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MIDDLE EAST

THE VOICE OF THE CHANNEL

ISSUE 329 | AUGUST 2025

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SHAPING TOMORROW'S CHANNEL, TODAY

VAD TECHNOLOGIES' GENERAL MANAGER,
MARIO M. VELJOVIC, SHARES HIS AI-FIRST VISION
AND THREE DECADES OF CHANNEL LEADERSHIP.



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Securing the Intelligent Age

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SECURING THE INTELLIGENT AGE: BUILDING CYBER RESILIENCE FOR TOMORROW'S DIGITAL ENTERPRISES

The rise of intelligent technologies, AI-driven systems, and connected infrastructures has transformed cybersecurity into a boardroom priority. Security and risk leaders are now expected to be innovation champions—guiding organizations through complex digital environments while ensuring resilience, trust, and regulatory alignment.

The **Infosec & Cybersecurity Congress 2025**, hosted by **ISACA UAE Chapter** and **Tahawultech.com**, provides a powerful platform for meaningful discussions, real-world case studies, and forward-looking strategies. Industry leaders, CISOs, regulators, and innovators will converge to explore next-gen governance models, risk frameworks, and tech-driven defense mechanisms.

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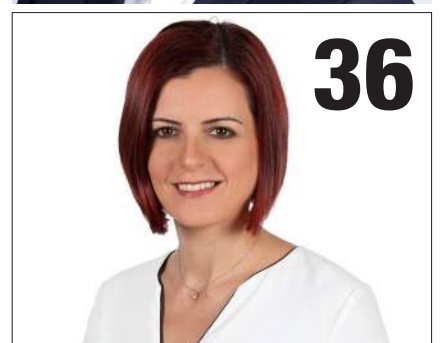
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Sandhya DMello
Editor

SHAPING THE AI-FIRST FUTURE: CHANNEL LEADERSHIP, BOLD INVESTMENTS, AND TRANSFORMATIVE INNOVATION

This month's Reseller Middle East issue captures a pivotal moment for the regional channel and technology ecosystem — one defined by an AI-first mindset, accelerated digital adoption, and bold moves to reshape customer and partner experiences.

Our cover story spotlights VAD Technologies' Mario M. Veljovic, whose three decades in ICT distribution have been anchored in anticipating market shifts and investing early in transformative technologies. His AI-first vision is not just redefining the distributor's portfolio, but also shaping the way partners and customers navigate the digital economy. That same spirit of forward-thinking is echoed in ExaGrid and VAD's renewed alliance, designed to disrupt legacy backup performance standards and strengthen enterprise cyber resiliency.

Across the issue, you will find stories of ambition and innovation: Confluent's \$200 million investment to unleash partner-led AI opportunities; Cohesity's new Aspire programme designed to reimagine channel engagement; NTT DATA's expanded Microsoft Cloud collaboration to accelerate enterprise AI adoption; and VEON's surge in digital revenues, underscoring the growing role of data-driven services in emerging markets.

In parallel, the region's tech narrative continues to diversify — from Majid Al Futtaim bringing mall experiences to Roblox, to WeAce redefining leadership development through AI-powered coaching, to Danube Home deploying intelligent customer engagement platforms. Our interviews with Kanessa Muluneh and Milestone Systems' Louise Bou Rached explore the human side of tech — empowerment, inclusion, safety, and trust in a rapidly evolving landscape.

Finally, our product and innovation sections highlight the cutting edge, from record-breaking foldable smartphone batteries to quantum computing breakthroughs that will define the next decade.

The momentum is clear: the Middle East channel is no longer just responding to technological change — it is leading it. This issue is a testament to the bold strategies, collaborative spirit, and relentless drive that will define the next chapter of our industry.



AI-FIRST: ME CHANNEL LEADS THE CHANGE

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AVEVA POWERS PROTIUM'S PUSH TO SCALE GREEN HYDROGEN INNOVATION

Partnership delivers a digital industrial intelligence platform to optimise operations and accelerate the UK's net-zero ambitions.



Caspar Herzberg, CEO, AVEVA.

AVEVA, the global industrial software leader, has been selected by UK-based green hydrogen developer Protium to underpin its digital industrial intelligence platform, enabling faster and more efficient development of its clean energy solutions.

The collaboration is set to play a pivotal role in the UK's target to cut CO₂ emissions by one million tonnes annually by 2030. Protium's platform will use AVEVA software to collect, contextualise, analyse, and visualise

operational and performance data within a fully integrated digital twin. This allows the detection of faults, execution of error analysis, and delivery of real-time operational insights across the value chain.

Since implementing AVEVA technology, Protium has already achieved a 30% reduction in staff time spent on process simulation, improved reliability by 15%, and identified opportunities to cut maintenance expenditure by 15%. The company currently saves 256,000 tonnes of CO₂ per year, and anticipates a further 5–10% reduction through optimised process design and utility consumption.

Caspar Herzberg, CEO of AVEVA, said: "Our collaboration with Protium

brilliantly illustrates AVEVA's commitment to enabling industrial sustainability. Leading the transition to net zero through emerging technologies requires flexible digital infrastructure, and our tailored platform for Protium delivers exactly that."

Protium develops, finances, owns, and operates green hydrogen solutions across multiple markets. The integration of AVEVA's digital twin capabilities will enable the company to enhance plant efficiency, certify renewable electricity sources, minimise downtime, and further improve system reliability – advancing both environmental and operational performance.

Jon Constable, COO of Protium, added: "Green hydrogen is critical to achieving the UK's decarbonisation targets. By working closely with AVEVA, we've developed the right set of digital tools to enable Protium to deliver green hydrogen at scale – particularly as we prepare to launch our second production plant and expand our project portfolio."



OUR COLLABORATION WITH PROTIUM BRILLIANTLY ILLUSTRATES AVEVA'S COMMITMENT TO ENABLING INDUSTRIAL SUSTAINABILITY.

CASPAR HERZBERG, CEO, AVEVA

COHESITY UNVEILS ASPIRE TO REINVENT CHANNEL ENGAGEMENT

New global partner programme empowers the Middle East channel with flexibility, profitability, and advanced technical enablement

Cohesity has launched the Aspire

Partner Program — a sweeping new initiative aimed at transforming how its global partner ecosystem engages, innovates, and grows. With an emphasis on simplicity, scalability, and profitability, Aspire is designed to support the full spectrum of partner types, from resellers and system integrators to managed service providers and technology partners.

For partners across the Middle East, where the stakes of cyber resilience have never been higher, the new programme arrives at a critical time. “The Aspire Partner Program reflects Cohesity’s deep commitment to our partners in the Middle East,” said Yudum Yonak, Senior Channel Director, International Emerging Region and LATAM. “Malicious cyber-attacks are a critical concern across the region, and our partners are a critical part of strengthening overall resilience.”

Aspire replaces Cohesity’s previous channel framework with a single, unified structure that offers tailored benefits and support based on tiered participation — Associate, Preferred, or Premier. It also introduces a dedicated track for authorised distributors, enhancing value delivery for resellers and streamlining access to Cohesity’s offerings.

The programme is structured around three strategic pillars:

Profitable Growth

Aspire empowers partners with competitive margins, incentives for partner-sourced deals, and robust co-marketing support. This includes joint go-to-market execution, pipeline sharing, and demand generation initiatives designed to fuel top-line revenue and bottom-line impact.

Technical Strength

Through new Cohesity Accreditations and role-specific learning paths,



Yudum Yonak, Senior Channel Director, International Emerging Region and LATAM, Cohesity

partners can build deep technical proficiency. Certifications validate partner expertise in real-world deployments, while the exclusive Cohesity Aces programme recognises elite technical talent, offering direct access to Cohesity labs, product teams, and innovation cycles.

Differentiation

Aspire enables partners to expand their service portfolios and revenue streams — whether by delivering Cohesity-powered professional services, becoming authorised training partners, or co-developing new solutions within the Technology Partner ecosystem.

Sohaib Ahmad, Director Sales, BFSI & Corporate at Alpha Data, praised the initiative: “Cohesity’s new partner program shows commitment to

partner growth and fosters a thriving ecosystem where collaboration leads to shared success.”

Ali Ballout, Business Unit Manager at MDS-UAE, part of the Midis Group, added: “Their commitment to partner success is evident in both vision and execution. We’re excited to strengthen our alliance and jointly deliver AI-powered data security solutions that lead the market.”

Aspire not only marks an evolution in Cohesity’s global partner strategy, but signals its clear intent to scale and empower partnerships that can keep pace with today’s data protection challenges. With AI-driven security at its core and channel profitability at the forefront, Aspire is well positioned to become a benchmark for modern partner programmes.

CONFLUENT COMMITS \$200M TO ACCELERATE GLOBAL PARTNER GROWTH

Strategic investment aims to unlock AI-driven opportunities and empower partners with real-time data capabilities

Confluent has announced a significant \$200 million investment to scale its global partner ecosystem over the next three years, as it positions data streaming as a critical enabler for AI transformation. The initiative is designed to expand partner capabilities, drive co-innovation, and create new revenue opportunities in what the company sees as a \$100 billion total addressable market.

The investment spans the vendor's entire partner network—including cloud service providers, ISVs, system integrators, and managed service providers—with a sharp focus on helping organisations capitalise on real-time data as the foundation for AI-driven outcomes.

