLE API MANAGEMENT

S02, the leader in digital transformation technology, has announced it has been named a Customers' Choice in the 2023 Gartner Peer Insights 'Voice of the Customer': Full Life Cycle Application Programming Interface (API) Management. Gartner defines Full Life Cycle API Management as the market for software that supports all stages of an API's life cycle—planning and design, implementation and testing, deployment and operation, and versioning and retirement.

WSO2's suite of API management products empowers organizations to present their businesses as APIs across various deployment environments. By enabling developers to create new business value more quickly, WSO2 customers enhance their agility, resilience and accelerate overall growth.

Over the past 12 months, WSO2 has



consistently garnered top ratings from customers on Gartner Peer Insights, establishing itself as one of the highest-rated Full Life Cycle API Management solutions. With a rating of 4.7 out of 5 and 91% recommendation rate based on 34 reviews as of February 2023, we believe WSO2 has proven its commitment to delivering outstanding API management solutions and ensuring customer satisfaction.

HUB71 AND SANOFI JOIN HANDS TO ACCELERATE HEALTHTECH INNOVATION IN THE UAE

ub71, Abu Dhabi's global tech ecosystem, has partnered with French pharmaceutical giant, Sanofi, to accelerate the development and commercialization of cutting-edge technologies in healthcare. Through the strategic partnership, Hub71 and Sanofi aim to improve patient care and strengthen healthcare systems for the benefit of communities in the UAE and beyond.

At a time of rapid growth and investment in HealthTech, the collaboration will pilot and validate innovative HealthTech applications that complement both Sanofi's commercial priorities and Hub71's growing startup community. As part of the agreement, Sanofi will present Hub71 startups with use cases and business development opportunities to drive breakthrough innovation in healthcare. With a mission to advance the UAE's HealthTech industry, Hub71 and Sanofi will also foster greater collaboration among industry leaders to



bolster local knowledge and expertise.
Ahmad Ali Alwan, Deputy Chief
Executive Officer of Hub71, said:
"Innovations in HealthTech are
transforming treatments, enhancing
care and enabling people to lead
healthier lives. By joining forces with
Sanofi, Hub71 founders will gain access
to a global healthcare leader that will
empower their passion for innovation and
advancing breakthrough technologies.
We look forward to creating a powerful
partnership that demonstrates the
UAE's leadership in shaping the future of
HealthTech on the world stage."

TOP STORIES

COMMVAULT CONCLUDES BIGGEST CONNECTIONS EVENT IN DUBAI TO DATE WITH HUNDREDS OF TECH EXPERTS IN ATTENDANCE



ommvault, a global enterprise leader in data management across on-premises, cloud, and SaaS environments, welcomed hundreds of industry executives, experts, and technology specialists at its Connections event in Dubai which took place at the Museum of the Future.

The event saw the largest ever representation from many areas of the data protection and management supply chain to a Commvault Connections event in Dubai. This edition drew major attendance from the technology community, who had the opportunity to network with their peers while learning about the latest trends and solutions in data management, Ransomware protection, and digital transformation across the region.

The latest edition of Commvault Connections on the Road covered a wide range of topics, including fortifying data against Ransomware with Cyber deception and AI; hybrid cloud; digital transformation and sustainability; data backup and recovery and more.

Fady Richmany, Regional Vice
President & General Manager, SEEMEA,
said: "Connections on the Road in
Dubai this year was a resounding
success and a fantastic platform to
outline future strategies and trends
in data management and protection. I
would like to say thank you to everyone
who attended the event, including our
partners, sponsors and speakers who all
contributed significantly to this edition.
We look forward to continuing our
collaboration with all our stakeholders
and accelerating digital transformation
for many years to come."

TOP STORIES

FALCON 40B TAKES FLIGHT: TECHNOLOGY INNOVATION INSTITUTE ANNOUNCES OPEN SOURCE LAUNCH OF UAE'S FIRST LANGUAGE MODEL TRAINED ON AMAZON SAGEMAKER

mazon Web
Services, Inc.
[AWS], an
Amazon.com, Inc.
company, has announced
that Technology
Innovation Institute (TII),
the applied research
pillar of Abu Dhabi's
Advanced Technology
Research Council, trained
its top-performing, open
source Falcon 40B model

on AWS. Falcon 40B is a 40-billion-parameter large language model (LLM) available under the Apache 2.0 license that ranked #1 in Hugging Face's Open LLM Leaderboard, which tracks, ranks, and evaluates LLMs across multiple benchmarks to identify top performing models. It was trained on 1 trillion tokens on Amazon SageMaker, a fully managed service for developing, training, tuning, and hosting machine learning models, including LLMs.





The launch represents a significant milestone in the UAE's commitment to fostering AI innovation and scientific contributions in line with the UAE National AI Strategy 2031.

Customers can now deploy Falcon 40B from Amazon SageMaker JumpStart, a machine learning (ML) hub that offers pre-trained models, giving customers access to Falcon 40B's state-of-the-art accuracy and industry-leading performance without

having to build their own model from scratch. To get started with Amazon SageMaker JumpStart, visit aws.amazon.com/ sagemaker/jumpstart.

Dr. Ebtesam Almazrouei, Executive Director – Acting Chief Al Researcher of Al Cross Center Unit and Project Lead for LLM Projects at TII, highlighted Falcon 40B in a new

blogpost, stating: "We proudly announce the official open-source release of Falcon-40B, the world's top-ranking open-source language model. Falcon 40B is an exceptional open-source model with 40B parameters, specifically designed as a causal decoder-only model. It was trained on a vast dataset of 1,000B tokens, including RefinedWeb enhanced with curated corpora. The model is available under the Apache 2.0 license, ensuring its accessibility and usability."

NEW YORK UNIVERSITY ABU DHABI SELECTS DELL TECHNOLOGIES' HIGH-PERFORMANCE SERVERS TO POWER R&D CAPABILITIES

ew York University
Abu Dhabi (NYUAD)
has selected Dell
Technologies
to transform and build
an advanced computing
environment to fast-track
research projects and drive
measurable scientific results.

NYUAD chose Dell PowerEdge
Servers powered by AMD
EPYC processors which enable
faster adoption for HPC customers,
due to high core counts in CPUs (up
to 64 cores per socket), high memory
capacity, and fast IO capabilities. This
is further accelerated by NVIDIA A100
Tensor Core GPUs and connected with
high-performance NVIDIA Quantum
InfiniBand networking, Dell Networking,
and Dell Professional Services.



With Dell PowerEdge Servers, NYUAD will be able to adopt AI and HPC initiatives to access raw data, improve the accuracy of predictions and generate faster and smarter research outcomes — with the high performance of AMD EPYC processors, NVIDIA A100 GPUs and NVIDIA Quantum InfiniBand. The purpose-built architecture offers a leap in performance to achieve unmatched scientific computing, AI, and cloud data centers operations at lower cost and complexity.

Dr. Muataz Al Barwani, Senior Director of Center for Research Computing, NYUAD said: "As an institution involved in advanced scientific and technical evaluations, access to powerful computing

facilities to undertake complex workloads and process large amounts of data is crucial. Dell Technologies' sophisticated server and computing solutions fuel our research work and allow us to deliver cutting-edge thought leadership discoveries. We look forward to further collaborations with our colleagues at Dell Technologies."

D-LINK BECOMES TAIWAN'S FIRST NETWORKING BRAND TO ACQUIRE ETSI EN 303 645 CERTIFICATION



D-Link Corporation has announced that its AQUILA PRO AI M30 AX3000 dual-band Wi-Fi 6 router has acquired the ETSI EN 303 645 cybersecurity certification in May with the assistance of Auray Technology, making D-Link the first networking brand in Taiwan to obtain this certificate issued by the Nemko Group.

ETSI EN 303 645 is the European standard for cybersecurity requirements in IoT devices. It focuses on ensuring the privacy, integrity, and overall security of IoT devices, protecting them against potential vulnerabilities and threats.

"We are thrilled to be the first networking brand in Taiwan to acquire the ETSI EN 303 645 product certification for the AQUILA PRO AI M30 Wi-Fi 6 Mesh Router," said Victor Kuo, chairman of D-Link Corporation. "This achievement demonstrates our ongoing commitment to provide secure and reliable networking solutions. We believe that cybersecurity is paramount in today's interconnected world, and this certification validates our efforts in ensuring the highest level of protection for our customers' IoT devices."

