Resellest

THE VOICE OF THE CHANNEL

ISSUE 318 | APRIL 2024

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FUTURE FORWARD

RESELLER ME EXAMINES THE ROLE OF TECHNOLOGY IN FUTURE-PROOFING THE CHANNEL.





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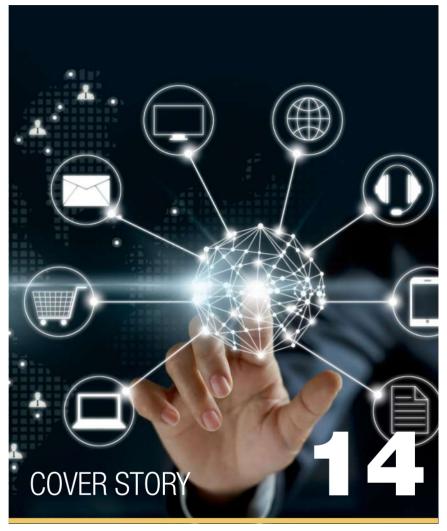






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EDITORIAL





Anita Joseph Editor



E-mail: anita.ioseph@cpimediagroup.com



Facebook: www.facebook.com/ TahawulTech



Twitter: @TahawulTech



Instagram: @TahawulTech

FUTURE-PROOF

n an era where change is the only constant, businesses must continually adapt to stay relevant and competitive. Nowhere is this more apparent than in the realm of technology. From artificial intelligence to blockchain, technological advancements are reshaping industries and revolutionizing the way we do business. As editors, it's crucial for us to acknowledge and explore the pivotal role technology plays in future-proofing the channels through which we communicate and operate.

One of the most significant impacts of technology on the channel is its ability to enhance efficiency and streamline operations. Automation tools, for instance, have enabled businesses to automate repetitive tasks, freeing up valuable time and resources that can be allocated to more strategic initiatives. This not only boosts productivity but also improves the overall customer experience by reducing errors and increasing responsiveness.

Moreover, technology has facilitated greater connectivity and collaboration across channels. With the rise of cloud computing and collaboration platforms, teams can now work seamlessly across geographies and time zones, fostering innovation and driving faster decision-making processes. Whether it's through video conferencing or real-time document sharing, technology has broken down barriers and empowered teams to achieve more together.

However, it's essential to recognize that embracing technology for future-proofing the channel is not without its challenges. From cybersecurity threats to digital literacy gaps, businesses must navigate various obstacles to fully harness the potential of technology.

By embracing innovation, leveraging data-driven insights, and fostering collaboration, businesses can future-proof their channels and thrive in an ever-evolving marketplace. As editors, let us continue to explore the transformative power of technology and its profound implications for the future of business.



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ADVERTISING Group Publishing Director Kausar Syed kausar.syed@cpimediagroup.com

Editor Anita Joseph anita.joseph@cpimediagroup.com PRODUCTION AND DESIGN
Designer
Prajith Payyapilly
prajith.payyapilly@cpimediagroup.com

DIGITAL SERVICES Web Developer Adarsh Snehajan webmaster@cpimediagroup.com Publication licensed by Dubai Production City, DCCA PO Box 13700 Dubai, UAE

Tel: +971 4 568 2993

Publishing Director Natasha Pendleton natasha.pendleton@cpimediagroup.com OnlineEditor Daniel Shepherd daniel.shepherd@cpimediagroup.com

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HID AND LEADING TECHNOLOGY PARTNERS INTRODUCE MOBILE CREDENTIALS IN GOOGLE WALLET FOR EMPLOYEES, TENANTS AND GUESTS

HID, a worldwide leader in trusted identity solutions, in partnership with Smart Spaces, an award-winning developer of smart building software, and Cohesion, a comprehensive smart building software platform that reimagines the connection between people, systems, and buildings, has announced the availability of mobile

credentials in Google Wallet, allowing users to access buildings, spaces and systems with their Android devices.

Adding mobile credentials in Google Wallet gives employees, tenants and guests easy access to everyday spaces and business systems, using their Android phones. They now have a secure, mobile credential to open a door, access an elevator or release





a print job, simply by holding their Android phone near a reader.

Adding to the security of Seos, mobile credentials in Google Wallet take full advantage of the privacy and security features built into Android phones. Additionally, mobile credentials in Google Wallet are compatible with Signo® and iCLASS® SE^{TM} readers, which are Wallet ready.

"We are thrilled to partner with Smart Spaces and Cohesion to provide their customers and users with a convenient, secure wallet experience on Android phones," said Sanjit Bardhan, VP of Mobile at HID. "By adding mobile credentials in Google Wallet, users can access everything from turnstiles and elevators to certain floors on a building to computer

and printer networks."

"At Smart Spaces, providing our customers a seamless user experience is extremely important. Adding mobile credentials in Google Wallet does this exactly. We're very excited to partner with HID to be among the first to offer this to our customers," said Dan Drogman, Smart Spaces' Chief Executive Officer.

SOLARWINDS CELEBRATES TWENTY-FIVE YEARS OF EXCELLENCE IN IT MANAGEMENT AND INNOVATION

SolarWinds, a leading provider of simple, powerful, secure observability and IT management software, is commemorating a quarter-century of producing cutting-edge solutions that deliver value and reduce complexity for enterprises, wherever they are on their digital transformation journeys. Founded in 1999 with a vision to simplify IT management, SolarWinds solutions continue to provide organizations worldwide—regardless of type, size, or complexitywith tools to help IT teams take a proactive approach toward growth, productivity, and innovation. Today, the SolarWinds® Platform unifies observability, database, and service management solutions to help enterprises optimize performance,



ensure reliability, and enhance security within hybrid and multi-cloud environments. "The past 25 years have witnessed an extraordinary evolution in the needs of IT professionals, and we are immensely proud to reach this incredible milestone in our history," said Sudhakar Ramakrishna, president and CEO of SolarWinds. "We started in 1999 with a simple mission to make the lives of IT teams easier. Today, SolarWinds proudly serves over 300,000 customers around the globe, and our solutions help accelerate our customers' business transformations."