"Data streaming is the lifeblood of AI and the foundation for the next wave of transformative applications," said Kamal Brar, Senior Vice President,

Worldwide ISV and APAC at Confluent. "The opportunity ahead is massive, and we believe it will be defined by those who can move and build together."

The company's strategy reflects a growing enterprise priority: preparing data infrastructure to meet the demands of generative AI and intelligent automation. According to IDC's July 2025 Perspective, businesses must ensure they have "AI-ready" data—defined by modern architecture, governance frameworks, and real-time processing capabilities—to extract full value from AI investments.

Through its enhanced partner programme, Confluent will provide support across three key areas:

- **Solution innovation:** Partners will gain tools and technical enablement to embed Confluent's



THE OPPORTUNITY AHEAD IS MASSIVE, AND WE BELIEVE IT WILL BE DEFINED BY THOSE WHO CAN MOVE AND BUILD TOGETHER.

streaming platform into their own services, accelerating go-to-market timelines.

- **Joint development:** Co-creating industry-specific use cases and go-to-market strategies will allow partners to meet growing customer demand for real-time insights.
- **Platform integration:** Deeper native integrations will deliver unified data experiences across hybrid, cloud, and on-prem environments.

This expansion builds on Confluent's existing momentum across global and regional alliances. Notable milestones over the past year include expanded collaboration with Infosys, strategic partnerships with EY, Databricks, and Jio Platforms, and the launch of its OEM programme with sccc by stc. Regionally, Confluent has also invested in system integrators Onibex and Psyncopate to extend reach and local expertise.

"We invite technology leaders, integrators, and domain experts to join us in helping organisations harness real-time data to innovate faster, operate smarter, and stay ahead of the curve," Brar added.

With this bold investment, Confluent is doubling down on its channel-first approach—ensuring that partners are equipped not only to deliver advanced data solutions but also to drive AI readiness at scale.



Kamal Brar, Senior Vice President, Worldwide ISV and APAC at Confluent.

DANUBE HOME TAPS MOENGAGE TO DELIVER AI-DRIVEN CUSTOMER ENGAGEMENT

Middle East home retail leader embraces AI-powered platform to unify online and offline journeys and fuel regional expansion.

Danube Home has entered into a strategic partnership with MoEngage to enhance its omnichannel customer engagement, unifying online and offline journeys through artificial intelligence. The home improvement and furnishing giant, with a strong footprint across the Middle East and Indian Subcontinent, will deploy MoEngage's AI-powered Customer Data and Engagement Platform (CDEP) to drive its next phase of growth.

Well known for high-quality products, innovative designs and an end-to-end offering that spans building materials to décor, Danube Home aims to create seamless, hyper-personalised experiences for customers, whether they browse online or visit one of its physical showrooms. The move aligns with the brand's rebranding initiative, which centres on simplifying and enriching the customer journey.

From data to loyalty

MoEngage's platform will give Danube Home a unified view of customer data from its website, mobile app, and in-store POS systems. By mapping behaviour across channels, the retailer will gain a 360-degree understanding of each customer, enabling it to execute targeted lifecycle campaigns via push notifications, email, and in-app messaging.



MOENGAGE'S ABILITY TO UNIFY OUR ONLINE AND OFFLINE DATA IS EMPOWERING US TO PROVIDE THE PERSONALISED EXPERIENCES OUR CUSTOMERS DESERVE.

SAYED HABIB, DIRECTOR, DANUBE HOME



Sayed Habib, Director, Danube Home; Narasimha Rao, General Manager India & MEA, MoEngage; Kunal Badiani, Vice President – Business & Growth, META, MoEngage; and Saurabh Bhardwaj, Regional Director, MoEngage, at the signing ceremony.

"This partnership is a crucial step in our journey to make every customer interaction as seamless and enriching as possible," said Sayed Habib, Director at Danube Home. "MoEngage's ability to unify our online and offline data is empowering us to understand our customers better and deliver the personalised experiences they deserve."

Future-proofing engagement

The collaboration also provides a scalable foundation for Danube Home's

expansion into new markets. According to Kunal Badiani, Vice President – Business & Growth for Middle East, Africa, and Turkey at MoEngage, personalisation at scale is becoming a strategic imperative for Middle East retailers.

"In today's highly competitive market, unifying and extracting the right insights from customer data is key," Badiani said. "Our AI-powered platform will help Danube Home deepen engagement, accelerate growth, and foster long-term loyalty."

The partnership reflects a broader retail trend in the region, where data-driven strategies and AI-led personalisation are moving from optional to essential in driving competitive advantage.

Do you want me to also prepare a shorter news brief version for a side column? That could work well alongside the full article in print.

VIRTUAL RETAIL GETS REAL: MAJID AL FUTTAIM LAUNCHES MALL EXPERIENCES ON ROBLOX

Mall of the Emirates and City Centre destinations go digital for Dubai Summer Surprises with immersive gaming experiences on Roblox.

Majid Al Futtaim is taking the mall experience into the metaverse with the launch of virtual versions of Mall of the Emirates and City Centre destinations on Roblox, the global online gaming platform. As part of this year's Dubai Summer Surprises, the group is offering an interactive spin on retail engagement that connects with a new generation of shoppers.

Through fully gamified environments, users can now explore digital twins of these popular malls—complete with immersive maps and bespoke mini-games that mimic real-world attractions. Designed to appeal to Gen Z and digital natives, the virtual experiences blend fast-paced gameplay with familiar retail and entertainment themes.

At Mall of the Emirates, players can race through the Ski Dubai Coin Collector, dashing through a virtual snowfield inspired by the iconic indoor ski resort. The Store Parkour challenge adds another layer of excitement,

pushing players to navigate obstacle zones themed around fashion, beauty, and entertainment.

City Centre's Roblox experience mirrors the concept, with the Super Park Coin Collector game and additional parkour-inspired challenges

offering a playful spin on the traditional shopping trip.

The initiative is part of Majid Al Futtaim's broader strategy to integrate digital innovation across its retail and leisure portfolio. By meeting audiences where they already spend time—online—the group aims to turn brand engagement into a form of entertainment.

"This is about reimagining what a mall visit can be in the digital era," said a spokesperson for Majid Al Futtaim. "By blending retail with gameplay, we're creating new ways for audiences to connect with our malls—wherever they are."

Available now on Roblox, the virtual experiences bring together Majid Al Futtaim's signature destinations, loyalty platforms, and brand touchpoints into a digital-first ecosystem that bridges online and offline experiences. With this launch, shopping in the GCC has officially entered the next level of interactivity.



BY BLENDING RETAIL WITH GAMEPLAY, WE'RE CREATING NEW WAYS FOR AUDIENCES TO CONNECT WITH OUR MALLS—WHEREVER THEY ARE.



The virtual Mall of the Emirates and City Centres on Roblox feature themed games inspired by Ski Dubai and Super Park

NTT DATA DEEPENS MICROSOFT CLOUD TIES TO ACCELERATE AI-LED ENTERPRISE TRANSFORMATION

Global business unit aims to scale AI, modernisation and sovereign cloud adoption across MEA and international markets

NTT DATA has expanded its strategic collaboration with Microsoft by launching a dedicated global business unit for Microsoft Cloud. The move aims to meet rising demand across the Middle East, Africa and other key regions for AI-powered, secure, and scalable enterprise transformation.

The unit consolidates NTT DATA's technical and industry expertise in Microsoft Cloud, cybersecurity and Agentic AI to fast-track cloud modernisation while addressing complex regulatory and compliance requirements.

"Our expanded collaboration with Microsoft reflects a shared commitment to solving today's business challenges with speed, scale and trust," said Charlie Li, Head of Cloud and Security Services at NTT DATA. "Whether it's modernising operations, enhancing collaboration, or delivering intelligent and secure digital experiences, we're helping enterprises unlock meaningful outcomes through cloud and AI."

In the Middle East and Africa, where organisations are increasingly embracing AI to drive operational efficiency and competitive advantage, the initiative is expected to accelerate practical transformation.

"Clients across MEA are turning to cloud and AI technologies to improve productivity and customer experience," said Murray Campbell, Vice President for Cloud and Security at NTT DATA MEA. "With Microsoft Cloud and Agentic AI, we're helping them take practical steps toward scalable and sustainable transformation—whether through secure infrastructure, better collaboration, or intelligent automation."

Building blocks for intelligent transformation

The global business unit spans operations in more than 50 countries and is backed by 24,000 Microsoft certifications. It aligns closely with Microsoft's engineering teams and technology roadmap to deliver



NTT DATA's Microsoft Cloud business unit brings advanced AI and cloud capabilities to enterprise clients across MEA.



innovation at scale. Focus areas include:

- **Agentic AI at scale:** Integrating Microsoft 365 Copilot and Azure AI Foundry to orchestrate intelligent workflows, real-time communications, and AI-powered automation.
- **Modern cloud development:** Helping organisations build and migrate applications on Azure to increase agility and reduce complexity.
- **Developer enablement:** Accelerating cloud-native development through a library of 500+ microservices via NTT DATA's Industry Cloud platform.
- **Enhanced digital experience:** Boosting collaboration and customer engagement through Microsoft 365 and integrated Dynamics 365 Contact Centre solutions.
- **Sovereign cloud expertise:** One of the few global partners supporting Microsoft's Sovereign Cloud specialisation, ensuring secure, compliant solutions for sensitive environments.