As a global leader in designing and developing networking and connectivity products, D-Link has long been committed to networking equipment and services, with a strong emphasis on cybersecurity.

IFS AND HOIST LAUNCH FLEXPLUS ENTERPRISE APPLICATIONS SERVICES



IFS, the global enterprise applications company, has announced that it has partnered with HOIST, already a strategic partner in the IFS Ecosystem, to develop and deliver a mid-market specialised service offering to help further drive customer satisfaction in the IFS ecosystem.

Mid-size companies are also under pressure to modernize their systems and build new capabilities to keep innovating and accelerate speed to market. With a focus on business value, these companies typically have limited IT capacity and capability, especially for business applications. The goal for FLEXPLUS is to ensure that, regardless of their own capabilities, customers are realising value along the journey. Specifically, the new service reduces their need for internal expertise to deal with



Level 1 and Level 2 issues and will provide faster time to resolution and in turn reduced impact on business.

As well as increasing value and accelerating the time to value from their investment in IFS, with this service customers will gain additional services such as training data management, application housekeeping, reporting, managed services and more.

IFS Chief Customer Officer, Mark Moffat, said: "It is part of our DNA at IFS to drive not just value, but a choice of engagement models for our customers; the partnership FLEXPLUS with HOIST is an essential addition to our portfolio. Our partnership with HOIST has grown and matured over many years and we are looking forward to working closely together to fulfil the needs of many of our customers in a new context".



Vertiv, a global provider of critical digital infrastructure and continuity solutions, has announced key enhancements to its dedicated offering for channel distributors and resellers. According to Omdia, Vertiv is already ranked #1 in the three-phase UPS market globally, capturing 16% of the market. With these enhancements, Vertiv's highly-efficient and market-leading threephase uninterruptible power supplies (UPS) from 10 to 60kVA, including the Vertiv Liebert ITA2 and its complementary services, are now available in the Vertiv Solution Designer tool and shipping from stock in Europe, Middle East and Africa (EMEA).

According to Omdia's UPS Hardware Market Tracker and Analysis 2022, there's an increased demand for three-phase UPS in EMEA from markets outside of cloud, colocation, and telco. These include retail, wholesale, healthcare, manufacturing and other industries. By 2026, the three-phase UPS market in EMEA is expected to grow from \$1.66B in 2021 to \$2.07B, a CAGR of 5.84%.

"Digitalisation is being leveraged by companies of all sizes and industries, which leads to an increased need for efficient solutions to protect small and medium sites against power outages," said Karsten Winther, EMEA president at Vertiv. "The strategic addition of three-phase UPS to our IT channel portfolio allows partners to serve a broader market with industry-leading solutions, enabling businesses to leverage the latest technologies and accelerate their digital transformation journey."

JEDDAH WITNESSES INCREASED DEMAND FOR FLEXIBLE WORKSPACE SOLUTIONS

Supporting the city's dynamic business environment, employees in Jeddah are turning to coworking spaces, hotels and retail outlets as office alternatives highlighted JLL during its Future of Work exclusive roundtable.

In the first quarter of this year, the total existing office stock in Jeddah stood at approximately 1.2 million sq. m. with an additional 61,000 sq. m. scheduled to enter the market over the remainder of this year, whereas Jeddah's retail stock increased to 1.8 million sq. m. with 478,000 sq. m. of retail floorspace scheduled for this year. This reflects new opportunities for businesses seeking modern and innovative workspaces in the city.

The event witnessed experts and thought leaders from global real estate consultancy firm JLL, who shared valuable insights on emerging workplace trends and its profound impact on the Kingdom's real estate sector. The roundtable enabled attendees to explore the escalating adoption of flexible work models, the integration of advanced workplace technologies, and the rising importance of sustainability in corporate real estate. Furthermore, the crucial role of creating



exceptional 'people experiences' within organizations and work environments was also emphasized.

Speaking at the roundtable, Saud Alsulaimani, Country Head, KSA at JLL, said: "Corporate Real Estate is at a critical decision point, where strategies implemented now and over the next few years will determine the path to longterm success. It is clear that hybrid is here to stay; it is a permanent feature in the working landscape. While the office will continue to remain central and paramount to the hybrid model, co-working spaces and retail outlets are gaining popularity in line with Vision 2030, which focuses on the importance of providing an innovative and comfortable environment that encourages the workforce's productivity and creativity."

RED HAT DEVELOPER HUB TO HELP FUEL DEVELOPER PRODUCTIVITY

RED HAT UNVEILS



Red Hat, Inc., the world's leading provider of open-source solutions, has announced Red Hat Developer Hub, an enterprisegrade, unified and open portal designed to streamline the development process through a supported and opinionated framework. Crafted from the open-source project Backstage, the Red Hat Developer Hub platform provides the necessary curated tools and resources developers need to create higher-quality applications, maximizing existing skills and accelerating velocity while reducing friction and cognitive overload.

Internal developer platforms have emerged as a key solution in navigating the sprawl that DevOps teams often face. These platforms help increase developer productivity while reducing the volume of optional tools and information that must be sifted through to deliver production code. According to industry analyst firm, IDC, "60% of organizations looking to scale DevOps will adopt an internal developer platform to provide infrastructure, deployment pipelines, and other internal services to enable developer self-service by 2025."

While the need is clear, building and maintaining an internal developer portal remains complex. This is especially true at the scale of modern enterprises, with heterogeneous tools, ever-changing security needs, and compliance requirements that vary across industries and regions.

BEYONDTRUST ENHANCES ITS PARTNER PROGRAM TO SUPPORT BETTER ENABLEMENT

BeyondTrust, the worldwide leader in intelligent identity and access security, has announced the addition of new and updated tools, processes, and personnel resources to its PartnerTrust partner program. Partners will gain numerous benefits from the enhancements, such as having more control over their partner experience with BeyondTrust, and expanded support for helping their customer deployments succeed.

The PartnerTrust program enhancements create better enablement, greater engagement, and simplified processes, as outlined below:

"We are very excited about the new additions and upgrades to our PartnerTrust program," said Jeff Mattan, VP Global Channel Programs at BeyondTrust. "Our partners' feedback and collaboration from



around the world have been instrumental in shaping the program's improvements. By actively listening and responding to evolving market trends and success metrics, we have optimized the most impactful aspects of PartnerTrust to expand and enable our partner ecosystem and provide our partners with the best possible experience."

MINDWARE ANNOUNCES PARTNERSHIP WITH GOOGLE CLOUD IN MENA REGION

Mindware has announced the signing of a distribution agreement with Google Cloud to develop the channel and grow the business across the Middle East & North Africa (MENA) region. The agreement will see Mindware promote the Google Cloud portfolio and Workspace across the countries of United Arab Emirates, Qatar, Kuwait, Oman, Bahrain,

Yemen, Morocco, Algeria, Tunisia, Libya, Egypt, Jordan, Lebanon, Palestine and Iraq. With the support of Google Cloud, the distributor will extend its portfolio with specialized solutions around Data & Analytics, API Management, industry-leading Artificial Intelligence (AI) and Machine Learning (ML) services for improved business outcomes, application development and delivery acceleration.

Mindware will deploy a strategy and methodology of addressing Google Cloud's requirements to expand its business in the regional markets. The company will deliver increased sales of Google Cloud solutions



through a new ecosystem including Managed Service Providers (MSPs), Independent Software Vendors (ISVs), and leveraging the Mindware Cloud Marketplace and professional and support services.

With the Google Cloud portfolio, Mindware partners will be able to offer their customers the flexibility to migrate, build, and optimize applications across hybrid and multi-cloud environments, while minimizing vendor lock-in, leveraging best-in-breed solutions, and meeting regulatory requirements. The collaboration will allow Mindware to strengthen its reach in the market, based on vertical solutions especially in the education sector, and the access to the open source ecosystem.

Philippe Jarre, Mindware Group President said: "We strongly believe that the Google Cloud-Mindware partnership offers a unique opportunity for both organizations to succeed and grow in the market, particularly in the domains of data and Al. Mindware has a

diverse range of solutions, allowing for cross-selling and upselling. With extensive market coverage and strong financials, we can adapt to market changes. Our ultimate goal is to become the preferred Cloud distributor in the Middle East and Africa, delivering aggregated Cloud solutions from various vendors, with a specific emphasis on data and AI capabilities. Collaborating with Google Cloud will add value to both companies, as we are going to leverage our capabilities to develop an expansive Google Cloud channel ecosystem and access hundreds of clients from different industries and market segments."