"Our purpose of enriching the lives of the people we serve and our focus on customer success fuel our commitment to adapting and innovating to meet the needs of today—and the challenges of tomorrow," he continued.

VEEAMON PARTNER EVENT TO SHOWCASE FUTURE OF INTELLIGENT DATA PROTECTION AND RANSOMWARE RECOVERY

Veeam Software, the #1 leader by market share in data protection and ransomware recovery, announced its annual flagship customer and partner event VeeamON taking place June 3-5, 2024 at The Diplomat Beach Resort in Fort Lauderdale, Fla. and online. Now in its 10th year, VeeamON combines the latest innovation from Veeam with hands-on learning and the opportunity to connect with the world's leading community of data experts, IT leaders, and security specialists.

Key speakers this year include Veeam's CEO, Anand Eswaran, Chief Product Officer, Anton Gostev, Vice President of Enterprise Strategy and Acting CTO, Dave Russell, and Vice President of Product Strategy, Rick Vanover, along with a host of customers, partners, and experts. The event will feature 40+ breakout sessions addressing everything from



ransomware threats to data freedom, a solutions expo offering hours of networking opportunities, LabWarz, and exclusive on-site super sessions.

"VeeamON is where the IT data protection and security community comes together to learn, trade ideas, and make connections," said Rick Jackson, Chief Marketing Officer at Veeam. "As the industry's premier annual event, we're excited to host our 10th VeeamON, where we will explore the convergence of data protection, cyber resilience, and artificial intelligence to create a more secure and resilient world. This is where radical resilience happens."

The latest Veeam Ransomware Trends Report shows the importance of bringing together data protection and IT security teams to align on cyber resilience and ensure businesses not only bounce back from disruption, but bounce forward with resilience. During the event, Veeam will dive deeper into the latest findings of its strategic research on ransomware, providing a comprehensive view of who is most susceptible to attack, how often cyber incidents are happening, and how Veeam helps protect 450,000 customers — including the City of Fort Lauderdale, North Kansas City Schools, Siemens, TechnipFMC, and Ultra Energy against increasing cyber threats.

OMNIX INTERNATIONAL LEADS INNOVATION & PERFORMANCE WITH ITS HOT SYSTEMS' LAPTOPS

Omnix International, an end-to-end digital solutions and services pioneer, presents its in-house developed HOT Systems hi-performance custom-built laptops designed to push the boundaries with its most recent memory upgrade to 192 GB RAM. With 24 cores, 192 GB of RAM, and 8 TB of SSD storage, it now rivals even the most powerful desktop workstations. This substantial memory capacity ensures seamless multitasking and smooth operation of resource-intensive applications, empowering professionals to tackle demanding tasks with ease.

"At Omnix International, our mission is to empower professionals with innovative solutions that drive success in today's dynamic environment. With the most recent upgrade in our HOT Systems' laptops, we are excited to provide our customers advanced performance and seamless operations. By offering extensive customization options, we aim to enable our clients



to tailor their mobile workstations to their unique needs, ultimately enhancing their productivity and satisfaction." said Walid Gomaa, CEO, Omnix International.

Customization is a cornerstone of the HOT Systems' laptop experience. With several dozen configurations available, users can personalize their mobile workstation to suit their unique workflow requirements. From the ability to physically disable the webcam to conventional features like RAID-1 functionality, HOT Systems offers innovative and advanced options that sets it apart in the industry.

The base model of the laptops is built with Intel's Core i9-13980HX, which is the most powerful mobile processor from Intel, a 17-inch 4K display, Windows 11 Pro, and NVIDIA's premier professional mobile GPU, the RTX 5000 Ada generation, equipped with 16GB GDDR6 memory. The variants of the HOT Systems' laptop can be built on the latest NVIDIA Ada graphics card, with memory options ranging from 96 GB to 128GB and 192GB to accommodate diverse workflow needs. These laptops are professionally built for the performance of various demanding workflows including CAD, BIM, Graphics, AR/VR, Analysis, simulation, AI and ML applications.

ESET RECOGNIZED AS A TOP PLAYER IN RADICATI MARKET QUADRANT FOR FIFTH CONSECUTIVE YEAR

ESET, a global leader in digital security, has been named a Top Player in Radicati's APT Protection Market Quadrant 2024, covering the advanced persistent threat (APT) protection segment of the security market.

As stated in the Radicati report, which illustrates how individual vendors fit within specific technology markets at any given point in time, ESET is ranked among the "current market leaders with products that offer both breadth and depth of functionality, as well as possess a solid vision for the future. Top Players shape the market with their technology and strategic vision."

Among the most appreciated of ESET's key strengths is the unified single-click security management platform ESET PROTECT, which



together with ESET Inspect delivers extended detection and response (XDR) with granular visibility, risk assessment, incident response, investigation, and remediation. The platform is available for deployment either in the cloud or on-premises, and it supports all major operating systems, such as Windows, macOS and Linux. The report further highlighted that ESET's solutions offer multilanguage support and a large set of localized versions. Another key area

that has contributed to ESET's success is the partnership with Intel, which combines ESET Endpoint Security solutions with Intel® TDT as an additional source of threat telemetry to assist in the detection of threats that use advanced evasion techniques, such as zero-day variants, binary obfuscation, cloaking in a virtual machine, and fileless attacks.

