

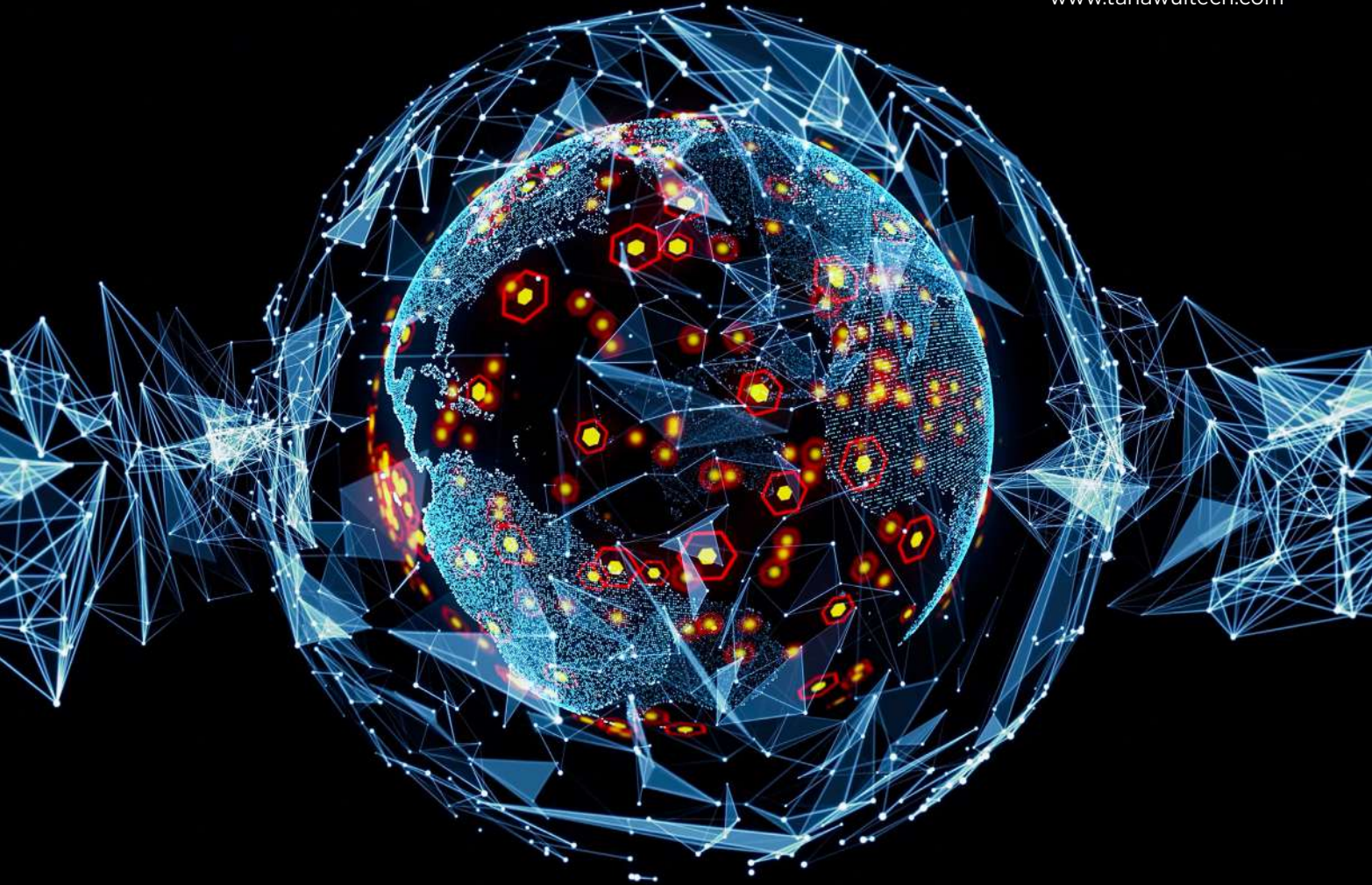
Reseller

MIDDLE EAST

THE VOICE OF THE CHANNEL

ISSUE 317 | MARCH 2024

www.tahawultech.com



SECURING THE CHANNEL

RESELLER ME TAKES A LOOK AT THE SYMBIOTIC RELATIONSHIP
BETWEEN CHANNEL AND SECURITY.

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ninjaOne

The Unified IT Management Platform

The dashboard displays the following components:

- Cloud Storage Use By Devices:** 1.1 TB
- Local Storage Use By Devices:** 238 GB
- Server Patch Compliance:** 85%
- Workstation Patch Compliance:** 100%
- Device Health:** A bar chart showing metrics for Failed, Pending, Requiring Reboot, and VM Host(s) Down.
- Ticketing:** Open (10), Waiting (0), Unassigned (3)
- Devices Running Actions:** A donut chart showing the distribution of actions like OS Patch Management, Team Viewer, and Software Patch Management.
- System Events for the Last Week:** A list of recent events such as "Device SFPOS01 update by Peter B." and "Device RAIDSERVER01 updated by Sascha K."

Manage, Patch and Support All your Endpoints

- ✓ Unify and automate device management
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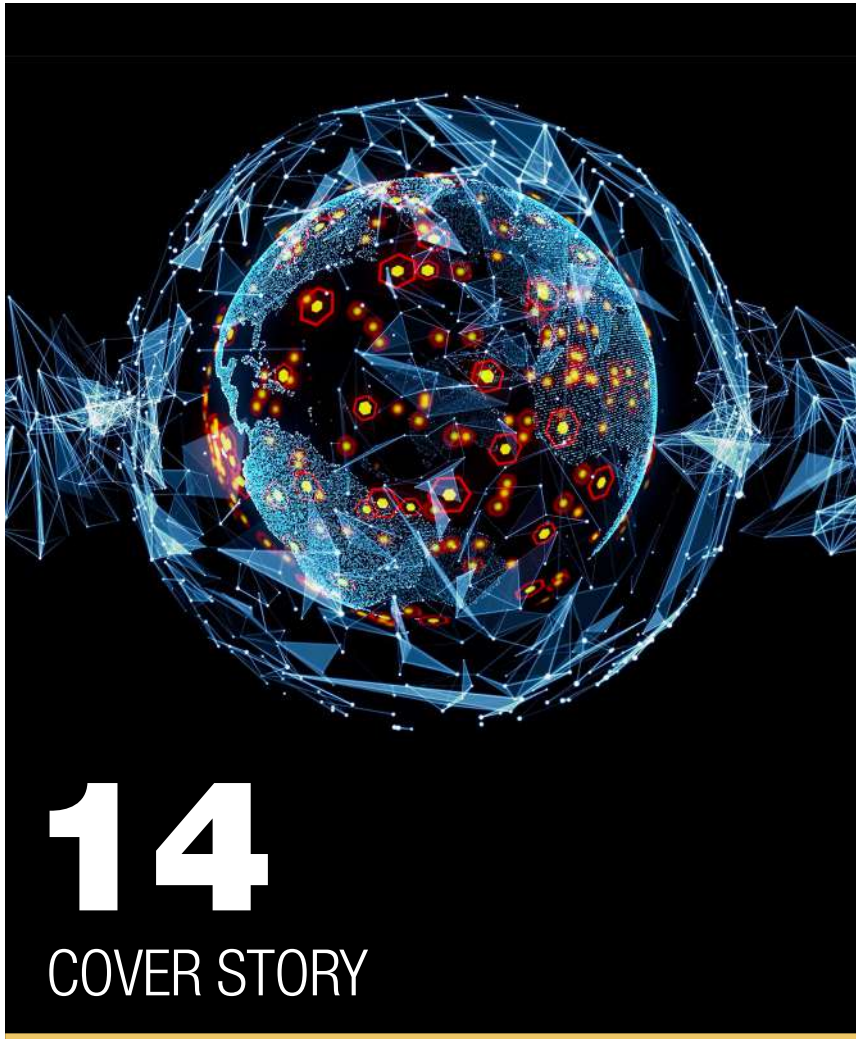
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CHANNEL & SECURITY

In an era where digitalization is the cornerstone of progress, cybersecurity stands as the fortress protecting the invaluable assets of individuals, businesses, and nations. The Middle Eastern channel industry finds itself at the crossroads of this digital revolution, tasked with not only embracing technological advancements but also safeguarding against the looming specter of cyber threats.

