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THE VOICE OF THE CHANNEL

ISSUE 326 | MARCH/APRIL 2025

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MITSUMI DISTRIBUTION POWERS AFRICA'S DIGITAL RISE

From expanding infrastructure to enabling SMEs, Mitsumi Distribution reinforces its commitment to Africa's ICT future through collaboration, cutting-edge tech, and regional empowerment at GITEX Africa 2025.

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CONTENTS

ISSUE 326 // MARCH/APRIL 2025



TOP STORIES

- 06** Top News stories from the channel industry in the region and beyond.

HIGHLIGHTS

- 14** Mitsumi Distribution: Powering Africa's Digital Leap With Innovation, Partnerships, And Purpose



- 19** Rajesh Ganesan, President and CEO of ManageEngine shares insight with CPI Media Group, on UAE's digital momentum, rethinking the talent gap, AI-driven security, and how ManageEngine's user conference has evolved over 13 years.

- 30** Emirates Group co-locates to world's largest solar-powered data centre

- 40** Smart Cities, Smarter Operations: Why the future belongs to Unified Urban Enterprises



Sandhya DMello
Editor

APRIL SIGNALS A STRONGER TECH PULSE ACROSS THE MIDDLE EAST

April's edition of Reseller Middle East reflects a vibrant shift in how the region is embracing technology—not just as a support function but as a strategic enabler of economic resilience, innovation, and competitive advantage.

NTT DATA's new role as a Global Managed Service Provider within SAP's PartnerEdge, Run Program illustrates the growing appetite for end-to-end cloud and AI solutions. The move strengthens its position as a global one-stop shop and highlights the increasing alignment between global tech giants and regional ambitions.

Enterprise automation also takes a leap forward with UiPath's acquisition of UK-based Peak, aiming to roll out vertically specialized AI agents. Meanwhile, Oracle's partnership with Open Innovation AI places the spotlight on sovereign AI solutions that support local compliance while accelerating transformation across public and private sectors.

This month's coverage includes dynamic movements in the digital entertainment space as e& UAE and evision launch STARZ ON Business, designed for SMBs and enterprises looking for smarter OTT solutions. Checkout.com's \$10 billion success story using AI-driven payment optimization further reinforces the business case for intelligent technology adoption.

Our April cover story on Mitsumi Distribution showcases how consistent vision and strong leadership can unlock growth across Africa and the Middle East. TP-Link's push into 2025 with Wi-Fi 7 and AI-managed networks continues this theme of scalable innovation.

With national initiatives like the UAE's Global Prompt Engineering Championship and Abu Dhabi's GETS summit focused on tech governance, April emerges as a month where regional players aren't just reacting to trends—they're setting them. The Middle East tech ecosystem is gaining speed and scale, and as we move through Q2, all signals point to a future powered by intelligence, inclusion, and infrastructure.



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APRIL DRIVES DIGITAL GROWTH

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NTT DATA BECOMES A GLOBAL MANAGED SERVICE PROVIDER IN SAP PARTNEREDGE, RUN PROGRAM TRACK

NTT DATA will offer packaged value-add services based on cloud solutions from SAP



Thomas Saueressig, of the Executive Board of SAP SE, Customer Services & Deliver, and Abhijit Dubey, CEO, NTT DATA, Inc.



Abhijit Dubey, CEO, NTT DATA Inc.

NTT DATA, a global digital business and technology services leader, has joined the SAP PartnerEdge program with a “Run” focus as a managed service provider (MSP) and will offer value-add services based on cloud solutions from SAP such as the RISE with SAP and GROW with SAP solutions and SAP Business AI as a full service package to customers around the globe. Joining SAP PartnerEdge, Run builds on NTT DATA’s SAP global partner status and helps position NTT DATA as a one-stop shop for cloud solutions from SAP.

As part of SAP PartnerEdge, Run, NTT DATA can help businesses harness the power of SAP Business Suite and cloud solutions from SAP by managing the complexities of implementation, management and service delivery. About 69% of tech leaders worldwide say they are very or extremely concerned about the growing amount of technology investments required to remain competitive, according to an IDC Info Snapshot, sponsored by SAP. Working with an MSP like NTT DATA allows businesses to focus on their core objectives, innovate with confidence

and achieve sustainable growth in a rapidly evolving digital landscape.

“Tech debt has risen to a business level-risk that slows innovation and increases costs in a world where global organizations can afford neither,” said Abhijit Dubey, CEO, NTT DATA, Inc. “This expanded partnership with SAP combines our strengths to help joint clients simplify their tech stacks and make smarter and more strategic investments in areas like AI, cloud and automation that can improve competitiveness and efficiency. We’re excited to build on our 35-year history and identify new ways to innovate for clients and better align their tech investments for future growth.”

“Our partnership with NTT DATA showcases the power of our ecosystem in driving customer success. By combining our cloud solutions and NTT DATA’s deep expertise, we can help businesses accelerate their digital transformation and drive innovation with confidence, efficiency, and agility,” said Thomas Saueressig, of the Executive Board of SAP SE, Customer Services & Delivery.

One of the standout features of working with NTT DATA as a managed services provider is its “Anything-as-a-Service” approach, a one-stop-shop offering. By bundling all services, including cloud solutions from SAP and NTT DATA’s value-added services, into one comprehensive agreement, clients can benefit from fully managed, end-to-end cloud solutions. This streamlined approach also leverages over 35 years of NTT DATA’s experience as a trusted SAP partner, ensuring seamless communication and expert support throughout the engagement.

“We are extremely proud to be selected by SAP to offer this service package globally, as it aligns perfectly with our forward-looking cloud strategy. As a leading SAP managed service provider, NTT DATA centrally coordinates all services to help clients innovate and achieve scalable, data-driven success. We enhance this support by leveraging cloud solutions from SAP with SAP Business AI and our value-added services,” said Norbert Rotter, CEO, NTT DATA Business Solutions.

NTT DATA delivers strategic market advantages and benefits for clients through this MSP program including:

- **Value-added services and high-value solutions:** Fully managed end-to-end solutions, including transformation and migration services, proprietary IP including Cloud Concierge for use with RISE with SAP, Application Management Services, advisory and sustainability services
 - Industry solutions: The global collaboration between SAP and NTT DATA will deliver significant value for clients

in industries such as life sciences, discrete industries, higher education, utilities and agriculture

- **Single point of contact:** Clients benefit from a single point of contact through local NTT DATA professionals who provide deep domain expertise across business software, management, and service needs.
- **Flexible and attractive commercial model:** NTT DATA offers flexible pricing models, covering the MSP “Anything-as-a-Service” offering

- **End-to-End responsibility:** NTT DATA manages the client relationship holistically throughout the entire life cycle, ensuring seamless integration, continuous support, and proactive management from initial consultation to ongoing optimization and innovation

Initially launching in Germany, USA, UK and Ireland, Turkey, Sweden, Norway and Denmark, NTT DATA plans to expand MSP offerings to additional countries in the second half of 2025.

ORACLE PARTNERS WITH OPEN INNOVATION AI TO ACCELERATE SOVEREIGN AI ADOPTION ACROSS EMEA

Oracle partner and UAE-based technology company, Open Innovation AI, announced a collaboration with Oracle to help public and private sector organizations across the EMEA accelerate the adoption and deployment of sovereign AI solutions. Through its collaboration with Oracle, Open Innovation AI aims to enable organizations across the EMEA to harness the power of sovereign AI and maximize their ROI while complying with local regulations and data security requirements.



Oracle Cloud Infrastructure’s (OCI) AI infrastructure, which includes unique bare metal GPU instances, is powering Open Innovation AI’s end-to-end sovereign AI platform. This enables Open Innovation AI to efficiently, effectively, and intuitively manage GPUs

at scale. As part of the collaboration, Oracle is offering Open Innovation AI’s sovereign platform to its own customer base.

“Our collaboration with Oracle marks a significant milestone in our mission to democratize access to sovereign AI solutions across the EMEA and beyond,” said Dr. Abed Benaichouche, CEO, Open Innovation AI. “By leveraging Oracle’s industry-leading cloud offerings and AI

infrastructure, we are poised to deliver strong AI capabilities to both public and private sector organizations, fostering a new era of innovation and technological advancement.”

“Oracle’s collaboration with Open Innovation AI will help transform EMEA’s AI landscape with innovative solutions that address local priorities,” said Nick Redshaw, senior vice president – Tech Cloud, Middle East and Africa, and UAE country leader, Oracle. “This collaboration underscores our commitment to providing secure, scalable, and high-performance AI and cloud infrastructure that empowers our partners to achieve exceptional outcomes for our customers.”



OUR COLLABORATION WITH ORACLE MARKS A SIGNIFICANT MILESTONE IN OUR MISSION TO DEMOCRATIZE ACCESS TO SOVEREIGN AI SOLUTIONS ACROSS THE EMEA AND BEYOND.
DR. ABED BENAICHOUCHE, CEO, OPEN INNOVATION AI

E& UAE AND EVISION LAUNCH STARZ ON BUSINESS TO REDEFINE DIGITAL ENTERTAINMENT FOR SMBS AND ENTERPRISES

New enterprise streaming service offers industry-specific entertainment and digital signage solutions for businesses



Customers can sign up for STARZ ON Business via online and offline channels. The standalone OTT package starts at AED 29; while more comprehensive packages, which includes OTT with digital signage and TV features, starts at AED 159.

e& UAE and evision announced the launch of STARZ ON Business, a pioneering over-the-top (OTT) TV service tailored specifically for small and medium-sized businesses (SMBs) and enterprise customers.

The new service is set to transform the way businesses engage and entertain their customers, offering a unique mix of curated live TV and video on demand (VoD) content designed for various business verticals.

Developed by evision the leading media & entertainment arm of e&, STARZ ON Business provides specialised tech and entertainment solutions tailored to the unique needs of various industries, including restaurants, retail, fitness centres, hospitality and more. The service also includes digital signage, enabling businesses to seamlessly showcase brand messages and create a dynamic visual environment that captivates and engages customers.

Esam Mahmoud, Senior Vice President, SMB, e& UAE – Business, said: “With STARZ ON Business, we are pioneering a new era of digital entertainment for businesses. We are

empowering businesses to connect with their audiences in innovative and meaningful ways, by offering curated content and integrated solutions. This launch is a testament to our commitment to driving digital transformation and providing unparalleled value to our business customers. We are excited to embark on a journey that will redefine customer experiences across diverse sectors.”

Customers can sign up for STARZ ON Business via online and offline channels. The standalone OTT package starts at AED 29; while more comprehensive packages, which includes OTT with digital signage and TV features, starts at AED 159.

Zahra Zayat, Chief Commercial Officer, evision: “We are thrilled to introduce STARZ ON Business, a first of its kind OTT TV service for SMB and enterprise clients in the region designed to expand our reach and revolutionise customer engagement. This innovative service will provide businesses with powerful tools to entertain and captivate audiences through a curated mix of live TV channels and on-demand content specific to the

respective industries while allowing SMBs and enterprise companies to upsell their products. At evision, we are committed to delivering cutting edge technology solutions that drive business success and enhance customer experience”.

New subscribers will enjoy a free first month when they sign up for any OTT subscription, whether it's the Basic, Advance, or Premium tier.

STARZ ON Business provides numerous benefits for its customers. Firstly, tailored VoD content that resonates with specific industries like culinary related content for restaurants, fitness-related videos for gyms, and lifestyle segments for retail, ensuring relevant and engaging material for their audience. Moreover, the service also minimises hardware requirements by allowing a single screen to serve dual purposes - accommodating both OTT streaming and digital signage. This reduces costs and simplifies the setup process for businesses. Additionally, businesses can seamlessly integrate brand messages and OTT content using split-screen functionality. This maximises the utility of screen real estate, creating a more engaging customer experience.

UIPATH ACQUIRES PEAK TO LAUNCH VERTICALLY SPECIALIZED AGENTS WITHIN ITS AGENTIC AUTOMATION PLATFORM

UiPath (NYSE: PATH), a leading enterprise automation and AI software company, announced the acquisition of Peak, an AI-native company based in Manchester, United Kingdom. The Peak AI platform optimizes product inventory and pricing for businesses of all sizes and across a wide range of industries, providing customers with tangible outcomes quickly and without the need for large, in-house tech teams.

“With the acquisition of Peak, we are accelerating our mission to strengthen our vertical AI solutions strategy,” said Daniel Dines, Founder and CEO of UiPath. “When combined with the UiPath platform, Peak’s exceptional purpose-built AI applications will enhance our ability to provide solutions that optimize industry-specific use cases and deliver incredible value to customers.”

Peak enables customers to develop AI workflows, process data, and provide predictions that are used to optimize critical business processes through APIs or integrated web applications. It also provides a new breed of AI-based decisioning applications that enable business users to make highly complex decisions such as planning inventory and optimizing product pricing decisions.

Now as part of UiPath, Peak’s solutions can scale globally and reach new industries, allowing customers and stakeholders the opportunity for continued growth and innovation. In turn, Peak’s focus on accelerating AI adoption in sectors like retail and manufacturing will enable UiPath to accelerate market growth and deliver vertical-oriented, next-generation AI-driven agentic applications with intelligence powered by LLMs.

“Joining forces with UiPath is the perfect next step for Peak at this stage of our journey, and I couldn’t be more excited. As automation and agentic AI converge, we’re entering a new era of possibilities



WHEN COMBINED WITH THE UIPATH PLATFORM, PEAK’S EXCEPTIONAL PURPOSE-BUILT AI APPLICATIONS WILL ENHANCE OUR ABILITY TO PROVIDE SOLUTIONS THAT OPTIMIZE INDUSTRY-SPECIFIC USE CASES AND DELIVER INCREDIBLE VALUE TO CUSTOMERS.

DANIEL DINES, FOUNDER AND CEO OF UIPATH

for the enterprise,” said Richard Potter, CEO & Co-Founder of Peak. “UiPath’s global reach, deep enterprise expertise, and unwavering commitment to AI innovation will enable us to accelerate our vision—empowering businesses with specialized decision-making AIs at scale. We are incredibly proud of what we’ve built, and as part of UiPath, we look forward to delivering even greater value to our customers while pushing the boundaries of what’s possible with AI in the enterprise.”

Peak will further enhance the UiPath agentic automation platform. For example, organizations must meet stringent requirements for complex calculations in a variety

of business processes. Businesses require accurate analysis and predictions they can trust, and Peak’s solutions will form the backbone of new Pricing and Inventory Agents for UiPath customers. Peak’s broader Decision Intelligence capabilities will also factor into the orchestration capabilities in the UiPath agentic automation platform, allowing for autonomous processes based on contextual customer data.

Customers of both UiPath and Peak will now have the opportunity to realize increased revenue and margin improvement with the combined

technologies. UiPath and Peak have already been able to provide such opportunities for success through their existing partnership. For example, UiPath and Peak transformed the quoting pricing process for Heidelberg Materials, based in the United Kingdom and one of the world’s largest building materials manufacturers. The solution uses automation to collate data from hundreds of data points, leverages AI to determine an optimal quote for a given customer, and informs sales professionals. With this automated end-to-end process, Heidelberg Materials is experiencing much greater sales team efficiency through faster quotation times and increased conversion rates.

E& LAUNCHES BUSINESS CONTINUITY AS A SERVICE (BCAAS)

Unified solution enables organisations to enhance resilience through proactive risk management, operational continuity, and compliance.



e& team at the launch of Business Continuity as a Service (BCaaS) at the World Crises & Emergency Management Summit 2025, organised by the National Emergency Crisis and Disaster Management (NCEMA).

e& announced the launch of Business Continuity as a Service (BCaaS) at the World Crises & Emergency Management Summit 2025, organised by the National Emergency Crisis and Disaster Management (NCEMA).