"We are excited to be ranked as a Top Player by Radicati in the APT Protection Market Quadrant for the fifth consecutive time. With this milestone, ESET reaffirms its dedication to the development of cutting-edge security software and our commitment to innovation. We are proud to be recognized for our efforts in making technology safer for all technology users," said Juraj Malcho, ESET's Chief Technology Officer.

OPSWAT ANNOUNCES GISEC 2024 PARTICIPATION UNDER THE THEME OF 'PROTECTING THE PULSE OF INDUSTRY 4.0'

OPSWAT, a global leader in CIP cybersecurity solutions, announced its participation at the region's leading security event, GISEC Global 2024, under the theme "Protecting the Pulse of Industry 4.0." The company will reiterate its commitment to the region and the importance of safeguarding the interconnected systems and technologies driving the fourth industrial revolution. And through realworld demonstrations and discussions, OPSWAT experts will show how the company's solutions are expressly designed for the unique cybersecurity challenges posed by the convergence of IT and operational technology (OT).

"Industry 4.0 throws down the gauntlet to any organization that runs an OT setup because the breaking down of walls between IT and OT has exposed critical infrastructure to a



range of attack vectors," said Sertan Selcuk, Vice President for METAP & CIS, OPSWAT. "But at OPSWAT, backed by a process-driven approach, we stress the importance of cyber resilience more than just cybersecurity — we are focused on enabling our customers to continue operations in the face of evolving threats."

At GISEC, OPSWAT will showcase its solutions at the OPSWAT CIP Mobile Lab. Solutions on display and available for demo are powered by OPSWAT's MetaDefender platform and support storage security, supply chain security, secure managed file transfer, peripheral and removable media protection, access and endpoint security, email security, OT security, cross domain security and more.

"GISEC Global 2024 attendees will witness firsthand how OPSWAT's solutions secure critical infrastructure, as our experts offer practical insights into safeguarding vital systems and networks," said Selcuk.

NEWSMAKERS

SOPHOS PARTNERS WITH TENABLE TO LAUNCH NEW SOPHOS MANAGED RISK SERVICE

Sophos, a global leader of innovative security solutions that defeat cyberattacks, has announced a strategic partnership with Tenable, the Exposure Management company, to provide Sophos Managed Risk, a worldwide vulnerability and attack surface management service. The new service features a dedicated Sophos team that leverages Tenable's exposure management technology and collaborates with the security operations experts from Sophos Managed Detection and Response (MDR) to provide attack surface visibility, continuous risk monitoring, vulnerability prioritization, investigation, and proactive notification designed to prevent cyberattacks.

The modern attack surface has expanded beyond traditional onpremises IT boundaries, with organizations operating frequently unknown numbers of external and internet-facing assets that are unpatched or under protected, leaving them vulnerable to cyberattackers. This is evident in the newest Sophos Active Adversary Report, which identifies three tasks that organizations must prioritize



to minimize the risk of brazen intrusions that lead to ransomware or other types of attacks. These include closing exposed Remote Desktop Protocol (RDP) access, enabling multi-factor authorization and patching vulnerable servers, all of which were top entry points in breaches handled by Sophos Incident Response in 2023. The Sophos Managed Risk service can assess an organization's external attack surface, prioritize the riskiest exposures, such as open RDP, and provide tailored remediation guidance to help eliminate blind spots and stay ahead of potentially

devastating attacks.

"Sophos and Tenable are two industry security leaders coming together to address urgent, pervasive security challenges that organizations continuously struggle to control. We can now help organizations identify and prioritize the remediation of vulnerabilities in external assets, devices and software that are often overlooked. It is critical that organizations manage these exposure risks, because unattended, they only lead to more costly and time-consuming issues and are often the root causes of significant breaches," said Rob Harrison, senior vice president for endpoint and security operations product management at Sophos. "We know from Sophos' worldwide survey data that 32% of ransomware attacks start with an unpatched vulnerability and that these attacks are the most expensive to remediate. The ideal security layers to prevent these issues include an active approach to improving security postures by minimizing the chances of a breach with Sophos Managed Risk, Sophos Endpoint, and 24x7 Sophos MDR coverage."

CLOUDFLARE POWERS ONE-CLICK-SIMPLE GLOBAL DEPLOYMENT FOR AI APPLICATIONS WITH HUGGING FACE

Cloudflare, Inc, the leading connectivity cloud company, has announced that developers can now deploy AI applications on Cloudflare's global network in one simple click directly from Hugging Face, the leading open and collaborative platform for AI builders. With Workers AI now generally available, Cloudflare is the first serverless inference partner integrated on the Hugging Face Hub for deploying models, enabling developers to quickly, easily, and affordably deploy AI globally, without managing infrastructure or paying for unused compute capacity.

Despite significant strides in AI innovation, there is still a disconnect between its potential and the value it brings businesses. Organizations



and their developers need to be able to experiment and iterate quickly and affordably, without having to set up, manage, or maintain GPUs or infrastructure. Businesses are in need of a straightforward platform that unlocks speed, security, performance, observability, and compliance to bring innovative, production-ready applications

to their customers faster.

"The recent generative AI boom has companies across industries investing massive amounts of time and money into AI. Some of it will work, but the real challenge of AI is that the demo is easy, but putting it into production is incredibly hard," said Matthew Prince, CEO and cofounder, Cloudflare. "We can solve this by abstracting away the cost and complexity of building AI-powered apps. Workers AI is one of the most affordable and accessible solutions to run inference. And with Hugging Face and Cloudflare both deeply aligned in our efforts to democratize AI in a simple, affordable way, we're giving developers the freedom and agility to choose a model and scale their AI apps from zero to global in an instant."



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TECHNOLOGY // AVEVA



AVEVA PREVIEWS INDUSTRIAL AI ASSISTANT IN COLLABORATION WITH MICROSOFT

VEVA, a global leader in industrial software, driving digital transformation and sustainability, today reinforces collaboration with Microsoft with a preview of its industrial AI assistant, which will be available to view live on the show floor at Hannover Messe next week.