The channel industry, serving as the conduit between technology providers and end-users, bears a significant responsibility in fortifying the region's digital infrastructure. Collaboration, innovation, and vigilance must be the guiding principles in this endeavor. Partnerships between vendors, distributors, and resellers should prioritize the integration of robust cybersecurity measures into every layer of the technological ecosystem.

One of the foremost challenges facing the Middle Eastern channel industry is the evolving nature of cyber threats. Malicious actors, ranging from state-sponsored entities to cybercriminal syndicates, continually adapt their tactics to exploit vulnerabilities and evade detection. In response, cybersecurity strategies must adopt a dynamic and multifaceted approach, leveraging cutting-edge technologies such as artificial intelligence and machine learning to anticipate and neutralize emerging threats.

Moreover, building a culture of cybersecurity awareness is paramount. Education and training programs should be pervasive, empowering stakeholders at every level of the channel industry to recognize, mitigate, and respond effectively to cyber risks. Beyond technical proficiency, fostering a mindset of cyber resilience and preparedness will be instrumental in safeguarding against potential breaches and disruptions.

As the Middle Eastern channel industry navigates the complexities of an increasingly digital landscape, adherence to regulatory frameworks and international standards becomes non-negotiable. By embracing innovation, fostering collaboration, and prioritizing cyber resilience, stakeholders can navigate the digital frontier with confidence, ensuring a safer and more prosperous future for all.



INNOVATION AND COLLABORATION FOR A SECURE CHANNEL INDUSTRY

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NEWSMAKERS

HELP AG ACHIEVES FORTINET'S ENGAGE PREFERRED SERVICES PARTNER DESIGNATION

Help AG, an e& enterprise company and the Middle East's trusted security advisor, has been named an Engage Preferred Services Partner (EPSP) within Fortinet's Engage Partner Program. Fortinet is the global cybersecurity leader driving the convergence of networking and security.

This designation demonstrates Help AG's ability to deepen customer relationships and expertly deploy, operate, and maintain security solutions hand-in-hand with Fortinet, helping organizations achieve digital acceleration. Fortinet's Engage Partner Program offers support, accreditation, specific training, and assistance to ensure that customers' systems and data are fully protected.

Commenting on the partnership, Stephan Berner, Chief Executive Officer of Help AG, said: "This latest recognition solidifies Help AG's position as a key Fortinet partner for delivering cybersecurity professional



services across the Middle East. We are honored to be designated as an EPSP by Fortinet, showcasing our stature as the best-in-market leader when it comes to implementation, professional services, service delivery, customer success, and support of the Fortinet investment."

"The recognition goes hand-in-hand with our service-led business transformation strategy, reinforcing our status as a technology leader within the cybersecurity industry, while also supporting our vendor consolidation initiatives," he continued.

Alain Penel, Vice President, Middle East, Turkey & CIS at Fortinet, added: "We are glad to take our partnership with Help AG to the next level, furthering our joint goal of providing services-led cybersecurity beyond traditional offerings, and supporting our shared commitment to help end-users stay ahead of emerging threats. The EPSP program provides our partners with access to specific training and Fortinet assistance to build full confidence in their ability to provide end-to-end security support, while collaboration on implementations ensures best practices through working with Fortinet Professional Services experts."

HID RECOGNIZED FOR ITS DESIGN EXPERTISE AS BAHRAIN'S EPASSPORT WINS MULTIPLE PRESTIGIOUS AWARDS

HID, the pioneer in trusted identity solutions, has recently achieved global recognition for its Bahrain ePassport project, clinching several top honors. These include the distinguished London Design Awards, the High Security Printing Award, and the iF Design Award. This suite of praises reinforces HID's leadership in security design, showcasing its innovative approach to integrating cutting-edge security features with aesthetic and cultural elements.

Craig Sandness, Senior VP and Managing Director for Citizen Identity at HID, shares, "Our design philosophy is centered around seamlessly weaving security into the fabric of the document's design. The Bahrain ePassport is a prime example



of this approach, where innovation meets artistry. This is not just our success; it's a shared victory with our Bahraini partners, local artists, and calligraphers. Together, we've crafted a document that is as secure as it is symbolic of Bahrain's rich heritage."

The Bahrain ePassport, celebrated for its innovative design, marks a

milestone in document security by introducing the world's first document-embedded hashtag, #teambahrain. This feature is more than a nod to digital savviness; it's a strong symbol of national unity and a testament to HID's ability to integrate modern digital elements with traditional security measures.

The collaboration between HID, Bahraini authorities, and local artisans highlights HID's

commitment to incorporating local culture into its security designs. This partnership approach not only enriches the document's aesthetic appeal but also enhances its acceptance and significance among citizens, demonstrating HID's leadership in creating identity solutions that respect and celebrate cultural heritage.

GBM, CISCO AND NUTANIX SHED LIGHT ON THE FUTURE OF AI-POWERED NETWORKING AT PRESTIGIOUS ABU DHABI EVENT

In a significant step forward for Artificial Intelligence (AI) in networking, Gulf Business Machines (GBM), in collaboration with Cisco and Nutanix, successfully hosted a groundbreaking event “AI Powered Networking Cloud” in Abu Dhabi, UAE. The event showcased cutting-edge solutions aimed at simplifying IT infrastructure through a unified platform, securing networks, and ensuring unparalleled scalability across networks and domains.

The event was attended by His Excellency (H.E.) Dr. Mohamed Al Kuwaiti, Head of Cyber Security in the UAE, among other distinguished dignitaries from the government and enterprise sectors.

It featured an engaging agenda that



included keynote addresses and expert-led discussions focused on AI-powered Cisco Networking Cloud, full stack observability, next-generation cyber defense programs like GBM Shield, and cloud infrastructure advancements. GBM also hosted several breakout sessions with Nutanix covering topics such as Full Stack Observability (FSO), Cybersecurity, and Cloud

Infrastructure.

The event highlighted the significance of AI and networking cloud, showcasing how these technologies play a crucial role in streamlining operations by enhancing connectivity, scalability, and efficiency. The integration of artificial intelligence with cloud networking enables businesses to efficiently manage data, access real-time

insights, and make agile decisions. Esteemed IT decision-makers and executives across various sectors, including banking, financial services, and insurance (BFSI), government, healthcare, education, energy and utilities, retail, and manufacturing, gained valuable insights into leveraging the technologies to meet their dynamic business needs.

E& ENTERPRISE AND SAS JOIN FORCES TO ENABLE AI-POWERED AND DATA-DRIVEN INNOVATIONS IN THE MIDDLE EAST

e& enterprise announced a partnership with SAS, the global leader in analytics, to drive artificial intelligence (AI) adoption and foster innovation in advanced analytics in the Middle East.

This collaboration marks a pivotal step in accelerating customer's journey toward the forefront of AI, machine learning, and advanced analytics capabilities.

Under the partnership, e& enterprise and SAS will deliver innovative AI and analytics solutions, providing immediate value by modernising enterprise data and business intelligence. This strategic alliance reinforces e& enterprise's leadership in the market as a pioneer in cutting-edge and transformational projects while enhancing its offerings. This allows them to support enterprise customers in fast-tracking



AI adoption in line with their digital transformation initiatives.

Miguel Villalonga, Chief Operations Officer (COO) of e& enterprise, emphasised the synergy between the two organisations and the advantages that the partnership will bring to customers: “By combining e& enterprise's regional market leadership and deep customer relationships with SAS' unrivalled analytics innovations

and expertise, our customers will gain access to the most advanced and relevant solutions available. This strategic alliance signifies our commitment to positioning the UAE and KSA at the forefront of the next wave of data-driven growth powered by advanced technologies. Together with SAS, we aim to establish a new standard of excellence for how AI and analytics can maximise value and drive new opportunities across industries.”