AI services gaining traction in MEA

NTT DATA's momentum in the region is also being driven by the rapid uptake

of its Agentic AI Services, launched on Azure and Azure AI Foundry. In just 90 days, the offering has attracted nearly 100 enterprise opportunities—including major clients like Newell Brands—as companies look to embed AI into workflows and scale automation responsibly.

The company is also advancing support for multi-agent AI architectures using Azure AI Agent Service, enabling clients to design, deploy and manage complex, interoperable AI ecosystems across platforms.

Trusted partner for cloud-native transformation

With 27 Microsoft Advanced Specializations, including Data & AI, Infrastructure and Security, NTT DATA is well-positioned to help enterprises across MEA and beyond implement cost-effective, composable solutions that support innovation, resilience and growth.

Stephen Boyle, Global Leader, SI & Advisory at Microsoft, said: "NTT DATA has played a pivotal role in advancing Microsoft Azure adoption globally. This dedicated business unit enhances our ability to deliver AI-powered digital transformation that is scalable, secure and sustainable."

REOLINK ALTAS PT ULTRA WINS BERLIN DESIGN AWARD FOR REDEFINING SMART SECURITY

Boasting 4K imaging and a 500-day battery, Reolink's latest smart camera is engineered for endurance, elegance and next-gen performance.

Reolink has been recognised at the Berlin Design Awards 2025 for its latest smart security innovation, the Altas PT Ultra, a next-generation camera that fuses high-performance technology with award-winning design.

Part of the brand's Altas Series, the PT Ultra model stands out for its combination of sleek aesthetics and robust engineering—hallmarks that have made it one of the most awarded products in its class. The camera delivers ultra-sharp 4K resolution with ColourX technology, ensuring vivid imagery even in low light, while its 360° automatic tracking feature enables complete surveillance coverage with minimal blind spots.

Designed to meet the rising demand for durable, intelligent security systems, the Altas PT Ultra boasts a best-in-class 500-day battery life, enhanced further by its compatibility with solar power. For households and businesses across the Middle East—where uninterrupted outdoor operation is critical—this longevity, paired with up to 96 hours

The Altas PT Ultra blends sleek aesthetics with rugged capability, offering solar-ready operation and AI-powered tracking



of continuous recording via solar input, makes the device particularly attractive.

“Security today is about more than monitoring—it’s about empowering users with intelligent, elegant tools that fit seamlessly into their environments,” said Sameer Ali Syed, Regional Head of Sales for the Middle East, Africa, and India at Reolink. “With 18 international awards, the Altas PT Ultra stands as one of the most celebrated security cameras of its generation.”

Equipped with AI-powered motion detection, PIR-triggered alerts, and onboard storage of up to 512GB, the camera is tailored for both tech-savvy homeowners and small business users.

Its dual-band Wi-Fi 6 connectivity ensures smooth, uninterrupted streaming, while features like 10-second pre-recording give users the advantage of context when reviewing footage.

With increasing smart home adoption across the GCC, Reolink is positioning itself as a go-to choice for discerning buyers seeking high-spec solutions without compromise on design. The Altas PT Ultra is now available through leading retailers including Amazon, Noon (KSA & UAE), Sharaf DG, Shouki Electronics, Al Maria Computers, Al Ershad Computers (UAE), AYB Security, Al Nawath Al Uwlaa Trading, Afaq, and Hulool Trading (KSA).

SOPHOS REVAMPS GLOBAL PARTNER PROGRAMME TO EMPOWER CHANNEL GROWTH

New integrated partner ecosystem offers enhanced profitability, streamlined services, and expanded cybersecurity portfolio

Sophos has unveiled a newly integrated global partner programme designed to fast-track profitability and empower partners to scale cybersecurity services more efficiently. The revamped initiative brings together the extensive ecosystems of Sophos and Secureworks under one unified framework, aligning with partners' evolving business models and go-to-market strategies.

With more than 25,000 global partners already onboard, the new Sophos Partner Program introduces flexible engagement pathways and expanded support to drive partner success across managed services, advisory offerings, and solution deployments.

"The new Sophos Partner Program is designed to reflect the way partners want to build and scale their business today," said Chris Bell, Senior Vice President of Global Channel, Alliances and Corporate Development at Sophos. "It offers a flexible and profitable path to growth, whether partners are expanding their managed services, launching cybersecurity advisory offerings or scaling existing practices."

By combining the technology capabilities of both Sophos and Secureworks, the programme delivers enhanced opportunities for partners to offer next-generation



Chris Bell, SVP Global Channel, Sophos.

cybersecurity solutions at scale. This includes centralised management through Sophos Central and access to a comprehensive portfolio spanning endpoint, network, cloud, XDR, MDR, identity threat detection and response, and next-gen SIEM.

Flexible framework for scale

The upgraded programme features a future-ready structure with new revenue multipliers, volume discounts and customisable billing models. It also introduces advanced enablement tools through Sophos Academy, including MDR-guided onboarding and quick-start sales certifications.

A standout innovation is the AI Sales Assistant – a real-time tool embedded in the partner portal that simplifies quoting, resource navigation and customer insights. This addition, alongside improved dashboards for licence management and compliance, aims to cut friction from the sales cycle and enhance productivity.

For channel partners, the unified ecosystem means simplified access to services, faster deal closure, and stronger margins. According to research from Canalys, every US\$1

spent on cybersecurity products typically generates US\$2 in partner-led services – reinforcing the strategic role partners play in solution delivery.

Market response and recognition

Channel leaders are already seeing value in the unified approach. Dave Peck, President and CEO of Trebron IT and Cybersecurity, commented: "The ability to offer next-generation SIEM and Secureworks services through a trusted partner like Sophos is a game-changer. Coupled with the updated portal, this programme will be critical to achieving our aggressive growth targets."

Andrew Campbell, Director of Security at Softchoice, added: "Sophos continues to demonstrate its commitment to the channel. The innovation within the new programme – especially the AI Sales Assistant – simplifies how we operate and helps us better serve customers."

The programme's credibility is backed by a strong history of industry recognition, including a 5-star rating in CRN's 2025 Partner Program Guide for 12 consecutive years and a "Champion" status in Canalys' 2025 Cybersecurity Leadership Matrix.

Building for long-term success

Sophos is positioning the new programme not just as a toolkit, but as a long-term strategic platform for partner excellence. With expanded access to support teams, free certification training, and integrated advisory services, partners are better equipped to strengthen customer relationships and retain business.

More information on the programme and registration details are available on the Sophos Partner Portal. Existing partners will be automatically upgraded to receive the new benefits.



SOPHOS' NEW PARTNER PROGRAM IS DESIGNED TO INCENTIVISE PARTNERS TO GROW.
CHRIS BELL, SOPHOS

VEON ACCELERATES DIGITAL GROWTH WITH 57% SURGE IN DIRECT DIGITAL REVENUES

Strong Q2 performance sees Dubai-headquartered digital operator lift revenue outlook for 2025.

VEON Ltd. has delivered another quarter of robust growth, underpinned by a sharp rise in digital revenues and disciplined execution of its transformation strategy. The Dubai-headquartered global digital operator reported second-quarter revenues of \$1.087 billion, up 5.9% year-on-year in reported currency and 11.2% in local currency terms — comfortably outpacing the 8.6% blended inflation rate across its operating markets.

The company's direct digital revenues surged 56.6% year-on-year to \$180 million (62.4% in local currency), now representing 16.5% of total revenues for the quarter — a leap from just 5.4% in the same period last year. VEON attributes this growth to its expanding portfolio of locally relevant digital services, which continue to capture greater consumer engagement and spending.

EBITDA rose 13.2% year-on-year in reported currency to \$520 million (19.6% in local currency), reflecting operational efficiency and strong market demand. Capital expenditure reached \$231 million

in Q2, translating into a quarterly capex intensity of 21.3% as the Group invested in network quality upgrades and digital transformation projects.

As of June 30, 2025, VEON reported \$1.283 billion in total cash, including \$326 million in customer deposits from its Pakistan banking operations, with \$206 million held at headquarters. Net debt to EBITDA, excluding lease liabilities, stood at 1.32x.

Revised growth outlook

Building on the momentum, VEON has raised its full-year guidance, now expecting local currency revenue growth of between 13% and 15%, and EBITDA growth of 14% to 16%. Capex intensity is forecast to remain between 17% and 19% for 2025.

The quarter also marked the completion of the company's \$100 million share buyback programme, initiated in August 2024. The final phase, concluded on August 1, 2025, saw VEON acquire 722,588 American Depositary Shares (ADSs) for a total consideration of \$35 million.



**WE ARE MAKING
RAPID PROGRESS
IN OUR DIGITAL
OPERATOR STRATEGY...
POSITIONING VEON
AS A FRONTRUNNER
IN DIGITAL
TRANSFORMATION
ACROSS FRONTIER
MARKETS.**

KAAN TERZIOGLU

Strategic milestones

Highlighting VEON's commitment to expanding its digital ecosystem, Group CEO Kaan Terzioğlu pointed to the April acquisition of ride-hailing platform Uklon as a key strategic step.