The industrial AI assistant, running on Microsoft Azure OpenAI Service, is a virtual subject matter expert driving the Industry 5.0 revolution. It represents a paradigm shift in how industrial organizations answer complex questions in mission-critical environments. The time between curiosity and insight is seconds. AVEVA's AI assistant acts as a virtual expert, simplifying the vast task of extracting insights from scattered data sets to answer complex, multi-stage questions. Industrial teams can take advantage of large language models (LLM) and generative AI through an intuitive interface that leverages AVEVA's 50+ years of

expertise in industrial software and analytics. Security and trust are built in from the ground up. Analytic quality is enhanced by strict engineering prompts and cross-critique methodologies to ensure that the AI assistant's answers are robust and transparent, referencing sources and citations. To protect data security and ownership, proprietary data is not blended with the LLM or any other third-party sources.

Rob McGreevy, CPO, AVEVA, said: "When designing AI for industrial settings, we are conscious of the huge responsibility that industries bear to deliver safe, secure, and sustainable processes and results. That is why, as we infuse AI capabilities across our portfolio, we always enrich it with domain-specific expertise that recognizes the requirements and rigors associated with industrial settings. Our industrial AI assistant draws on integrated data combined with the highest levels of security and expertise so that customers can confidently interrogate their information in real time. All of this is available and scalable with Microsoft through our CONNECT intelligence platform."

Together, AVEVA and Microsoft are accelerating the delivery of industrial intelligence, empowering customers

to utilize the power of innovation. With Microsoft's solutions and AVEVA's deep industry expertise and software, businesses can capitalize on the power of technology to become more agile, resilient and environmentally sustainable. AVEVA is actively co-innovating with Microsoft. It is among the first industrial independent software vendors to commit to interoperability with Microsoft Fabric and CONNECT (formerly AVEVA Connect).

Sharing more of the detail of the product capabilities, Jim Chappell, Head of AI & Advanced Analytics said: "AVEVA has combined LLM, generative AI (GenAI), and our own patent-pending AI technology to analyze customer data, find issues, and help solve problems. By leveraging the customer's industrial data and a LLM with the power of AVEVA's AI capabilities, the user can ask our industrial AI assistant natural language questions with minimal setup required. The user can also ask objective-driven questions which means more complex, multi-step requests can be completed in one single action."

Matt Kerner, CVP, Microsoft said "Bringing together the AI and cloud capabilities of Microsoft Azure with AVEVA's expertise in industrial AI has the power to transform how industries can operate at scale. With the intuitive AI assistant interface, it's easier for operators and executives to benefit from insights, interrogate results and optimize performance."



THE INDUSTRIAL AI ASSISTANT, RUNNING ON MICROSOFT AZURE OPENAI SERVICE, IS A VIRTUAL SUBJECT MATTER EXPERT DRIVING THE INDUSTRY 5.0 REVOLUTION.

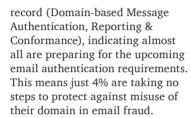
GCC BANKS FORTIFY THEIR DEFENCES AGAINST EMAIL FRAUD

majority of financial institutions listed in the GCC are proactively implementing measures to block fraudulent emails from reaching customers, according to the latest research by Proofpoint, a leading cyber security and compliance company. Proofpoint analysed the level of adoption of DMARC (Domain-based Message Authentication, Reporting and Conformance) by banks across the UAE, KSA, Oman, Qatar, Bahrain, and Kuwait to evaluate their email fraud prevention preparedness.

DMARC is an email validation protocol designed to protect domain names from misuse by cybercriminals. It authenticates the sender's identity before allowing the message to reach its intended designation. 'Reject is the strictest and recommended level of DMARC protection, a setting and policy that proactively blocks fraudulent emails from reaching their intended target.

Key Findings from the DMARC analysis of the top banks in the GCC include:

 In 2024, 96% of GCC banks have published a DMARC



- This is up from 2023 when 94% of GCC banks had published a DMARC record.
- Almost three-quarters (71%) of GCC banks have implemented the strictest and recommended level of DMARC protection ('reject'). This means 29% are still not proactively protecting customers against email impersonation and fraud.
- This is an improvement on 2023, when only 67% had implemented DMARC at reject level.

The improvement in DMARC performance among GCC banks is critical as financial institutions are a prime target for cybercriminals due to the vast amounts of sensitive personal and financial data they store. With rapid digitalization of the GCC banking sector, including increased usage of mobile banking by customers, it has become essential for banks to prioritize cybersecurity measures to safeguard against potential cyber threats.

"Email authentication protocols such as DMARC are critical for GCC banks to minimize impersonation risk and therefore protect customers, staff and stakeholders from malicious email attacks. Proofpoint's research shows that the GCC banking sector is on the right track when it comes to email fraud preparedness by deploying simple yet effective email authentication best practices," says Emile Abou Saleh, Regional Director, Middle East, Turkey and Africa for Proofpoint. "With the new email authentication requirements from Google, Yahoo! and Apple, we recommend that organizations across all sectors follow suit to minimize impersonation risk and protect customers, suppliers and staff from email fraud."

Cybercriminals regularly use the method of domain spoofing to pose as well-known organizations and companies by sending an email from a supposedly legitimate sender address. These emails are designed to trick people into clicking on links or sharing personal details, which can then be used to steal money or identities. It can be almost impossible for an ordinary Internet user to identify a fake sender from a real one. While user awareness and education play an important role in hardening your human-centric security layer, technical controls such as DMARC are extremely important in protecting your organization against email-based attacks and fraud.