The partnership spans various industries, including banking, financial services, and government sectors. It also extends its services across multiple geographies, focusing on the UAE and KSA markets. This broad range of services underscores the commitment of both e& enterprise and SAS to delivering comprehensive solutions that address the unique needs of their diverse customer base.

PROVEN CONSULT AND SADQ PARTNER TO DELIVER CUTTING-EDGE SOLUTIONS

PROVEN Consult (www.Provenconsult.com), the leading intelligent automation solutions provider, announced the signing of an MoU with Sadq (www.sadq.sa), the leading digital signature company in Saudi Arabia. The MoU was signed between Hilel Baroud, CEO of PROVEN Consult, and Dr. Abdulla Allahuo, marking the beginning of a collaborative journey aimed at providing cutting-edge solutions to clients.

Through this partnership, PROVEN Consult and Sadq are committed to enhancing the client experience by offering access to Sadq's seamless e-signature solution. This integration will streamline document signing processes, ultimately boosting efficiency and productivity for clients across various industries.

In addition to the e-signature solution, PROVEN Consult is integrating its powerful Sanad.ai (<https://sanad.ai/>)



ai/) Arabic OCR technology into the joint offerings. This tool, renowned for its accuracy and efficiency in text extraction, will further elevate the capabilities of collaborative solutions.

"We are thrilled to partner with Sadq to bring innovative solutions to our clients," said Hilel Baroud, CEO PROVEN Consult. "This collaboration underscores our dedication to providing innovative and comprehensive solutions to address the diverse needs of our clients."

EMT DISTRIBUTION AND COREVIEW FORGE STRATEGIC PARTNERSHIP TO ELEVATE CLOUD SECURITY AND MICROSOFT 365 MANAGEMENT

emt Distribution, a leading cybersecurity distributor, has announced a groundbreaking strategic partnership with CoreView, a pioneer in an end-to-end M365 security, governance and automation. This collaboration marks a significant step forward in enhancing security and streamlining Microsoft 365 management for organizations across the META region.

The collaboration solidifies the commitment of both organizations to work hand-in-hand in delivering innovative solutions and services to meet the evolving needs of businesses.

emt Distribution, known for its commitment to providing cutting-edge cybersecurity & IT Solutions and services, recognizes CoreView's expertise that eliminates deadly misconfigurations, identifies and



remedies key collaboration and identity risks, and prevents dangerous privilege exposures. This partnership will enable emt Distribution to expand its portfolio and offer its clients access to CoreView's advanced platform, which provides unparalleled insights, reporting, and security features for Microsoft 365 environments.

AVAYA ANNOUNCES ENHANCED AVAYA EXPERIENCE PLATFORM

Avaya, a global leader in customer experience and communications solutions, expanded its commitment to the Avaya Experience Platform, committing to a single, unified platform that encompasses Avaya solutions for customer experience (CX). The move aligns to the company's vision, which enables Avaya to accelerate roadmap delivery, and makes it easier for Enterprise customers to innovate without disruption, deliver exceptional experiences to their customers and employees, and drive measurable business growth.

Avaya customers rely on Avaya Experience Platform (AXP). It enables their teams to improve customer experience, employee experience, and business outcomes by delivering CX capabilities from a single platform regardless of whether it is deployed on-prem, private cloud or public cloud.

To make it easier for customers to select the offerings most appropriate for their business needs, we have simplified our naming architecture. The new product names under the Avaya Experience Platform are: Avaya Experience Platform™ (AXP) On-Prem (formerly Avaya Call Center Elite) Avaya Experience Platform™ (AXP) Private Cloud (formerly Avaya Enterprise Cloud) Avaya Experience Platform™ (AXP) Public Cloud (formerly Avaya Experience Platform CCaaS)

These AXP solutions are designed to streamline the integration with cloud services, facilitating both current and future innovations. These include advancements in digital channels, self-service, assisted service, connected employee initiatives, workforce engagement, customer journey orchestration, and proactive customer care, all supported by robust AI technologies.

CONFLUENT ANNOUNCES GENERAL AVAILABILITY OF CONFLUENT CLOUD FOR APACHE FLINK

Confluent, Inc. the data streaming pioneer, announced the general availability of Confluent Cloud for Apache Flink, a fully managed service for Apache Flink that enables customers to process data in real time and create high-quality, reusable data streams. Confluent Cloud for Apache Flink is available across Amazon Web Services (AWS), Google Cloud, and Microsoft Azure. Backed by Confluent's 99.99% uptime SLA, Confluent's cloud-native service for Flink enables reliable, serverless stream processing.

As the de facto stream processing standard, Flink is relied upon by innovative companies like Airbnb, Uber, Netflix, and Stripe to support



mission-critical streaming workloads. As a leading cloud-native, serverless Flink offering, Confluent Cloud for Apache Flink® enables customers to

easily build high-quality, reusable data streams to power all of their real-time applications and analytics needs.

“Stream processing allows organizations to transform raw streams of data into powerful insights,” said Shaun Clowes, chief product officer at Confluent. “Flink’s high performance, low latency, and strong community make it the best choice for developers to use for stream processing. With Kafka and Flink fully integrated in a unified platform, Confluent removes the technical barriers and provides the necessary tools so organizations can focus on innovating instead of infrastructure management.”

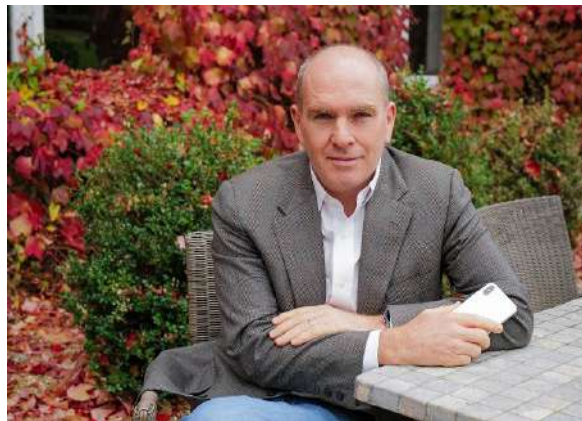
WESTCON-COMSTOR ENHANCES DATA OFFERING FOR PARTNERS WITH LAUNCH OF INSIGHTS TOOL

Westcon-Comstor, a global technology provider and specialist distributor, today announced the launch of a new insights tool that enables partners to put data at the heart of their growth strategy.

Partner Insights, which sits within the distributor's PartnerCentral digital marketplace platform, allows partners to monitor key performance metrics and embed a data-driven approach to performance analysis.

By gaining a holistic and consolidated view of transactional data, partners can track trends by geography, end user, product type and more, giving actionable insights and enabling more effective resource allocation and planning.

Key use cases include the ability to monitor how hardware versus software and services spend with Westcon-Comstor is evolving over time. Partners can also compare growth and performance by vendor against



industry benchmarks.

The launch of Partner Insights follows the publication of Westcon-Comstor's Bridging the Gap research report earlier this month, which found that accessing the right data is the biggest challenge facing partners as they transition to recurring revenue models.

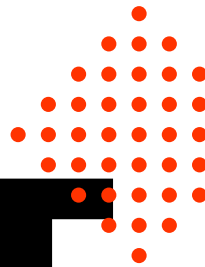
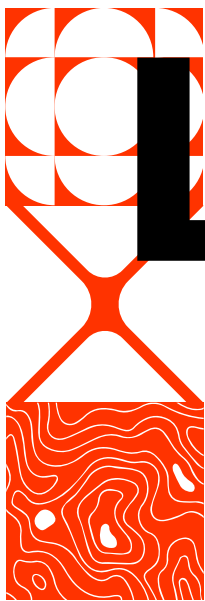
More than half of those surveyed (59%) strongly agreed that the future of distribution lies in the provision of

data-led insights.