BCaaS is a fully-managed service that supports organisations in identifying potential threats and building effective response mechanisms, empowering them to drive organisational preparedness and operational efficiency. This solution enhances protection by not only restoring and ensuring the continuity of business but also ensuring that this is achieved within a predefined timeframe.

The service provides an integrated framework tailored to the needs of organisations across essential sectors, including government, federal entities as well as the private sector. By identifying potential threats and implementing effective response mechanisms, it enables organisations to maintain business continuity during disruptions, comply with legal and regulatory

requirements, and reduce costs while boosting overall performance. This ensures organisations can deliver enhanced customer experiences, uphold stakeholder confidence, and focus on driving growth and achieving long-term strategic goals.

Abdalla Rashid Alsaadi, Senior Vice-President, Group Business Continuity & Crisis Management, e& UAE, said: “Maintaining continuity in operations isn’t just about keeping systems running; it’s about protecting what defines a business – its integrity, reputation, and ability to deliver value. In today’s digitally empowered world, resilience is the cornerstone of innovation and growth. Through our partnership with NCEMA, we’re introducing BCaaS, a holistic solution to drive organisational resilience. This solution protects private and public sector organisations with a holistic approach, ensuring uninterrupted operations with tools that make them future-ready and enable them to adapt, innovate, and thrive.”

e&’s BCaaS provides businesses with a comprehensive suite of solutions designed to ensure operational resilience and continuity. These include Business Continuity Management Systems (BCMS), crisis management planning, and support to meet legal and regulatory requirements, as well as achieving certifications like ISO 22301 and NCEMA 7000. The service also offers Disaster Recovery (DR) sites to manage unexpected disruptions and specialised training in business continuity and crisis management to embed resilience into company culture. Customers have the flexibility to purchase either the complete suite or select components of the core services.

The introduction of BCaaS is an extension of e&’s strategic focus on equipping organisations with the tools needed to navigate today’s unpredictable challenges. By prioritising resilience and operational continuity, e& continues to be a trusted partner for businesses aiming to safeguard their operations and drive sustained growth.

SAMBANOVA CLOUD SETS INFERENCE SPEED RECORD WITH META'S LLAMA 4 MAVERICK



SambaNova, the generative AI company delivering the most efficient AI chips and fastest models, announced the availability of Meta's Llama 4 Maverick model on SambaNova Cloud — setting a new industry benchmark delivering 655 tokens per second inference speed. The performance, verified by independent evaluator Artificial Analysis, makes SambaNova the fastest platform for Llama 4 Maverick inference.

"Artificial Analysis has independently benchmarked SambaNova's cloud deployment of Meta's Llama 4 Maverick model (400B total parameters, 17B active parameters) at 655 output tokens/s. This is the fastest output speed we have measured yet for Llama 4 Maverick, and it is several times faster than the fastest speeds achieved so far on GPUs. Llama 4 Maverick is Meta's strongest model yet and a top choice for a wide range of workloads," said Micah Hill-Smith, CEO & Co-Founder of Artificial Analysis.

Llama 4 Maverick, Meta's flagship multimodal model featuring 400 billion total parameters/17 billion active parameters and 128 experts, outperforms industry competitors such



WE'RE THRILLED TO PARTNER WITH META, BRINGING THE FASTEST INFERENCE SPEEDS EVER RECORDED FOR LLAMA 4 MAVERICK TO DEVELOPERS AND ENTERPRISES.

RODRIGO LIANG, CEO AND CO-FOUNDER OF SAMBANOVA.

as GPT-4o and Gemini 2.0 Flash in multilingual and visual understanding benchmarks. Utilizing SambaNova's advanced Reconfigurable Dataflow Unit (RDU) chips, Maverick on SambaNova Cloud delivers industry-leading performance with unparalleled computational efficiency.

"We're thrilled to partner with Meta, bringing the fastest inference speeds ever recorded for Llama 4 Maverick to developers and enterprises," stated Rodrigo Liang, CEO and co-founder of SambaNova. "This collaboration marks a

significant leap forward in the efficiency and capability of multimodal AI models."

This week, SambaNova will deliver multimodal capabilities and longer context lengths with Meta's Llama 4 Maverick, enabling developers with image recognition and agentic capabilities.

SambaNova Cloud now offers Llama 4 Maverick at an attractive, cost-effective rate of \$0.50 per million input tokens and \$2.00 per million output tokens, making powerful multimodal AI accessible at scale.

CHECKOUT.COM SURPASSES \$10 BILLION IN REVENUE UNLOCKED FOR ENTERPRISE MERCHANTS USING AI-POWERED BOOST



Checkout.com, a leading global digital payments company, has announced that its Intelligent Acceptance product, an AI-powered engine designed to help enterprise businesses boost their payment performance, has generated over \$10 billion in additional merchant revenue.

Powered by over 20 billion data points and insights from Checkout.com's global network, Intelligent Acceptance applies numerous optimizations at every step of the payment process (e.g., messaging, routing, authentication, credential lifecycle, and retries).

With Checkout.com's AI-powered engine learning in real-time, every successful payment optimization is instantly available to all merchants using Intelligent Acceptance, meaning everyone benefits from the power of the network to improve acceptance rates, lower costs, and unlock revenue.

The product generated \$5 billion in additional merchant revenue just

15 months after launching in June 2023. Six months after achieving that milestone, Intelligent Acceptance has now surpassed \$10 billion in merchant revenue, generating \$1 billion every 35 days for global brands such as Vinted, Papa Johns, and Delivery Hero.

With over 60 million real-time optimizations performed across the payment flow each day, Checkout.com increased merchant acceptance rates by an average of 3.8% last year.

In MENA specifically, Checkout.com has seen unprecedented growth in the region's digital payment volumes. Checkout.com's total processing value witnessed a staggering 658% surge between 2020 and 2023, serving as a testament to the region's accelerated adoption of digital commerce which continues to see a deepening consumer preference for online shopping.

"Doubling the amount of revenue generated for merchants at seven times the speed of last year shows the

- Intelligent Acceptance has generated over \$10 billion in additional revenue for merchants since its 2023 launch.
- The product averaged 60 million real-time optimizations each day in 2024, increasing merchant acceptance rates by an average of 3.8%.
- Enterprise brands including Vinted, Papa Johns, and Delivery Hero are among those benefiting.

growing power of our network," said Daniel Linder, Senior Product Director at Checkout.com. "With algorithms trained on billions of data points from Checkout.com's entire merchant portfolio, every transaction processed by our customers strengthens the network."

With the majority of company resources invested in product and technology to deliver the highest acceptance rates for merchants, Checkout.com was recognised as a Strong Performer in The Forrester Wave™: Merchant Payment Providers Q1 2024 report, receiving a 5 out of 5 score in the payment performance optimization criterion.

"Building a global payments infrastructure is increasingly complex, especially with rising regulatory demands and evolving fraud tactics," adds Linder. "For merchants, this complexity can widen the acceptance rate gap—sometimes by 10–15% compared to in-person transactions—costing businesses billions in lost revenue. Our focus is on closing that gap, optimizing every transaction to ensure no revenue is left on the table."

"Delivering exceptional digital experiences is core to our mission of making second-hand first choice, and our partnership with Checkout.com has been instrumental in helping us achieve that," said Modestas Tursa, VP of Payments at Vinted.



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MITSUMI DISTRIBUTION:

POWERING AFRICA'S DIGITAL LEAP WITH INNOVATION, PARTNERSHIPS, AND PURPOSE

From expanding infrastructure to enabling SMEs, Mitsumi Distribution reinforces its commitment to Africa's ICT future through collaboration, cutting-edge tech, and regional empowerment at GITEX Africa 2025.

Established over two decades ago in Kenya and subsequently in Dubai, Mitsumi Distribution has steadily cemented its position as a trusted and cost-effective technology enabler in the Middle East and Africa (MEA).

The visionaries behind this success story are Jagat Shah and Mitesh Shah, the Chairman and CEO and the Co-Chairman and MD of Mitsumi Distribution, respectively. Born in Uganda, Jagat Shah began his professional journey in 1993 as a computer engineer in India. With a strong passion for technology and business, he later moved to Kenya, taking on key managerial roles that laid the foundation for his entrepreneurial leap.

From its humble beginnings, the company has grown into a leading IT infrastructure distributor, offering cutting-edge solutions across hardware, telecommunications, networking, enterprise, and storage verticals.

In 1998, with a spirit of resilience and foresight, Jagat with his brother Mitesh established Mitsumi Computer Garage Ltd, a modest venture focused on computer repairs and services. The business quickly gained traction and became a dominant IT distribution and service provider in Kenya.

At the core of the Mitsumi Group lies its flagship entity, MITSUMI Distribution, which today stands as one of the foremost distribution powerhouses in the IT, Telco, and Enterprise sectors across the MEA region.

From 2000 to 2022, the Mitsumi Group executed a well-orchestrated expansion strategy, broadening its geographic footprint and service offerings across MEA. Today, Mitsumi is not only a market leader but a strategic partner in driving Africa's digital acceleration—fuelling innovation ecosystems, supporting SMEs, and enabling the next phase of transformative growth.

Looking ahead, Mitsumi Distribution is set to play a pivotal role at GITEX Africa 2025, where it will reinforce its commitment to collaboration,

innovation, and sustainable development across the continent.

In a sit-down with Sandhya D'Mello, Technology Editor at CPI Media Group, Jagat Shah discussed how the company envisions enabling Africa's digital future by building robust technology infrastructure and creating new pathways for inclusive growth.

What key message or strategic direction will you be sharing with the African tech ecosystem through your presence at the GITEX Africa 2025 event?

At GITEX Africa 2025, our key message will centre around the importance of collaboration and innovation in driving Africa's digital transformation. We aim to showcase our commitment to empowering businesses with cutting-edge technologies, particularly AI PCs and enterprise solutions. Our strategic direction emphasizes building strong partnerships with global tech leaders to ensure that our channel partners have access to the tools and insights necessary to thrive in an increasingly competitive landscape. We believe that by working together, we can bridge the digital divide and foster sustainable growth across the continent.

How does Mitsumi's participation at GITEX Africa align with your broader vision of accelerating digital transformation across the continent, and what outcomes are you hoping to achieve from this year's edition?

Mitsumi's participation at GITEX Africa is a vital component of our broader vision to accelerate digital transformation across Africa. By engaging with key stakeholders, including innovators, policymakers, and enterprise leaders, we aim to explore emerging trends and lead discussions on the future of IT distribution. Our desired outcomes include strengthening our partnerships, enhancing our portfolio, and ultimately equipping businesses with the necessary resources to adopt next-generation technologies. We

hope to foster an environment where collaboration drives innovation, enabling businesses to scale and succeed in the digital economy.

Tell us about the significance of your newly opened office—how it reflects Mitsumi's long-term commitment to the region and how it will enhance operations, partnerships, and customer outreach.

The opening of our new offices in the Southern Africa region signifies Mitsumi's long-term commitment to the African region and our dedication to enhancing our operational capabilities. Having offices in the region enables us to strengthen our partnerships with local vendors and channel partners, ensuring that we can provide tailored support and solutions that meet the unique needs of the market. Additionally, our presence will enhance customer outreach, allowing us to engage more effectively with businesses and provide them with the resources they need to navigate the complexities of the digital landscape. These offices are a testament to our belief in the potential of the African market and our commitment to driving its digital transformation.

With the African continent undergoing a massive digital shift, how is Mitsumi positioning itself as an enabler of growth through infrastructure, distribution networks, and local market engagement?

Mitsumi is positioning itself as a key enabler of growth in Africa by investing in robust infrastructure and expanding our distribution networks across the continent. We are committed to enhancing our logistics capabilities and optimizing supply chain visibility to ensure that businesses can access the latest technologies without delay. Furthermore, our focus on local market engagement allows us to provide tailored solutions that address specific regional needs, helping our partners navigate compliance and implement scalable digital solutions. By fostering specialized expertise



**OUR STRATEGIC DIRECTION
EMPHASIZES BUILDING STRONG
PARTNERSHIPS WITH GLOBAL
TECH LEADERS TO ENSURE
THAT OUR CHANNEL PARTNERS
HAVE ACCESS TO THE TOOLS
AND INSIGHTS NECESSARY TO
THRIVE IN AN INCREASINGLY
COMPETITIVE LANDSCAPE.**

within our workforce and channel partners, we are equipping businesses with the tools they need to thrive in an increasingly digital world.

You've recently onboarded several new global brands into the Mitsumi portfolio. What factors drive your decision to partner with specific brands, and how do these signings elevate your value proposition?

Our decision to partner with specific global brands such as APC, VMWare, NETGEAR, and SanDisk is driven by several key factors, including their proven track record of innovation, commitment to research and development, and alignment with our strategic vision. We seek brands that offer cutting-edge technologies that can address the evolving needs of our customers in both Middle East and Africa. By onboarding these brands, we elevate our value proposition by expanding our portfolio to include next-generation solutions that enhance operational efficiency and security. This diversification allows us to better serve our channel partners and ultimately empowers businesses across Middle East and Africa to adopt the technologies necessary for success in the digital economy.

Mitsumi's portfolio continues to diversify, how do you ensure operational excellence, partner enablement, and service agility across such a dynamic and rapidly growing geography?



THE OPENING OF OUR NEW OFFICES IN THE SOUTHERN AFRICA REGION SIGNIFIES MITSUMI'S LONG-TERM COMMITMENT TO THE AFRICAN REGION AND OUR DEDICATION TO ENHANCING OUR OPERATIONAL CAPABILITIES.



To ensure operational excellence, partner enablement, and service agility across our diverse portfolio, we prioritize a flexible and data-driven approach to our operations. We leverage predictive analytics to optimize inventory management and supply chain processes, enabling us to respond swiftly to market demands. Additionally, we invest in training and support for our channel partners, equipping them with the knowledge and resources needed to deliver exceptional service to their customers. By fostering a culture of collaboration and continuous improvement, we can maintain our competitive edge and adapt to the rapidly changing landscape of the ICT distribution space.

What role do you see Mitsumi playing in shaping Africa's digital economy, particularly in empowering SMEs, supporting channel partners, and facilitating access to cutting-edge technologies?

Mitsumi plays a pivotal role in shaping Africa's digital economy by empowering small and medium-sized

enterprises (SMEs) and supporting our channel partners through tailored solutions and resources. We are committed to facilitating access to cutting-edge technologies that enable SMEs to innovate and compete effectively in the digital landscape. By providing financial flexibility, training, and localized support, we help our partners navigate the complexities of technology adoption. Our focus on collaboration and shared growth ensures that we are not only driving our own success but also contributing to the broader development of the digital economy across the continent.

What are the next milestones for Mitsumi Distribution in terms of regional expansion, digital innovation, and strengthening your leadership position in Africa's ICT distribution space?

Looking ahead, our next milestones include further regional expansion into key markets across Africa. We aim to enhance our digital innovation initiatives by investing in AI and data-driven technologies that will empower our partners and customers. Additionally, we will continue to strengthen our leadership position in Africa's ICT distribution space by forging strategic partnerships with global technology leaders and expanding our portfolio. Our commitment to operational excellence and customer-centricity will guide us as we navigate the evolving digital landscape and drive sustainable growth across the continent. 

UAE KNOWS IT HAS A LEAD—AND IT'S DETERMINED TO KEEP IT, SAYS MANAGEENGINE CEO

Rajesh Ganesan shares insight with Sandhya D'Mello, Editor at CPI Media Group, on UAE's digital momentum, rethinking the talent gap, AI-driven security, and how ManageEngine's user conference has evolved over 13 years.

The UAE is no longer testing the waters of digital transformation—it is powering through them. With cutting-edge advancements in AI, cybersecurity, and talent development, the nation is positioning itself as a serious regional and global tech contender.

UAE is no longer a launchpad—it's exploding in the digital space. As a veteran professional, how do you see the UAE evolving in this space?