Methodology: To assess the level of DMARC adoption among banks, Proofpoint conducted an analysis of the primary corporate domains of the top banks across the six GCC countries, including the UAE. The analysis was carried out in January 2024. Please see Proofpoint's DMARC check tool here: https://www.proofpoint.com/uk/cybersecurity-tools/dmarc-spf-creationwizard



CYBERCRIMINALS REGULARLY USE THE METHOD
OF DOMAIN SPOOFING TO POSE AS WELL-KNOWN
ORGANIZATIONS BY SENDING AN EMAIL FROM A
SUPPOSEDLY LEGITIMATE SENDER ADDRESS.



FUTURE-PROOFING THE CHANNEL

From Artificial Intelligence to the Internet of Things (IoT), disruptive technologies are reshaping the way the channel industry does business. Reseller ME examines how.

n the fast-paced landscape of modern business, staying ahead of the curve is not just an advantage—it's a necessity. As industries evolve and consumer demands shift, businesses must continuously innovate to remain competitive. One of the most potent tools in this arsenal of innovation is emerging technology. From artificial intelligence to the Internet of Things (IoT), these disruptive technologies are not only reshaping the way we do business but also future-proofing

the channels through which we operate.

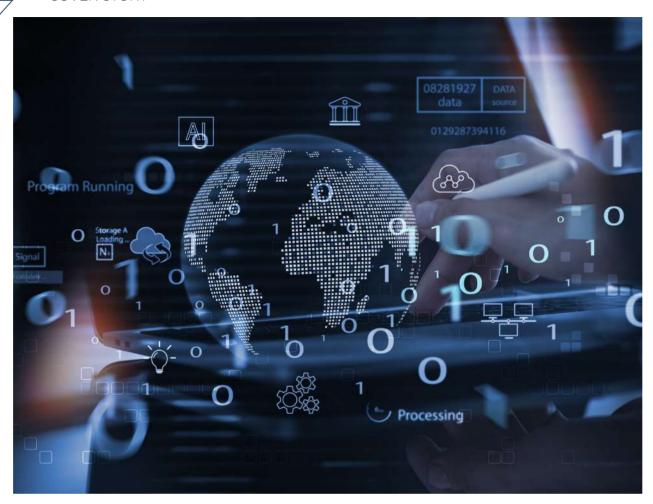
At the heart of this technological revolution is the concept of digital transformation. By leveraging emerging technologies, businesses can streamline operations, enhance efficiency, and deliver unparalleled customer experiences. Take, for example, the retail industry. With the rise of e-commerce and mobile shopping apps, retailers are leveraging technologies such as augmented reality (AR) to create immersive shopping experiences for customers. From virtual try-

ons to personalized product recommendations, these innovative channels not only drive sales but also foster customer loyalty in an increasingly crowded market.

Moreover, emerging technologies are revolutionizing supply chain management, enabling businesses to optimize processes and mitigate risks. Blockchain, for instance, is being hailed as a game-changer in supply chain transparency and traceability. By providing an immutable record of transactions,



COVER STORY



blockchain technology allows businesses to track the movement of goods from the source to the consumer with unprecedented accuracy. This not only helps in detecting and preventing counterfeit products but also ensures compliance with regulatory standards, thus future-proofing the supply chain against potential disruptions.

In the realm of marketing and advertising, emerging technologies are empowering businesses to engage with consumers in more meaningful ways. Machine learning algorithms, for example, enable advertisers to target specific audience segments with personalized messages, thereby increasing the effectiveness of their marketing campaigns. Furthermore, technologies such as virtual reality (VR) and 360-degree video are revolutionizing content marketing, allowing brands to create immersive

storytelling experiences that resonate with audiences on a deeper level.

However, perhaps the most transformative impact of emerging technologies lies in their ability to unlock new revenue streams and business models. Take the sharing

BLOCKCHAIN, FOR INSTANCE, IS BEING HAILED AS A GAME-CHANGER IN SUPPLY CHAIN TRANSPARENCY AND TRACEABILITY. economy, for example. Platforms like Airbnb and Uber have disrupted traditional industries by leveraging technologies such as mobile apps and peer-to-peer networks to connect service providers with consumers directly. Similarly, the rise of subscription-based models in software and entertainment industries has enabled businesses to generate recurring revenue streams while offering customers greater flexibility and value.

Despite the immense opportunities that emerging technologies present, businesses must also navigate various challenges and risks. From cybersecurity threats to ethical considerations surrounding data privacy, the adoption of emerging technologies requires careful planning and strategic foresight. Moreover, businesses must ensure that they have the necessary infrastructure and

talent to effectively leverage these technologies and maximize their potential.

Emerging technologies are transforming the channels through which businesses communicate and operate, future-proofing them against the uncertainties of tomorrow. By embracing innovation, businesses can stay ahead of the curve, drive growth, and deliver unparalleled value to customers. As we embark on this journey of digital transformation, let us harness the power of emerging technologies to shape a brighter and more resilient future for businesses

and consumers alike.

In an increasingly digitized world, businesses are constantly seeking ways to future-proof their operations and stay ahead of the competition. One of the most powerful tools in this endeavor is artificial intelligence (AI). With its ability to analyze vast amounts of data, automate tasks, and uncover insights, AI is revolutionizing the way businesses communicate and operate across channels.

One of the primary ways AI future-proofs the channel is through enhanced customer experiences. By leveraging AI-powered chatbots and virtual assistants, businesses can provide round-the-clock support to customers, answering inquiries, resolving issues, and guiding purchasing decisions in real-time.

This not only improves customer satisfaction but also frees up human resources to focus on more complex tasks, thereby increasing overall efficiency.

Moreover, AI enables businesses to personalize the customer experience at scale. By analyzing customer data and behavior patterns, AI algorithms can tailor product recommendations, marketing messages, and pricing strategies to individual preferences and needs. This level of personalization not only strengthens customer loyalty but also drives higher conversion rates and revenue growth.