“We know from our research that many partners are wrestling with how to use the data they have at their fingertips to transform and grow their business, and our aim in launching Partner Insights is to help overcome these challenges,” said Patrick Aronson, Chief Marketing Officer and APAC Executive Vice President at Westcon-Comstor. “By providing a single source of truth for transactional data, we're empowering partners to make more informed decisions, optimise their operations and compete effectively as they look to accelerate their journey to an everything-as-a-service (XaaS) future. We're excited to be taking our data offering to the next level for our partners around the world.”

Partner Insights is available to all Westcon-Comstor partners across all geographies, regardless of size, and can be accessed through PartnerCentral.

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BARRACUDA ENHANCES GLOBAL PARTNER PROGRAM

Barracuda Networks, Inc., a trusted partner and leading provider of cloud-first security solutions, announced new enhancements to the Barracuda Partner Success Program aimed at increasing partner margin and profitability and expanding technical enablement for channel partners and distributors.

Investments in the global Barracuda Partner Success Program include:

- **Improving partner compensation models globally.** Including new discounts and rebates for top-tier partners and the expansion of internal offerings to create more opportunities for partners to maximize their revenue.
- **Strengthening distribution.** Newly redesigned compensation models support long-term business growth for partners by putting them in a better position to recruit new customers and enable and secure their businesses.
- **Enhancing the partner sales and technical enablement.** Provides access to four new partner technical certification courses and expanded technical enablement resources. This

includes making it easier for partners to build customized, trackable links to the Barracuda Email Threat Scanner and access reporting on their customer scans.

“As a 100% channel-focused company, we strive to put ourselves in our partner’s shoes to understand their unique perspectives better and deliver on their requirements. We call this ‘partner empathy,’” said Jason Beal, Vice President, Worldwide Partner Ecosystems, Barracuda. “Just three months after launching our global Partner Success program, we are excited to announce key enhancements to the program that will enable our partners to maximize their success through the partner multiplier, leading to greater profitability when they go to market with Barracuda.”


Alongside its investments in partner profitability, Barracuda is also introducing a new Premier-level rebate for top-tier partners. The new rebate program is structured around the customer success framework of the LAER model: land, adoption, expansion, and retention and renewal, to help drive partner profitability. The rebate program rewards partners for achievement of landing new customers, improving full adoption of product functionality by customers, expanding offerings across the Barracuda portfolio, and retaining customers through valuable renewals support.

“This new rebate came out of recent discussions with our Partner Advisory Board and is a significant milestone for Barracuda in recognizing top-performing partners around the globe,” added Beal.

Investments leading to growth and success for Barracuda and its partners

The Barracuda Partner Success Program was launched in December 2023 with the goal of ensuring partner success around the globe through two core elements: the shared success model and partner agility. A key differentiated element of the program is Barracuda’s support for reseller partners across multiple routes to market, providing reseller partners with benefits and resources based on their total sales contribution.

As a result of all of the recent investments Barracuda has been making in partner success, the company experienced 14% growth in annual recurring revenues (ARR) for SaaS solutions. The number of hybrid partners is also growing.

Partners participating in the global Barracuda Partner Success Program benefit from a clear path to success under the Premier, Preferred, and Authorized levels. Resellers interested in learning more about the features and benefits of the Barracuda Partner Success Program can visit www.barracuda.com/partners. 



**ALONGSIDE ITS
INVESTMENTS IN PARTNER
PROFITABILITY, BARRACUDA
IS ALSO INTRODUCING A
NEW PREMIER-LEVEL REBATE
FOR TOP-TIER PARTNERS.**

NVIDIA DIGITAL HUMAN TECHNOLOGIES BRING AI CHARACTERS TO LIFE

NVIDIA announced that leading AI application developers across a wide range of industries are using NVIDIA digital human technologies to create lifelike avatars for commercial applications and dynamic game characters. The results are on display at GTC, the global AI conference held this week in San Jose, California, and can be seen in technology demonstrations from Hippocratic AI, Inworld AI, UneeQ and more.

NVIDIA Avatar Cloud Engine (ACE) for speech and animation, NVIDIA NeMo for language, and NVIDIA RTX for ray-traced rendering are the building blocks that enable developers to create digital humans capable of AI-powered natural language interactions, making conversations more realistic and engaging.

“NVIDIA offers developers a world-class set of AI-powered technologies for digital human creation,” said John

Spitzer, vice president of developer and performance technologies at NVIDIA. “These technologies may power the complex animations and conversational speech required to make digital interactions feel real.”

World-Class Digital Human Technologies

The digital human technologies suite includes language, speech, animation and graphics powered by AI:

- **NVIDIA ACE** — technologies that help developers bring digital humans to life with facial animation powered by NVIDIA Audio2Face and speech powered by NVIDIA Riva automatic speech recognition (ASR) and text-to-speech (TTS). ACE microservices are flexible in allowing models to run across cloud and PC depending on the local GPU capabilities to help ensure the user receives the best experience.

- **NVIDIA NeMo** — an end-to-end platform that enables developers to deliver enterprise-ready generative AI models with precise data curation, cutting-edge customization, retrieval-augmented generation and accelerated performance.
- **NVIDIA RTX** — a collection of rendering technologies, such as RTX Global Illumination (RTXGI) and DLSS 3.5, that enable real-time path tracing in games and applications.

Building Blocks for Digital Humans and Virtual Assistants

To showcase the new capabilities of its digital human technologies, NVIDIA worked across industries with leading developers, such as Hippocratic AI, Inworld AI and UneeQ, on a series of new demonstrations.

Hippocratic AI has created a safety-focused, LLM-powered, task-specific Healthcare Agent. The agent calls patients on the phone, follows up



on care coordination tasks, delivers preoperative instructions, performs post-discharge management and much more. For GTC, NVIDIA collaborated with Hippocratic AI to extend its solution to use NVIDIA ACE microservices, NVIDIA Audio2Face along with NVIDIA Animation graph and NVIDIA Omniverse Streamer Client to show the potential of a generative AI healthcare agent avatar.

“Our digital assistants provide helpful, timely and accurate information to patients worldwide,” said Munjal Shah, cofounder and CEO of Hippocratic AI. “NVIDIA ACE technologies bring them to life with cutting-edge visuals and realistic animations that help better connect to patients.”

UneeQ is an autonomous digital human platform specialized in creating AI-powered avatars for customer service and interactive applications. Its digital humans represent brands online, communicating with customers in real time to give them confidence in their purchases. UneeQ integrated the NVIDIA Audio2Face microservice into its platform and combined it with Synanim ML to create highly realistic avatars for a better customer experience and engagement.

“UneeQ combines NVIDIA animation AI with our own Synanim ML synthetic animation technology to deliver real-time digital human interactions that are emotionally responsive and deliver dynamic experiences powered by conversational AI,” said Danny Tomsett, founder and CEO of UneeQ.

Bringing Dynamic Non-Playable Characters to Games

NVIDIA ACE is a suite of technologies



NVIDIA WORKED ACROSS INDUSTRIES WITH LEADING DEVELOPERS, SUCH AS HIPPOCRATIC AI, INWORLD AI AND UNEEQ, ON A SERIES OF NEW DEMONSTRATIONS.



designed to bring game characters to life. Covert Protocol is a new technology demonstration, created by Inworld AI in partnership with NVIDIA, that pushes the boundary of what character interactions in games can be. Inworld's AI engine has integrated NVIDIA Riva for accurate speech-to-text and NVIDIA Audio2Face to deliver lifelike facial performances.

Inworld's AI engine takes a multimodal approach to the performance of non-playable characters (NPCs), bringing together cognition, perception and behavior systems for an immersive narrative with stunning RTX-rendered characters set in a beautifully crafted environment.

“The combination of NVIDIA ACE microservices and the Inworld Engine enables developers to create digital characters that can drive dynamic narratives, opening new possibilities for how gamers can decipher, deduce and play,” said Kyran Gibbs, CEO of Inworld AI.

Game publishers worldwide are


evaluating how NVIDIA ACE can improve the gaming experience.

Developers Across Healthcare, Gaming, Financial Services, Media & Entertainment and Retail Embrace ACE

Top game and digital human developers are pioneering ways ACE and generative AI technologies can be used to transform interactions between players and NPCs in games and applications.