"VEON has continued its strong momentum into the second quarter of 2025, delivering solid results that reflect both disciplined execution and strategic clarity," Terzioğlu said. "We deliver innovative and locally relevant digital services that enhance our customers' lives every minute of the day. Together, these strategies position VEON as a frontrunner in digital transformation across frontier markets."

With strong market fundamentals and a clear strategic focus, VEON is positioning itself to deepen customer impact, accelerate digital growth, and strengthen long-term shareholder value.

If you'd like, I can also prepare a shorter, 350-word version optimised for a side column or "Company Results" section. That way you'd have both the full feature and a quick-read option for layout flexibility.



**Kaan Terzioğlu,
Group CEO, VEON.**

DIGITAL COACHING EMERGES AS STRATEGIC LEVER FOR GCC WORKFORCE TRANSFORMATION

WeAce whitepaper at SPARK Dubai 2025 reveals how AI-powered mentoring is redefining leadership, nationalisation and talent retention across the region



Digital coaching is fast emerging as a cornerstone of workforce transformation strategies across the Gulf, according to new research unveiled at SPARK Dubai 2025.

Hosted at The St. Regis Downtown Dubai, the exclusive forum brought together senior HR leaders, policymakers and leadership futurists to examine how leadership is evolving in a technology-enabled, inclusion-driven era.

Organised by global coaching platform WeAce in partnership with SDA Bocconi School of Management, the event marked the launch of Powering Talent and Growth in the GCC, a whitepaper analysing the role of AI-powered coaching and

mentoring in reshaping leadership, accelerating nationalisation and improving talent retention in the region.

Once considered the preserve of senior executives, coaching is now being re-engineered as a scalable, AI-enabled solution. Platforms such as WeAce integrate multilingual interfaces, culturally relevant content and real-time analytics to create inclusive leadership development pipelines, while providing employers with measurable outcomes.

“Coaching must move beyond performance management to support purpose, wellbeing and long-term growth,” said Anuranjita Kumar, CEO and co-founder of WeAce.

Key trends highlighted in the whitepaper include:

- **AI-driven coaching adoption:** By 2030, 75% of Dubai-based Fortune 500 subsidiaries are expected to use AI-powered leadership tools.
- **Market growth:** The UAE’s digital coaching sector is forecast to grow from \$44.6 million in 2023 to \$189.3 million by 2034, at a compound annual growth rate of 14.1%.
- **Proven ROI:** Global benchmarks suggest coaching can deliver a 788% return on investment, driven by productivity and retention gains.
- **ESG integration:** By 2030, 60% of UAE leadership programmes are projected to include environmental, social and governance modules.

The report also positioned digital coaching as a strategic driver for nationalisation initiatives such as Emiratisation, helping organisations build agile, future-ready leaders and attract both regional and global talent into hybrid workplaces that prioritise flexibility and growth.

“The intersection of talent, technology and trust will define competitive advantage in the Middle East,” commented Alessandro Giuliani, managing director at SDA Bocconi Asia Center. Nader Haffar, former chairman and CEO of KPMG Lower Gulf, added: “Our future will be defined by how boldly we invest in talent, how wisely we deploy technology, and how deeply we build trust across business and society.”

WeAce, active across Asia, Africa and the Middle East, combines behavioural coaching, structured mentoring and AI-powered development tools in both English and Arabic. With more than 20 enterprise clients already in the GCC, the company is scaling its solutions to support the region’s long-term workforce transformation agenda.

E&, TELCOS UNITE FOR GCC'S FIRST SUSTAINABILITY HACKATHON TO FAST-TRACK GREENER NETWORKS

GCC telecom leaders bring together innovators to tackle the sector's biggest climate challenges head-on, from energy-hungry networks to e-waste transformation, and scaling renewables.

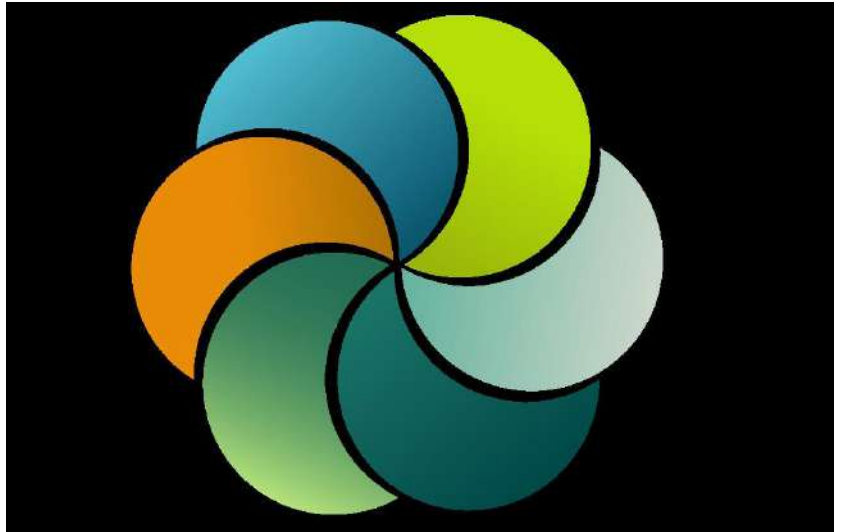
e&, global technology group and founding member of the GCC Sustainability Innovation Hub, joins forces with the region's top telecom operators to launch the first GCC Sustainability Hackathon, a high-intensity challenge designed to uncover the next wave of green technology breakthroughs and rethink how regional networks are built, powered, and maintained.

The inaugural hackathon invites innovators, solution providers, and startups to compete across three high-impact tracks: AI-driven energy efficiency to create smarter networks that cut power consumption; e-waste management to transform telecom waste and discarded hardware into high-value resources; and renewable energy solutions to scale clean power for towers and data centres.

"By uniting the GCC's strongest networks and brightest talent, we can turn prototypes into region-wide change in months, not years," said Mohamed H Almarzooqi, Sr. Vice President/Access Network, e& international. "The ideas born here could be the catalyst to rethink how telecom networks are built and powered, helping us cut costs, slash emissions, and set new benchmarks for sustainable connectivity — making the UAE's and the region's net-zero ambitions a reality, faster."

Competing for valuable prizes across the three tracks, participants will work against the clock to design and present solutions that have a measurable environmental impact. The best ideas will be presented live during a special event hosted by stc Group in Riyadh.

Registration is open until 1 September via the stc Group's online platform. Submissions will be evaluated from September 2 to 16 by a judging panel representing all participating telcos. Finalists will present their ideas live in Riyadh from September 14 to 16, and winners



will be announced at a ceremony on September 17.

Andrew Dunnett, Group Senior Vice President of Sustainability, e&, said: "Meeting net-zero targets cannot be about incremental change; it's all about accelerating the best ideas to full-scale adoption. And this Sustainability Hackathon brings our industry together to do exactly that. It gives innovators a platform to deliver solutions that pull innovation through procurement, standardise what 'good' looks like, and give startups a pathway from pilot to portfolio, proving that sustainable networks are a performance advantage, not a trade-off."

This initiative stems from the GCC Sustainability Innovation Hub – a seven-member alliance, formed in the wake of COP28 commitments, by e&, Beyon, du, Ooredoo, Omantel, stc Group, and Zain to establish region-wide procurement standards for green technology, and accelerate renewable energy adoption across 39 subsidiaries in 33 countries, guiding the GCC towards a unified net-zero framework.

The hackathon builds on the GCC Sustainability Innovation Hub's

regional track record in cutting network energy use, deploying renewables, and reducing e-waste – now aiming to harness regional talent to scale breakthroughs faster and accelerate those gains through innovation.

For e&, this event builds on a broader portfolio of sustainability initiatives, including commitments to reach net-zero emissions (Scopes 1 & 2) by 2030 in the UAE and by 2040 across all operations, the publication of e& Climate Transition Plan, a roadmap to how the group plans to meet its targets, the launch of Project Life to reduce Scope 3 emissions, the introduction of eco-friendly recycled SIM cards, and the deployment of the region's first net-zero 5G Massive MIMO site powered entirely by renewables. e& also offers "Sustainability-as-a-Service" solutions that enable enterprises to meet their ESG goals using IoT, AI, and automation.

The GCC has the talent, the networks, and the urgency, and this hackathon is a standing invitation to turn that into impact and set a global benchmark for sustainable telecom.

EXTREME DELIVERS INDUSTRY'S FIRST INTEGRATED AI NETWORKING PLATFORM TO BOOST PRODUCTIVITY

Now generally available, 265 customers already reducing hours of work into minutes.

Extreme Networks announced

general availability of Extreme Platform ONE, making it the first networking vendor to deliver conversational, multimodal, and agentic AI fully integrated into the networking experience. Now, customers can unlock powerful enterprise-wide network visualisation, reduce manual work by up to 90%, cut resolution times by up to 98%, and benefit from the industry's simplest licensing. More than 265 customers have already become early adopters of Extreme Platform ONE.

"Extreme has ushered in a new era of networking, where complexity is no longer the cost of progress. Extreme Platform ONE eliminates mundane, repetitive tasks that have long burdened network teams and helps customers move faster and smarter. Extreme is the first to deliver AI agents purpose-built for networking; they learn, adapt, and act with intent. It's like having a built-in network engineer, always on and always optimising, freeing up the time of your IT team to focus on more innovative and critical tasks," Ed Meyercord, President and CEO at Extreme Networks.