The UAE is constantly moving, innovating, and leading. And now, with regional competition, especially from Saudi Arabia, the drive is stronger than ever. The UAE knows it has a lead and is determined to keep it. This competition is healthy—it fuels innovation. Businesses thrive when people, customers, and competition push them. The UAE has foresight, clarity of vision, talent accumulation, and relentless execution. That's the secret sauce.

There's a global skill gap in tech. How do you perceive this, and what role does your organization play in addressing it? What's your message for entrepreneurs?

The narrative around a “talent gap” is flawed. Talent creation is the entrepreneur's responsibility. At ManageEngine, we've built programs, where we train young people straight out of school—teaching them everything from basic communication to contextual product understanding. We don't look for credentials; we look



for potential. Our hiring model focuses on building talent from within, whether it's rural India or Mexico. The world is full of talent—companies just don't know where to look.

With so much talent, how do you identify the right fit—especially in a time when hiring is a battle between humans and bots?

We believe in assessing talent through work. We give people real tasks.

Some make it, some don't—and that's okay. The idea isn't to chase short-term success but to build long-term alignment. We're upfront with candidates: this isn't about quick money or titles. It's about commitment. Those who get the vision, stay and grow.

On cybersecurity—how do you define “protecting your digital enterprise” today? Is it really AI vs AI now?

It's not just AI vs AI—it's AI vs people, people vs people, and everything in between. Cybersecurity basics haven't changed. The biggest mistake companies make is outsourcing security or thinking perimeter security is enough. Today, there are no boundaries—your workforce, workplace, and workflows are fluid. We call this the 3Ws. Security must be owned at every level, and everyone in the organization is accountable. Our tools are powerful, but they're not magic. Protection is a shared responsibility.

You mentioned this is your 13th user conference. How has the event evolved over the years, especially in today's fast-changing digital environment?

When we started in 2011, it was about tool training—individuals coming in to learn products. Today, it's a thriving community. There's a surge in the attendance of CIOs, CISOs, and decision-makers. What's different this year? In 2022, GenAI was new; by 2023, we were exploring. Now in 2025, we have a defined AI roadmap—and so do our customers. The questions we get now are specific, sharp, and aligned with our thinking. That's how we know AI is delivering real value beyond the hype.

What are some of the key milestones that have shaped ManageEngine's growth into a global enterprise IT solutions provider?

ManageEngine officially began in 2002 with a humble goal—developing internal IT management tools for our own needs. We soon realized that these were global challenges faced by organizations of all sizes. We started with just two products, but by 2012, we had expanded to a well-integrated suite of 20 solutions. Fast forward to 2025, and we now have over 65 products. However, instead of simply increasing our portfolio, our focus is on unifying these offerings to provide a seamless, end-to-end IT management platform. Our goal is to help enterprises deliver superior technology service, enhance cybersecurity, ensure compliance,

and integrate emerging technologies like AI while maintaining security and privacy. Another significant milestone was transitioning from an on-premises model to a cloud-based offering, ensuring that our solutions are accessible through browsers and mobile apps. This hybrid approach has enabled us to meet the evolving needs of digital enterprises.

The IT management landscape is evolving rapidly. How is ManageEngine staying ahead in delivering centralized control across workplaces, workforces, and workloads?

Our approach has always been to anticipate customer needs and align our solutions accordingly. One key strategy is delivering a unified platform that integrates IT service management, cybersecurity, compliance, and AI-driven analytics.

By leveraging AI, we provide predictive insights into security threats, automate IT workflows, and simplify compliance processes. AI also enables anomaly detection, helping organizations mitigate risks before they escalate. Our commitment is to create an IT environment that is not just reactive but proactive, ensuring seamless operations and security.

With organizations increasingly adopting hybrid work models, how does ManageEngine ensure a seamless digital employee

experience while maintaining security and compliance?

Hybrid work is no longer a trend—it's the future. Instead of merely acknowledging it, we encourage businesses to rethink their operational models to accommodate the three W's: workplace, workforce, and workloads. Rather than viewing security, employee experience, and compliance in isolation, organizations should adopt an integrated approach. Our solutions provide centralized visibility, ensuring secure access regardless of location while maintaining compliance with local regulations. Through AI-driven automation, we help businesses streamline their digital workplace experience while proactively addressing security concerns.

What leadership principles have guided your journey from being a programmer to the CEO of a globally recognized brand?

Leadership is about continuous learning and adaptation. I follow four key principles:

- Humility: Recognizing that you don't know everything fosters collaboration and innovation.
- Approachability: Creating an environment where people feel comfortable sharing challenges, not just successes, strengthens team dynamics.
- Inspiration: Leading by example is crucial. I ensure I remain hands-on




OUR GOAL IS TO HELP ENTERPRISES DELIVER SUPERIOR TECHNOLOGY SERVICE, ENHANCE CYBERSECURITY, ENSURE COMPLIANCE, AND INTEGRATE EMERGING TECHNOLOGIES LIKE AI WHILE MAINTAINING SECURITY AND PRIVACY.
RAJESH GANESAN, PRESIDENT AND CEO OF MANAGEENGINE

in at least one area—whether it's customer interactions or product development—to stay connected with my team.

- Strategic Foresight: Always considering multiple scenarios—best-case, current trajectory, and worst-case—helps in making informed decisions and navigating uncertainties effectively.

Cybersecurity threats are becoming more sophisticated. Can security incidents be detected and blocked in real-time?

While no system can guarantee absolute security, real-time threat detection is possible through advanced AI-driven analytics and endpoint security solutions. ManageEngine takes a similar approach, integrating

AI-powered anomaly detection across IT infrastructures to minimize risks. By continuously monitoring behavior, detecting anomalies, and applying real-time security measures, we enable enterprises to stay ahead of cyber threats. Our goal is to ensure businesses can preemptively address vulnerabilities, minimizing disruption and safeguarding critical data. 

HARNESSING AI FOR SECURE, SMART, AND SEAMLESS IT MANAGEMENT

Ramprakash Ramamoorthy, Director of AI & ML Research at ManageEngine, discusses AI integration, cybersecurity innovations, and the future of enterprise IT in an interview with Tahawultech.com at the ManageEngine User Conference in Dubai on February 18-19, 2025.

ManageEngine is pioneering the integration of homegrown AI, Agentic AI, and real-time anomaly detection to empower enterprises with seamless security, automation, and compliance. As businesses navigate the ever-evolving landscape of AI and cybersecurity, selecting the right AI applications will be key to unlocking efficiency and resilience in IT management.

How is ManageEngine integrating AI into its product suite to enhance security, automation, and operational efficiency?

We've been investing in AI for over 12 years, starting with anomaly detection and forecasting. With the advent of transformer models and conversational AI, we introduced Zia, our intelligent assistant. Now, we are leveraging large language models (LLMs) through our unique "right-sizing models" strategy. Unlike many vendors who resell AI services from cloud providers, we have built a homegrown AI stack from the ground up.



Ramprakash Ramamoorthy, Director of AI & ML Research, ManageEngine

Our AI is deeply embedded into workflows—often invisible to users. For instance, if you download an executable, it automatically runs a ransomware check. Similarly, if you browse a website via a managed endpoint, our AI determines if it's a phishing link and takes proactive action. Our AI stack functions across on-prem, cloud, and edge environments, ensuring seamless security and automation.

With AI handling over 5 billion requests a month across Zoho Corp's suite, what key innovations has ManageEngine introduced to improve real-time decision-making for enterprises?

We've heavily invested in bespoke, IT-native foundational models. While generative AI (Gen AI) has had a significant impact in areas like content generation, its influence on IT remains minimal due to the semi-structured nature of IT data.

We use AI for User and Entity Behavior Analysis (UEBA)—analyzing user behavior to detect anomalies. For example, if an employee who usually logs in at 3 PM suddenly logs in at 7 PM, our system dynamically adjusts thresholds based on time and context.

From a monitoring perspective, we use knowledge graphs to detect potential IT failures before they occur. And in service delivery, AI optimizes ticketing processes—automatically categorizing and assigning issues, reducing response time by up to 30%.

Cyber threats are becoming more sophisticated with AI-driven attacks. How can AI-powered IT management tools help businesses stay ahead of these emerging security challenges?

AI is being used to create deepfakes, sophisticated phishing attacks, and automated malware generation. The best way to counter AI-driven threats is with AI-powered defense mechanisms.

We employ AI-based anomaly detection to combat these risks. Our patented technology enables watermarking of digital assets to verify authenticity. Additionally, AI enables real-time phishing detection, anomaly-



OUR AI STACK FUNCTIONS ACROSS ON-PREM, CLOUD, AND EDGE ENVIRONMENTS, ENSURING SEAMLESS SECURITY AND AUTOMATION.

RAMPRAKASH RAMAMOORTHY, DIRECTOR OF AI & ML RESEARCH AT MANAGEENGINE

based ransomware prevention, and intelligent credential protection. Since AI can process and analyze over 100 variables in real-time, its ability to detect security breaches far surpasses traditional static threshold methods.

Businesses must recognize that AI-powered security is not optional—it is essential to mitigate risks and avoid potential reputational and financial damage.

The role of AI in regulatory compliance is growing. How is ManageEngine leveraging AI to help enterprises meet stringent global governance and compliance requirements?

Compliance is at the core of our product suite. Our AI models are built with privacy-first principles—ensuring that customer data remains isolated and is never used for external model training. AI helps in policy violation detection, insider threat monitoring, and anomaly detection. If an employee is dismissed but suddenly starts accessing sensitive data at an unusual rate, AI can trigger security measures like multi-factor authentication. By automating compliance monitoring, we help enterprises adhere to stringent regulations seamlessly.

What trends do you foresee shaping the next wave of enterprise IT management? How is ManageEngine preparing for these trends?

The next big shift is Agentic AI—autonomous AI agents that bridge the


gap between large language models and structured enterprise data.

Unlike LLMs, which work well with unstructured data, agents can interact dynamically with real-time enterprise systems to enhance decision-making.

At ManageEngine, we have already launched our Agentic AI platform, collaborating with select customers to refine its impact on productivity. Over the next few years, agents will become the new enterprise apps, making AI-driven automation more accessible and effective across domains like HR, finance, supply chain, and IT management.

With the explosion of AI models and applications, how should enterprises choose the right AI tools?

AI capabilities such as summarization, paraphrasing, and transcription are already being commoditized. The key is to identify where AI can make the most impact.

I advise businesses to focus on 80% problems—areas where near-perfect accuracy is not mandatory but where AI can drive significant efficiencies. For example, AI-powered phishing detection or ticket routing can work well at 80% accuracy. However, if AI is applied to critical tasks requiring 100% accuracy, such as legal document review, disappointment is likely. By combining domain-specific AI with general AI, businesses can deploy a balanced, practical AI strategy that maximizes value without unnecessary complexity. 

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DUBAI AI WEEK TO WELCOME INDUSTRY LEADERS, EXPERTS AND OFFICIALS FROM OVER A 100 COUNTRIES



The Dubai Future Foundation (DFF) has announced the official agenda for the inaugural Dubai AI Week, taking place from April 21-25, 2025, and held under the patronage of His Highness Sheikh Hamdan bin Mohammed bin Rashid Al Maktoum, Crown Prince of Dubai, Deputy Prime Minister and Minister of Defence, and Chairman of the Board of Trustees of DFF.

Organised by the Dubai Centre for Artificial Intelligence and overseen by the Dubai Future Foundation, the global event will convene AI pioneers, innovators, decision-makers, and industry leaders from over 100 countries to foster international collaboration and spotlight the role of AI in reimagining government services, accelerating economic growth, and building future-ready societies.

Dubai AI Week marks a pivotal

moment in the UAE's mission to shape the global AI landscape – one that will be brought to life through a series of flagship initiatives, immersive experiences, and high-impact collaborations.

Mohammad Al Gergawi, Minister of Cabinet Affairs and Vice Chairman of the Board of Trustees and Managing Director of the Dubai Future Foundation, affirmed that Dubai has become a global destination for shaping the future of AI and a leading hub for the world's top tech companies in this fast-evolving field. He emphasised that this progress is driven by the vision of His Highness Sheikh Mohammed bin Rashid Al Maktoum, Vice President and Prime Minister of the UAE and Ruler of Dubai, and the continued guidance and support of His Highness Sheikh Hamdan bin Mohammed bin Rashid Al Maktoum.

“Dubai AI Week marks a major milestone in the UAE's journey to accelerate the adoption of artificial intelligence across governments and industries,” Al Gergawi said. “It reflects our commitment to advancing national strategies that put innovation at the heart of future-readiness, and to turning AI potential into practical, real-world impact.”

He added: “The week will bring together brilliant minds from around the world to develop smart, scalable solutions that serve humanity and open new pathways for innovation and progress. It will also serve as a global platform to highlight best practices in AI adoption and inspire the next wave of ideas and experimentation.”

Public-private partnership enabler

His Excellency Al Gergawi highlighted the importance of participation from

UAE and international government entities, noting that Dubai AI Week is a unique opportunity to strengthen collaboration between the public and private sectors, showcase cutting-edge breakthroughs in AI, and explore how emerging technologies can support both economic growth and social advancement.

He also welcomed the presence of national pavilions from countries around the world, calling it a valuable chance to exchange expertise, spotlight talent, and connect forward-thinking companies with global opportunities.

9 AI-driven events

The Dubai AI Week features a lineup of key events across the city ranging from high-level summits, exhibitions, hackathons and global competitions that are dedicated to advancing AI. These events include, AI Retreat, Dubai Assembly for AI, Global Prompt Engineering Championship, Machines Can See Conference, Dubai AI Festival, Dubai AI Hackathon: Agentic AI, 8th International Conference on Education Quality, HIMSS Executive Summit, and AI in Schools – designed to introduce students and educators to AI concepts.

Over 10,000 AI experts and participants are expected to attend the week-long event, which will host over 180 local and international speakers, more than 150 sessions and workshops as well as over 140 activations. Capitalising on Dubai AI Week's global appeal, the event is set to host over 25 global tech companies including Google, Microsoft, Meta, IBM, Gartner and Swift, besides welcoming over 15 country delegations showcasing their latest innovations in AI, including the US,

Bringing together over 10,000 participants, AI showcase features over 150 sessions and workshops, and over 140 activations, with over 180 speakers sharing key insights

South Korea, India, Canada, Australia, United Kingdom, Italy and Germany.

A platform for strategic partnerships

With collaboration being integral to the success of the global AI industry, Dubai AI Week has been instrumental in facilitating impactful local and international partnerships. This year, the event's Strategic Partners include, Digital Dubai Authority, DEWA, Dubai Chamber of Digital Economy and the UAE AI Office.

Additional partners include global tech leaders and AI pioneers, such as Meta, IBM, Google, Microsoft, Gartner, OpenAI, Swift, Nvidia, Palantir, Cohere and ElevenLabs.

The AI Retreat on 21 April at the Museum of the Future will be an exclusive, invite-only event gathering over 100 global leaders, tech giants, decision-makers, and AI experts from both government and private sector to tackle AI challenges, applications and opportunities locally and globally. The event will also host closed roundtable discussions addressing Economy and Investment, Data and Governance, Infrastructure, and Talent Development.

Dubai Assembly for AI from 21–25 April, being held at AREA 2071 at Emirates Towers, will host over 2,500 global AI leaders, policymakers, and executives, featuring 25 sessions and live AI activations presented by leading AI companies.

The Global Prompt Engineering Championship, from 22–23 April at AREA 2071 at Emirates Towers, will witness 24 finalists and AI enthusiasts from amongst a global pool of 3,800 applicants competing in Dubai for AED1 million in prizes across four categories, including Art, Gaming, Coding, and Video. The championship

offers creative local and global talents a platform to demonstrate their skills in the field of prompt engineering by crafting precise instructions for an AI tool to generate desired unique content.