Developers and platforms embracing ACE include Convai, Cyber Agent, Data Monsters, Deloitte, Hippocratic AI, IGOODI, Inworld AI, Media. Monks, miHoYo, NetEase Games, Perfect World, Openstream, OurPalm, Quantiphi, Rakuten Securities, Slalom, SoftServe, Tencent, Top Health Tech, Ubisoft, UneeQ and Unions Avatars.

More information on NVIDIA ACE is available at <https://developer.nvidia.com/ace>. Platform developers can incorporate the full suite of digital human technologies or individual microservices into their product offerings.

Developers can start their journey on NVIDIA ACE by applying for the early access program to get in-development AI models. To explore available models, developers can evaluate and access NVIDIA NIM, a set of easy-to-use microservices designed to accelerate the deployment of generative AI, for Riva and Audio2Face on ai.nvidia.com today. 

SECURING THE CHANNEL

Reseller ME takes a look at the symbiotic relationship between channel and security.

In an age dominated by digital transformation, where every keystroke and click shapes the global landscape, cybersecurity emerges as the unsung hero safeguarding our digital existence. Within this realm, the channel industry stands as a crucial linchpin, tasked with the dual responsibility of driving technological innovation while fortifying defenses against ever-evolving cyber threats. This cover story delves into the intricate interplay between the channel and cybersecurity sectors, exploring their symbiotic relationship and the pivotal role they play in shaping the future of digital resilience.

The Channel Landscape:

The channel industry serves as the lifeblood of technology deployment, bridging the gap between solution providers and end-users across diverse sectors. From hardware manufacturers to software developers, distributors, and resellers, the channel ecosystem encompasses a myriad of stakeholders collaborating to deliver seamless technological experiences. However, this interconnected network also presents a lucrative target for cyber adversaries seeking to exploit vulnerabilities and compromise critical infrastructure.

Cybersecurity Imperatives:

In the face of escalating cyber threats, cybersecurity emerges as a non-negotiable imperative for the channel industry. The proliferation of



**IN THE FACE OF ESCALATING CYBER
THREATS, CYBERSECURITY EMERGES AS
A NON-NEGOTIABLE IMPERATIVE FOR
THE CHANNEL INDUSTRY.**



sophisticated malware, ransomware attacks, and data breaches underscores the existential threat posed by cyber adversaries. Consequently, channel partners must prioritize cybersecurity as a core component of their business strategy, integrating robust defenses into every facet of their operations.

The Rise of Cyber Resilience:

As cyber threats grow in complexity and scale, traditional defense mechanisms prove inadequate in thwarting determined adversaries. In response, the concept of cyber resilience has gained prominence, emphasizing not only the prevention of cyber attacks but also the ability to adapt and recover swiftly in the aftermath of a breach. Channel partners must adopt a holistic approach to cybersecurity, combining proactive measures with robust incident response capabilities to ensure business continuity and mitigate the impact of cyber incidents.

Collaborative Defense Strategies:

The battle against cyber threats cannot be waged in isolation. Collaboration emerges as a cornerstone of effective cybersecurity, with channel partners, technology vendors, government agencies, and industry associations joining forces to fortify collective defenses. Information sharing, threat intelligence sharing, and coordinated incident response efforts enable stakeholders to anticipate emerging threats and mount a united front against cyber adversaries.



THE CHANNEL INDUSTRY SERVES AS THE LIFEBLOOD OF TECHNOLOGY DEPLOYMENT, BRIDGING THE GAP BETWEEN SOLUTION PROVIDERS AND END-USERS.

Innovation in Action:

In the dynamic landscape of cybersecurity, innovation serves as a potent weapon in the arsenal of defenders. Channel partners must embrace emerging technologies such as artificial intelligence, machine learning, and blockchain to enhance threat detection, automate security operations, and bolster resilience against evolving cyber threats. By harnessing the power of innovation, channel partners can stay one step ahead of adversaries and safeguard the digital assets of their clients.



COLLABORATION EMERGES AS A CORNERSTONE OF EFFECTIVE CYBERSECURITY.



CHANNEL PARTNERS MUST ADOPT A RISK- BASED APPROACH TO SUPPLY CHAIN SECURITY.

Securing the Supply Chain:

The supply chain emerges as a prime target for cyber attacks, with adversaries seeking to infiltrate and compromise vendors and distributors to gain access to critical systems and data. Channel partners must adopt a risk-based approach to supply chain security, vetting suppliers, implementing robust access controls, and monitoring for signs of compromise throughout the procurement lifecycle. By securing the supply chain, channel partners can mitigate the risk of supply chain

attacks and ensure the integrity of the products and services they deliver to clients.

The Human Factor:

Amidst the dizzying array of technological solutions, it is imperative not to overlook the human element in cybersecurity. Employees remain the weakest link in the security chain, susceptible to social engineering tactics and unwittingly facilitating cyber attacks. Channel partners must invest in cybersecurity awareness training programs to educate employees about



cyber risks, instill a culture of security consciousness, and empower them to recognize and respond effectively to potential threats.


In the ever-expanding digital frontier, the symbiotic relationship between the channel industry and cybersecurity emerges as a linchpin of digital resilience. By prioritizing cybersecurity as a core business imperative, embracing innovation, fostering collaboration, and securing the human element, channel partners can navigate the evolving threat landscape with confidence, safeguarding the digital assets of their clients and shaping a safer, more secure future for all.

At its core, the channel industry serves as the conduit through which cutting-edge security solutions are delivered to end-users across diverse sectors. From hardware manufacturers to software developers, distributors, and resellers, the channel ecosystem encompasses a myriad of stakeholders collaborating to fortify collective defenses against ever-evolving cyber threats. Security vendors rely on



CHANNEL PARTNERS MUST PRIORITIZE CYBERSECURITY AS A CORE COMPONENT OF THEIR BUSINESS STRATEGY.

channel partners to extend their reach, tapping into their expertise, market knowledge, and customer relationships to effectively market, sell, and deploy security solutions. In return, channel partners leverage security offerings as key differentiators, enhancing the value proposition of their portfolios and addressing the burgeoning demand for robust cybersecurity measures among their

clients. This symbiotic relationship fosters a mutually beneficial ecosystem where security vendors gain access to broader markets and channels benefit from access to cutting-edge technologies and support. Moreover, channel partners play a pivotal role in translating complex security concepts into actionable insights, providing education, training, and ongoing support to empower end-users to navigate the increasingly perilous digital landscape. By bridging the gap between security vendors and end-users, channel partners serve as trusted advisors, guiding organizations through the intricacies of security solutions, identifying vulnerabilities, and architecting comprehensive defense strategies tailored to their unique needs and risk profiles. In essence, the symbiotic relationship between the channel industry and security embodies a shared commitment to safeguarding the digital realm, where collaboration, innovation, and vigilance converge to shape a safer, more secure future for all. 



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AI, SECURITY, AND SUSTAINABILITY MAJOR DRIVERS FOR IT MODERNIZATION



Nutanix, a leader in hybrid multicloud computing, announced the findings of its sixth global Enterprise Cloud Index (ECI) survey and research report, which measures enterprise progress with cloud adoption. This year's ECI report revealed the use of hybrid multicloud models is forecasted to double over the next one to three years as IT decision makers are facing new pressures to modernize IT infrastructures because of drivers like AI, security, and sustainability.

As organizations continue to grapple with the complexities of moving applications and data across environments, the ECI report highlighted the growing importance of hybrid multicloud infrastructure. The report found that security and innovation were the top drivers for moving applications from one environment to another over the past year. As AI takes center stage for businesses, ECI respondents identified increasing investments to support AI strategy as their #1 priority, followed closely by investment in IT modernization.