As IT environments grow in complexity, enterprises need simpler, smarter ways to manage their networks. Extreme Platform ONE delivers significant benefits including:

AI-Driven Insight and Automation: Customers gain instant insights while the network adapts in real time to bandwidth spikes and security threats. Network admins can set guardrails for policy, risk, and approvals, while AI agents act autonomously to optimise performance and reliability in real time.

End-to-End Network Visibility: With real-time network topology and lifecycle data, customers can improve compliance, simplify onboarding, and enable proactive planning for refreshes, expansions, or support alignment. Extreme Platform ONE eliminates fragmented screenshots of the network and delivers a complete view in one place.



Ed Meyercord, President and CEO at Extreme Networks.

Unified Operations Dashboard: Extreme Platform ONE consolidates license, contract, and asset management into a single, intuitive platform, delivering real-time visibility into usage, renewals, support coverage, and device inventory across all sites and product lines.

"With Extreme Platform ONE, we're not just raising the bar; we're setting a whole new standard of excellence and simplicity in networking. Extreme is the first vendor to fully integrate AI across the entire network, with complete visibility, control, and governance. With AI that's built in, not bolted on, we're redefining what is possible and turning hours of work into minutes, helping customers simplify operations, boost performance, and get more value, faster." Nabil Bukhari, Chief Product and Technology Officer at Extreme Networks.

What Customers are Saying

"Extreme Platform ONE gives me a helicopter view of what's going on with our complicated network. We love the integrated AI because it means our team can focus on the things that need to be prioritised. AI agents can spot abnormalities and work faster than humans, and in a more robust way. It's like it just makes the magic happen," Andrew Smith, Head of Digital

Service Delivery, West Suffolk NHS Foundation Trust, which migrated to Extreme Platform ONE in just 47 minutes.

"Extreme Platform ONE is going to be a major game-changer for our organisation. We've relied on Extreme Fabric for years, and now we can take automation to a new level across our hospital campuses. The visibility across our entire network and ability to truly leverage AI will enable us to improve not only our internal practices but also our services to patients," Davy Suffeleers, IT Domain Architect Network & UC, Ziekenhuis Oost-Limburg (ZOL), a large network of hospitals in Belgium.

"Extreme Platform ONE will provide visibility across our entire network. Integrated AI essentially adds a virtual IT team member. We spend a lot of time troubleshooting, and the ability to start your day by looking at a single dashboard, seeing any issues, and addressing them before they interrupt learning will be a huge benefit to my team." Michelle Okoro, Executive Director of Network & Support Services, Aldine ISD.

What Leading Industry Analysts are Saying

"The Extreme Platform ONE solution is at the leading edge of the market in terms of completeness and sophistication of AI for networking, and Extreme Network Fabric is getting five-star reviews for simplicity and resilience," – Enterprise Strategy Group, Extreme Connect: Fabric Switching and AI, June 2025, Jim Frey.

"Platform ONE represents a significant step forward in the platform era of enterprise networking, offering a unified solution that simplifies network management and enhances operational efficiency," – IDC Link, Extreme Connect 2025: Navigating the Future of Enterprise Networking with AI-Powered Platform ONE, May 29, 2025, Len Padilla, Brandon Butler, Mark Leary, Rohit Mehra, Bruno Teyton.

EXEL BY MERAK SHOWCASES SAUDI ARABIA'S NEXT-GEN OF GAME STUDIOS AT EXEL GAMING ACCELERATOR FIRST DEMO DAY

GCC telecom leaders bring together innovators to tackle the sector's biggest climate challenges head-on, from energy-hungry networks to e-waste transformation, and scaling renewables.



Faisal Sedrani, Vice President – Innovation Platform at Merak Capital and Head of Exel.

Exel by Merak, Saudi Arabia's premier gaming accelerator, hosted its first-ever Demo Day. Showcasing 17 gaming startups selected from a competitive pool of over +300 global applications, the accelerator provides each with \$300,000 in investment and equips them with mentorship and hands-on support from global industry leaders. The event marks a defining moment in the Kingdom's position as a global force in gaming innovation.

Attended by investors, publishers, and strategic partners, the Demo Day spotlighted the entrepreneurial talent driving Saudi Arabia's rise as a global gaming hub. Participating studios unveiled original IP inspired by local stories, designed for international appeal, built to world-class standards, and backed by scalable business models.

"The Demo Day is not only an opportunity to showcase the next gaming talent, but it also signals to the world that Saudi Arabia is a global hub for game studios, not just a market for consuming games," said Faisal Sedrani, Vice President – Innovation Platform at Merak Capital and Head of Exel.

"With the support of our partners and backing of Merak Capital's Gaming Fund, we're defining a new benchmark in startup acceleration in the region, one that's built on investment, mentorship, and scaling."

Building on the success of its first cohort, Exel has created a long-term pipeline to nurture future Saudi gaming startups, strengthening the Kingdom's gaming ecosystem. The accelerator backs studios, technologies, and publishing platforms with a holistic program—combining

investment, mentorship, relocation support, and essential tools—to grow scalable gaming businesses rooted in Saudi culture and primed for global markets.

Exel by Merak's efforts closely align with Saudi Arabia's Vision 2030 digital transformation strategy, which seeks to support gaming as both a creative industry and as an economic growth engine. The accelerator is powered by Merak Capital's \$80 million Gaming Fund, with institutional backing from the National Development Fund (NDF) and in collaboration with the Social Development Bank (SDB). The Accelerator provides startups with structured equity investment, market readiness support, legal and relocation assistance, and access to global technology partners, including Microsoft, Huawei, and AWS.

PRESIGHT AI-STARTUP ACCELERATOR BRINGS TOGETHER GLOBAL FOUNDERS, BIG TECH AND UAE POWERHOUSES

Now generally available, 265 customers already reducing hours of work into minutes.

Presight, a leading global AI and big data analytics company, hosted its first-ever AI-Startup Accelerator Bootcamp in Abu Dhabi, bringing together 10 promising startups from across the globe for a transformative three-day program designed to scale real-world AI solutions.

The Bootcamp marked the official launch of the intensive Presight AI-Startup Accelerator program for the first cohort, which will run until December. Over the coming months, the startups will embark on a rigorous acceleration journey, gaining access to technical enablement, introduction to Presight's clients to accelerate commercial opportunities, and expert mentorship with the aim of showcasing their growth and success at GITEX Expand North Star 2025.

The Bootcamp, which kicked off on Monday, unites entrepreneurs, global tech leaders, and UAE institutional partners for an immersive experience of co-creation, collaboration, and strategic engagement. Importantly, the Bootcamp is the first opportunity where Presight's Government and private sector partners can evaluate the startups and assess the viability of their solutions to solve challenges for their respective organisations.

The first day featured a keynote by Thomas Pramotedham, CEO of Presight, who emphasised the need for a "startup mindset" across all institutions and introduced the program's vision to build, test, and scale impactful AI solutions that tackle pressing global challenges.

This session was followed by a keynote address by Dr. Mohamed Al Kuwaiti, Head of the UAE Cyber Security Council. Following this, Peng Xiao, CEO of G42, addressed the audience with his insights and personally guided a group of esteemed UAE dignitaries as they engaged with each startup team to gain a deeper understanding of their businesses,



products, and solutions.

Thomas Pramotedham, CEO of Presight said: "The Presight AI-Startup Accelerator is a catalyst for transformative growth—empowering visionary founders and strengthening Presight's innovation pipeline. We launched this initiative to identify and scale the world's most promising AI innovations, integrate them into our ecosystem, and deliver lasting impact across industries. By equipping the 10 exceptional startups in our inaugural Cohort with world-class infrastructure and the critical levers to accelerate their commercial trajectory, we are amplifying their growth velocity.

"The UAE is a global epicenter of AI innovation—a nation where innovation is not just welcomed, but expected. Through this program, our first batch of startups—coming from the United States, Singapore, Indonesia, Azerbaijan, Tajikistan, and, of course, the UAE—will unlock bold ideas, open new frontiers of economic potential, and contribute meaningfully to the UAE's vision for global AI excellence, alongside Presight as a committed partner in shaping that future. These startups embody the ambition and possibility that define the future."

On the first day of the event, all 10 startups presented their ideas on stage

in grouped pitch sessions, each aligned with one of three thematic categories. The "Urban Visionaries" track featured companies addressing large-scale urban challenges related to climate, mobility, and infrastructure. Startups under the "AI Tool & Tech Makers" theme showcased innovations that form the foundational infrastructure for secure and scalable AI development. Meanwhile, the "Market Shapers" track included ventures applying AI to reshape key industries such as fintech, energy, education, and investment decision-making.

Joining the esteemed audience were the UAE ambassadors of Singapore, Indonesia, and Kazakhstan, alongside leadership from G42, Core42, Space42, and Astra Tech, with representation from Inception and Analog. The event also received strong support from Presight partners and clients, including Microsoft, Hub71, MOIAT, ENEC, FAB, ADNOC Onshore, Borouge, the Abu Dhabi Department of Energy, and many others.