AI also plays a crucial role in optimizing channel performance and driving operational efficiency. Through predictive analytics and machine learning algorithms, businesses can forecast demand, optimize inventory levels, and streamline supply chain logistics. Additionally, AI-powered algorithms can analyze market trends and competitor strategies in real-time, enabling businesses to adapt their channel strategies quickly and stay ahead of changing market dynamics.



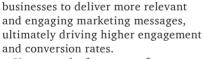
WITH ITS ABILITY TO ANALYZE VAST AMOUNTS OF DATA, AUTOMATE TASKS, AND UNCOVER INSIGHTS, AI IS REVOLUTIONIZING THE WAY BUSINESSES COMMUNICATE.



COVER STORY



Furthermore, AI enhances marketing and advertising efforts across channels. By analyzing consumer data and sentiment, AI algorithms can identify trends and patterns that inform targeted marketing campaigns. Whether it's optimizing ad placements, segmenting audiences, or personalizing content, AI enables



However, the future-proofing potential of AI extends beyond just customer-facing channels. In internal operations, AI-powered automation tools can streamline workflows, improve decision-making processes, and increase productivity. From automating mundane tasks like data entry to facilitating complex strategic planning processes, AI empowers businesses to work smarter, faster,

and more efficiently.

Despite its immense potential, the adoption of AI is not without its challenges. Businesses must navigate ethical considerations surrounding data privacy and algorithmic bias, as well as address concerns about job displacement and workforce reskilling. Moreover, ensuring the reliability and accuracy of AI algorithms requires ongoing monitoring and validation to mitigate the risk of errors and unintended consequences.

In conclusion, AI is a powerful tool for future-proofing the channel, enabling businesses to deliver superior customer experiences, drive operational efficiency, and stay ahead of the competition. By embracing AI-driven innovations, businesses can unlock new opportunities for growth, innovation, and success in an increasingly digital and dynamic marketplace.



BY LEVERAGING EMERGING TECHNOLOGIES, BUSINESSES CAN STREAMLINE OPERATIONS, ENHANCE EFFICIENCY, AND DELIVER UNPARALLELED CUSTOMER EXPERIENCES.



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AI ADOPTION IN ENTERPRISE AND THE FEAR OF MISSING OUT

Yarob Sakhnini, Vice President, Emerging Markets - EMEA at Juniper Networks

midst the ever-evolving business landscape, artificial intelligence (AI) has been the centre of attention in recent years. But what is it about AI that makes it so compelling? The enormous power it holds to revolutionise entire industries and expand the boundaries of human intelligence beyond the limits of our imagination could offer a reasonable explanation. Research shows that AI has the potential to generate a real value of \$150 billion across all sectors of the combined economies of the Gulf Cooperation Council (GCC) countries in the Middle East.

Given AI's capacity to enhance business operations and boost productivity to new heights, it is crucial for enterprises to invest in this technology in order to stay not just competitive, but also relevant. However, serious concerns still exist regarding bias, governance and security. IT leaders are currently struggling to find a balance between the fear of missing out (FOMO) and the fear of messing up (FOMU).

Juniper Networks partnered with Wakefield Research to carry out a survey of 1,000 global executives engaged in AI and machine learning within their organisation. The results assess AI adoption, growth and integration at companies globally.

The Growing Pressure for AI Technologies Implementation One of the most interesting findings of Juniper's global survey is that 82

percent of participating IT leaders say they feel somewhat or significantly pressured to quickly implement AI solutions. While keeping up with competitive trends is certainly important for businesses, this rush has the risk of leading to a superficial sense of readiness, where the depth of integration and understanding of AI's full potential and implications may not be as thorough as claimed.

Given AI's central role in numerous GCC national initiatives and strategic plans, the growing adoption of AI technologies should not be surprising. For instance, the UAE Strategy for Artificial Intelligence aims to establish the UAE as a world leader in AI by 2031, while the Saudi Data & AI Authority (SDAIA) has developed the National Strategy for Data & AI with

the ambition to position Saudi Arabia among the top 15 countries in AI. Recently, the Technology Innovation Institute (TII) of Abu Dhabi's Advanced Technology Research Council (ATRC), has also announced the launch of the 'Falcon Foundation', which committed to provide US \$300 million to fund the development of open-source Generative AI models and sustainable ecosystems around open-source projects.

The pressure is on, yet enterprises still need to figure out how to proceed carefully so they don't risk falling behind. Since they need to fine-tune for accuracy and iterate rapidly, starting safe, where scale is manageable, could be a wise choice.

Factors Affecting the Deployment of AI

AI implementation in enterprise is hampered by many different types of challenges. Juniper's survey reveals that IT leaders rate data quality (47 percent) and privacy concerns (46 percent) as the top two challenges of implementing AI in their organisation. Businesses must make sure their data is well-structured, complete and relevant to the AI tasks while adhering to transparent data practices to build trust and mitigate legal risks.

Furthermore, the integration with existing legacy systems increases the complexity of making AI work smoothly. Limited processing power can also have an impact on AI



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performance. Notably, 42 percent of IT leaders surveyed agree that the lack of employee expertise is another significant concern.

The Significance of AI-Native Networking

In addition, enterprises have to deal with the consequences of insufficient AI networking infrastructure. IT leaders who participated in the Juniper Networks AI survey have identified that these consequences include the need for external expertise (52 percent), inaccurate data output (50 percent), increased costs (49 percent), delayed implementation (48 percent) and loss of data (37 percent).