"Whether it be because of AI,



sustainability, or security imperatives, IT organizations are facing ever-increasing pressure to modernize their IT infrastructure quickly,” said Lee Caswell, SVP, Product and Solutions Marketing at Nutanix. “80% of ECI respondents are planning to invest in IT modernization, with 85% planning to increase their investments specifically to support AI. What this year’s ECI reveals is that organizations need to support the technologies of tomorrow by future proofing their IT infrastructure today. Hybrid multicloud continues to emerge as

the infrastructure standard of choice because of the flexibility it provides to support traditional VM and modern containerized applications and movement between clouds and on-prem.”

Key findings from this year’s report include:

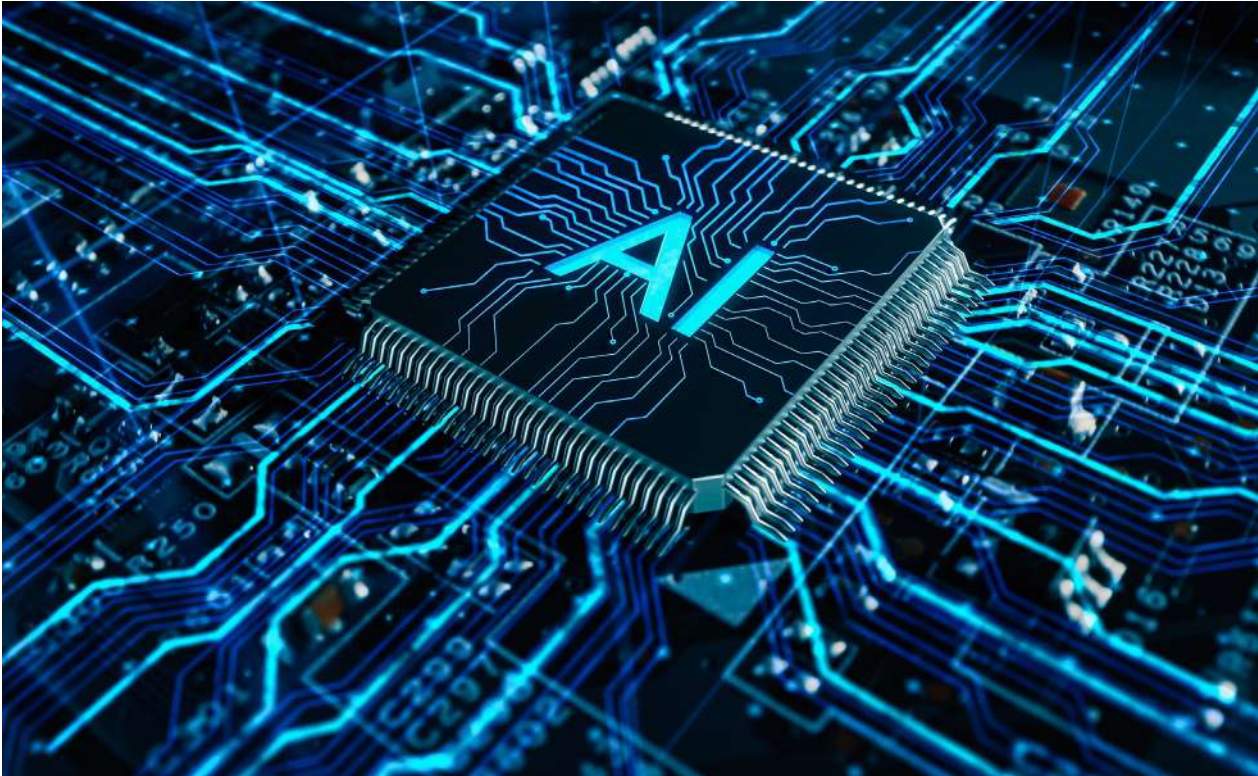
- Hybrid multicloud infrastructure deployments will become an infrastructure standard. 90% of ECI respondents are taking a “cloud smart” approach to their infrastructure strategy – leveraging the best environment (e.g., data center, public cloud, edge) for each of their applications. Given the pervasiveness of this approach, it is no wonder that hybrid and

multicloud environments have become the de facto infrastructure standard. Furthermore, over 80% of organizations believe hybrid IT environments are most beneficial to their ability to manage applications and data. Most importantly, this is now becoming an executive priority, with nearly half of respondents noting that implementing hybrid IT is a top priority for their CIO.

- Ransomware protection is top of mind for both CXOs and practitioners but most organizations continue to struggle in the wake of attacks. Ransomware and malware attacks will remain existential threats to modern enterprises, with the cat-and-mouse game between malicious actors and enterprise security professionals set to continue throughout 2024. Yet, data protection and recovery remain a challenge, as 71% of ECI respondents who experienced a ransomware attack reported taking days or even weeks to restore full



THE NUTANIX REPORT FOUND THAT SECURITY AND INNOVATION WERE THE TOP DRIVERS FOR MOVING APPLICATIONS FROM ONE ENVIRONMENT TO ANOTHER




operations. To help address this, 78% of organizations say they plan to increase investments in ransomware protection solutions throughout this year.

- As organizations seek equilibrium driven by security and innovation, application and data movement remains a complex challenge. Enterprise workloads – including their applications and data – often find their way into the IT environment which best suits their needs, whether that environment is an on-premises data center, the public cloud, a smaller edge location, or a mix of all three. This diversity of application placement is part of the reason why 95% of ECI respondents say they moved applications from one environment to another over the past year, with security and innovation as the top drivers for this movement. Enterprises should expect application and data movement to remain constant, and plan infrastructure choices accordingly – emphasizing flexibility and visibility. Today,

organizations face significant roadblocks when it comes to executing complex application migrations, with 35% of ECI respondents saying workload and application migration is a significant challenge given their current IT infrastructure.

- IT teams aren't just planning their sustainability programs, they are actively implementing them starting with IT modernization. 88% of ECI respondents agree that sustainability is a priority for their organization. However, unlike in the previous report where action was limited, many organizations indicate they are already taking active steps to implement sustainability initiatives, with the most common being modernizing IT infrastructure. This is a fascinating result, and one that shows the direct impact of IT infrastructure on sustainability.
- Infrastructure modernization is becoming an imperative, driven by AI, modern applications and data growth. ECI respondents identified

increased investment to support AI strategy as their #1 priority, followed closely by investment in IT modernization. Furthermore, 37% of ECI respondents indicate running AI applications on their current IT infrastructure will be a “significant” challenge. In order to mitigate and overcome this challenge, organizations are prioritizing IT modernization and edge infrastructure deployments, which can facilitate faster processing and access to data. This, in turn, can help improve their ability to link data from multiple environments to give better visibility into where data resides across their sprawling ecosystems

For the sixth consecutive year, Vanson Bourne conducted research on behalf of Nutanix, surveying 1,500 IT and DevOps/Platform Engineering decision-makers around the world in December 2023. The respondent base spanned multiple industries, business sizes, and geographies, including North and South America; Europe, the Middle East and Africa (EMEA); and Asia-Pacific-Japan (APJ) region. 

Cyber and ransomware attacks are the enemy of today's data-driven business



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SPECIAL REVIEW

SENNHEISER HD 490 PRO HEADPHONES

Peter Khoury is a studio producer and sound engineer specialised in crafting and producing a diverse range of musical experiences, spanning from live concerts and events to TV shows and studio productions. Over the past few years, Peter's career has been marked by significant achievements and unforgettable experiences-from contributing to the main acts at EXPO 2020 Dubai to participating in world-class acts & performances, he has played essential roles in different prestigious events. He had the honor of being part of the Expo 2020 closing ceremony alongside Ron Colvard and contributing to Beyonce's sensational show at Atlantis' The Royal.

Anita Joseph caught up with him for a discussion and review of Sennheiser's HD 490 Pro headphones.