After the pitches, the day's agenda moved into interactive demo jams and a partner panel featuring NVIDIA, MBZUAI, Shorooq, Astra Tech, and Presight.

Continuing the momentum, the second day saw the cohort participating

in site visits across Abu Dhabi's AI ecosystem, including ADNOC, AIQ, Astra Tech and Space42. These immersive experiences offered founders a firsthand look into how AI is operationalised at scale across sectors such as energy, infrastructure, research, and national innovation platforms.

The bootcamp culminates today at Presight's headquarters with strategic

planning sessions, commercial readiness workshops, and a recap panel. Global ecosystem partners including Microsoft, Core42 and ADQ will lead dedicated training modules to help the startups refine go-to-market strategies and prepare for long-term engagement across regional markets.

The 10 companies part of the Presight AI-Startup Accelerator are:

- Derq (UAE, USA)
- Resync (Singapore)
- AlphaGeo (Singapore)
- Zypl.ai (UAE/Tajikistan)
- AJARI.ai (Indonesia / Singapore)
- Waverity (Azerbaijan)
- Vulcan (UAE)
- NodeShift (UAE, USA)
- Maiden Century (USA)
- Cobi (UAE, USA)

WHISH MONEY, MASTERCARD MOVE COLLABORATE TO BRING SEAMLESS CROSS-BORDER PAYMENTS TO LEBANON

Users in Lebanon can send money abroad to over 50 countries, while Lebanese living overseas can send money home.

Whish Money has collaborated with Mastercard to enable inbound and outbound remittance flows for consumers in Lebanon. People in Lebanon can send money abroad to over 50 countries, while Lebanese living overseas can send money home. The new collaboration leverages Mastercard Move's money movement solutions and its global network of operators to provide a service that will enable millions of Lebanese worldwide to send and receive faster, safer and near real-time money transfers through Whish Money.

With the collaboration, Whish Money users in Lebanon will be able to start sending money cost-effectively through the Whish Money mobile application to 50+ countries in near real-time. Depending on the receive market, senders can choose how beneficiaries receive the funds, whether into their bank accounts, mobile wallets or by cash. The Lebanese senders now also have the option of using their cards to fund their Whish Money wallet, in addition to using cash. This is Mastercard's first collaboration with a mobile wallet in Lebanon to facilitate remittances.

"Many people in Lebanon rely on remittances from their family members abroad to meet their basic needs. In this challenging economic situation, international money transfer services provide a vital inflow of foreign currency into Lebanon. Thanks to Mastercard Move, we can



now offer fast, efficient and secure remittances to Lebanese people" said Toufic Koussa, Co-founder and CEO, Whish Money.

"Our collaboration will give Whish Money the reach, transparency and speed needed to scale its cross-border business and address consumer demand for sending and receiving funds internationally. Meanwhile, it will enable us to expand our payment network and introduce market firsts for inbound and outbound money transfers in Lebanon. We look forward to working together to improve the lives of Lebanese people and address their everyday needs," said Onur Kursun, Executive Vice President,

Commercial and New Payment Flows, EEMEA, Mastercard.

According to estimates by the World Bank, Lebanon was the third country in the MENA region in terms of the absolute size of remittance inflows in 2022 with an estimate of US\$6.4 billion, only trailing Egypt (US\$28.3 billion) and Morocco (US\$11.2 billion).

Mastercard Move, Mastercard's portfolio of money movement solutions, enables people and organizations to move money quickly and safely, both domestically and internationally. The portfolio's reach spans 200 markets and over 150 currencies, with access to more than 95% of the world's banked population.

LEADING THE CHARGE INTO AI-FIRST FUTURE

Mario M. Veljovic, General Manager of VAD Technologies, reflects on three decades of channel leadership, the evolution of ICT distribution, and how his AI-first vision is shaping the region's digital economy.



Mario M. Veljovic,
General Manager at VAD
Technologies, has played a pivotal
role in redefining value-added
distribution across the Middle East.

The regional ICT distribution space has undergone a seismic shift, evolving from traditional box-moving to a highly collaborative, value-driven ecosystem. At the heart of this transformation is a bold, innovation-led strategy that places AI readiness, cloud enablement, and partner empowerment at the core.

Mario M. Veljovic is a veteran of the ICT industry with over 30 years of experience, having held senior leadership roles at leading ICT distributors across Europe, the Middle East, and Africa. Throughout his career, he has developed and executed strategies that transformed traditional ICT distribution into value-added models, and he founded a business focused on next-generation and disruptive technologies.

Since relocating to the Middle East in 2003, Mario has played a key role in shaping the regional ICT distribution landscape. As General Manager of VAD Technologies, he leads one of the

region's most dynamic value-added distributors. Under his leadership, the company has built a strong reputation for enabling innovation and accelerating growth for both vendors and channel partners.

VAD Technologies has received several prestigious industry accolades, including: Top Distributor – Disruptive Technologies (GEC Awards) and AI Ready Infrastructure Value-Added Distributor of the Year. Mario's personal achievements have also been recognised with the "30 Years of ICT Distribution Excellence" Legacy Award, honouring his long-standing contribution to the channel ecosystem.

Mario's ongoing mission is to: Help enterprises realise their digital transformation goals; Build a sustainable and partner-centric business model; and introduce innovative, value-added services tailored to evolving ICT market demands. Mario remains passionate about technology, channel development, and driving meaningful

progress in the industry.

VAD Technologies has embraced a future-ready mindset to help partners scale, adapt, and thrive. In this exclusive interview, General Manager Mario M. Veljovic shares with Sandhya D'Mello, Technology Editor, CPI Media Group, his insights on the forces reshaping the channel and outlines his vision for sustainable, tech-driven growth across the GCC.

You've been a recognised leader in the regional channel space for years. How would you describe the current state of the IT distribution ecosystem in the Middle East, and what are the major forces reshaping it?

The Middle East's IT distribution ecosystem has undergone a remarkable transformation over the last two decades. What was once a transactional, box-moving environment is now a dynamic, data-driven ecosystem. The shift is being driven by three key forces: digital





transformation, collaboration, and managed services. Organisations across the region are accelerating their adoption of AI and cloud, which means distributors must now deliver AI-ready infrastructure, data analytics, and hybrid-cloud solutions. At the same time, collaboration has become central to channel success. Vendors, distributors, and resellers must operate in lockstep, joint marketing, training, and integrated platforms have become standard. Finally, the consumption model is changing. Businesses increasingly demand outcomes, not just technology. This has led to a rise in subscription-based, as-a-service models and demand for managed services. As distributors, we must now support recurring revenue, offer financing, and deliver real business value alongside technology.

VAD Technologies has consistently positioned itself as an innovation-led distributor. What have been some of the key milestones or shifts in your portfolio and partner strategy in the last 12 months?

Over the past year, VAD Technologies has doubled down on its “AI-First”



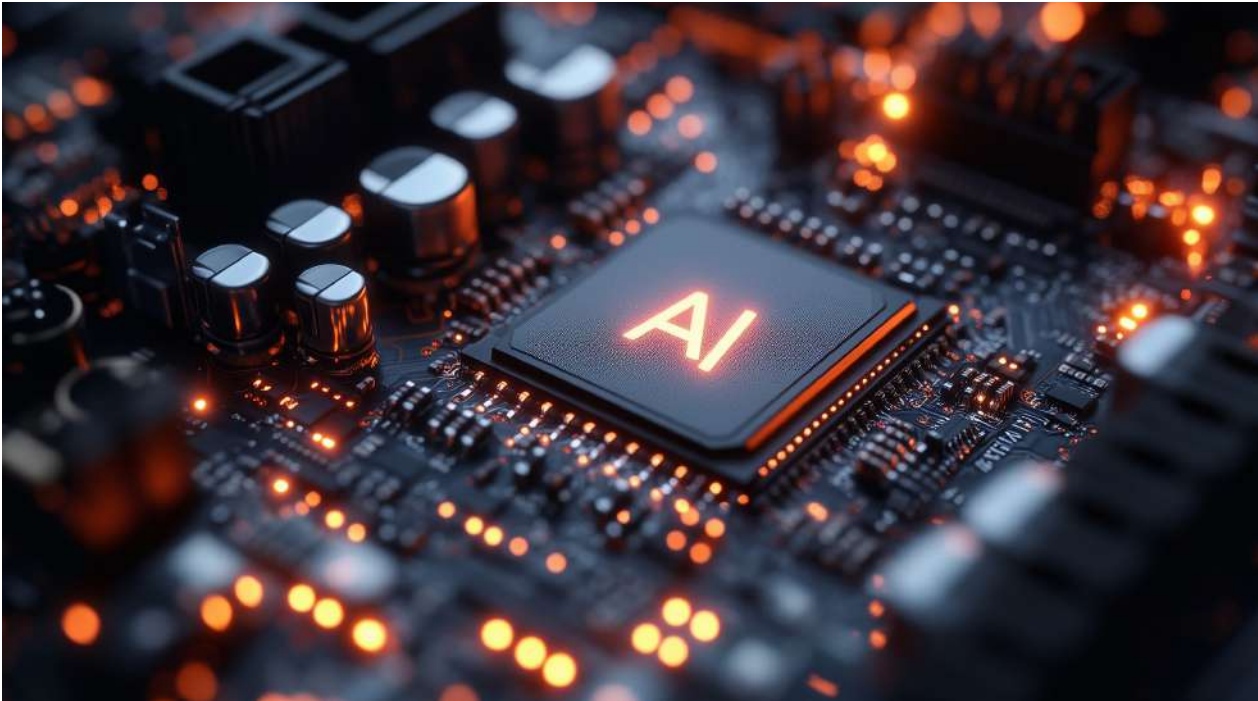
THE FUTURE BELONGS TO THOSE WHO EMBRACE BOTH INNOVATION AND EMPATHY.