AVEVA RECOGNIZED AS A LEADER IN IDC MARKETSCAPE: WORLDWIDE PROCESS MANUFACTURING EXECUTION SYSTEM 2023 VENDOR ASSESSMENT

AVEVA, a global leader in industrial software, driving digital transformation and sustainability, announced that it has been positioned in the Leaders Category in the IDC MarketScape: Worldwide Process Manufacturing Execution System 2023 Vendor Assessment.

According to the IDC MarketScape, "AVEVA MES is a model-driven solution that supports the modelling of operational workflows, production processes, and equipment. This configurable business process management approach enables standardization of operational processes across multisite operations and provides a centralized management platform for data analysis with visualization." In explaining the strengths of AVEVA MES, the report said, "The model-driven and process-based approach have been some of AVEVA's core strengths for a long time now. This is a differentiator for the company, aligning with the needs of core industries served by

AVEVA. Over time, the company also built a comprehensive core domain knowledge in process manufacturing both through the manufacturing execution side and the plant design optimization. These capabilities are essential to drive digital transformation (DX) across the asset and operational life cycle for capital-intensive industries. These features, together with a strong momentum in innovation toward a new cloud architecture, will contribute toward AVEVA's long-term success in process manufacturing."

Lorenzo Veronesi, Associate Research Director, IDC Manufacturing Insights, said: "Companies in continuous process or batch and hybrid manufacturing sectors should consider a Manufacturing Execution System that provides strong operational agility across multiple facilities and locations has."

Keith Chambers, Vice-President, Operations Management Software, AVEVA, said: "We're proud that AVEVA



has been recognized as a Leader in the IDC MarketScape: Worldwide Process Manufacturing Execution System Software Providers 2023 Vendor Assessment. Manufacturers continue to see every link in their value chains massively disrupted. With this assessment, they can be assured AVEVA MES will bridge the business-toplant collaboration gap and improve the efficiency of their manufacturing networks by proving agility and resilience at a time when it is desperately needed."

FOUR WAYS SMART MULTI-CLOUD AND INTELLIGENT

NETWORKS HAVE BECOME AN INDUSTRY GAME-CHANGER

Richard Bennett, Head of Industry Solutions & Strategy, VMware EMEA

e are living in a world that is increasingly shaped by the endless potential of cloud. Whether we realise it or not, multiple clouds, like public, telco, private and edge, are facilitating some of the most progressive innovations that are breaking through in areas as far reaching as financial services, automotive, fashion and healthcare.

In working seamlessly together, these clouds are tackling one of the greatest modern business challenges; how best to manage, store and deliver the right data at the right time to provision the best possible outcome or experience.

Here are four examples I believe best illustrate what this all looks like in the real world. How does a multicloud strategy, where apps and data can move freely and securely across multiple centrally-managed clouds, repeatedly prove itself to be complete game-changer?

Transforming in-car connectivity with Mercedes

As we look towards more sustainable transport options, the electric vehicle market is soaring - and with it the influence of cloud computing. Statista estimates show that by 2027, electric vehicle revenue will grow 17%, while figures from industry association ACEA show that vehicle sales broke new records in Europe in 2022. Competition is set to be rife amongst manufacturers, but a multi-cloud strategy is helping industry giants like Mercedes to stay at the edge of innovation and deliver new driving experiences.

The automotive maker is combining different clouds and networks as it builds its own in-car operating system (OS) to enrich driver and passenger connectivity. Running on this platform, the resiliency and low-latency of edge clouds and telco networks will allow



operators of self-driving vehicles to take Zoom meetings, and even participate in rich collaboration with other users while on the move.

Through the scalable nature of public networks such as 5G, passengers can easily benefit from enhanced ICE (incar entertainment) while stationary, streaming video and movies, playing online games and watching TV shows with no latency, buffering or pixelation. Mercedes' commitment to this platform includes an Android container, allowing secure third-party access to collaborate and develop specific applications for the car. It's a transformative

approach to how data will shape the in-car experience, and is no doubt be a blueprint that other manufacturers follow.

Accelerating innovation in digital fashion

As fashion constantly evolves and brands introduce new styles, technology is playing a central role in supporting retailers to connect with consumers and offer new experiences. Augmented reality, for instance, provides personalised shopping in the comfort of your own home, while chatbots and in-store

touchscreens are improving customer relations and offering customised product suggestions, or even in the case of adidas, putting design and manufacture of custom products into the hands of eager shoppers.

This customer experience is even extended to the Metaverse and Web3. Valentino, for example, has announced a collaboration with NFT marketplace UNXD to combine digital and physical fashion. While Decentraland, a leading Metaverse platform, has just hosted its second annual Metaverse Fashion Week. Imagine being sat on your sofa at home, in the same virtual room as some of the world's leading fashion designers, watching brands release their new lines - that's where the industry is heading.

However, the future of digital-first fashion requires high-street brands or the likes of Gucci or Tommy Hilfiger to have applications and workloads in the right cloud for the best possible digital experience. A successful augmented reality offering, for instance, will require the support of multiple clouds, especially 5G edge, ensuring that brands can support customers who will connect and access content at scale over the public 5G network, such as beaming virtual fitting rooms to remote consumer devices.

Similarly, hosting a fashion week in the Metaverse requires extensive network and data capacity, which will require scalable public telco networks, as firms need to combine private and edge clouds for secure, reliable, digital content in end-devices, like a virtual reality headset or lenses. All this needs to happen without user disruption, and that's how a multi-cloud strategy will be crucial to the delivery of digital fashion for years to come.



Facilitating the rise of challenger banks

Chances are that you either bank with or know someone that banks with a challenger bank such as Chase, N26, Monzo and Starling Bank - those that are transforming the delivery of financial services. The consumer focus on mobile banking and digitalfirst experiences has seen these banks capture a market that is increasingly frustrated with the legacy technology limitations of high street banks. So much so that in 2022, this global market was estimated at \$66 billion, and is now expected to grow by almost a third to \$96 billion by the end of the vear.

The UK's Starling Bank has trailblazed the use of multiple clouds to harness the vast scale of compute that is needed to take a data-centric approach to financial services delivery and champion customer experience. With the availability of vast quantities of anonymised data in public clouds, it has used AI to simplify otherwise complex customer trends and behaviours, moving quickly to predict demand or address issues - a key differentiator from high street competitors. This approach has produced new platform upgrades like instant savings spaces, virtual cards or multi-currency payments.

Beyond speed, the bank has delivered better, more accurate insights into payments. Supported by edge networks, it offers merchant identification and real-time location information, so customers can easily find out who they have paid, when and where, alleviating fears of fraud. This relentless focus on customer experience, aided by cloud computing, has supported Starling's growth and industry influence. It is now the first challenger bank to post a profit, and has fundamentally changed the industry landscape - as many as 43 challenger banks were created in 2022 according to data released by Finbold.

Improving healthcare provision

The world continues to witness first-hand how technology is driving healthcare provision. Cloud computing, for instance, has been at the heart of the test, trial and implementation process of vaccination programmes. It has allowed pharma companies

to store confidential patient data at scale, across both public and private networks, and rapidly analyse the results before making iterations to the development process.

But at a more granular level, multicloud strategies are driving tangible healthcare progress boosting the effectiveness of individual treatments and patient experiences. In Saudi Arabia, for instance, the Ministry of Health is running multiple clouds in tandem, to support its thousands of hospitals, clinics, and pharmacies. It has switched from labour intensive, energy-hungry servers and moved its IT operations into different clouds, so workloads can be moved instantly between providers, while giving the Ministry's IT team visibility of, and ability to manage the workloads from a single pane of glass.

On the ground, this means that doctors, nurses, and patients have reliable and secure access to records wherever they are, and all healthcare professionals (including hospital managers and operators), have improved access to the data they need, without worrying about potentially disruptive IT outages. This all translates into better use of resources and improved services for healthcare workers and patients, and a healthcare services.

Ultimately, rapid application development, powered by evolving public and private 5G networks, and delivered through multicloud methodology, demonstrates technology acting in concert to meet these types of business use cases. This is how a variety of industries can test the limits of what's possible with innovative new products, services and experiences.