Organised by Dubai AI Campus in partnership with DIFC and the UAE AI Office, the Dubai AI Festival, being held from 23–24 April at Madinat Jumeirah, will host 8,000 industry experts, 500 investors, and 100 exhibitors from around the world – providing a vibrant platform for networking, partnerships, and collaboration.

Organised by Polynome Events in collaboration with the UAE AI Office and DFF, the Machines Can See Summit, from 23-24 April, at the Museum of the Future and AREA 2071 at Emirates Towers, will feature keynotes and sessions, workshops and an expo zone. The summit delves into how AI can serve as a force for good, driving positive change across industries and societies.

The 8th International Conference on Education Quality, from 22-24 April, being hosted at the Grand Hyatt Hotel is organised by the General Directorate of Residency and Foreigners Affairs – Dubai in collaboration with the Emirates Academy for Identity and Citizenship. The conference brings together leading experts, researchers, decision-makers, and university students to discuss the latest developments in artificial intelligence and innovation in public services and education.

Organised by HIMSS and supported by Dubai Health Authority, the HIMSS Executive Summit 2025 on 23 April at Emirates Towers Hotel will explore the potential of generative AI in healthcare, genomics and precision medicine, and the deployment of innovative tools to accelerate digital maturity.

Dubai AI Week Hackathon on 25 April, being held at AREA 2071 at Emirates Towers, is organised by DFF in collaboration with Hackmasters. The hands-on competition will challenge innovators to design autonomous AI agents capable of independently solving real-world problems.

AI Week in Schools, being held from 21-25 April in collaboration with the KHDA, seeks to introduce students to AI concepts and applications, inspiring a new generation of AI-literate innovators. 

Global event heralds an extensive lineup of high-level summits, exhibitions, hackathons and competitions across the city

GLOBAL POLICY MAKERS AND TECH GIANTS TO CONVENE IN ABU DHABI FOR INAUGURAL SUMMIT ON GOVERNANCE OF EMERGING TECHNOLOGIES

Shaping Responsible Governance of AI and Emerging Technologies in a Future Digital Economy

The Advanced Technology Research Council (ATRC) announced the inaugural Governance of Emerging Technologies Summit (GETS), set to take place at the St. Regis Saadiyat Island Resort in Abu Dhabi on 5–6 May 2025. The summit will convene over 500 regional and international attendees to drive global collaboration on the governance of emerging technologies such as artificial intelligence (AI) and quantum computing.

Organised under the theme “Shaping Responsible Governance of AI and Emerging Technologies in a Future Digital Economy”, the summit seeks to establish robust frameworks for tech governance and encourage inclusive dialogue among diverse stakeholders. It will focus on justice as well as key sectors including finance, manufacturing, healthcare, education, and creative industries.

Hosted by ATRC with the UAE Public Prosecution as a strategic partner, GETS 2025 lays the foundation for global governance strategies and the future of emerging technologies in key sectors such as criminal justice, healthcare, finance, and creative industries.

GETS 2025 is a landmark initiative that underscores the United Arab Emirates’ commitment to shaping the global dialogue on ethical innovation and the responsible use of emerging technologies, and reflects the country’s



Faisal Al Bannai, Advisor to the President of the UAE for Strategic Research and Advanced Technology Affairs and Secretary General of The Advanced Technology Research Council.

open and collaborative approach to innovation policy.

The summit will convene a diverse array of leaders across sectors. Attendees will include government and policy leaders, global tech and industry executives, researchers and academics, startups, and society representatives, with a strong emphasis on youth leadership.

The summit aims to address one of today's most pressing challenges — shaping responsible innovation that safeguards society while advancing technological progress. It will foster dialogue on responsible innovation with global tech leaders and shape a future where governance, innovation, and inclusivity converge to create sustainable and forward-thinking solutions.

Faisal Al Bannai, Advisor to the President of the UAE for Strategic Research and Advanced Technology Affairs and Secretary General of The Advanced Technology Research Council (ATRC), emphasized the importance of collaboration:

“GETS is a pivotal step toward building a safer, more just, and inclusive future for emerging technologies. As we navigate the challenges of AI and other disruptive innovations, the need for collaborative governance becomes increasingly clear. This platform is an opportunity to



create shared principles that will shape the future of technology for the benefit of all.”

Echoing this sentiment and highlighting the critical role of legal expertise in shaping the future of tech governance, Chancellor Dr. Hamad Saif Al Shamsi, UAE Attorney-General, said:

“We are witnessing an accelerating technological revolution. Emerging technologies such as AI, Web3, and quantum computing offer unprecedented opportunities for progress and prosperity. Alongside

these, lies a critical need to establish strong governance foundations that ensure a safe, just, and sustainable society.”

Al Shamsi emphasized that GETS 2025 is a leading global platform to exchange knowledge and set standards for responsible innovation. “The UAE Public Prosecution is committed to ensuring that technological advancement serves humanity and fosters a future that is safer, fairer, and more inclusive. This mission demands continuous global cooperation and support,” he concluded. 



GETS IS A PIVOTAL STEP TOWARD BUILDING A SAFER, MORE JUST, AND INCLUSIVE FUTURE FOR EMERGING TECHNOLOGIES. AS WE NAVIGATE THE CHALLENGES OF AI AND OTHER DISRUPTIVE INNOVATIONS, THE NEED FOR COLLABORATIVE GOVERNANCE BECOMES INCREASINGLY CLEAR. THIS PLATFORM IS AN OPPORTUNITY TO CREATE SHARED PRINCIPLES THAT WILL SHAPE THE FUTURE OF TECHNOLOGY FOR THE BENEFIT OF ALL.

FAISAL AL BANNAI

WORLD'S LARGEST AI PROMPT ENGINEERING CHAMPIONSHIP OPENS REGISTRATION

AED 1 million in prize money up for grabs in Dubai-hosted global AI competition.



Saeed Al Falasi, Director, DCAI.

Registration is open for the second edition of the Global Prompt Engineering Championship 2025 – the world's largest generative AI prompt engineering competition that aims to cultivate a global community that exchanges expertise, knowledge, and innovations in the prompt engineering space. AI experts from around the world will compete in four categories – Art, Video, Gaming, and Coding – with a total prize pool of AED 1 million.

The championship offers creative local and global talents a platform to demonstrate their skills in the field of prompt engineering by crafting precise instructions for an AI tool to generate desired unique content.

Organised by the Dubai Centre for Artificial Intelligence (DCAI), an initiative overseen by the Dubai Future Foundation (DFF), the championship will take place during Dubai AI Week on 22–23 April 2025, held under the patronage of His Highness Sheikh Hamdan bin Mohammed bin Rashid Al Maktoum, Crown Prince of Dubai, Deputy Prime Minister and Minister of Defence of the UAE, and Chairman of the Board of Trustees of Dubai Future Foundation.

This global challenge provides AI professionals and enthusiasts with a platform to push the boundaries of AI applications, collaborate on cutting-edge advancements, and immerse themselves in Dubai's thriving innovation ecosystem, reinforcing the emirate's position as a global leader in AI.

Selection and Evaluation Process

Applications close on March 22, after which 24 finalists – six per category – will be selected to compete live in Dubai at AREA 2071, Emirates Towers. The first day of championship will see competitions among six finalists in each of the four categories. The top 3 participants across each category will then advance to the final phase on the second day. Following two days of competing, top 3 prompt engineer winners will be selected and awarded a shared prize pool worth of 1 million dirhams.

The evaluation will be based on speed, quality, and accuracy of the

prompt engineering output that will be conducted by a specialised committee.

Saeed Al Falasi, Director of DCAI, said: "This April, the Global Prompt Engineering Championship will unite top AI engineers, designers, and prompt programmers in a high-energy environment to explore the next frontier of AI. This event strengthens Dubai's position as a global testbed for AI innovation, ensuring technology is developed with real-world impact and for the benefit of humanity."

Last year's edition of the championship attracted thousands of submissions from nearly 100 countries. Thirty participants from 13 countries, including Lebanon, Egypt, Jordan, Syria, Morocco, India, Singapore, the Dominican Republic, Austria, France, Spain, the United Kingdom, and the UAE, competed in three main categories: Art, Literature, and Coding.

The poster for the Global Prompt Engineering Championship 2025 features a dark blue background with white and green text. At the top, the DCAI logo is on the left, and the championship name in Arabic and English is on the right. Below this, the slogan "PROMPT. INNOVATE. COMPETE." is displayed in large green letters. To the right of the slogan, it states: "The championship returns this year as part of Dubai AI Week, gathering the top AI minds to compete." and "22 - 23 April 2025 Emirates Towers Boulevard". A large green banner in the center reads "AED 1 Million Prize Pool" with "Terms and conditions apply." in small text below it. Underneath, a "CATEGORIES" section shows icons for Art, Video, Gaming, and Coding. A "HOW TO PARTICIPATE" section lists three steps: 1. Register at challenge.dub.ai, 2. Create and submit your work, and 3. Vote for your peers to complete the registration. At the bottom left, it says "Only 24 participants will qualify for the final stages in Dubai." and "Sign up now for your chance to compete in the championship!". On the bottom right, there is a logo for "DUBAI AI WEEK" in Arabic and English.

THIS APRIL, THE GLOBAL PROMPT ENGINEERING CHAMPIONSHIP WILL UNITE TOP AI ENGINEERS, DESIGNERS, AND PROMPT PROGRAMMERS IN A HIGH-ENERGY ENVIRONMENT TO EXPLORE THE NEXT FRONTIER OF AI. THIS EVENT STRENGTHENS DUBAI'S POSITION AS A GLOBAL TESTBED FOR AI INNOVATION, ENSURING TECHNOLOGY IS DEVELOPED WITH REAL-WORLD IMPACT AND FOR THE BENEFIT OF HUMANITY.

EMIRATES GROUP CO-LOCATES TO WORLD'S LARGEST SOLAR-POWERED DATA CENTRE

Partnership with Moro Hub will boost the Group's operational resilience and scalability

The Emirates Group has joined forces with Moro Hub, a subsidiary of Digital DEWA, for co-location services at the Mohammad Bin Rashid Al Maktoum Solar Park. Moro Hub is the world's largest solar-powered data centre, as certified by the Guinness World Records™.

The co-location signifies a major shift for the Emirates Group's robust technology infrastructure as the organisation prepares for its next big growth trajectory. The Group expects to start relocating its data centre from mid-2026 to Moro Hub, who will provide comprehensive co-location services, including rack space, power, cooling, equipment supply, and other associated services.

Saeed Mohammed Al Tayar, MD & CEO of Dubai Electricity and Water Authority (DEWA) said: "Guided by the vision and directives of His Highness Sheikh Mohammed bin Rashid Al Maktoum, Vice President and Prime Minister of the UAE and Ruler of Dubai, we continue to position Dubai as a global leader in sustainable digital innovation, fully aligned with the Dubai Clean Energy Strategy 2050 and the Dubai Net Zero Carbon Emissions Strategy 2050. We are proud to strengthen the Group's sustainability journey with this strategic move to the world's largest green solar-powered data centre at the Mohammed Bin Rashid Al Maktoum Solar Park. This strategic alliance with the Emirates Group underscores Dubai's dedication to accelerating digital transformation and reinforcing its global standing in sustainable aviation. By joining forces with them, Moro Hub is set to drive sustainable economic growth and ensure a future powered by innovation and sustainability, thus cementing Dubai's leadership on the world stage."



The agreement signing was in the presence of Saeed Mohammed Al Tayar, MD & CEO of Dubai Electricity and Water Authority (DEWA) by Michael Doersam, Emirates Group's Chief Financial & Group Services Officer and Eng. Marwan Bin Haidar, Vice Chairman & Group CEO of Digital DEWA.

With this move, the Emirates Group will switch to clean energy to the tune of 3,000 megawatts annually, which is required to power the data centre. The agreement was signed in the presence of Saeed Mohammed Al Tayar, MD & CEO of Dubai Electricity and Water Authority (DEWA) by Michael Doersam, the Emirates Group's Chief Financial & Group Services Officer and Eng. Marwan Bin Haidar, Vice Chairman & Group CEO of Digital DEWA.

Michael Doersam said: "Our partnership with Moro Hub is a major step for our technology landscape as we gear up for our next era of growth and expansion. Both organisations share a common vision to position Dubai as a global leader in technology, innovation and sustainability. By transitioning our digital operations to Moro Hub, we are building operational resilience, scalability and, above all, reducing our environmental footprint. Adopting clean energy solutions underscores our commitment to a greener, tech-driven future." 



THIS STRATEGIC ALLIANCE WITH THE EMIRATES GROUP UNDERSCORES DUBAI'S DEDICATION TO ACCELERATING DIGITAL TRANSFORMATION AND REINFORCING ITS GLOBAL STANDING IN SUSTAINABLE AVIATION.



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DUBAI FUTURE FOUNDATION LAUNCHES THE FOURTH EDITION OF 'FUTURE OPPORTUNITIES: THE GLOBAL 50' REPORT

Mohammad Al Gergawi: The report is a call for collective action and a platform to foster effective partnerships

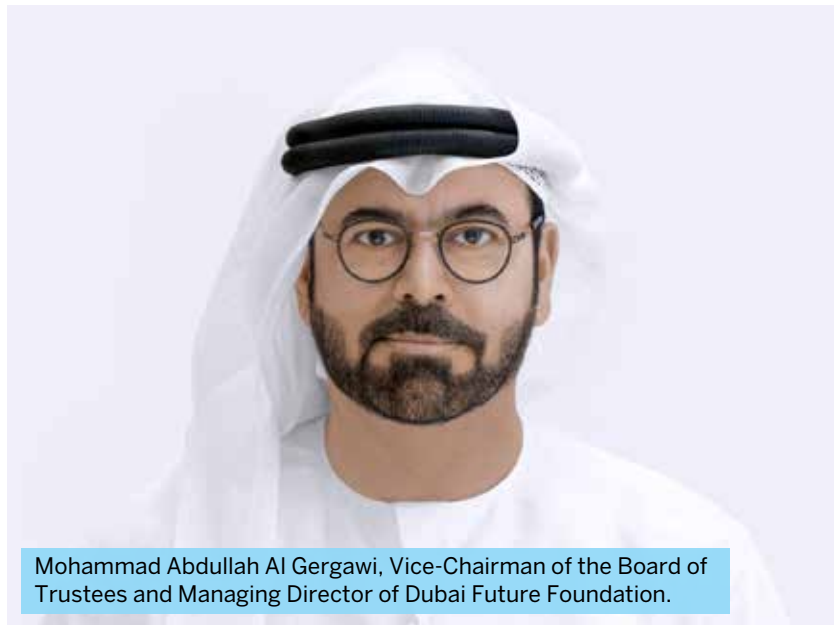
Dubai Future Foundation (DFF) has launched the fourth edition of the 'Future Opportunities: The Global 50' report, igniting global dialogues to harness promising opportunities and global trends in service of humanity's future.

The launch of this annual fourth edition brings the total number of future opportunities identified since the report's inception to 200, capable of generating over 1,000 actionable ideas across economic, societal, technological, and legal domains.

This year's report also explores the top 10 global megatrends that are set to positively impact the quality of life in communities, drive sectoral and economic development, and enhance governmental performance worldwide in the coming years and decades. These trends are based on key indicators, including the expansion of 6G networks, the rapid evolution of artificial intelligence, advancements in energy technologies, and increased reliance on robotics and unmanned aerial vehicles.

The report outlines 50 key opportunities across five critical areas: Health Reimagined, Nature Restored, Societies Empowered, Systems Optimised, and Transformational. These insights aim to drive growth, address emerging challenges, and prepare industries for a rapidly evolving future.