Fortunately, all of these potential consequences can be addressed with a modern, AI-Native Networking Platform, purpose-built to leverage AI to assure the best end-to-end operator and end-user experiences. Moreover,

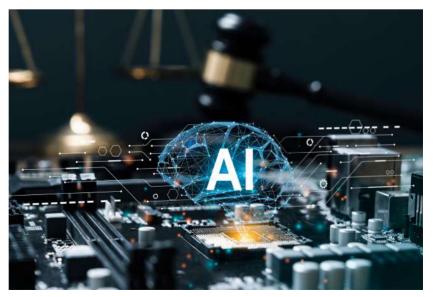
cutting-edge AI Data Centre solutions now offer an extremely fast and flexible way for enterprises to deploy high performing AI training and inference clusters, while also being simple to operate when IT resources are limited.

AI Adoption's Impact on Workforce

Seventy-eight percent of IT leaders surveyed expect that the implementation of AI will result in more responsibilities for employees. What's more, 85 percent believe that employees' ability to use AI will somewhat or significantly impact their opportunity for career advancement. It seems obvious that AI, like any new disruptive technology, will inevitably replace humans in a variety of positions.

As businesses across industries continue to invest in AI technology and integrate it into their operations, its impact on the global economy and society will become more and more apparent. From automating routine tasks to revolutionising customer support and product development, AI has the potential to unleash unprecedented levels of efficiency and innovation.

However, AI adoption in business operations needs to be approached thoughtfully and strategically. For enterprises starting out, it's critical to focus on key areas such as networking to build a solid foundation for ongoing AI success. Prioritising the domains where AI can provide its greatest benefits while minimising risks is essential for building trust in the technology and mitigating any possible drawbacks.





AI, SECURITY AND SUSTAINABILITY DRIVING IT INFRASTRUCTURE MODERNIZATION IN HEALTHCARE: NUTANIX

utanix, a leader in hybrid multicloud computing, announced the findings of its sixth annual global Healthcare Enterprise Cloud Index (ECI) survey and research report, which measures enterprise progress with cloud adoption in the industry. The research showed that hybrid multicloud adoption is surging among healthcare organizations as the majority are significantly increasing investments in IT modernization.

This year's Healthcare ECI report revealed that the use of hybrid

multicloud models in healthcare is forecasted to double over the next one to three years. IT decision-makers at healthcare organizations are facing new pressures to modernize IT infrastructures to effectively harness the power of AI, mitigate security risks, and be more sustainable.

Healthcare organizations handle large amounts of personal health information (PHI) that can be complex to manage with the need to remain compliant with regulations like the Health Insurance Portability and Accountability Act (HIPAA). As organizations in all industries continue

to grapple with the complexities of moving applications and data across environments, hybrid multicloud solutions provide key benefits to healthcare organizations including helping them simplify operations, deliver better patient outcomes, and improve clinician productivity. The Healthcare ECI report found the adoption of the hybrid multicloud operating model in healthcare organizations has increased by 10 percentage points compared to last year, jumping from 6% to 16%. While deployment trailed other industries last year, healthcare is now on par with



all industries (15%).

"Healthcare organizations have traditionally lagged behind in technology adoption, yet we've seen an impressive increase in modernization in the last year alone – driven by AI and the need for data portability," said Scott Ragsdale, Sr. Director, Sales, U.S. Healthcare at Nutanix. "Across industries, 80% of Healthcare ECI respondents are planning to invest in IT modernization, with



85% planning to increase their investments specifically to support AI. Healthcare organizations are no different, focusing on future-proofing IT infrastructure today to prepare for the needs of tomorrow – including AI and sustainability."

Healthcare survey respondents were asked about their current cloud challenges, how they're running business applications today, and where they plan to run them in the future. Key findings from this year's report include:

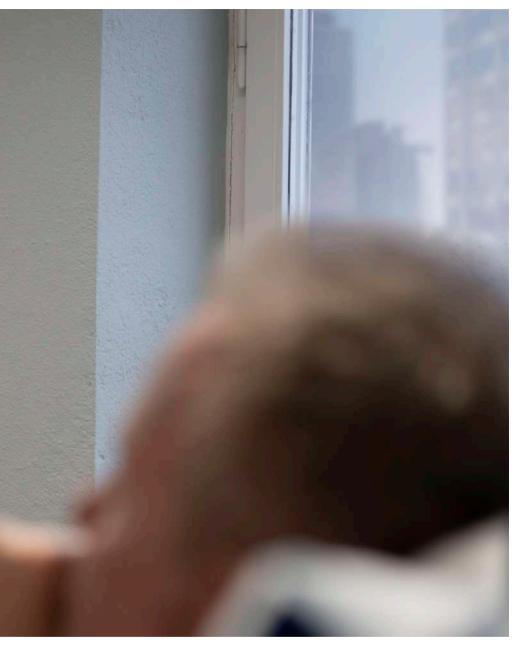
- Healthcare organizations have accelerated their use of multiple IT operating models, and both their current and planned mixed IT deployments now surpass those of the global response pool. Nearly three-fourths (73%) of ECI respondents in healthcare organizations reported using multiple IT models this year, compared to 53% last year. Last year, healthcare was behind the average across industries by seven percentage points and now outpaces it by 13 points.
- When healthcare organizations are investing in IT infrastructure, workload portability and AI support are top of mind—and next year's budgets reflect these priorities. ECI respondents in the healthcare sector identified AI and the flexibility to move workloads back and forth across private and public cloud infrastructure as the most important factor driving purchasing decisions at 17% each followed in importance by the performance potential of the infrastructure (14%) and how well it lends itself to successful data sovereignty and privacy management (14%).
- Security and compliance fluctuations and concerns are the biggest reasons enterprises relocate their applications to a different infrastructure. An overwhelming