These are beyond theory too.
Use-cases in fashion, transport,
healthcare and financial services show
only a few of the vast benefits which
running multiple clouds, and allowing
applications to seamlessly move and
migrate, can have. As industries
continue to rely heavily upon
infinite connectivity to power their
transformation, brands and businesses
are discovering how it can accelerate
data insights, time-to-market and
treatments, while aligning themselves
to customer demands and innovation
in their focused markets.



SAS AND EBLA UNLEASH POWER OF ADVANCED ANALYTICS & AI IN QATAR

AS, the leader in analytics, has announced a new partnership with EBLA, an acclaimed systems integrator company in the Arab Gulf region with a strong presence in Qatar. The two companies combined their strengths to provide unwavering support to Qatari organizations embarking on their analytics and decision-making journeys.

With over 300 specialists and highly experienced professionals, EBLA is one of the largest professionally managed IT companies in Qatar and the wider

region. The company places a premium on offering its customers cutting-edge, internationally recognized enterprise software solutions. As part of its customer-centric philosophy, EBLA is committed to providing superior support services and establishing meaningful relationships with private and public organizations.

Recently, the State of Qatar affirmed that digital transformation is key to accomplishing Qatar National Vision 2030 and building an advanced country capable of achieving sustainable development while guaranteeing the long-term

preservation of its citizens' wellbeing. From the successful hosting of the first-ever carbon-neutral FIFA World Cup Qatar 2022 to the TASMU Smart Qatar initiative, the country is already witnessing the implementation of remarkable technological advancements. Furthermore, according to the latest IDC forecast, IT spending in Qatar is anticipated to grow from US \$3.14 billion in 2023 to US \$3.6 billion in 2026.

As Qatar's inspiring leadership strategies serve as a catalyst for the acceleration of the public sector's and enterprises' digital transformation



and sustainability efforts, the need for reliable and powerful analytics, AI, and intelligent decisioning platforms rises. For nearly half a century, SAS has been delivering the same trusted results to help organizations around the world overcome pressing challenges and prepare for the future.

"SAS has been a dominant player in a broad spectrum of industries and

has made significant investments in Qatar," said Zafir Junaid, Regional Director – MEA Growth Markets SAS. "Collaborating with EBLA is a strategic move that aligns with the company's vision of sustainable growth, exploring untapped markets, and driving the adoption of our revolutionary cloudbased analytics and AI solutions."

Fouad Ghannam, Head of Channels, Middle East, Africa, Türkiye, Ukraine & Central Asia at SAS, added: "As we believe in channel-driven business growth and the value partners can provide, teaming with a strategic



THROUGH SKILLED DELIVERY, GUIDANCE, AND INTEGRATION, EBLA WILL ASSIST QATARI ORGANIZATIONS IN REALIZING THE VALUE AND POTENTIAL OF SAS' OFFERINGS TO MEET ALL THEIR ANALYTICS NEEDS.

partner like EBLA opens up exciting opportunities for both companies in the country, particularly in supporting Qatar's National Vision 2030 objectives for the transformation of the public sector."

Through skilled delivery, guidance, and integration, EBLA will assist Oatari organizations in realizing the value and potential of SAS' offerings to meet all their analytics needs and stimulate innovation. The cloud-native SAS Viva AI, analytics, and data management platform is available on the Microsoft Azure Marketplace and is designed to be delivered and updated continuously. Organizations can tap into the robust data exploration, machine learning, and model deployment analytics tools, as well as the broad language support and low- or no-code options for users of all skill levels, with just a click of a button. In addition, SAS offers risk and fraud solutions, a cutting-edge customer intelligence platform, and dedicated industry solutions across areas like banking, insurance, retail, manufacturing, health care, and the public sector.

Hilal Arnaoot, CEO at EBLA, stated: "As CEO, I am thrilled to announce our strategic partnership with SAS, a game-changer in the world of analytics. By joining forces, we solidify our position as industry leaders and open a world of new possibilities for our business. Together, we will leverage the power of advanced data analytics to gain invaluable insights, optimize operations, and drive remarkable growth. This partnership marks a significant milestone in our journey towards innovation and sets the stage for a future of unrivaled success."

"By partnering with SAS, we bring unprecedented benefits to our valued customers. Together, we harness the transformative power of data and analytics, delivering unparalleled insights that drive informed decisions and ignite growth. With SAS as our trusted partner, we empower our customers to unlock new opportunities, enhance efficiency, and achieve remarkable results in an everevolving business landscape," Nabil Nuseibeh, Qatar Country Manager at EBLA said.



SHAPING THE FUTURE

Simran Bagga, Vice-President, Omnix Engineering & Foundation Technologies, on how a people-first strategy has helped the company grow from strength to strength.

ell us more about Omnix, particularly your VAD business Omnix International is a Sharia compliant company that has been in the region for over three decades now. Our parent company is based in Kuwait and it is the Al Imtiaz Investment Group. We focus on the digital transformation journey of our partners and customers. We are headquartered in Dubai, and our regional offices are in Abu Dhabi, Qatar, Kuwait, Saudi, Oman and Bahrain to expand.

As far as value added distribution is concerned, I manage the Omnix **Engineering and Foundation** Technologies team of about 250 plus people. We have three verticals - Value Added Distribution, industry solutions focusing on niche technologies and the BIM and drafting services business. Traditionally, the Omnix Engineering and Foundation Technologies team has been very focused on the AEC industry, because Autodesk is one of our flagship products when it comes to value added distribution. We've been building this product for more than three decades. This is how we got associated with the AEC industry. Currently, we are in the diversification mode, where we are looking at more verticals including manufacturing, oil and gas, education, hospitality and retail, with the diverse technologies that we have today. Therefore, it is a regional expansion happening simultaneously with diversification of technologies. Thus, we go beyond the AEC industry, which Omnix is associated or synonymous with today.

Who are your vendors? What are the typical profile of vendors

you onboard or would like to onboard as a VAD?

As a VAD, we have multiple solution offerings across the channel ecosystem and as I mentioned before, Omnix has been one of the first few distributors for Autodesk. Then, we decided to expand into other technologies. As we speak today, we do a lot of complementary products called addons to the Autodesk business. We have SPIDTECH, IMSCAD, OpSpace, and high-end scanning solutions like FARO, we have about 10 to 12 vendors, which are very interdependent and still independent of the technologies or the verticals, or the segments that are focused on in a partner ecosystem. We also manufacture and design our own HOT machines, which is the Hardware Optimization Technology. These are heavy duty workstations which are used in environments where there is a lot of data processing and images.

As a VAD, how do you support your vendors? Tell us more about the services and support you offer.

As a value-added distributor, our business goes beyond transacting licenses. We provide a lot of valueadded services, whether it's partner enablement, trainings, certifications, or after support services to our partners; because not a lot of channel partners are equipped with multiple resources in such a dynamic environment. As people are getting their cost down, there is a lot of cut on the OPEX. Here, we are well equipped with almost an army of people who are qualified and certified to provide services based on customer requirements that the partner brings to us. Some of the things we do is lunch and learn sessions, partner enablement sessions, now with the pandemic behind us, we've been doing a lot of road

shows, a lot of partner-led customer enablement sessions. So, I think training is something that we really focus on because if people don't know how to sell technology, we never get to the finishing line. It's easy to transact license, but what do we do with the license? How do we optimize the investment and bring in the ROI of the license that the customer has purchased from our channel partner? We offer them the skillset and the technical support that is required. We do a lot of marketing, PRs, and social media for them, because they are not so well equipped, and do not have the manpower. So, we are basically the extended sales force in terms of supporting their business.

Where do you see Omnix's VAD business in the next few years? Any plans to expand?

Momentum and acceleration are the two big rocks as we continue to grow in the space of value-added distributors. It is one of the fastest growing segments within the company. Therefore, we do a lot of deep dive sessions with our partners to understand the requirements, where the technology is leading us, what more can be added to our portfolio, how we can help them increase sales and how we can add more value to the offerings. There's a lot of work involved and we will continue to expand our regional footprint as well. As mentioned before, we have offices in the Middle East, we are looking at Africa in the future, we have an office in Egypt, where we are trying to expand and see if we could be a value-added distributor for some of our partners in there. So, geo expansion and bringing in more complementary vendors to our existing portfolio is

INTERVIEW // OMNIX

where I would see the VAD business going.