Mohammad Abdullah Al Gergawi, Vice-Chairman of the Board of Trustees and Managing Director of DFF, highlighted the report's role as a call for collective action and the strengthening of effective partnerships to support individuals, institutions,



Mohammad Abdullah Al Gergawi, Vice-Chairman of the Board of Trustees and Managing Director of Dubai Future Foundation.

and governments in transforming future opportunities into tangible achievements.

"The report embodies a platform for inspiring new ideas and future opportunities that support the global foresight ecosystem and open new horizons for designing the best possible future," said Al Gergawi.

Al Gergawi also emphasised the need for proactive and strategic responses in a world of accelerating change.

"Foresight is not just about exploration or speculation. It is about deliberate action driven by the pursuit of growth, prosperity, and well-being. The future is not a fixed destination; it is an ongoing series of experiences shaped by intent and action. Anticipating change

requires more than imagining scenarios; it involves exploring unfamiliar paths and maintaining an open mind. Success will come from reflecting, adapting, and acting decisively. Progress is built on agility, resilience, and the courage to innovate," said Al Gergawi.

Health Reimagined

Advancements in healthcare are redefining mental well-being, with brainwave-driven relaxation and AI-powered mental health solutions at the forefront. Pandemic response is accelerating through cutting-edge innovations, while nanotechnology is revolutionising precision medicine with targeted drug delivery. Digital twins are enhancing early disease detection,

breath-based diagnostics are emerging, and fungi-based therapies are being explored to strengthen immunity.

Nature Restored

Smart technology and biomaterials are optimising sustainability, creating stronger connections between people and nature. 4D-printed habitats are enhancing biodiversity, while advanced filtration systems are improving water quality. Ocean energy is becoming a major renewable power source, and advancements in clean energy storage and marine byproduct repurposing are driving environmental restoration.

Societies Empowered

AI and automation are driving greater accessibility in healthcare and education. New policymaking approaches are reshaping governance, while career planning is becoming increasingly personalised. Expanding access to sustainable water and supporting female entrepreneurs are fostering economic inclusion. Meanwhile, advancements in fitness technologies, climate resilience strategies, and AI-driven social justice initiatives are paving the way for more equitable communities.

Systems Optimised

Efficiency is being redefined with energy-saving materials, new economic metrics, and open-access research. Industries are streamlining processes

through personalised nutrition, optimised logistics, and faster patenting systems. AI-driven disaster prevention is enhancing global preparedness, while sustainable energy solutions are securing long-term resource stability.

Transformational

Breakthrough advancements are shaping the future across industries. Long-term planning strategies are being embedded into decision-making, next-generation renewable energy is gaining momentum, and AI is being leveraged



73.3 years

Current global average life expectancy



1 million patents

expected to be registered in the US between 2023 and 2026



Over \$4.4 trillion

the projected economic impact of generative AI alone



11-fold growth

in global data volume between 2014 and 2024, reflecting the pace of technological progress



The number of internet users doubled by 2024, reaching

5.5 billion

compared to 2.8 billion in 2014, demonstrating the rapid pace of global digital transformation




ANTICIPATING CHANGE REQUIRES MORE THAN IMAGINING SCENARIOS; IT INVOLVES EXPLORING UNFAMILIAR PATHS AND MAINTAINING AN OPEN MIND. SUCCESS WILL COME FROM REFLECTING, ADAPTING, AND ACTING DECISIVELY. PROGRESS IS BUILT ON AGILITY, RESILIENCE, AND THE COURAGE TO INNOVATE.

for sustainability. Water optimisation is improving resource management, astronaut health innovations are expanding space exploration capabilities, and regenerative medicine is unlocking new frontiers in healthcare and education.

10 Megatrends Shaping the Future

The report highlights ten megatrends that will significantly influence these opportunities: Materials Revolutions, Boundless Multidimensional Data, Technological Vulnerabilities, Energy Boundaries, Evolving Ecosystems, Borderless World-Fluid Economies, Digital Realities, Life with Autonomous Robots and Automation, Future Humanity, and Advanced Health and Nutrition.

The Global 50 report provides insights into the potential impact of these opportunities across many vital sectors, including health, space, energy, transportation, data, and the global economy. Developed in collaboration with global experts and numerous DFF partners, the report serves as a strategic roadmap for navigating the future of industries and societies. 

ABU DHABI GOVERNMENT ACCELERATES DIGITAL STRATEGY WITH LANDMARK MICROSOFT, G42 PARTNERSHIP

Partnership with Moro Hub will boost the Group's operational resilience and scalability



Peng Xiao, Group CEO of G42; Satya Nadella, Chairman and CEO of Microsoft; H.H. Sheikh Tahnoon bin Zayed Al Nahyan, Deputy Ruler of Abu Dhabi and Chairman of the Artificial Intelligence and Advanced Technology Council; and Ahmed Tamim Hisham Al Kuttab, Chairman of Department of Government Enablement – Abu Dhabi.

The Department of Government Enablement – Abu Dhabi (DGE), on behalf of the Abu Dhabi Government, has announced a significant agreement with Microsoft and Core42, a G42 company specialising in sovereign cloud, AI infrastructure and digital services, to implement a sovereign cloud system that unlocks increasing efficiencies and innovations in the provision of government services.

The multi-year agreement between the Abu Dhabi Government, Microsoft, and Core42 was made in the presence of H.H. Sheikh Tahnoon bin Zayed Al Nahyan, Deputy Ruler of Abu

Dhabi and Chairman of the Artificial Intelligence and Advanced Technology Council, and Khaldoon Al Mubarak, Chairman of the Executive Affairs Authority and member of the Artificial Intelligence and Advanced Technology Council.

The partnership was entered into by Ahmed Tamim Hisham Al Kuttab, Chairman of Department of Government Enablement – Abu Dhabi, Satya Nadella, Chairman and CEO of Microsoft, and Peng Xiao, Group CEO of G42.

The agreement will create a unified, high-performance sovereign cloud computing environment capable of processing more than 11 million daily

digital interactions between Abu Dhabi Government entities, citizens, residents, and businesses.

Ahmed Al Kuttab said, “Technology has the power to transform how governments interact with people, making services more efficient, intuitive, and impactful. This partnership is a critical milestone in our digital transformation. By combining Microsoft’s cloud technologies, G42’s AI expertise, and the Government’s strategic vision, we are helping to enable a powerful platform that will redefine government services.”

The Abu Dhabi Government’s ambition is to enable the world’s first

fully AI-native government by 2027 that is underscored by a commitment to multiple goals: enhancing government services to be more efficient and accessible for citizens and residents, creating greater transparency and security for businesses and investors, and fostering a more resilient and innovative environment for the public sector workforce.

Satya Nadella said: “AI will transform how governments operate and serve their citizens everywhere, and Abu Dhabi is leading the way. Through our partnership with the Department of Government Enablement – Abu Dhabi and G42, we are setting a standard for AI adoption in the public sector, as we help Abu Dhabi become the world’s first AI-native government.”

Abu Dhabi aims to automate 100 percent of its government processes, supported by Dh13 billion (US\$3.54 billion) investment in digital infrastructure through the Abu Dhabi Government Digital Strategy 2025-2027.


The Strategy will see amongst many things, over 200 AI-driven solutions deployed to improve public service delivery, boost operational productivity, and contribute to environmental sustainability. This is reflected in innovations such as TAMM 3.0, Abu Dhabi’s one-stop government services app, which has reduced the number of offline customer visits by 90% and made more than 73% of



transactions instantaneous.

Peng Xiao added, “This agreement marks a pivotal step in G42’s commitment to supporting Abu Dhabi’s vision of becoming the world’s first fully AI-native government. Core42’s Sovereign Public Cloud, powered by Azure and enhanced by our sovereign controls platform, Insight, enables government entities to maintain data sovereignty while harnessing hyperscale innovation. This initiative goes beyond a technological leap; it is a commitment to building a resilient, future-ready digital infrastructure for

AI modernisation across Abu Dhabi government entities and sets a global benchmark for innovation.”

This collaboration between the Abu Dhabi Government, Microsoft, and G42 reveals the potential of strategic digital transformation to help governments operate more efficiently and responsively. By implementing AI and sovereign cloud technologies, this reinforces the emirate’s commitment to enabling a responsible AI-powered future that fosters innovation and delivers people-centric services aligned with the highest global standards. 



AI WILL TRANSFORM HOW GOVERNMENTS OPERATE AND SERVE THEIR CITIZENS EVERYWHERE, AND ABU DHABI IS LEADING THE WAY. THROUGH OUR PARTNERSHIP WITH THE DEPARTMENT OF GOVERNMENT ENABLEMENT – ABU DHABI AND G42, WE ARE SETTING A STANDARD FOR AI ADOPTION IN THE PUBLIC SECTOR, AS WE HELP ABU DHABI BECOME THE WORLD’S FIRST AI-NATIVE GOVERNMENT.

SATYA NADELLA, CHAIRMAN AND CEO OF MICROSOFT

NUTANIX HOSTS .NEXT ON TOUR RIYADH SHOWCASING CLOUD AND AI INNOVATIONS TO DRIVE DIGITAL TRANSFORMATION

With over 600 attendees, the event attracted both partners and end-users eager to explore the latest advancements in cloud computing, AI, and digital transformation



Herve Renard, Head Coach of the Saudi National Team on stage at .NEXT

Nutanix, a leader in hybrid multicloud computing, hosted a successful edition of its annual .NEXT event in Riyadh at the Crowne Plaza RDC. The event, held at the end of January, was a celebration of Nutanix's 15th anniversary and a significant milestone for the company in Saudi Arabia, marking the continued momentum and growth in the region.

With over 600 attendees, the event attracted both partners and end-users eager to explore the latest advancements in cloud computing, AI, and digital transformation. Nutanix provided attendees with hands-on demonstrations, live presentations, and engaging workshops focused on the core theme: AI & Cloud Innovation, emphasizing how organizations can seamlessly build and run applications anywhere using the power of the

cloud. Nutanix's partnership with key technology leaders like Lenovo, HPE, Cisco, Dell Technologies, Red Hat, and Veeam was showcased. The company also hosted a Partner Innovation Council, with selected leaders from focused partners in the region. The session was intended to be a feedback forum for improvement, along with discussing Nutanix's Elevate Partner Program.

The event featured a comprehensive agenda, including four major sessions:

How to Drive Modern Digital Business with Cloud Platforms and the Move Towards Enterprise AI; Introducing Nutanix Kubernetes Platform – Providing Effortless Journey to Cloud-Native Applications; Hybrid Cloud: The Foundation and Enabler for Digital Transformation; and FIFA World Cup 2034 Win – Celebrating Saudi Arabia's Bid to Host the World Cup and the Role of AI in Soccer, with a special guest appearance by Herve Renard, Head Coach of the Saudi National Team.

In line with its growing presence in the region, Nutanix recently expanded its operations in Saudi Arabia and introduced several initiatives, including:

- **A new 3-story office space in Riyadh**
- **70% headcount growth over the last three years:** Demonstrating Nutanix's long-term commitment to the Kingdom, the company has significantly expanded its workforce, contributing to the development of local talent.
- **Riyadh now serves as Nutanix's regional headquarters for Middle East & North Africa:** This further strengthens the company's regional operations and reinforces its strategic commitment to the region's growth
- **Strategic partnership with Saudi Digital to accelerate cloud adoption:** Through its solid partnership with Saudi Digital, Nutanix is accelerating cloud adoption in the Kingdom, helping to drive Saudi Arabia's vision of becoming a leading digital economy
- **Empowering Saudi fresh graduates through associate programs and co-ops:** Last year, Nutanix launched a program specifically designed to hire and empower fresh graduates in the Kingdom, providing them with valuable experience and skills. The company is continuing this initiative in 2025, reinforcing its investment in local talent development



Snapshot of .NEXT On Tour Riyadh

- **User group platform for talent development and technology education:** Nutanix is actively building a user group platform that serves as a hub for talent development and keeps professionals in Saudi Arabia updated with the latest technological advancements. This platform has already engaged over 1,500 professionals across various market segments.
- **150+ workshops to support youth development:** The company has conducted more than 150 workshops across the country, aimed at equipping Saudi youth with essential skills and knowledge to thrive in the evolving technology landscape
- **Future Investment in Saudi Arabia's Growth:** The company is in the planning phase of an educational program with one of the Kingdom's leading academic institutions. This initiative will enable, train, and certify over 100 Saudi citizens on the Nutanix cloud platform, addressing the growing demand for cloud

technology expertise in the local market

Nutanix's commitment to Saudi Arabia was reinforced by Dr. Khaled AlHazmi, Managing Director of the Government Cloud Office in Saudi Arabia.

AlHazmi said: "We congratulate Nutanix on the success of their event in Riyadh. It's exciting to see Nutanix making significant investments in the Kingdom, and we're thrilled with their impactful announcements. We see Nutanix as a key enabler in accelerating cloud adoption across the region."

"We were honoured to host .NEXT on Tour in Riyadh and celebrate our 15 years of growth alongside the Kingdom's ambitious Vision 2030 goals," said Talal Alsaif, Sales Director, Central Gulf & North Africa at Nutanix. "Saudi Arabia is rapidly transforming through technology, and Nutanix is proud to support this journey by offering scalable, secure, and efficient cloud solutions that enable businesses and government entities to achieve their digital transformation goals."

CONFLUENT ANNOUNCES PARTNERSHIP WITH SCCC BY STC TO BRING ENTERPRISE-READY DATA STREAMING TO KSA

Confluent Platform is now available as a fully managed service through (sccc by stc) Saudi Cloud Computing Company, delivering the power of real-time data to more businesses in the Kingdom



Kamal Brar, Senior Vice President, Worldwide ISV and APAC, Confluent and Talal Albakr, CEO of sccc by stc.

Confluent, the data streaming pioneer, announced sccc by stc — a leading cloud services provider in Saudi Arabia — has joined the Confluent OEM Program as a managed service provider (MSP) to make data streaming more accessible in Saudi Arabia. The new partnership aligns with Saudi Vision 2030, an initiative that prioritizes technical innovation, by helping accelerate

digital transformations across key industries including finance, retail, healthcare, and public services.

Key Takeaways

- sccc by stc is Confluent's first MSP in Saudi Arabia, allowing enterprises to stream, connect, process, and govern data as it flows throughout their business in real time.
- Local specialists are available through sccc by stc to tailor

streaming solutions to each client's unique needs, from initial deployment to ongoing maintenance and optimization.

- sccc by stc will make Confluent's industry leading Apache Flink® streaming service available to drive faster insights, proactive AI-based automation, and predictive intelligence.

"Our partnership with Confluent marks a major milestone in

providing Saudi enterprises with the tools needed to harness the power of real-time data,” said Talal Albakr, CEO of sccc by stc. “By integrating Confluent’s data streaming platform with our cloud solutions, organizations can gain immediate insights into customer behaviors, market trends, and potential security threats. This powerful combination also unlocks new AI-driven applications, bringing us closer to Saudi Vision 2030 and the Kingdom’s goal of becoming a global leader in technology and innovation.”


Saudi Arabia’s digital economy is evolving at an unprecedented pace, forcing a shift from traditional, batch-based data practices to real-time data streaming and processing. This partnership will empower Saudi industries with cutting-edge data streaming capabilities that optimize operations, enhance customer engagement, and foster ongoing development.

“onfluent offers the fastest and most scalable path to delivering enterprise-grade data streaming,” said Kamal Brar, Senior Vice President, Worldwide ISV and APAC, Confluent. “By enabling organizations to unlock the power of real-time data, this partnership will not only accelerate service delivery but also foster breakthroughs in the



region, supporting the Kingdom’s vision of becoming a global technology leader.”