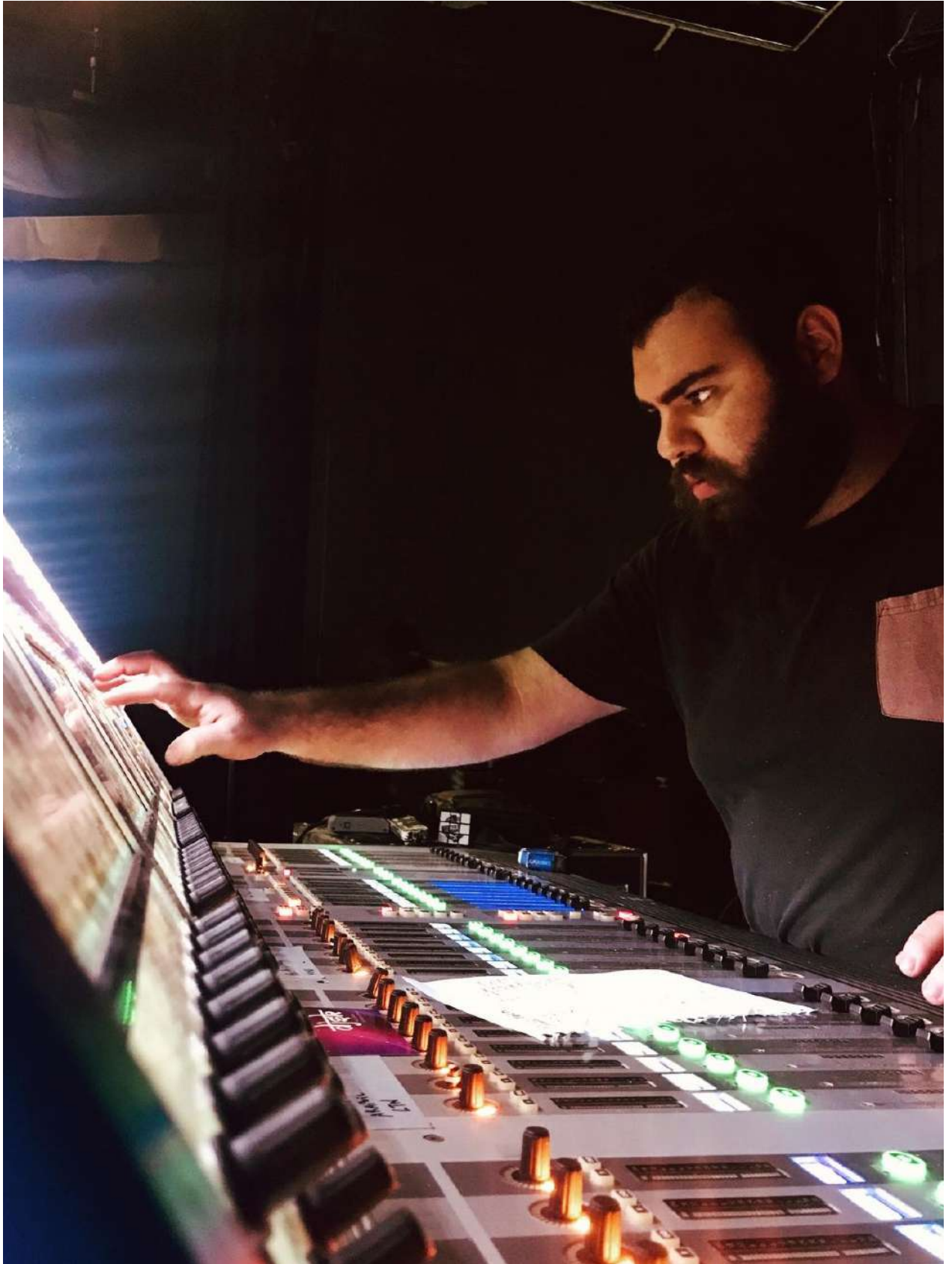


Please tell us briefly about your career in Dubai? What brought you here?

My journey began in Lebanon at a young age, by working alongside and learning from the industry experts in my home country. At 18, I relocated to Dubai, to expand my knowledge and transform my love for music into a career. What started as a hobby evolved into a passion, leading me to pursue higher education in Audio Engineering and Studio production with a minor in Music Business. I started as a stage manager and sound engineer at Music Hall Dubai, freelanced with Berklee Abu Dhabi, and secured an opportunity at Firdaus Studio during Expo 2020. Today, I continue to thrive as a studio producer and sound engineer, collaborating with numerous artists and international brands regional and worldwide.

What is special for you about the Sennheiser's HD 490 Pro headphones?

The Sennheiser HD 490 PRO is a high-end over-ear headphone



PRODUCT REVIEW

designed for studio monitoring and audio production. Carefully built mechanics reduce pressure spots, and the open-back design allows for natural airflow, making hours of music feel like minutes. The headphones include big dynamic drivers with a broad frequency response, providing detailed and authentic sound throughout the spectrum. The HD 490 PRO is highlighted for its sturdy build, functional fit, and professional-grade audio performance, making it an excellent choice for audio professionals, musicians, and consumers. When compared to other headphones in its class, the HD 490 PRO stands out for its balanced sound character, solid build quality, and consistent performance, making it a popular choice for studio monitoring and critical listening applications.

Can you narrate an instance where the HD490 served you better than other headphones used in the past?
I moved from closed-back to open-

back HD490 headphones, which improved comfort during extended sessions through enhancing airflow and lowering ear pressure. Sennheiser engineering and the HD 490's technical competence combine to produce a dimensional sound stage and accurate localisation. Its smooth frequency response guarantees accurate, lively sound reproduction over the whole range. The low-end frequencies have been proven to be complete, accurate, and precise low-frequency cylinder mechanism. Ergonomics designed with precision give the highest level of comfort by removing pressure spots and promoting lightweight flexibility. Sennheiser's Open-frame Architecture enhances audio accuracy by lowering overall harmonic distortion. With these headphones, I was able to fully manage every element, eliminate audio blind spots, and ensure precise playback outside of the studio, which allowed me to actualize my creative vision.





Would you recommend them to your peers? How will it help them with their music production?

Yes, I would suggest Sennheiser HD 490 PRO headphones for professional use to my coworkers. I would underline its professional-grade sound quality and exact reproduction, both of which are required for critical listening and audio creation. the headphones' superb fit and strong

construction enable long-term use during extended work periods. Their versatility enables them to be used for a wide range of music production tasks, including recording, mixing, and monitoring, and the removable connection makes them compatible with a number of devices. Endorsed by music industry professionals, the HD 490 PRO headphones give a reliable and accurate monitoring solution,

strengthening my colleagues' music production experience and confidence in their creative pursuits.

What work have you done since you acquired the HD 490 Pro and how did the headphones make a difference?

One of my recent projects involved a collaboration with FREEK, a prominent rap artist in the GCC, and Red Bull 64 bars. Despite being away from my usual studio setup in Dubai, I had to mix this project on the go. Luckily, the song aimed for simplicity, focusing on the natural elements, especially the vocals. With just my laptop and the HD 490 featuring the new open-frame design, I seamlessly mixed across airports, cities, planes, and trains. The open-back feature and airflow helped reduce pressure on my ears during long flights between Dubai and Europe, allowing me to edit and listen comfortably for hours. The HD 490, was an easy traveler tool, with its convenient hard case and suitability to pack, this headphone played a crucial role in the success of the mix, reaching thousands of fans through social and streaming platforms. 🎧



NOZOMI NETWORKS LAUNCHES FIRST SAAS PLATFORM FOR OT AND IOT SECURITY IN THE UAE



Nozomi Networks Inc., the leader in OT and IoT security, has introduced a significant expansion of its global cloud footprint with the launch of a new Vantage region in the United Arab Emirates – part of Nozomi Networks’ continued commitment to the UAE and the Middle East.


Nozomi Vantage is a cloud-based cybersecurity management platform that provides critical infrastructure operators and cybersecurity teams with unified OT/IoT security monitoring and risk management across the Nozomi cybersecurity platform. Through a

single pane of glass, Vantage powers asset management, vulnerability assessment, and threat detection and response.

A valuable resource in supporting the UAE’s Cyber Security Strategy to accelerate digital transformation and smart city initiatives, Vantage delivers the unmatched security and visibility expected from Nozomi Networks, with the addition of unlimited scalability, powered by SaaS. It makes it possible to protect any number of OT, IoT, IT, edge and cloud assets, located anywhere, with a single platform.