It has to grow because today, needs are increasing and hence, the demand in the market for a value-added distributor will continue to be there in the Middle East for a couple of reasons. One is the technology know-how, the skill set which is there. Also, partners and customers look for capitalized distributors as finance plays a major role in the distribution business, offering credit facilities to our channel partners who in turn offer those to their customers. So, there is a need for credit, a service agreement and value-added offerings. Anybody can sell a license, but when it comes to adding value, there are very few partners who can do it and very few distributors who invest in the people, technology and skillset to manage it.

Let me share three big analogies on how we see value added distribution within Omnix. A couple of days ago, I was just reading on social media, an analogy of how we manage services. So, New York is a hub of pizzas, wherever you go, you see it. Then there is Amazon, with numerous products. What differentiates Amazon from selling just a pizza is the experience and the delivery. Amazon has built that value chain. Right from placing an order on the website to them bringing trucks, planes or drones, delivering the product to your doorstep. That is the ease of service, a factor that is so important when we are a valueadded distributor. Do I have the right skillset and can I provide the service that my partner and customer is looking for? These are factors that must be considered.

The second thing is about how we treat the service. For example, Singapore Airlines flies the same Boeings and the same triple sevens, but how do they differentiate themselves? They probably use the same website, airport, ticketing, reservation agents, like any other airline does, but it is all about the experience. The passenger is greeted and treated well. This is how we need to treat our channel. We need to have a service mindset to be successful because the channel is looking at how well we treat them, whether it is a small or a monster channel partner for us. And finally, if you look at Citibank, it



has been around for 200 years. They offer plans that are beneficial for us throughout our major life stages like education, marriage, retirement etc. This leads to relationships. People buy from people. This is the mantra that I and my team work on, relationships matter. In short, the service mindset, ease of doing business with us and managing relationships, are extremely important. Also, our credibility, and authenticity with channel partners sustains our relationship with them. They have stayed with Omnix for over three decades and will continue to build business with us as we grow.

What are your future plans?

We have been a leading solutions provider, and we will continue to expand the footprint by expanding the services and solutions portfolio. VAD plays a major role in this and therefore, we need to identify the vendors that we can work with, expand their coverage, our coverage, and also look for niche players who want to make an entry into the Middle East markets, because the region is expanding, especially the growth in Saudi and UAE. Therefore, I think, one of the main aspects is that we will expand our portfolio. We will continue to do geo expansion as it is extremely important to have a larger footprint than what we have today. We will continue to strengthen the existing partnerships and bring on new ones as these partnerships are our footholds today. Some of the

vendors on our portfolio provide us with our flagship products and they will continue to be there.

Another important aspect that I think is undermined, is investing in our own talent pool. People buy from people. I believe in a "people first" organization. We will not be able to function well if people are not happy with what they're doing, if they don't have the skill set, if they are not equipped well or if they are not motivated. No dreams come true without a good team. If we want to be successful, we have to make all of this happen. So, talent development, retaining people, succession planning, bringing leaders, are all part of the expansion plan.

Then we have to grow our customer base. We are exploring how we can go beyond the AEC industry and in order to do so, we are identifying projects. In Qatar, a lot of expansion is going to happen in the oil and gas industry. It was the FIFA and now they have another cup coming up. Thus, we have to keep identifying pockets of growth and be present there at the right time. If you look at Kuwait, not a lot of vendors and VADs focus there, but it is a country with immense potential and will soon follow Saudi, UAE and Qatar. Thus, we need to be intelligent and ensure that our talent pool is equipped and trained, need to do geo expansion and look at new vendors in order to achieve our goals. The best way to predict the future is to create it!





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PEOPLE FIRST

Reseller ME explores how the channel industry is reevaluating its traditional business models to align with customer needs.

n today's competitive business landscape, success hinges on the ability to understand and meet the evolving needs of customers. In the channel industry, where vendors, resellers, and distributors collaborate to deliver products and services to end-users, a paradigm

shift is occurring. Companies are recognizing the importance of putting the customer at the center of their operations. By embracing customercentricity, the channel industry aims to enhance customer experiences, build long-lasting relationships and drive mutual growth. This article explores the transformative power

of prioritizing the customer within the channel industry and its positive impact on all stakeholders involved.

Evolving Customer Expectations

Customer expectations have undergone a significant transformation in recent years. The rise of e-commerce, digitalization,



and social media has empowered customers with abundant choices and information. Today's customers seek personalized experiences, timely support, and seamless interactions across multiple touchpoints. They expect transparency, convenience, and a high level of responsiveness from the channel partners they engage with. Recognizing this shift,



the channel industry is reevaluating its traditional business models to align with customer needs.

Embracing Customer-Centric Strategies

To put the customer first, channel companies are adopting customer-centric strategies that permeate every aspect of their operations. This shift starts with a deep understanding of customer pain points, preferences, and aspirations. By gathering and analyzing customer data, channel companies can develop actionable

CUSTOMER-CENTRICITY ENABLES
THE CHANNEL INDUSTRY TO DELIVER
ENHANCED CUSTOMER EXPERIENCES.



TODAY'S
CUSTOMERS SEEK
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AND SEAMLESS
INTERACTIONS
ACROSS MULTIPLE
TOUCHPOINTS.

insights to drive strategic decisionmaking. This includes implementing CRM (Customer Relationship Management) systems to capture customer interactions, track preferences, and identify areas for improvement.

Moreover, channel companies are investing in tools and technologies that enable personalization and customization. From targeted marketing campaigns to personalized product recommendations, the channel industry leverages datadriven insights to tailor offerings to individual customer needs. By aligning product features, pricing models, and delivery options with customer expectations, channel partners can enhance the overall customer experience.

Collaboration and Partnerships

The channel industry thrives on collaboration and partnerships. To put the customer first, channel players are strengthening relationships with vendors, resellers, and distributors to align their efforts and resources. By working together, channel partners can create seamless customer experiences, deliver integrated solutions, and streamline support processes. The result is a unified and

COVER STORY

customer-centric approach throughout the entire value chain.

Collaboration extends beyond the channel partners themselves; it also includes engaging with customers directly. Channel companies are actively seeking feedback and input from customers to co-create solutions that address their specific pain points. By involving customers in product



development, channel partners ensure that the final offerings meet their expectations and deliver tangible value.

Enhanced Customer Experiences

Customer-centricity enables the channel industry to deliver enhanced customer experiences. By leveraging technology and data analytics, channel partners can personalize interactions, tailor product offerings, and anticipate customer needs. Advanced analytics and AI-powered algorithms allow channel companies to gain insights into customer behavior, preferences, and purchasing patterns. Armed with this information, they can proactively engage customers, offer relevant recommendations, and provide timely support.

Real-time feedback mechanisms and continuous improvement initiatives help channel companies refine their services and address customer pain points promptly. By actively listening to customer feedback and acting upon it, channel partners demonstrate their commitment to customer satisfaction. This includes investing in efficient customer support channels, such as live chat, social media support, and self-service portals, to ensure that customers receive timely assistance when they need it.

Empowering Customer Success

Putting the customer first involves more than just selling products; it

BY GATHERING AND ANALYZING CUSTOMER DATA, CHANNEL COMPANIES CAN DEVELOP ACTIONABLE INSIGHTS TO DRIVE STRATEGIC DECISION-MAKING.





entails enabling customer success. The channel industry is actively investing in customer education and training programs to empower endusers and optimize the utilization of products and services. By offering comprehensive support, documentation, and resources, channel partners foster customer loyalty, promote product adoption, and drive long-term customer value.

In addition to product-specific training, channel companies provide broader education on industry trends, best practices, and emerging technologies. By equipping customers with the knowledge and skills they need to excel in their roles, channel partners position themselves as trusted advisors. This, in turn, strengthens customer relationships and enhances customer lifetime value.

Measuring Success and Continuous Improvement

Customer-centricity is not a onetime initiative; it is an ongoing commitment. The channel industry understands the importance of measuring success and continuously improving customer experiences. Key performance indicators (KPIs) such as customer satisfaction, loyalty, and retention rates serve as benchmarks to evaluate the effectiveness of customercentric strategies. Regular feedback loops and proactive engagement help channel partners stay attuned to evolving customer needs and adapt their offerings accordingly.