The Confluent OEM Program makes it easy to launch and enhance customer offerings with a complete data streaming platform for Apache Kafka® and Apache Flink®. With

license to embed Confluent’s enterprise-grade platform throughout their business, sccc by stc can bring real-time products and Kafka offerings to market faster and easily monetize customer demand for data streaming with limited investment and risk. 



BY INTEGRATING CONFLUENT’S DATA STREAMING PLATFORM WITH OUR CLOUD SOLUTIONS, ORGANIZATIONS CAN GAIN IMMEDIATE INSIGHTS INTO CUSTOMER BEHAVIORS, MARKET TRENDS, AND POTENTIAL SECURITY THREATS. THIS POWERFUL COMBINATION ALSO UNLOCKS NEW AI-DRIVEN APPLICATIONS, BRINGING US CLOSER TO SAUDI VISION 2030 AND THE KINGDOM’S GOAL OF BECOMING A GLOBAL LEADER IN TECHNOLOGY AND INNOVATION.

TALAL ALBAKR, CEO OF SCCC BY STC

SMART CITIES, SMARTER OPERATIONS: WHY THE FUTURE BELONGS TO UNIFIED URBAN ENTERPRISES

To build truly sustainable, resilient, and inclusive cities, urban leaders must adopt a corporate mindset—integrating agile, user-centric, and enterprise-wide approaches.

Smart cities have moved beyond being futuristic concepts—they are now vital, real-world answers to pressing challenges in urban living, sustainability, and resource efficiency.

However, the organizations responsible for running these cities often struggle with internal roadblocks that stifle their potential. Departmental silos, lack of skilled talent, technological overload, and unrealistic timelines can jeopardize even the most promising smart city projects.

To overcome these challenges, city organizations must think and operate like streamlined, multi-product corporates. This means embracing a product mindset where each initiative

is managed like a valuable service with a defined lifecycle and target audience. It requires the adoption of agile principles to allow teams to pivot quickly and efficiently in response to evolving urban needs.

A solid enterprise architecture is also essential—one that's modular, interoperable, and future-ready. Above all, success depends on an unwavering commitment to experience-led design, ensuring every innovation enhances the daily lives of citizens.

By reimagining operations with these principles, organizations can break down barriers, foster innovation, and navigate the complexity of smart city development. The journey is undeniably challenging, but the rewards—sustainable infrastructure, resilient systems, and inclusive urban experiences—are well worth the effort.

The cities of tomorrow will be built not just on technology, but

on collaboration, agility, and a deep understanding of what people truly need. Acknowledging that the journey towards creating efficient, sustainable and citizen-centric urban environments is complex, JLL and Honeywell released a new whitepaper providing a practical blueprint for navigating the complexities of smart city development and building truly transformative urban spaces.

Titled 'Solving the Challenges of Smart Cities: An Integrated Approach to Realizing Urban Potential', the whitepaper identifies organizational fragmentation, technological integration and workforce readiness as key challenges hindering smart city progress. In response, JLL and Honeywell recommend an integrated approach, leveraging enterprise agility, data-driven decision-making, and advanced technologies such as digital twin simulations to create more cohesive and effective smart city environments. As rapid urbanization continues to reshape the global landscape, these actionable insights will significantly empower cities to achieve genuine, measurable gains.

Dr Matthew Marson, Managing Director EMEA, Technology Advisory at JLL, said: "Smart cities are crucial in addressing critical urban challenges of resource management, citizen well-being and city-scale attractiveness. Realizing this potential requires a fundamental shift in how we approach such initiatives. Our new white paper provides an action-oriented roadmap for organizations to overcome the



SMART CITIES ARE CRUCIAL IN ADDRESSING CRITICAL URBAN CHALLENGES OF RESOURCE MANAGEMENT, CITIZEN WELL-BEING AND CITY-SCALE ATTRACTIVENESS.

DR MATTHEW MARSON, MANAGING DIRECTOR EMEA, TECHNOLOGY ADVISORY AT JLL



Dr Matthew Marson, Managing Director EMEA, Technology Advisory at JLL.

barriers in this journey, ensuring that their smart city projects deliver tangible benefits to both the enterprise and the city's inhabitants."

The paper underscores the importance of establishing rigorous performance metrics to measure the success of smart city initiatives. By focusing on outcomes and data-driven insights, organizations can ensure that

investments are aligned with strategic goals and deliver measurable value.

Mohamed Moselhy, Global Smart Cities Director at Honeywell Building Automation, said: "The future of smart cities hinges on breaking down silos and fostering seamless integration between advanced technology, governance, and human capital. Our collaboration with JLL

underscores the importance of an enterprise-wide approach—leveraging digital twins, IoT-driven insights, and agile governance models to enhance operational efficiency and citizen experience. By implementing transparent performance metrics, we ensure that smart city investments not only help drive sustainability and economic growth, but also create truly connected, responsive urban environments that evolve with societal needs."


Outlining an integrated approach in the whitepaper, JLL and Honeywell emphasize the need to break down departmental silos in organizational structures through unified governance and cross-functional collaboration among stakeholders as internal fragmentation leads to redundant expenditure on overlapping systems, lower adoption of city services by end-users, prolonged deployment timelines, and reduced adaptability to new technologies or business environments. To address these internal silos, organizations must embrace enterprise agility, focus on value-stream alignment and adopt an architectural approach that fosters modular, easily reusable solutions.

A similar approach is recommended to address technological and construction complexities and to seamlessly integrate IoT sensors that monitor air quality, energy consumption, or occupancy with building management systems, analytics platforms, and occupant engagement apps. Additionally, adopting digital twin technologies to create virtual replicas of buildings and infrastructure will enable organizations to predict outcomes, reduce risk, and accelerate learning.

The whitepaper also highlights that investing in training and skills development will be critical to equip the workforce with the necessary tools to navigate the evolving smart city landscape. This includes formal upskilling programs such as workshops, mentorships or certification pathways to allow knowledge to flow across departmental boundaries and facilitate best-practice sharing. A significant challenge would also be to retain and motivate talent, and to

support this, JLL and Honeywell recommend implementing strategies that enhance career progression, flexible work arrangements and recognition of innovative contributions.

Since traditional construction project management strategies are often ill-suited to technology environments, JLL and Honeywell suggest adopting agile and realistic project management practices such as phased rollouts and proofs-of-concept to test new solutions in a controlled setting. A structured risk management framework is further recommended to anticipate supply chain delays, policy changes, or occupant pushback, paving the way for continuous improvement and adaptation based on real-world feedback.

The paper calls upon smart city organizations to assess progress and deliver real value via robust, transparent metrics that measure economic impacts including job creation, foreign direct investment, and operational efficiencies alongside environmental benefits, social outcomes, and citizen experience. It concludes by urging organizations to adopt an operational model similar to streamlined multi-product corporations with experts recommending agility in responding to changing urban needs and maintaining focus on integrated, scalable, and user-centric solutions. 



THE FUTURE OF SMART CITIES HINGES ON BREAKING DOWN SILOS AND FOSTERING SEAMLESS INTEGRATION BETWEEN ADVANCED TECHNOLOGY, GOVERNANCE, AND HUMAN CAPITAL.

MOHAMED MOSELHY, GLOBAL SMART CITIES DIRECTOR AT HONEYWELL BUILDING AUTOMATION

SALESFORCE INTRODUCES AGENTEXCHANGE FOR TRUSTED AI AGENT SOLUTIONS

Salesforce has launched AgentExchange, the trusted marketplace and community for Agentforce that is built into Salesforce, opening up new opportunities for partners, developers, and Agentblazers to participate in the rapidly expanding \$6 trillion digital labor market.

Building on the success of Salesforce AppExchange — the first and world's largest enterprise cloud marketplace, which has grown to more than 13 million app installs — AgentExchange expands the capabilities and ecosystem of Agentforce, Salesforce's digital labor platform.

AgentExchange launches with more than 200 initial partners and hundreds of ready-made actions, topics, and templates that have passed rigorous security and customer reviews.

Combined, these solutions will help organizations quickly create and deploy AI agents to improve productivity, efficiency, and innovation in any profession or industry.

Partners are already building Agentforce components for AgentExchange. For example:

- Google Cloud: Build Agentforce agents, grounded in Google Search via Vertex AI and with the ability to reference up-to-the-minute data, news, and current events.
- Box: Enable Agentforce agents to extract insights from unstructured data and power actions with that information, using natural language to interact with content in Box.
- Docusign: Generate agreements, route for signatures, track status, and gain key insights — automating workflows and boosting efficiency.
- Workday: Streamline critical employee self-service workflows such as onboarding, benefits management, and career



**Mukesh Kumar, Regional Vice President,
Middle East Alliance & Channels, Salesforce**

development, freeing up HR teams and significantly enhancing the employee experience.

“When we launched AppExchange in 2005, it helped our customers get even more value from our platform with prebuilt apps, workflows, and integrations. It also gave our partners an opportunity to participate in the emerging cloud economy and build thriving businesses,” said Brian Landsman, EVP & GM, Global Business Development & Partnerships at Salesforce. “With AgentExchange, we’re doing much the same — opening up Agentforce for partners, startups,

AgentExchange empowers partners, developers, and the Agentblazer community to build and monetize agentic AI components, fueling the next generation of businesses in the \$6 trillion digital labor market



AgentExchange includes more than 200 partners, including Google Cloud, Docusign, and Box, building trusted Agentforce solutions that businesses can use to rapidly build AI agents

and Agentblazers to participate in the digital labor market and build agentic AI on Salesforce.”

“AgentExchange empowers customers to seamlessly integrate trusted AI solutions within their workflow,” said Alice Steinglass, EVP & GM of Platform, Integration and Automation at Salesforce. “Now our developer community can directly tap the expertise of our partner ecosystem to get the right industry-specific solutions so they can build and implement AI agents, and be the pioneers turning their businesses into Agentforce companies.”

Mukesh Kumar, Regional Vice President, Middle East Alliance & Channels, Salesforce, said: “The launch of AgentExchange is an important development for the Middle East, where organizations across all sectors are demonstrating a strong commitment and desire to deploy AI-based solutions as part of their digital transformation plans. Salesforce is the platform of choice for AI because of the company’s world class solutions across sales and marketing, all running on one unified platform. AgentExchange will be a

valuable resource, helping partners to accelerate the deployment of tailored agentic AI solutions in the region.”

New AgentExchange and Agentforce features include:

- **New partner-built**

components: Partners and Agentblazers can now offer four types of agentic components:

- **Actions:** Expand the jobs agents built with Agentforce can do by adding new integrations — ranging from Apex, flows, APIs, and prompts — to tailor industry-specific components.

- **Prompt templates:** Use pre-written, reusable prompts that ensure consistent interactions and help agents gather information, assist users, and achieve specific goals.

- **Topics:** Focus and refine agent behavior by grouping actions and instructions around a single task or job. This helps to ensure agents deliver consistent results and stay within guardrails.

- **Agent templates:** Deliver comprehensive AI solutions by combining multiple topics and using the powerful actions partners have created, complete with metadata and global instructions that span across topics.

- **Easily discover, try, and buy**

AI solutions: AgentExchange simplifies the process of finding

and deploying the right trusted AI solutions. Customers can explore AgentExchange solutions directly on the marketplace or within Salesforce’s Agent Builder tool to identify the right solutions for their use case, product, or industry.

- **Use standard and Slack**

actions: Partners and Agentblazers can now offer out-of-the-box Agentforce actions, including Slack, in packaged Agentforce topics and templates on the AgentExchange. These actions empower partner-delivered agents with built-in CRM and Slack capabilities, such as creating a case, canceling an order, updating a Slack canvas, searching Slack, or sending direct messages.

- **Access trusted, industry-specific agent solutions:**

AgentExchange connects businesses with Salesforce partners who have deep expertise in specific industries. Businesses can implement pre-built, customizable solutions that address unique challenges, accelerating AI adoption and maximizing its impact. Rigorous security reviews and customer feedback ensure trust in every solution listed on AgentExchange.

- **Collaborate and innovate with Agentblazers:**

AgentExchange fosters a collaborative ecosystem where businesses, partners, and

individual Agentblazers can connect, share best practices, and innovate together, accelerating the adoption of agentic AI.

“AgentExchange unlocks new technology and markets for DocuSign, expanding our reach and impact. We’ve worked closely with Salesforce to develop agent actions to seamlessly integrate them into our customers’ workflows. Our sales and service customers will now be able to leverage Agentforce and DocuSign to automate common agreement-related tasks without the complexity of developing their own proprietary agentic technology,” said Larry Jin, VP Product Management, DocuSign.

AgentExchange solutions

Partners who have AgentExchange listings or are actively developing Agentforce components include:

Sales & service

- **Appiphony:** Offers document generation fully integrated with Agentforce.
- **Bucher + Suter:** Enables seamless escalation from agent to human within Agentforce, preserving context for smooth transitions.
- **DocuSign:** Generates documents, routes for signature, and tracks doc and signature status.
- **Highspot:** Provides Agentforce users with curated sales content and AI-powered analytics to increase buyer engagement and close more deals.
- **Neuron 7:** Directs enterprise service teams through optimal resolution paths for swift, accurate problem-solving.
- **SalesWings:** Integrates customer intent data to enhance prospect engagement and sales performance.

- **Seismic:** Delivers AI-powered personalized content at scale from Salesforce, ensuring the right content for every opportunity stage and accelerating sales.

Developers can discover, try, and buy hundreds of prebuilt partner actions, topics, and templates on the marketplace or surfaced directly within Salesforce’s agent building tools

Finance, operations, and talent

- **Asymbl:** Offers AI-powered recruiting solutions to streamline talent workflows.
- **Bullhorn:** Recruitment Cloud Agents leverage over 90 actions to accelerate the entire recruiting lifecycle, improving key processes such as candidate matching, talent engagement, and hiring recommendations.
- **Certinia:** Enables managers to monitor a client’s health score, diagnose potential issues, and recommend remedies to customer issues.
- **FinDoc:** Integrates payment and CRM data, empowering payment agents.
- **InvestorFlow:** Simplifies prospect targeting and opportunity aggregation for financial deals.
- **OpenText:** Automates document management, reducing storage costs and errors, for better efficiency and management.

Productivity and collaboration

- **Box:** Enables Agentforce agents to extract insights from unstructured data and power actions with that information, using natural language to interact with content in Box.
- **CloudCrossing:** Generates documents and launches digital signatures via agent actions.
- **Copado:** Streamlines entire Salesforce DevOps process with intelligent automation for user story creation, release management, and deployment troubleshooting.
- **Formstack:** Empowers agents to deliver ‘formless’ data collection, elevating customer interactions.
- **GoMeddo:** Provides AI-driven scheduling and booking within Salesforce, optimizing appointment management.
- **Hubbl:** Empowers agents with Hubbl Process Analytics and suggests best practices.
- **MemberVerse:** Streamlines operations with advanced workflow actions.
- **Moody’s:** Creates research reports based on accounts and opportunities.
- **Practivo:** Enables natural language scheduling for appointments and

resources, simplifying scheduling processes.

- **SharinPix:** Enables agents to search, view, and manage photos using content and metadata.
- **TaskRay:** Streamlines project management and task workflows with an AI assistant, improving team productivity and organization.
- **Zenkraft:** Empowers agents to provide seamless shipping, tracking, and returns support, leading to fewer customer inquiries and a more positive experience.

Industry-specific solutions

Healthcare & Life Sciences

- **ComplianceQuest:** Automates audit observations for regulatory compliance, ensuring adherence to industry standards.
- **DemandFarm:** Automates account plan creation, provides sales recommendations, and streamlines account research.

Manufacturing

- **Arpedio:** Offers account insights, opportunity tracking, and sales suggestions for improved sales performance in manufacturing.
- **Propel:** Streamlines workflows by summarizing records, automating training, and enabling bulk item creation.