strategy. Every product and solution we introduce must enable AI-readiness, and that direction has shaped both our portfolio and our partnerships. At events like LEAP and GITEX 2024, we showcased AI-enabled data centre infrastructure, physical security, communication bots, and advanced ITSM solutions. Beside our long-term strategic Partnerships with Industry Leaders, such as Pure Storage, Cohesity, ExaGrid and many others, we also secured major alliances including one with Hitachi Vantara to deliver hybrid cloud and AI solutions across our channel, and another with Lenovo Infrastructure Solutions Group to bring

AI-ready infrastructure to our partners. We expanded our security and mobility capabilities by signing Hexnode (Mitsogo), a move that strengthens our unified endpoint management offering. Geographically, we’ve gone beyond the UAE with legal entities in Qatar and Saudi Arabia, and we’re preparing to expand into Oman, Kuwait, and Bahrain. Our work has been recognised by the industry, with awards such as “Datacentre Solutions VAD of the Year,” “Best AI Infrastructure VAD,” and “Top Distributor – Disruptive Technologies” reinforcing our commitment to innovation and partner success.

In a fast-evolving digital economy, how is VAD Technologies helping its channel partners stay ahead especially in areas such as AI, cybersecurity, and cloud?

Our mission has always been to be a future-ready, innovation-led distributor. In AI, we ensure that all the infrastructure, platforms, and services we deliver can support demanding workloads, machine learning, and advanced analytics. Our alliances with vendors give our partners access to cutting-edge solutions designed to meet enterprise-



scale AI and hybrid-cloud needs. In cybersecurity, we've curated a robust portfolio of next-gen vendors addressing endpoint, data, and network protection. We support our partners through enablement, certification, and guidance to build their managed security practices. On the cloud front, we're building digital marketplaces, offering pre-sales and technical support, and helping partners transition to recurring revenue models. Whether it's through AI-powered CRM platforms or cloud-managed IT offerings, we give our partners the tools to scale, adapt, and lead in this new digital era.



AS DISTRIBUTORS, WE MUST NOW SUPPORT RECURRING REVENUE, OFFER FINANCING, AND DELIVER REAL BUSINESS VALUE ALONGSIDE TECHNOLOGY.

Talent retention and agility are top concerns for many businesses today. How does VAD Technologies ensure it remains an attractive and future-ready organisation for both partners and employees?

At VAD Technologies, our people are our biggest asset. We've built a people-first culture rooted in empowerment, trust, and long-term commitment. Unlike transactional workplaces, we foster an environment where employees can grow with us. This culture extends to our partners as well many of whom have worked with us for many years and even this our very early beginnings. We invest heavily in continuous learning, not only for our staff but for our channel ecosystem too, offering training, hands-on labs, and certification programs. On the agility front, we've

embraced automation and digitisation to streamline operations and support flexible, remote work environments. Our AI-powered systems help staff work smarter, predict renewal cycles, and stay proactive. With a growing regional footprint and diverse hiring strategies, we are creating opportunities across the GCC and positioning VAD Technologies as a future-ready organisation people want to work with and for.

What's your vision for VAD Technologies for the next 2-3 years, especially in terms of expanding capabilities, new partnerships, or regional growth?


Looking ahead, our vision is to deepen our presence across the GCC, becoming the most trusted innovation partner for AI, hybrid cloud, and managed services. We will continue to roll out AI-powered solutions from strategic partners, and we plan to extend our presence into Oman, Kuwait, and Bahrain. Our goal is to empower local partners and customers by bringing VAD's full capabilities closer to them. We also see significant growth potential in expanding our



WITH A GROWING REGIONAL FOOTPRINT AND DIVERSE HIRING STRATEGIES, WE ARE CREATING OPPORTUNITIES ACROSS THE GCC AND POSITIONING VAD TECHNOLOGIES AS A FUTURE-READY ORGANISATION PEOPLE WANT TO WORK WITH AND FOR.

as-a-service offerings and digital marketplace, enabling partners to build recurring revenue streams. Finally, we'll continue to scout and onboard disruptive technology vendors in areas like quantum-safe security, analytics, and edge AI. Through our executive lounges at major events and a commitment to thought leadership, we'll continue shaping the conversation on the future of IT distribution.

As a thought leader, what advice would you offer to up-and-coming leaders in the channel ecosystem looking to build resilient, innovation-driven businesses?

My advice to emerging leaders in the channel is simple: stay curious, stay human, and never stop learning. The future belongs to those who embrace both innovation and empathy. Use data and AI to make decisions, but remember that trust, relationships, and emotional intelligence are what truly drive growth. Focus on delivering outcomes, not just technology - customers want results. Build strong, empowered teams and give them the tools and autonomy to lead. Surround yourself with partners who share your vision and values, and don't be afraid to challenge legacy models. Lastly, act with integrity. Technology is moving fast, but ethical leadership and responsible innovation will always stand the test of time. 



CHANNEL LEADERSHIP FORUM & AWARDS 2025 CHAMPIONS INNOVATION IN AN AI-LED ERA

CPI Media Group honours top channel players as discussions explore the evolving face of leadership and value in the ICT ecosystem

CPI Media Group and tahawultech.com marked the successful culmination of the Channel Leadership Forum and Awards 2025 on 22 July, gathering the region's most influential channel executives, visionaries, and disruptors at the Raffles Hotel Dubai. The event celebrated excellence across the ICT channel with a full-day agenda blending strategic dialogue and high-profile recognition.

Kicking off the day was a welcome note by emcee and moderator Sandhya D'Mello, Technology Editor at CPI Media Group, who set the tone by highlighting the urgency of redefining channel leadership amid fast-moving trends in AI, cloud, and XaaS. "Today's forum comes at a critical juncture," she noted, "where traditional models are being upended and the very nature of value creation is evolving."

The programme featured two thought-provoking panel discussions. The first, Channel Evolution – Leadership in the Era of AI, Cloud & XaaS, spotlighted how technology leaders are recalibrating their strategies to stay competitive in a hybrid, everything-as-a-service world.

Digital transformation is reshaping

the very foundation of channel leadership. With AI, cloud-native platforms, and the surge in Everything-as-a-Service (XaaS) models taking centre stage, traditional partner roles are evolving into strategic enablers of innovation. Channel leaders must now operate beyond transactional thinking, embracing ecosystem-driven strategies that prioritise agility, customer outcomes, and long-term relevance. This new era calls for visionaries who can navigate complex digital landscapes, foster strategic alliances, and lead partners through transformative change — turning disruption into opportunity.

The panel speakers included Charbel Zreiby of Dell Technologies, Praveen Sengar of Cyble Inc., Taj El-Khayat of Vectra AI, and Masood Sheikh of Hiperdist UAE — all of whom shared insights into navigating the complexity of modern customer demands and partner ecosystems.

The second panel, From Revenue to Relevance: Creating Value Beyond Deals, delved into how channel organisations can build deeper, consultative relationships that drive long-term growth. Value in the channel is no longer measured by revenue alone. In a market where

commoditisation is accelerating and customer expectations are shifting, the ability to deliver relevance — not just results — has become the true differentiator.

Channel leaders must focus on building trust-based relationships, offering consultative expertise, and aligning closely with end-user outcomes. This evolution demands a mindset shift from closing deals to creating lasting impact, where partners become strategic advisors driving business transformation. Relevance today means understanding customer challenges, anticipating future needs, and delivering value that extends well beyond the initial transaction.

Featuring Mario M. Veljovic of VAD Technologies, Karthik Sundar Rajan of TP-Link MEA, Junaid Ahmad of ASBIS Middle East, Samer Semaan of Pure Storage, and S.M. Hussaini of Almoayyed Computers Middle East, the session explored how relevance — not just revenue — has become the ultimate differentiator in a saturated market.