Data analytics play a crucial role in measuring and optimizing customer-centric initiatives. By analyzing customer feedback, engagement metrics, and purchasing patterns, channel partners can identify areas for improvement and drive targeted actions. This includes addressing pain points, refining product offerings, and enhancing service quality based on customer preferences and expectations.

In an era where customer expectations are rapidly evolving, the channel industry recognizes the need to put the customer first. By embracing customer-centricity, channel companies can differentiate themselves, foster long-term relationships, and drive mutual growth. Through collaboration, personalization, and a commitment to continuous improvement, the channel industry is poised to deliver enhanced customer experiences that meet and exceed the expectations of today's discerning customers. By prioritizing the customer, the channel industry is laying the foundation for a prosperous future built on strong partnerships and customer success.



COLLABORATION EXTENDS BEYOND THE CHANNEL PARTNERS THEMSELVES; IT ALSO INCLUDES ENGAGING WITH CUSTOMERS DIRECTLY.



SIMPLICITY IS CRUCIAL IN THE COMPLEX IT WORLD

Bart Salaets, EMEA Field CTO, F5

he CIO's job certainly isn't getting any easier.

Those at multinational organisations in particular need to deal with an ever-changing, increasingly complex, and varied web of regulations. What data is stored where, and how exactly it is secured, are now critical questions that cannot be avoided.

A widening skills gap is another issue as companies embrace new development environments. The pool of available talent is simply not growing fast enough to keep pace with technical specialist demand. It's harder than ever to find the right talent and retain them in a fiercely competitive market.

What's more, if you sub-optimally address any of these problems, you are at the risk of creating another headache. For example, multicloud networking can provide the interconnections needed within an application that may be spread out across different environments for regulatory purposes. But it also means a more complex job to secure the application at the front and back-ends, as well as the "in-between" where

the two connect. What's more, if application security and networking are run by separate teams, it can become a messy co-ordination process of conflicting responsibilities.

Confusion can also arise from the desire to put more decision-making power in the hands of developers. This is good for speed, agility and keeping people happy, but it can result in individual teams using their own tools and processes, which can become uncontrollable. When talent is scarce, organisations understandably want to give people the working environment of their choice, but that must be balanced with governance needs at the organisational level.

Ultimately, it is down to the CIO to ensure that an organisation can harness the benefits of modern tools and methods without creating needless complication or an environment they can no longer effectively govern. By all means, seek dynamism and flexibility, but not at the cost of compromised security or operational inefficiency.

So, how can you simplify things and satisfy different priorities in parallel?

Different vendors and teams can lead to competing tools, systems, and protocols, with people in the middle needing to configure everything and paper over the cracks.

A better approach is a single solution with one dashboard that provides end-to-end visibility and consistent policies – regardless of where an application is hosted.

Automation tools can also help with the interface between networking, security, and application development, ensuring that different teams work at their own pace without having to slow down for others.

For CIOs today, it is a constant race to keeping up with changes outside their organisation while also maintaining efficient operations internally.

However, complicated problems do not always require complicated solutions. That is why we are seeing a trend towards unifying approaches for multi-cloud networking, application delivery and application security that avoid unnecessarily complicated siloes. Visibility, simplicity, and flexibility are becoming the watchwords for IT leaders. The more advanced technology becomes, the more important it is to keep everyone and everything on the same page.

SPOTLIGHT // CIRRUSLABS

CIRRUSLABS ESTABLISHES NEW CUSTOMER EXPERIENCE CENTER FOR MIDDLE EAST



irrusLabs, a US-based digital transformation and IT solutions provider launched its new office and Customer Experience Center at Dubai Digital Park, Dubai Silicon Oasis, recently. This strategic location places the company at the heart of technological innovation in the region, making it an ideal spot to serve customers better and cater to their digital transformation needs.

The launch ceremony was presided by Dr. Juma Al Matrooshi, Director

General of Dubai Silicon Oasis as chief guest of honor and the ribbon-cutting ceremony was attended by a team of senior officials from Dubai Silicon Oasis. The Commercial Attaché/Digital Attaché of the Commercial Section, United States Consulate General in Dubai, Bruce J. Ellsworth also graced the occasion. Several key customers and partners of CirrusLabs along with senior members of the CirrusLabs team were present at the ceremony.

Naeem Hussain, Chief Operating Officer at CirrusLabs, spoke to Reseller ME and said the opening of the new office in Dubai underscores the importance of the company's mission in the Middle East, Turkey, and Africa (META) region.

"With the launch of this new facility, CirrusLabs is poised to continue its mission of enabling organisations to accelerate their transformation journey. The Customer Experience Center will provide an immersive environment for customers to experience the latest innovations in digital transformation while allowing the company to showcase its capabilities in a real-world setting."



He added that the Dubai office would allow customers in the Middle East to walk in and experience their technologies and see the work that they do. "We've designed this, not an office space but as a space for collaboration-to spend time with our customers, learn their problems and the challenges that they face, and through our expertise and experience, help them address these issues."

"We'd like to work with our partners, collaborate with them, utilise their services in various projects and add our capabilities and expertise into their projects. We've been doing this successfully in North America and will be replicating this in the region. The difference is that we'll be working both with global and in-country partners."

"We're committed to delivering exceptional value to our customers and partners, and this new facility will allow us to do just that. We look forward to leveraging this new space to continue growing our business, building strong customer relationships, developing a robust talent pipeline, forging fruitful partnerships, and delivering best-in-class transformative digital solutions in the UAE and beyond," said Shahnawaz Sheikh, VP Sales – META at Cirruslabs Middle East.

Sheikh added that the UAE market is the most mature market in the Middle East in terms of technology adoption and innovation.

"The UAE market is unique in that it is always ready to try out new technology and implement them as quickly as possible. We see that there is plenty of demand from customers who are asking us to help them in their digital transformation journey. This means that the market has not yet reached saturation and has immense potential to help companies transition smoothly into the digital realm."

Shiboo Varughese, Chief
Technology Officer at Cirruslabs, said
the inauguration of the Customer
Experience Center represents a
significant milestone in the company's
journey. "We're excited to launch our
new office. Our focus on delivering
exceptional customer experiences and
our ability to attract top talent in the
industry has enabled us to maintain

strong growth momentum despite the challenging business environment."

The facility will also serve as a launchpad for new product offerings, helping the company to stay ahead of the curve in the rapidly evolving digital landscape. With a dedicated team of experts, CirrusLabs will continue to drive innovation and provide customized solutions to meet the unique needs of its customers.

The establishment of the Customer Experience Center in Dubai is a testament to CirrusLabs' commitment to the region and their continued focus on delivering exceptional customer experiences. With a strong foundation in place, the company with extensive experience from highly regulated industries, including the US federal government, finance and banking, healthcare, and logistics is well-positioned to serve the diverse needs of customers in the region.

To complement the operations in the Middle East, the company is aggressively looking to carve a niche by participating in various industry events such as Low Code/No Code event in Saudi Arabia. Now the company is gearing up to debut at GITEX Global in Dubai later in the year.

The Dubai regional headquarters of CirrusLabs will operate in harmony with the company's other offices in Washington DC, Atlanta, Toronto, and India. This cohesive network empowers CirrusLabs to provide exceptional services by leveraging its worldwide presence and harnessing local expertise.



THE FACILITY WILL SERVE AS A LAUNCHPAD FOR NEW PRODUCT OFFERINGS, HELPING THE COMPANY STAY AHEAD OF THE CURVE IN THE RAPIDLY EVOLVING DIGITAL LANDSCAPE.

FOCUS // HISENSE



HISENSE MIDDLE EAST SIGNS MOU WITH CONDOR ELECTRONICS FOR LOCAL MANUFACTURING & ASSEMBLY OF CONSUMER ELECTRONICS FOR MENA



isense Middle
East, one of the
largest consumer
electronics and
home appliances
manufacturer,
has signed an official MoU with
Condor Electronics, a part of Condor
Group, one of the Algeria's major
players in the consumer electronics
manufacturing and distribution with
an aim to establish a sustainable supply
chain and increase re-exports for the
Middle East and North Africa region.



UNDER THE AGREEMENT, CONDOR ELECTRONICS WILL PURCHASE MACHINERY AND MOULDS FROM HISENSE FOR THE PURPOSE OF PRODUCTION AND ASSEMBLING OF HISENSE'S FULL PORTFOLIO OF PRODUCTS IN THE MENA REGION, INCLUDING ITS LINE OF TELEVISIONS AND HOME APPLIANCES.