Retail & Hospitality


- **Thynk:** Automates proposal generation by centralizing key data points, like guest room availability and meeting space.
- **Vicasso:** Enables surveys within Salesforce Messaging for real-time customer feedback and engagement.

Education

- **iSchoolConnect:** Leverage AI actions to automate student enrollment.

Visit AgentExchange and explore the Agentforce partner solutions available today on AgentExchange.Salesforce.com.

Availability

- AgentExchange is available today at AgentExchange.Salesforce.com.
- Packaging and Listing of Prompt Templates and Topics is available.
- Packaging and Listing of Agent Templates will be available in April 2025. 

ONE IN FOUR GCC COMPANIES PLAN TO SPEND MORE THAN \$25 MILLION ON AI IN 2025, SAYS BCG REPORT

Latest State of Security and Identity Report reveals a shift toward software-driven solutions and artificial intelligence in 2025

Artificial Intelligence (AI) remains a top priority for business leaders worldwide in 2025, with a strong focus on achieving tangible results from AI initiatives. According to the latest findings from Boston Consulting Group (BCG)'s AI Radar global survey, one in three companies globally plans to allocate over \$25 million to AI this year, while in the GCC, one in four companies is set to make a similar level of investment. The survey, including input from 1,803 C-level executives across 19 markets and 12 industries, highlights a widespread optimism about AI's potential, tempered by significant challenges in realizing its full value.

AI as a Tool for Productivity and Innovation

Leading companies in the GCC are focusing their AI investments on two strategic priorities: reshaping

core business functions and creating entirely new AI-powered business models. Reshaping involves fundamentally transforming existing operations for greater efficiency while creating new business models that enable offerings that weren't possible before AI.

This strategic approach is reflected in the fact that 81% of GCC companies plan to increase tech investments in 2025, and 72% of GCC companies rank AI/GenAI as a top three strategic priority. At the country level, 88% of executives in Qatar, 72% in the UAE, and 69% in KSA rank AI/GenAI among their top three strategic priorities, compared to a 73% global average.

In the GCC, 66% of executives expect AI to boost productivity; however, they agreed that more is needed to ensure that current workforce talent is ready to meet AI demands. Overall, this positive outlook on workforce retention in the GCC and the broader Middle East stands out as a key finding from the survey, with only 7% of executives in the Middle East anticipating headcount reductions due to AI automation—an even lower percentage than the global average of 8%.

The GCC's efforts also emphasize practical AI applications rather than limited experimentation. For successful AI implementation, the region's organizations are increasingly adopting the "10-20-70

72%
of GCC companies
rank AI/GenAI as a
top three strategic
priority for 2025

principle" - a proven framework for AI value creation. They dedicate 10% of their efforts to algorithms, 20% to data and technology, and 70% to people, processes, and cultural transformation. This strategic balance recognizes that technology alone isn't enough - organizational and cultural changes are essential for AI success. This commitment is evident in the UAE, where 27% of organizations have already trained more than a quarter of their workforce on AI tools. While the UAE is currently leading in AI workforce development within the region, this comprehensive training approach represents a model that other GCC countries are working to adopt, recognizing that employee upskilling is critical for maximizing AI's potential.

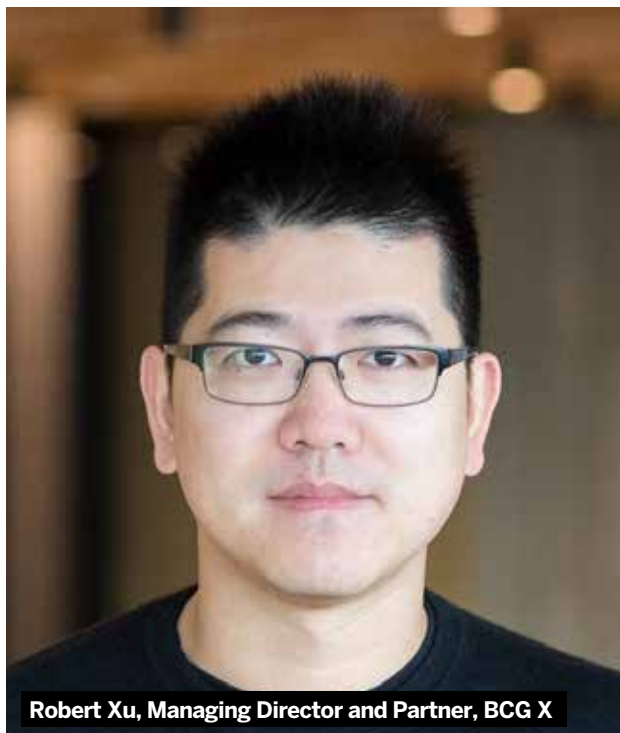
A Balanced Approach to AI Risks

While the GCC leads in AI adoption, regional executives are also keenly aware of the risks of scaling AI. Data

In the GCC,
66% of executives
expect AI to boost
productivity, however,
the need to upskill
existing talent to meet
AI needs is equally
important



Dr. Lars Littig, Managing Director and Partner at BCG



Robert Xu, Managing Director and Partner, BCG X

privacy and security, lack of control over AI decision-making processes, and regulatory challenges are top concerns for regional executives, aligning closely with global risk perceptions. Addressing these concerns is crucial to ensuring AI's practical and ethical adoption.

"We're seeing a fundamental shift in how GCC organizations approach AI. It's no longer about selective implementation—there's a clear understanding that AI should be integrated into all roles and processes. The region's focus on training goes beyond adopting technology—it's about preparing a workforce that can stay competitive in a changing job market," said Robert Xu, Managing Director and Partner, BCG X.

AI and GenAI Investments in the GCC

To maximize the return on their significant AI investments, forward-thinking GCC organizations are moving beyond technology acquisition to focus on strategic value creation. This evolution reflects a maturing approach to digital transformation across the region.


81%
of GCC companies
plan to increase tech
investments in 2025,
surpassing the global
average of 73%

The most successful GCC companies distinguish themselves through a three-tiered strategy: first, deploying AI for immediate productivity gains in everyday operations, then reshaping critical business functions to achieve substantial efficiency improvements, and ultimately, developing entirely new AI-powered business models that create lasting competitive advantages.

This approach requires executive leadership that breaks through traditional thinking. GCC leaders who see the most significant impact are those who reimagine entire operating models rather than digitize existing processes. They concentrate resources on a few transformative

opportunities rather than spreading investments thinly across numerous projects, and they manage AI implementation as a comprehensive business transformation rather than a technology initiative.

"While many regions are caught in short-term AI experimentation, the GCC takes the long-term view. The remarkable investment levels we're seeing aren't just about immediate gains—they reflect a deeper understanding that AI's true socioeconomic impact will unfold over years, not quarters. This patient, strategic approach to technology and talent development is setting the region apart," said Dr. Lars Littig, Managing Director and Partner at BCG.

The region's most innovative organizations recognize that AI success depends on blending technological capability with organizational readiness. By focusing equally on system architecture, data strategy, and human factors like upskilling and cultural adaptation, these companies create a foundation for sustainable competitive advantage in an increasingly AI-driven global economy. 

YANGO GROUP AND ROOTS UNVEIL AUTONOMOUS ROBOTS IN DUBAI

AI-powered last-mile delivery innovation enhances convenience and sustainability

Yango Group, a global tech company, has partnered with ROOTS, a leading food tech and retail company, to revolutionize last-mile delivery in Dubai. The latest innovation — autonomous delivery robots — has launched officially in Sobha Hartland, offering an eco-friendly and highly efficient solution for grocery deliveries.

The state-of-the-art robots, designed to navigate urban landscapes with precision, are equipped with AI-driven navigation systems, advanced neural networks, and high-precision city mapping to seamlessly plan routes, avoid obstacles, and prioritize pedestrian safety.

The 60-liter, temperature-controlled cargo compartment ensures that customers receive fresh groceries and meals within 30 minutes, making this a game-changer in the Middle East's evolving smart mobility landscape. Designed to withstand diverse weather conditions, the robots are well-suited for the UAE's climate.

Promoting Smart Mobility

Dubai is committed to promoting smart mobility solutions that improve urban life and prioritize sustainability. Ahmed Bahrozian, Chief Executive Officer of The Public Transport Agency, said: "The introduction of self-driving delivery robots reflects the Authority's vision of building a seamless transportation system based on modern technology, which effectively

contributes to reducing congestion and the resulting carbon emissions, and also contributes to improving last-mile logistics services for the benefit of residents and businesses alike."

Redefining convenience customers can place orders through the ROOTS website (go-roots.ae) and opt for robot delivery at checkout. Once the order is prepared, a fully autonomous robot is dispatched to their location. Upon arrival, customers receive a WhatsApp notification to retrieve their delivery.

This initiative aligns with the Dubai Autonomous Transportation Strategy, which targets 25% autonomous transportation by 2030 while cutting CO₂ emissions by 30%.

Pioneering innovation Nikita Gavrilov, Regional Head of Yango Tech Autonomy, sees this launch as a bold step forward in urban logistics and technology adoption.

"I enjoy making a difference and bringing new ideas to life. Yango Group, as a global tech company, is committed to localizing its services for the region, ensuring people meet real innovation — quite literally — at their doorstep. Our team has worked hard to make this possible and their support has been crucial in bringing this vision to reality."

Beyond Sobha Hartland, Yango Group is already exploring partnerships across various industries to expand its robotic delivery services.

"We are actively looking for partnerships across different industries and companies to expand our services. The UAE is highly open to innovation, and each Emirate has its own strategy for adopting autonomous solutions," said Nikita.

"For example, Dubai has the Dubai Autonomous Transport Strategy, which aims to transition 25% of public transportation to autonomous modes by 2030. We believe our robotic delivery service aligns with this vision, and we are open to expanding across the Emirates as we find new partners," added Nikita.

Future of Robotic Logistics

Yango Group's AI-powered delivery robots are not limited to grocery deliveries. The modular design and spacious compartment enable the



WE ARE ACTIVELY LOOKING FOR PARTNERSHIPS ACROSS DIFFERENT INDUSTRIES AND COMPANIES TO EXPAND OUR SERVICES. THE UAE IS HIGHLY OPEN TO INNOVATION, AND EACH EMIRATE HAS ITS OWN STRATEGY FOR ADOPTING AUTONOMOUS SOLUTIONS.

NIKITA GAVRILOV, REGIONAL HEAD OF YANGO TECH AUTONOMY



The official launch of the autonomous robots by Yango Group and ROOTS in the presence of Ahmed Bahrozian, Chief Executive Officer of The Public Transport Agency, and senior officials from Public Transport Agency.

transportation of various parcels, from restaurant orders to small retail items.

“Our robot is designed to autonomously transport different types of parcels. While its primary use is for food deliveries from restaurants and grocery stores, it can also be used for small retail items. We are already in discussions with multiple players in the grocery and retail sectors. Launching robot delivery in a fully accessible community like Sobha Hartland allows residents to experience the technology first-hand, which will help build trust and accelerate collaborations with other partners in the grocery and retail industries,” he added.


Yango Tech: Powering the AI-driven future

Yango Group has also introduced Yango Tech, an advanced B2B AI ecosystem designed to optimize logistics, reduce operational costs, and enhance last-mile delivery efficiency. From warehousing and mobility solutions to AI-powered autonomy, Yango Tech is shaping the future of urban logistics.

Islam Abdul Karim, Regional Head of Yango Group Middle East, said: “We are thrilled to collaborate with our partners and advance autonomous delivery technology in Dubai, offering residents an innovative and seamless way to receive their goods. We look forward to partnering with more

local businesses and advancing Dubai’s vision to embrace autonomous transportation and sustainability.”

With its latest autonomous delivery service, Yango Group is poised to redefine how businesses adapt to smarter, faster, and greener logistics solutions — one robot at a time.

“We are excited to provide our community in Sobha Hartland with this innovative delivery option from Yango Group. It’s a game changer for local retail delivery, which ultimately benefits everyone by reducing delivery time and supporting sustainability efforts while giving people yet another option to access fresh organic products,” said Florian Jansen, Founder of ROOTS. 



INFINITE REALITY ACQUIRES ICONIC MUSIC SERVICE NAPSTER

In the \$207 million deal, Infinite Reality will expand and reimagine Napster, empowering artists with new audience monetization and engagement capabilities, underpinned by iR's immersive technology, AI-powered tools, and audience network.

Infinite Reality (iR), an innovation company powering the next generation of digital media and ecommerce through extended reality (XR), artificial intelligence (AI), and other immersive technologies, has entered into a definitive agreement to acquire the iconic online music brand Napster for \$207 million.

Napster, a fully-licensed independent music service, delivers over 110 million high fidelity tracks from the top artists in the world to its loyal global subscriber base. Over the past two decades Napster has paid over \$1 billion to artists and songwriters worldwide, establishing itself as a cornerstone of the music streaming industry and the longest operating digital music service.

Infinite Reality plans to transform Napster beyond streaming into a social and interactive music platform, leveraging its immersive technology

and audience network of digitally native fans. This includes the millions engaged with iR's entertainment assets, such as the Drone Racing League (DRL) and top esports organizations competing in titles like Call of Duty and League of Legends.

The newly-reimagined Napster will differentiate itself from competitors by serving as a social music platform that prioritizes active fan engagement over passive listening, allowing artists to connect with, own, and monetize the relationship with their fans. Through this acquisition, Napster and Infinite Reality plan to offer artists the tools to:

- Create branded 3D virtual spaces where fans can enjoy virtual concerts, social listening parties, and other immersive and community-based experiences
- Sell both physical and virtual merchandise, exclusive digital content, and event tickets

- Leverage AI-powered customer service, sales, and community management agents for greater personalization
- Access enhanced analytics dashboards to better understand fan behavior
- Integrate gamification to increase fan engagement and loyalty
- Leverage iR's audience network — including DRL and top esports teams — to seamlessly cross-promote and bridge fan communities
- Offer brands innovative sponsorships that connect with millions of young, digitally savvy consumers

“By acquiring Napster, we’re paving a path to a brighter future for artists, fans, and the music industry at large,” said John Acunto, Co-Founder and CEO of Infinite Reality. “This strategic move aligns with Infinite Reality’s vision to lead an internet industry shift from a flat 2D clickable web

to a 3D conversational one - giving all creators modern tools to better engage, monetize, and measure their audiences. I firmly believe that the artist-fan relationship is evolving, with fans craving hyper-personalized, intimate access to their favorite artists, while artists are searching for innovative ways to deepen connections with fans, and access new streams of revenue. We're creating the ultimate music platform where artists can thrive in the next wave of digital disruption."

As part of this acquisition, Napster CEO Jon Vlassopoulos will continue as CEO of Napster, and will take on a broader role for iR globally. Appointed CEO of Napster in 2022, Vlassopoulos oversaw the restructuring of the company and led its evolution into new business areas, driving innovation in artist-fan engagement and next-generation immersive music experiences. Previously, he served as Vice President and Global Head of Music at Roblox, where he pioneered immersive experiences for leading artists and brands that reached over 100 million fans, driving tens of millions of dollars of net new revenue for the music industry. Vlassopoulos started his career as an executive at BMG and invested in the original Napster when he was at Bertelsmann. A seasoned entrepreneur, executive, and investor, he has a track record of delivering industry firsts that sit at the intersection of technology, music, gaming, entertainment, and marketing.

"Napster revolutionized digital music in the nineties, and now, with Infinite Reality, we're ready to do it again. The internet has evolved from desktop to mobile, from mobile to social, and now we are entering the immersive era. Yet, music streaming has remained largely the same. It's time to reimagine what's possible," said Jon Vlassopoulos, CEO of Napster.

"Imagine stepping into a virtual venue to watch an exclusive show with friends, chat with your favorite artist in their own virtual hangout as they drop their new single, and be able to directly buy their exclusive digital and physical merch. With Infinite Reality's expertise in immersive 3D technology, we will transform Napster



BY ACQUIRING NAPSTER, WE'RE PAVING A PATH TO A BRIGHTER FUTURE FOR ARTISTS, FANS, AND THE MUSIC INDUSTRY AT LARGE.