- majority of healthcare respondents (98%) and across industries (95%) responded that they moved one or more applications in the past 12 months driving the need in their organizations for simple and flexible inter-cloud workload and application portability. This is largely being fueled largely by shifting security-related requirements according to respondents.
- AI has broad applicability in the healthcare sector, and respondents consider it both a priority and a challenge. ECI respondents shared that support for AI tied as the top IT infrastructure purchase criterion among healthcare organizations. In addition, implementing AI strategies came in second when healthcare respondents ranked what they considered the biggest priority for their organizations' CIOs, CTOs, and leadership (17%). 84% of healthcare organizations said they were increasing investments in AI strategy in the coming year. The same group, however, largely considered running AI to be a challenge (82%).
- The top-ranked challenges in healthcare IT departments are related to multi-environment operations, security, and sustainability. When asked to name their number one data management challenge today, an equal percentage of healthcare ECI respondents identified complying with data storage/usage guidelines and linking data across disparate environments (20%) as the top factor. Other data security issues, including combating ransomware and ensuring data privacy, were each cited by the next greatest number of respondents (17%).

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.

THIS YEAR'S HEALTHCARE ECI REPORT REVEALED THAT THE USE OF HYBRID MULTICLOUD MODELS IN HEALTHCARE IS FORECAST TO DOUBLE OVER THE NEXT ONE TO THREE YEARS.





xis Communications announces a multipurpose dome camera combining sharp video, two-way audio, actionable analytics, and LED indicators to help improve safety, security, and operational efficiency. This all-in-one device makes it possible to optimize staff resources with proactive surveillance. For instance, it can be used for tele-sitting to observe

patients in healthcare environments. Or to remotely detect and respond to loitering in retail environments.

AXIS Q9307-LV Dome Camera comes with coughing fit and stressed voice analytics adding an extra audible dimension to active incident management. It offers a great solution for remote monitoring and communication. With AXIS Live Privacy Shield, it's possible to remotely monitor activities while safeguarding privacy in real-time. In addition, it



THIS ALL-IN-ONE DEVICE MAKES IT POSSIBLE TO OPTIMIZE STAFF RESOURCES WITH PROACTIVE SURVEILLANCE.

includes both an LED indicators and an Audio LED so it's clear to see when the camera is recording or when audio is being used.

Including Lightfinder 2.0, Forensic WDR, and OptimizedIR, it delivers sharp 5 MP image quality under any light conditions. With four built-in microphones and a built-in speaker with echo cancellation, this all-in-one audio-visual device offers clear two-way audio communication with great noise suppression. This makes it easy to transmit and receive audio even from remote locations.

Key features include:

- 5 MP video with two-way audio
- Preinstalled audio and video analytics
- Remote monitoring while safeguarding privacy
- Withstands chemical wipe-downs
- Cost-efficient all-in-one-device

This multipurpose dome camera ensures a cost-efficient solution and with just one device to install, it offers one-drop installation. Additionally, video and audio analytics are included at no extra cost. It's vandal-resistant and can withstand daily wipe-downs with chemical detergents without deteriorating the plastic. Furthermore, Axis Edge Vault, a hardware-based cybersecurity platform, safeguards the device and protects sensitive information from unauthorized access.

FINAL WORD // BEYONDTRUST

BEYONDTRUST ACQUIRES ENTITLE, STRENGTHENING PRIVILEGED IDENTITY SECURITY PLATFORM

evondTrust, the worldwide leader in intelligent identity and access security, has announced a definitive agreement to acquire Entitle, a pioneering privilege management solution that discovers, manages, and automates just-in-time (JIT) access and modern identity governance and administration (IGA) across the entire cloud estate. These capabilities enhance a customer's ability to provision user access to sensitive data and cloud resources on a time-bounded and "as-needed" basis. While regulations and industry best practices are moving towards zero-standing privileges (vs. permanent privileged access as

provided by traditional PAM offerings), companies have struggled to implement JIT with existing tools, particularly in cloud and hybrid environments; Entitle solves this issue with its automated provisioning workflows, self-serve access requests, and 150+ integrations across IaaS/PaaS platforms and SaaS apps.

This acquisition includes all Entitle products, employees, customers, partners, assets, and intellectual property.

BeyondTrust further solidifies its industry-leading Privilege Identity Security platform with the acquisition of Entitle, expanding beyond traditional privileged access management (PAM) to encompass dynamic, just-in-time access management across cloud, SaaS, and on-premises environments. Adding Entitle to its product portfolio enhances the capability to address the sophisticated challenges of PAM and cloud infrastructure entitlement management (CIEM) in today's cloud-centric landscape, with a unified orchestration approach that enriches the platform with advanced identity governance functionalities.

"The BeyondTrust acquisition of Entitle signifies a crucial evolution in our fight to ensure customers can protect all paths to privileges, focusing on identity-first security across all IT environments," says Janine Seebeck, CEO of BeyondTrust. "Adopting a unified, orchestrated approach that incorporates dynamic, just-in-time access is critical for safeguarding our customers' ever-changing paths to privilege. This strategy not only reduces operational friction, but also enhances the security of the entire identity infrastructure more effectively."

"Entitle's JIT Access and Cloud Permissions Management solution is an emerging leader in the Identity Security market," says Ron Nissim, CEO of Entitle. "This acquisition allows Entitle to continue to grow through BeyondTrust's years of expertise and dominance in the PAM market offering significant opportunities for Entitle's team."

"BeyondTrust's acquisition of Entitle adds comprehensive permissions and entitlements management across cloud and SaaS platforms to the BeyondTrust Privileged Identity Security platform," states Paul Fisher, Senior Analyst at KuppingerCole Analysts.

The Entitle solution is immediately available to all BeyondTrust customers.





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At BCT, for over 24 years, we've assisted clients worldwide in unlocking business value from their digital transformation initiatives. Our winning formula comes from our unique combination of innovative IP products, customer-centric IT services, and strategic technology partnerships.

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