Under the agreement, Condor Electronics will purchase machinery and moulds from Hisense for the purpose of production and assembling of Hisense's full portfolio of products in the MENA region, including its line of televisions and home appliances. This will help the brand to be closer to the market, reduce the supply chain and logistics timelines and serve better to a larger geography through a regional manufacturing and assembly centre. All the raw materials and main components, which are required to produce the products, shall be purchased from Hisense, or suppliers agreed by both the parties.

On the other hand, Hisense will send required engineers to Condor Electronics' factory for machinery installation as well train the Condor team on its usage and features in order to maintain the product standard. Through this, Hisense will leverage the strength and production capabilities of Condor Electronics and business network in the region to scale up its business and operations in the MENA region.

The agreement was signed by Jason Ou, President of Hisense Middle East and Africa, and Omar Benhamadi, Chief Executive Officer of Condor Electronics, in a ceremony held at the Hisense headquarters in Qingdao, China under the presence of senior management of Hisense and top management from Condor leadership.

"This agreement will provide a robust and highly efficient supply chain for our products throughout the MENA region and will significantly reduce the go-to-market of our products, heightening their availability for customers in the region," said Ou. "The manufacturing facilities will be committed to elevated levels of efficiency and sustainability, and demonstrate our unwavering commitment to the region, which has a high growth potential".

"In Condor, we have a partner aligned with our values of innovation, quality production, and commitment to customer service. By combining our strengths, we can strategically move forward our plans to strengthen the Hisense brand presence throughout the region."

"We are focussing on creating meaningful value propositions for our customers with high-quality products driven by advanced technology, sustainable innovation, regionally tailored features, assured availability, and quick delivery – and all at an affordable price," said Ou.



HUAWEI LAUNCHES NOVA 11 SERIES IN THE UAE

uawei has launched the innovative HUAWEI nova 11 Series, a bold and stylish line made with portrait photography in mind. Catering to a younger market, the phone offers

a smarter, more convenient user experience, making a significant splash in the nova Star universe.

Building on the nova brand's legacy, the nova 11 Series introduces XD Portrait and an upgraded HUAWEI Multi-Vision Photography, capturing extraordinary portraits.

The Super Star Orbit Ring design flawlessly incorporates aesthetics into the lenses. The ultra-durable Kunlun Glass ensures ultimate reliability, while combined with SuperCharge Turbo, the phone provides a smoother, smarter and more secure experience.



The HUAWEI nova 11 Pro is available Green and Black premium nova Monogram Vegan Leather designs for AED2,399 and the HUAWEI nova 11 is available in Green, Black and Gold for AED1,899, with pre-orders in the UAE starting on June 9th with gifts worth of AED598 including HUAWEI Watch Fit. While the HUAWEI nova 11i in Mint Green and Starry Back priced at AED949 is available in the UAE starting June 9th with gifts worth of AED378 including HUAWEI FreeBuds SE. All new HUAWEI nova 11 series is available from Huawei's e-shop, Huawei Experience Stores and across select retailers in the UAE.

The nova 11 Series includes two models: the HUAWEI nova 11 Pro and nova 11. The nova 11 Pro, with a 6.78-inch 120 Hz OLED Flawless OLED Curved Display, featuring a 66° golden bending angle, brings a snug grip experience. It boasts a 10x stronger drop resistance capability than the nova 10 Pro, thanks to the customised Kunlun Glass screen. The nova 11 features the unprecedented HUAWEI nova Architecture; its lightweight processing and 3D stacking technology reducing the weight and thickness of the phone for added compactness. The HUAWEI nova 11 is incredibly slim and light, with a thickness of just 6.88 mm and weighing only 168 g. It comes with a 6.7-inch Flawless OLED Flat-Edge Display with extremely narrow bezels, realising a high screen-tobody ratio of 93.4%.

Upgraded HUAWEI Multi-Vision Photography

The nova 11 Series upgraded imaging technologies to provide an extraordinary portrait-taking experience. For the first time, the nova 11 Series adopts XD Portrait to bring out every detail of portrait shots. With low-light portrait enhancement technology, it captures and displays richer details and more authentic colours even in poorly lit environments, carefully retaining natural skin texture and tone.

The nova 11 Pro takes advantage of the upgraded HUAWEI Multi-Vision Photography, featuring a 60 MP Ultra Portrait Dual Camera with a 100-degree ultra-wide-angle, a 1/2.61-inch sensor that supports 4K image quality, and excellent resolution and light sensitivity. The 8 MP Close-up Portrait Front Camera supports 2x optical zoom and up to 5x digital zoom, including 0.7x for group photos, 1x for HD selfies, 2x for textured portraits, and 5x for makeup close-ups.

Featuring Durable Kunlun Glass For the First Time

Making its first appearance in the nova Series, Kunlun Glass massively

improves the robustness of the glass through enhanced injection of composite ions, generating hundreds of millions of nanometer crystals. As a result, the drop resistance of the HUAWEI nova 11 Pro is ten times better than the nova 10 Pro, making it even more reliable. The Kunlun Glass is the first to receive a five-star glass drop resistance certification from Switzerland's SGS.

SuperCharge Turbo, ultra-large battery for long-lasting battery life

The HUAWEI nova 11 Series, equipped with a 4500 mAh ultralarge battery with single-cell and multi-tab technologies, ensures long-lasting power. The nova 11 Pro supports HUAWEI 100 W SuperCharge Turbo, allowing the device to be charged to 60% in 10 minutes and fully charged in 20 minutes with the screen off. When the screen is on when the phone is used for viewing short videos, charging to 50% takes only 15 minutes, helping users overcome low battery anxiety. The HUAWEI nova 11 features 66 W HUAWEI SuperCharge and Turbo charging modes.

50 MP Ultra Vision Camera, the Best Performing Rear Camera of the nova Family

The nova 11 Pro and nova 11 boast a 50 MP Ultra Vision Camera with a 50 MP RYYB Ultra Vision imaging unit and an 8 MP Ultra-Wide Macro Camera, ideal for capturing fantastic photos. There is also the Laser Focus Sensor that supports autofocus, helping to quickly capture the subject. The RYYB Colour Filter Array increases the amount of light entering the camera by 40% compared with the RGGB array, boosting image clarity and detail in the dark. The brand-new environment spectrum collection system ensures vivid and accurately restored colours, allowing users to experience the world's true colours as never before, thanks to the 10-Channel Colour Temperature Sensor.



EMPOWERING PARTNERS

Anita Joseph caught up with Luca Brandi, EMEA Channel Sales Director at Trellix, to learn more about Xtend, the company's new partner program.

artner engagement programs and a partner-first strategy are increasingly being recognized as driving business success and growth today. How is Trellix's new partner platform expected to help partners increase growth momentum and product diversification?

Trellix became Trellix in the beginning of 2022. We took the opportunity last year to listen to the channel partner ecosystem and find out what was working and what wasn't, the expectations, and what it means to have a vendor as a partner that will provide a value system and be relevant for them. If as a vendor we want a partner to be relevant for us, then we, as a vendor, should also be relevant for them. So, we took advantage of last year to design and prepare what we call Xtend. This word basically means that the channel is an extension of us. We at Trellix are 100% channel driven, so the partner ecosystem is definitely critical for us.

The Trellix Xtend partner program was developed to increase profitability, engagement, and growth for partners through widespread adoption of the Trellix XDR platform. As part of Xtend, Trellix has made significant investments in partner development programs to improve the user experience, educate sellers on the Trellix platform, and provide more sales opportunities. We've put in place more marketing investments for

the partners. Partners in the Trellix ecosystem have a unique opportunity to develop and deliver value-added services on top of the only XDR platform of its kind.

Last year, we spent a lot of resources to explain what Trellix is from a vendor perspective. This year, we're investing more in our channel activities in order to develop the business together with our partners. Our message to our partners is this: You will help us position our solutions with your customers and we will help you position your services to your customers. That's the way we'd like to work together.