JOHN ACUNTO, CO-FOUNDER AND CEO OF INFINITE REALITY



into a next-generation platform where fans don't just listen on their own—they experience music in entirely new ways. This isn't just a new chapter for Napster, it's the beginning of a more interactive and social music experience for the next era of the internet."

"As we think about leading a sectoral shift from 2D web to 3D web, no other community is more critical than creators who are always at the forefront of leveraging innovation to express themselves and disrupt legacy systems," said Amish Shah, Chief Business Officer of Infinite Reality. "The endurance of the Napster brand stands as a testament to its resilience, and we are honored to build upon its pioneering spirit and unparalleled expertise in the music industry. We can think of no better use case for our

technology than putting it in the hands of music artists who are constantly pushing the boundaries of what's possible."

Founded in 1999, Napster forever changed the music industry with its peer-to-peer file sharing technology, giving fans their first access to digital music and digital music communities. After being acquired by Rhapsody, the first legal music streaming service licensed by all the recognized major record labels, Napster evolved into a leading independent digital music service, with access to more than 110 million tracks, available in 34 countries. Together, Infinite Reality and Napster plan to evolve the brand even further, becoming the leading immersive music platform for artists, fans, and curators. 

INFINITE REALITY NOW AVAILABLE ON GOOGLE CLOUD MARKETPLACE

Partnership helps businesses easily deploy Infinite Reality's Solutions to capitalize on the booming demand for immersive, AI-enhanced experiences

Infinite Reality (iR) an innovation company powering the next generation of digital media and ecommerce through spatial computing, artificial intelligence (AI), and other immersive technologies, announced that its immersive software and services are now available on Google Cloud Marketplace. This milestone expands distribution of iR's industry-leading technology and award-winning enterprise solutions.

According to Coresight Research, brands that have invested in virtual stores have seen significant benefits, including a 67% increase in new customers, 77% more clicks to products, and an 88% uplift in sales, highlighting the meaningful benefits for interactive, 3D content to meet evolving customer expectations.

"Launching on Google Cloud Marketplace is an exciting step forward in our goal to make immersive experiences ubiquitous," said John Acunto, Co-Founder and CEO, Infinite Reality. "We are witnessing a meaningful shift in how consumers, especially younger segments, are engaging with brands and believe that every enterprise should be leveraging immersive tech to meet their evolving needs. In Google Cloud we have found a powerful partner that can help us bring our solution to more clients."

Businesses looking for a full-service solution can access iR Enterprise, which provides bespoke, custom-built immersive experiences for Crate & Barrel, e.l.f. Cosmetics, J.Crew, Swarovski, and more. These tailored solutions include:

- Digital twins that create virtual replicas of real-world environments
- Virtual showrooms and tours that integrate with major ecommerce platforms like Shopify and Salesforce



LAUNCHING ON GOOGLE CLOUD MARKETPLACE IS AN EXCITING STEP FORWARD IN OUR GOAL TO MAKE IMMERSIVE EXPERIENCES UBIQUITOUS.

**JOHN ACUNTO, CO-FOUNDER AND CEO,
INFINITE REALITY**



- AI-powered assistants for personalized customer interactions
- 3D product digitization that transforms 2D photos into interactive 3D visualizations
- XR-based applications for consumer headsets such as Metaquest and Apple Vision Pro
- Virtual fan communities that enable branded metaverse experiences for community events and viewing parties

iR Enterprise has developed over five hundred immersive experiences for brands and government entities over the years and is continuously



Infinite Reality Now Available on Google Cloud Marketplace


adding new capabilities for clients as technology and business objectives evolve.

iR Studio is a self-service, no-code platform that allows brands to design, publish, and monetize 3D websites. With iR Studio, users can create a 3D experience leveraging several features including:

- A friendly, flexible interface that makes it easy to build, manage and deploy immersive digital spaces
- An asset library of customizable 3D templates, props and kits
- Team collaboration tools including the ability to share and partner on projected drafts reports
- Shopify integration that allows you to import your entire product catalog into a 3D world
- Multiplayer capabilities to enable social interactivity such as video and audio chat
- Media streaming including the ability to upload videos
- Collection of customizable avatars
- Analytics dashboard to measure performance

“Bringing Infinite Reality’s software and services to Google Cloud Marketplace will help customers quickly deploy, manage, and grow the solution on Google Cloud’s

trusted, global infrastructure,” said Dai Vu, Managing Director, Marketplace & ISV GTM Programs at Google Cloud. “Infinite Reality can now securely scale and support customers on their digital transformation journeys.”

The global immersive technology market size is predicted to reach nearly \$13 trillion by 2030, according to Citi Research. In January 2025, Infinite Reality announced the closing of a \$3 billion funding round, validating its vision for the next generation of the internet and marking a defining moment in the immersive technology sector. 

ACCENTURE AND CBD LAUNCH DATA AND AI TRAINING PROGRAMME TO ELEVATE EMPLOYEE SKILLS AND CUSTOMER EXPERIENCE

Accenture has joined forces with the Commercial Bank of Dubai (CBD) to train the bank's employees in the fields of data and AI. As the first bank in the UAE to launch an enterprise-wide data literacy programme, CBD is setting a new standard by enabling its employees to achieve certifications in both Data and AI.

With the financial services industry navigating an era of unprecedented digital transformation, the 'CBD AI and Data for the Future' programme will equip the bank's workforce with the crucial skills needed to stay ahead of the curve.

This collaboration is designed to empower CBD's employees by harnessing the full potential of innovative technologies, thereby enabling them to meet and exceed the evolving expectations of their customers. Through this initiative, Udacity, part of Accenture, brings their combined expertise to the forefront, offering a comprehensive and future-ready digital upskilling programme that underscores the importance of data and AI in driving the bank's digital evolution.

Max Di Gregorio, Managing Director at Accenture in the Middle East, said: "We are happy to offer this innovative programme that helps improve learning outcomes. As banking is quickly moving to digital, businesses that are building their digital core can improve their operations, increase revenue quickly, and improve the services they provide to their customers. This creates real value on a fast and large scale. CBD's investment in making its employees digitally savvy gives it a big advantage."


This programme will leverage the power of data management, analytics, and AI to ensure enhancing customer experience and operational resilience as part of CBD's strategic transformation goals. Participants will also undergo thorough hands-on training to



strengthen job readiness to maximise engagement and learning outcomes. Udacity is also incorporating premium services such as expert-led, interactive sessions focused on mastering complex concepts, tech talks offering insights on emerging trends and applications in data and AI and personalised Q&A sessions, courtesy of its 1,400+ mentors.

Ali Imran, Chief Operating Officer at CBD, said: "Through this first-of-

its-kind initiative, CBD is enabling workplace modernization, fostering a culture of innovation, and setting a GCC-wide benchmark in data and AI upskilling. This programme demonstrates our commitment to delivering value-driven banking that empowers both our customers and the broader UAE community, ultimately providing the Bank with a sharper competitive edge by ensuring our employees are future-ready."

This latest partnership underscores CBD's active role in driving economic progress and aligns with the UAE's vision for AI leadership. 



THIS PROGRAMME DEMONSTRATES OUR COMMITMENT TO DELIVERING VALUE-DRIVEN BANKING THAT EMPOWERS BOTH OUR CUSTOMERS AND THE BROADER UAE COMMUNITY, ULTIMATELY PROVIDING THE BANK WITH A SHARPER COMPETITIVE EDGE BY ENSURING OUR EMPLOYEES ARE FUTURE-READY.

ALI IMRAN, CHIEF OPERATING OFFICER AT CBD

ring
an amazon company

e&
etisalat and

Smart Monitoring Solutions

Free Lifetime Video Recording

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Free after-sales service

Keep an eye on your home even when you are away

With Ring Video Doorbells and Security Cameras, you can monitor every corner of your property.

Starts at AED 20*



For more information, lookup Smart Monitoring at www.etisalat.ae/smartmonitoring

*Terms and conditions apply

VERTIV UNVEILS SCALABLE POWER SHELF FOR AI AND HPC WORKLOADS

Vertiv PowerDirect Rack delivers scalable 50V DC power for IT racks, supporting both AC and HVDC input for enhanced operational flexibility



Vertiv, a global provider of critical digital infrastructure and continuity solutions, announced the launch of the Vertiv PowerDirect Rack, a 1U high-density 50V DC power system shelf designed to bring resilience to even the most demanding AI and high-performance computing (HPC) environments.

This modular system scales up to 132kW per rack by integrating multiple power shelves, enabling expansion while minimizing space requirements. Available globally, Vertiv PowerDirect Rack offers a complete infrastructure power solution, supporting two times the power capacity in the same footprint, compared to alternative solutions.

The Vertiv PowerDirect Rack is designed to help data centers maximize power efficiency and scale with ease. Built for Open Compute Project (OCP) ORv3 High Power Rack (HPR) environments, it delivers high-density power while reducing energy waste and


simplifying operations. With flexible AC and HVDC input support, real-time monitoring, and modular scalability, the power shelf enables seamless expansion to allow IT teams to meet growing power demands without increasing rack space or complexity, compared to traditional AC uninterruptible power supply (UPS) with separate rectification and power distribution, or lower density DC power shelves.

“Today’s data centers face increasing pressure to deliver more power in less space while supporting the rapid growth of AI and HPC applications,” said Kyle Keeper, senior vice president of the power business unit at Vertiv. “Vertiv PowerDirect Rack addresses these challenges with a scalable, energy-efficient DC power design that equips operators with the flexibility to adapt to evolving workload demands and build future-ready infrastructure.”

Built for performance and adaptability, the Vertiv PowerDirect Rack delivers benefits that simplify power management and improve data center energy efficiency.

Key features include:

- Delivers up to 132kW per rack with N+N redundancy, enabling high-density deployments with a scalable, space-saving power architecture.
- Achieves 97.5% peak energy efficiency, minimizing power waste, reducing cooling demands, and lowering operating costs.
- Supports both AC and HVDC input, for seamless integration into diverse power infrastructures for future-ready data centers.
- Hot-swappable, modular design for uninterrupted operations and effortless scalability as power needs grow.
- Advanced power management and reliability, with built-in safeguards to maintain continuous performance and prevent disruptions.

The system is an important addition to Vertiv’s broad power and cooling products and services portfolio that supports AI and HPC acceleration. 

AVEVA APPOINTS ARTI GARG AS CHIEF TECHNOLOGIST TO DRIVE FUTURE-READY INNOVATION

AVEVA, a global leader in industrial software, driving digital transformation and sustainability, has announced Arti Garg as its Chief Technologist as the company focuses on future-facing technologies.

Arti Garg, Chief Technologist, AVEVA, said: "I'm delighted to be taking on this new role at AVEVA. It is exciting to join a company which has a rich history of innovation in the industrial automation and critical infrastructure sectors. I am looking forward to all aspects of the role, including continuing to keep AVEVA at the forefront of innovation."

Arti will focus on defining and driving long-term and future-facing technologies and technology considerations for AVEVA and its industrial markets. In this role, she will be largely externally oriented and future-focused, looking specifically at new and emerging technologies and how they can be best applied within industrial manufacturing and critical infrastructure to meet AVEVA's customers'




Arti Garg, Chief Technologist, AVEVA.

needs and ensure the company delivers on future business objectives. Arti's remit will include a deep and thorough understanding of new and emerging technologies, including Generative AI, and methodologies for effective use and customer adoption.

Arti brings with her a wealth of experience and expertise, having led Technology Strategy & Evaluation for the Office of the CTO at Hewlett Packard

Enterprise. Her distinguished career spans several data science leadership roles in both the computing and industrial sectors; along with significant experience in the U.S. government at the White House Budget Office and as a legislative adviser in the U.S. Congress. She holds a PhD in Physics from Harvard University and an MS in Aeronautical & Astronautical Engineering from Stanford University.

"We're delighted to welcome Arti and her deep expertise to AVEVA. Her role will be pivotal in ensuring that AVEVA remains at the cutting edge of technological advancements, supporting our expanded CONNECT SaaS/ Subscription strategy and addressing rapidly changing technology trends within our markets. This strategic position underscores our commitment to staying at the forefront of technology and innovation to ensure we continue to drive value for our customers," said Rob McGreevy, Chief Product Officer, AVEVA. 



I'M DELIGHTED TO BE TAKING ON THIS NEW ROLE AT AVEVA. IT IS EXCITING TO JOIN A COMPANY WHICH HAS A RICH HISTORY OF INNOVATION IN THE INDUSTRIAL AUTOMATION AND CRITICAL INFRASTRUCTURE SECTORS. I AM LOOKING FORWARD TO ALL ASPECTS OF THE ROLE, INCLUDING CONTINUING TO KEEP AVEVA AT THE FOREFRONT OF INNOVATION.

THOMAS KAISER APPOINTED AS SENIOR DIRECTOR OF PARTNERS AT NETAPP FOR THE EEMI AREA

NetApp® (NASDAQ: NTAP), the intelligent data infrastructure company, is pleased to announce the appointment of Thomas Kaiser as the Senior Director of Partners for the EEMI Area (LATAM, Iberia, Middle East & Africa, Eastern Europe, Turkiye, CIS) at NetApp.

With over 20 years of international leadership experience, Thomas Kaiser brings a wealth of expertise in driving business growth across the EMEA region. Throughout his career, Thomas has consistently demonstrated transformative leadership, leading organizations to resounding success and outpacing market growth. His remarkable track record over the past 12 years at NetApp has positioned him as a trusted and accomplished leader in the industry.

In his new role as Senior Director of Partners, Thomas will play a pivotal role in driving revenue generation through the Channel Eco System within the EEMI Area. He will be responsible for developing and executing the Partner Sales strategy, identifying and developing key




Thomas Kaiser, Senior Director of Partners for the EEMI Area (LATAM, Iberia, Middle East & Africa, Eastern Europe, Turkiye, CIS), NetApp.

partners, and facilitating joint selling between the Channel Ecosystems and the NetApp direct sales team.

"We are thrilled to welcome Thomas Kaiser as our Senior Director of Partners for the EEMI Area," said Jose Petisco, EEMi Vice President at NetApp. "Thomas's extensive leadership experience and proven ability to transform organizations make him the ideal candidate to

lead our channel sales efforts in this critical region. We are confident that his strategic vision and collaborative approach will drive continued growth and success for NetApp."

Thomas's appointment comes at a significant time for NetApp, as the company aims to strengthen its presence and expand its business operations in the EEMI region. His expertise and deep understanding of the market will be instrumental in integrating the entire EEMI Partner Team into the EEMI Sales Organization.

"I am honored to take on this role and join the exceptional team at NetApp," said Thomas Kaiser. "I look forward to leveraging my experience and working closely with our partners to drive revenue growth and deliver exceptional value to our customers in the EEMI Area. Together, we will further strengthen NetApp's position as a leader in the industry." 



THOMAS'S EXTENSIVE LEADERSHIP EXPERIENCE AND PROVEN ABILITY TO TRANSFORM ORGANIZATIONS MAKE HIM THE IDEAL CANDIDATE TO LEAD OUR CHANNEL SALES EFFORTS IN THIS CRITICAL REGION.

JOSE PETISCO, EEMI VICE PRESIDENT AT NETAPP



Fortify Your Cybersecurity

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Global Cybersecurity Leader

The Fortinet Security Fabric is the industry's highest-performing cybersecurity platform, delivering broad, integrated, and automated cybersecurity capabilities supported by a large, open ecosystem. The Fortinet Security Fabric empowers organizations to achieve secured digital acceleration outcomes by reducing complexity, streamlining operations, and increasing threat detection and response capabilities.

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