“We are very excited to be able to better serve our customers in UAE

with this new Vantage region,” said Bachir Moussa, Nozomi’s Regional Vice President for MEA. “Nozomi Networks has always been committed to strengthening critical infrastructure cybersecurity in the Middle East and this new Vantage region is a testament to that commitment. Now our customers can not only reap the benefits of a cloud-based solution, but they will also be able to leverage Nozomi’s latest cybersecurity defenses for the best possible protection.”

The new Vantage region in the UAE is available now – and includes Vantage IQ support and connectivity to Guardian, Nozomi Arc and Guardian Air sensors. 



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MEET THE AI-POWERED HONOR MAGIC6 PRO

Artificial intelligence has become increasingly integrated into our daily lives, and one of the biggest news in 2024 was the launch of the HONOR Magic6 Pro, boasting a suite of AI functionalities. This groundbreaking smartphone brings the power of artificial intelligence directly to users' fingertips. The AI capabilities of the

HONOR Magic6 Pro are designed to provide meaningful enhancements across various aspects of life, with a particular focus on optimizing everyday usage of the phone.

Experience Sportography with the Best AI Camera Smartphone

The HONOR Magic6 Pro takes sport photography to the next level with its intelligent AI Falcon Camera. Gone are the blurry action shots as HONOR

Magic6 Pro's "AI Motion Sensing Capture" uses AI to optimize photos and videos for dynamic moments.

With a football player about to kick the ball, the AI analyzes the player's stance, leg position, and overall movement trajectory to anticipate the peak moment of action (the kick itself). By predicting this crucial moment, the camera can adjust settings like shutter speed and focus even before the action unfolds.

HONOR Magic6 Pro ^{5G}

AI Falcon Camera

Designed for Sportography



THE HONOR MAGIC6 PRO TAKES SPORT PHOTOGRAPHY TO THE NEXT LEVEL WITH ITS INTELLIGENT AI FALCON CAMERA.

While excelling in sports photography, AI Motion Sensing Capture isn't limited to the athletic arena. This technology shines in any scenario with fast-moving subjects. Whether capturing a child's dance, a playful dog chasing a frisbee, or even the stunning movements of a concert performance. The AI recognizes and adapts to these dynamic scenes, ensuring you capture the essence of the movement with exceptional clarity.

The updated version of HONOR AI Falcon Camera is AI network trained with over 8 million images which is 28 times larger than the previous generation.

Magic Portal: Practical AI Function for Everyday Usage

A standout feature of the HONOR Magic6 Pro is its 'Magic Portal', an AI feature designed around human-centric intent. This innovative

capability enables HONOR Magic6 Pro to interpret text messages, images, and user behaviors, then, it predicts and gives better solutions.

For example, you can quickly copy an address and move it to navigation apps with a simple drag from one app to the side of the screen to the other app. Similarly, they can snap a photo and effortlessly drag it to social media apps for instant sharing.

This functionality is particularly advantageous for professionals on the move, as it allows them to swiftly drag notes or images directly into emails and send them without the without the hassle of copying or saving it first.

AI Privacy Call 3.0: Keep Your Calls Conditional in Public Places

For those who crave privacy during calls, HONOR's AI Privacy Call 3.0 on HONOR Magic6 Pro is a game-changer. This innovative technology tackles

sound leakage, a common concern in public spaces.

Using a combination of AI and hardware, AI Privacy Call directs sound straight to your ear, which ensures your conversations remain confidential, whether you're discussing business strategies on a crowded train or planning a surprise party on the bus.

In the new version, users can activate the privacy mode from volume level 1 to level 9, which is one level higher than the previous generation.

HONOR's Vision for AI on Devices

At the recent MWC 2024 in Barcelona, HONOR unveiled a unique AI strategy that goes beyond the typical approach. Their vision focuses on four key layers of AI integration, offering a more comprehensive user experience.


Layer 1: This layer utilizes platform-level AI to create a seamless ecosystem. HONOR's MagicRing feature exemplifies this, allowing for effortless connectivity across your devices.

Layer 2: Personalized User Experience: Moving beyond basic functionalities, Layer 2 leverages AI to personalize your experience. HONOR's MagicOS 8.0 with the industry's first Intent-based UI analyzes your habits and preferences, customizing your phone's operation.

The 3rd layer refers to the on-device application of AI, including application-level AI like photo cropping and photo rendering and the 4th layer is hybrid AI, or the synergy between on-device and cloud-based AI, demonstrating cloud-based AI capabilities on smartphones, such as Artificial Intelligence Generated Content (AIGC).

While most manufacturers focus on on-device AI applications (Layer 3) and cloud-based applications (Layer 4), HONOR's innovative approach prioritizes these first two layers. This creates a more unified and intelligent user experience.

Pricing and Availability

HONOR Magic6 Pro is available for pre-order Black and Epi Green for AED 3999. Upon purchase, consumers will get free gifts worth AED 2194 including Smart Ring, HONOR Choice X5 Pro, HONOR Care+ and more. Consumers can get HONOR Magic6 Pro through HONOR Online Store, Hihonor, Etisalat by e&, Emax, Sharaf DG & Jumbo. 

VISA'S GROWING SERVICES BUSINESS INFUSED WITH NEW AI-POWERED PRODUCTS

Visa, a leader in digital payments, has announced the continued expansion of its global value-added services business with the addition of three new AI-powered risk and fraud prevention solutions. The new products, part of the end-to-end Visa Protect suite, are designed to reduce fraud across immediate account-to-account and card-not-present (CNP) payments, as well as transactions both on and off Visa's network.


Visa Protect is part of a broad suite of Visa value-added services that have grown to nearly 200 products, spanning five high-demand categories: Acceptance, Advisory, Issuing, Open Banking, and Protect. To help clients navigate a growing number of complexities, Visa has combined decades of expertise and significant investments in both AI and fraud prevention, with \$10 billion over the last five years alone in technology and innovation, to help reduce fraud and increase network security.

"Digital payments go far beyond completing a sale – we are entering an era of modern commerce where winners move fast, AI is essential, experiences are flexible and security is native," said Antony Cahill, Global Head of Value-Added Services, at Visa. "Businesses are looking for partners that can enable their ambitions to compete and win and we're proud to be the trusted partner helping a growing number of clients do exactly that in today's highly competitive environment."

Security and fraud prevention are fundamental to Visa. Last year, Visa helped block \$40 billion in fraudulent activity, nearly double from the year prior. The announcement focuses on three Visa Protect solutions that are intended to address client needs and

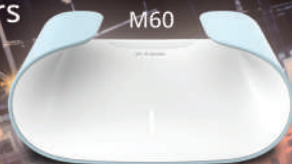


utilize the company's deep expertise in AI:

- Expansion of Visa Advanced Authorization (VAA) and Visa Risk Manager (VRM) for non-Visa card payments: Visa's extensive, AI-powered fraud risk management solutions are now network scheme agnostic, allowing issuers to simplify their fraud operations into a single fraud detection solution that help strengthen fraud protections while reducing costs.
 - Visa Provisioning Intelligence (VPI): While tokenization is one of the most secure ways to transact, fraudsters use social engineering and other scams to illegitimately provision tokens and commit fraudulent transactions. VPI, an AI-based product, is designed to address this challenge and combat token fraud at its source by using machine learning to rate the likelihood of fraud for token provisioning requests. VPI, accessible through Visa Risk Manager, helps financial institutions prevent fraud in a targeted way and enable more seamless and secure transactions across device, ecommerce and card-on-file tokens.
 - Real-Time, Account-to-Account Payment Protection: Visa's first fraud prevention solution built specifically for immediate payments, including P2P digital wallets, account to account transactions, and central banks' instant payment systems. Powered by deep learning AI detection models, this new service provides a risk score in real time that helps financial institutions prevent fraud by automatically blocking bad transactions before they happen.
- Each product will be accessible to clients in 2024, with different release dates depending on the product and market. 



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