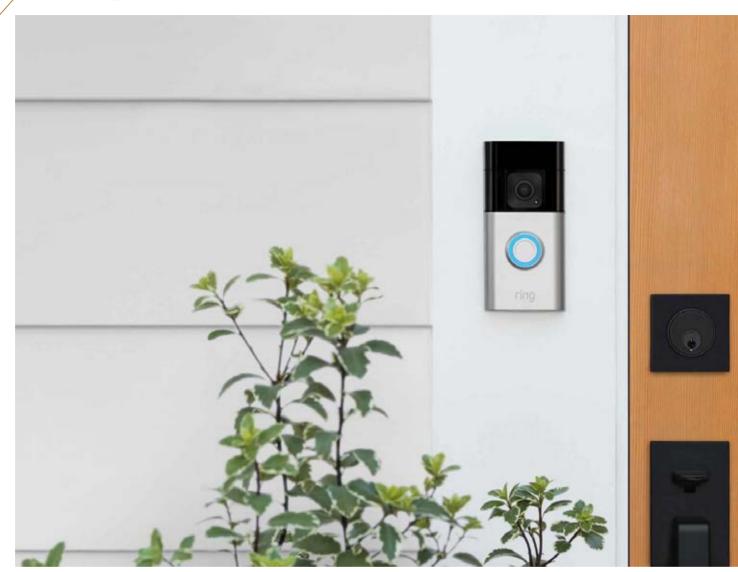
Trellix's XDR platform is unique and takes a 'living' approach to security. How will the partner program help partners and customers integrate XDR capabilities into their security fabric?

The partners in the Trellix ecosystem have a great opportunity to develop and deliver value-added-services. Trellix XDR takes a 'living security' approach through broad and deep integrations across native and thirdparty providers. This enables partners to sell to global customers and easily integrate Trellix within customers' existing environments. It removes complexities, improves efficiency, and adds sophisticated detection, response, and remediation of cyber threats endangering operations. We are not a vendor that works only on native solutions. We are definitely able to integrate seamlessly into

current and existing environments. We have hundreds of integrations already available, and this makes it easy for our partners to remove complexities, improve efficiency and add sophisticated detection and remediation capabilities to tackle cyberthreats. With Trellix's large, established installed base, Xtend partners can up-sell and cross-sell Trellix solutions — including Endpoint, Security Operations (SecOps), Network Detection & Response (NDR), Data Loss Prevention (DLP), Email Security, Managed Detection and Response (MDR) services, and more within existing accounts. So, the business opportunity for partners is huge.

How important is the EMEA region for Trellix and how will the Xtend partner program help businesses in this region?

EMEA is one of the most important regions for Trellix. We have major offices in the UAE and Saudi, we have a remote workforce in Egypt, Jordan and Kuwait. We have dedicated professionals across channel, sales, service support and marketing, all based in the region. Our advanced research team is at hand to support and help this market. Our presence is strong in EMEA-we have a strong public sector presence and our hybrid offerings cater to onpremise, which is very important in some Middle East countries, cloud and virtual environments. This caters to all kinds of customer needs. Moreover, we have strong partnerships with national regulators, and major initiatives designed for the Middle East market.



RING DEBUTS BATTERY VIDEO DOORBELL PLUS

Ring's latest battery-powered Video Doorbell offers homeowners a battery life up to three times better than the first Ring Video Doorbell with new energy-saving features



ing, whose mission is to make neighbourhoods safer, has announced the latest addition to its smart home security solutions, the Battery Video Doorbell Plus. With a 150x150 degree field of view, HD+ resolution, and a battery life that is up to three times better than the first Ring video doorbell, it delivers superior security and convenience for customers.

"We are excited to launch the Battery Video Doorbell Plus in the UAE, as it represents a significant advancement to our battery-powered family," said Mohammad Meraj Hoda, Vice President – Emerging Markets, Ring. "We are enhancing what our



devices can do to give our customers a crisp and clear view of everything that is happening at their front door, with the highest HD resolution of any Ring battery doorbell, along with colour night vision. We have incorporated this technology into our doorbell, which is one of our most popular products, to provide customers with a wide range of options for their home security systems. Ring is committed to providing homeowners with value, convenience, and peace of mind, keeping families connected wherever they are, and allowing them to protect what matters most."

Battery Video Doorbell Plus offers a 150x150 degree field of view and 1536p HD+ resolution, providing customers with a Head-to-Toe view of visitors and HD video of what's happening at the front door. Helpful features include Package Alerts that help customers monitor doorstep deliveries by sending notifications upon detecting a package in their designated package zone (available with a Ring Protect Basic or Plus subscription). Other features Ring users know and love are Customisable Motion Zones, Privacy Zones, Quick Replies, Live View and Two-Way Talk. It is also compatible with Alexa, enabling customers to see, hear, and

communicate with visitors via their Echo or Fire TV device. Furthermore, it is equipped with a quick-release, rechargeable battery pack, and can be connected to a Ring Solar Panel for an uninterrupted power supply, or it can be hardwired into customers' existing doorbells for trickle charging the battery pack.

Additionally, Battery Video Doorbell Plus can trigger video capture on indoor and outdoor Ring Security Cameras by linking devices via the Ring app. It also integrates with Ring Alarm, switching on and capturing video when the alarm is triggered.

With privacy being of utmost importance, Battery Video Doorbell Plus has enhanced privacy and security settings available to customise on the Ring app, including video End-to-End Encryption, that help to deliver on Ring's commitment to privacy, security and user control.

Pricing and Availability

Battery Video Doorbell Plus is available for purchase online on Amazon.ae, and via select retailers across the UAE including Ace Hardware, Jumbo Electronics, Sharaf DG, Activ8 and Virgin Megastore, starting from AED 699.



Amr Alashaal, Regional Vice President -Middle East

023 will be a year of growth within the communication service provider (CSP) market according to new data from A10 Networks' latest research. Its biannual Global Communication Service Provider Insights report was undertaken to understand the priorities, expectations, and perspectives of senior IT professionals in CSPs across the globe by interviewing 2,750 senior IT professionals in a variety of roles across 21 countries.

We found that despite supply chain struggles and economic uncertainties, providers are expecting consistent growth in traffic which they will match by investing in improved security and coverage.

This growth is the driving cause of planned reforms, but it is not the only factor encouraging CSPs to make changes. The need to close the digital divide by expanding coverage to previously underserved communities, to counter increasingly sophisticated cyberattacks by enhancing

cybersecurity measures, and to keep up with the ever-changing global compliance and regulations landscape are catalysts for current and future investments.

Although there are several key themes from the report, the central one, and the one driving other investments and reforms, is the expectation of demand. Ninety-nine percent of the CSPs surveyed expect to see growth in traffic volumes in the coming two to three years, with almost half (48%) expecting traffic to rise by between 50 and 75 percent, while one in five expects to see growth of more than 75 percent.

The pandemic surge in traffic that stretched networks to their limits may have been a one-off, but coming growth will be more consistent and sustained. Confidence is now the main driver of reform according to those surveyed, which in turn will lead to vital improvements in network security.

Providing a secure and reliable connection to hard-to-reach or previously economically unviable areas is crucial to reducing inequality and ensuring future growth – and so is a key area of focus for CSPs in 2023.

CSPs must continue to improve their network security if they want to keep up with the growing number and sophistication of cyberattacks. With threats evolving rapidly to target the ever-widening attack surface and lengthening digital supply chains, CSPs and security vendors must be proactive, flexible, and nimble.

What Next?

The research shows that CSPs are at a crucial point as they aim to capitalize on demand and seize opportunities to grow and diversify. To realize their full potential, service providers need to scale their networks while ensuring they are increasingly secure.

CSPs should work with security partners to scale and transform their networks safely. This process should include the overhaul of legacy systems with the use of AI, machine learning, and threat intelligence capabilities that match the rapidly evolving and ever numerous cyberthreats present in the market.

Solar Powered Camera



Powered by solar energy, this kit sets up without any electrical wiring.

Easy installation

Easy set up without mechanical equipment-reducing the installation costs and time.

Can withstand bad weather

Prone to extreme weather such as strong wind and rainstorms.





4G'LTE

in





The D-Link DWR-910M 4G LTE Wi-Fi
Modem/Router lets you share a fast
mobile Internet connection with multiple
PCs and mobile devices wherever you go.

- LTE speed up to 150 Mbps downlink/50 Mbps uplink
- 6 802.11n/g wireless compatible
- 🔥 Connect via Wi-Fi or USB port
- On-board SIM card slot
- Connect up to 8 users