The Channel Leadership Awards — honoured standouts across sales, marketing, distribution, and executive leadership. Recognised for their exceptional contributions were: ●



CHANNEL LEADERSHIP FORUM & AWARDS 2025





Sathish Kumar
Digit Solutions LLC
Reseller Leader Personality of the Year



Rajan Nair
FVC
Channel Sales Visionary of the Year



Issa Fannoun
Dell Technologies
Outstanding Regional Manager of the Year
- Distribution



Karthik Sundar Rajan
TP-Link MEA
Emerging Channel Leader Personality of the Year



Taj El-Khayat
Vectra AI
Global Strategic Alliances Visionary of the Year



Reshma Nair
Cyble Inc.
Channel Account Manager of the Year

CHANNEL LEADERSHIP FORUM & AWARDS 2025



**Anusree M.
Avientek**

Innovative Channel Marketing Strategist of the Year



**Junaid Ahmad
ASBIS Middle East**

Excellence in Business Expansion Award



**Mario M. Veljovic
VAD Technologies**

Outstanding Leadership in Value-Added
Distribution



**Faraz Ali Khan
ASBIS Middle East**

Marketing Impact Leader of the Year



**Vasu Sharma
FVC**

Outstanding Channel Events Manager of the Year



**S.M. Hussaini
Almoayyed Computers Middle East (ACME)**

Reseller Business Leader of the Year



Samer Semaan
Pure Storage

Distribution and Alliances Visionary of the Year



Adil Ali
Hiperdist Gulf

Excellence in Channel Sales Strategy and Vision Award



Charbel Zreiby
Dell Technologies

Channel Executive of the Year



Meriam ElOuazzani
SentinelOne

Channel Sales Executive of the Year



Sakkeer Hussain
D-Link Middle East and Africa

Top Influential Channel Sales Leader of the Year



Sajin Yousuff Kutty
StarLink DMCC

Distribution Leader Personality of the Year

CHANNEL LEADERSHIP FORUM & AWARDS 2025



Elie Abou-Semaan
Ingram Micro

Transformational Leader of the Year -
Channel and Distribution



Zainab Ali Shabib

Almoayyed Computers Middle East (ACME)
Rising Star of the Year in Channel Marketing



The Logicom Marketing Team - UAE
Logicom FZE
Channel Marketing Team of the Year

Mounir Sarkis
Logicom FZE

Channel Leader Personality of the Year

Nassif Yazbeck
Vertiv

Outstanding Channel Sales Leadership Award

Amrita Nag
ASUS

Channel Marketing Manager of the Year

Rehan Shahid
Hitachi Vantara

Channel Growth Leader of the Year

Devang Parikh
MITSUMI Distribution

Excellence in Distributor Engagement

Abbas Shahid Baqir
Student Shelter In Computers
Emerging Sales Leader of the Year

Kamlesh Lal
Dell Technologies
Channel Marketing Visionary of the Year

Aniket Manoj Shroff
Niti Group of Companies
Reseller Visionary of the Year



CPI Media Group extended special thanks to the event's Gold Sponsors — Cyble Inc., Hiperdist UAE, Huawei Cloud, Ingram Micro, TP-Link MEA — and Silver Sponsor ASBIS, whose support helped make the event a resounding success.

KANESSA MULUNEH CHAMPIONS FEARLESS FUTURE IN GAMING AND WEB3

The founder of Rise of the Fearless discusses empowering women in tech, gaming for social good, and why Dubai is the perfect launchpad for emerging markets.

Kanessa Muluneh, founder of Rise of the Fearless, brings a bold and purposeful perspective to the intersection of gaming, Web3, and social impact. Muluneh's journey—from Ethiopia to the Netherlands, and now Dubai—reflects a deep commitment to creating opportunities for women and underrepresented communities in the digital economy. In this conversation with Tahawultech.com, Muluneh shares how the UAE's proactive tech environment is enabling visionaries like her to reshape the gaming industry and foster innovation across emerging markets.

What are your thoughts on the UAE gaming industry and where do you see it heading, especially given the government's proactive efforts in launching it as a full-fledged sector?

What I'm about to say isn't necessarily to promote the UAE—it's simply an observation. I think it's very smart of the government to focus on building a gaming ecosystem. Right now, Silicon Valley is hard to access, and frankly, I don't want them on board in my case. I'm focused on emerging markets—Africa and Asia—which are often overlooked or misrepresented.

The UAE, however, is creating the next Silicon Valley, with global access and fewer limitations. It's not just for one group or nation. Considering

the global gaming industry had a dip recently, primarily due to the US economy, it's vital to look beyond the traditional powerhouses. The UAE government has the foresight—just like it did with crypto and Web3—by allowing innovators to build freely. If you have a good product, you know exactly who to reach out to. That access and openness make the UAE a smart hub for the gaming industry.

What inspired you to start Rise of the Fearless? What was the trigger behind its inception?

I approached it from a business mindset. I was born in Ethiopia and decided to return to my roots with the intent of creating something meaningful. I realised that for a business to survive in Africa, it must address a widespread problem, not just cater to a niche. During the NFT boom, I started a TikTok channel in my native language, discussing NFTs as a way to practise the language and educate others. I then launched my own NFT project as an informal online class. The game-changer was when someone from rural Africa bought my NFT using crypto. It showed me how digital products and decentralised finance could empower underserved communities. We initially considered launching a marketplace like Amazon but quickly realised logistics were a nightmare. That's when I turned to gaming, inspired by Axie Infinity's impact in the Philippines. The youth in

Africa needed hope and opportunity. Gaming could give them both—a new industry and a financial future.

How would you encourage more women in the UAE to consider gaming as a career, especially in light of initiatives like the Dubai Programme for Gaming (DPG) under the Dubai Future Foundation?

This applies not only to gaming but to all areas of tech. I don't believe women should compete directly with men in male-dominated sectors. Instead, they should find niches where their strengths are most valued. For example, women tend to excel in marketing due to our emotional intelligence, and in management or HR roles where interpersonal dynamics matter. In my own team, it's 95% men—not because I exclude women, but because it's difficult to find female candidates. Rather than trying to prove we're better or equal to men, women can strategically enter the industry in roles where we bring unique value—whether it's marketing, community building, operations, or even as investors. These entry points give us power and influence, and from there, we can grow.

How many daily active users currently play Rise of the Fearless? When can we expect the next version of the game?


We currently have 3,000 daily active



users. Marketing has been paused as we're preparing to launch a new version. The deadline was set for the 20th, but as is common in gaming, deadlines are often missed. So, I would say it should be out within the next two weeks—but to stay safe, let's just say the next update is expected soon.

Apart from Rise of the Fearless, are you working on any new gaming projects?

Not at the moment. We launched Rise of the Fearless two months ago, and I was very clear that the initial release wouldn't be perfect—it was more important to get the name out there. The

focus now is on improving the game's performance and user experience. Once revenue starts coming in, our plan is to allocate 10–15% of it to building the gaming industry—whether in the UAE or in Africa. The idea is to bridge both regions and support industry growth outside of Silicon Valley. 

MILESTONE SYSTEMS ON BUILDING SECURE, AGILE, AND FUTURE-READY SMART CITIES

Louise Bou Rached, Director – Middle East, Turkey, and Africa at Milestone Systems, discusses the balance between public safety, privacy, and innovation in video management software.

Cities across the Middle East are rapidly advancing their smart infrastructure agendas, driving demand for secure, flexible, and future-ready surveillance solutions. Louise Bou Rached, Director – Middle East, Turkey, and Africa at Milestone Systems, spoke to Sandhya D'Mello, Technology Editor, CPI Media Group and explained how open platform video management software is helping public safety authorities protect citizens while upholding data privacy.

Louise highlighted the role of AI-driven analytics in managing large-scale events, the importance of scalable deployments for major city gatherings, and strategies for integrating legacy systems with next-generation technologies — all with the goal of building agile, trusted, and resilient urban environments.

How can public safety authorities ensure data privacy and governance compliance when deploying crowd-focused video surveillance and analytics?

Systems that protect people's rights, more than simply meeting safety standards, strengthen public trust in their security. Enabling data privacy when it comes to public safety starts with a clear data governance policy, specifying what data is collected, how it's stored, who can access it, and under what conditions it can be used. When analysing crowd data in busy areas such as transport hubs, events, or public spaces, it's important to minimise intrusion. For instance, avoid facial recognition unless absolutely necessary and ensure that the system complies with local data protection laws.



Louise Bou Rached, Director – Middle East, Turkey, and Africa, Milestone Systems.

AN OPEN PLATFORM ENSURES CITIES CAN EVOLVE AS NEW NEEDS AND INNOVATIONS ARISE – WITHOUT STARTING FROM SCRATCH.

At Milestone, our open-platform software allows public safety bodies to implement strict access controls, maintain audit logs and integrate with best-in-class cybersecurity and compliance tools. In addition to that, we encourage authorities to take a privacy-by-design approach by working with legal, technical, and community stakeholders from day one, ensuring that they take a more proactive approach towards security and privacy, ascertaining that the public understands how data is being used and, more importantly, why.

What role does open platform video management software play in building agile, future-ready smart city infrastructure?

Open platform video management software is the backbone of any smart city that wants to remain agile. No city can predict what technology it'll need five or ten years down the line. Over time, needs evolve, challenges shift, and solutions that seemed futuristic a few years ago have become the standard. An open platform gives cities the freedom to integrate new tools as they become available, whether that's AI-powered analytics, traffic sensors, license plate recognition, or even environmental monitoring, without having to rebuild their entire infrastructure from scratch.

We have seen that cities using open platforms tend to move faster, make better decisions, and respond more effectively in critical situations. We are now creating a connected ecosystem where video data can be combined with other sources to give a more complete, real-time picture of what's happening on the ground. Those insights become completely invaluable when managing large-scale events, responding to emergencies, or simply improving day-to-day operations. Since our Video Management Software is open platform with no vendor lock-in, cities can keep evolving as new needs and innovations arise.

In what ways is Milestone Systems leveraging AI-driven video analytics to enhance traffic and crowd safety during large-scale events?

When it comes to crowd safety

during large-scale events, our goal at Milestone is to minimise risks as much as we can and detect any unexpected issues early on. To make this possible, we can facilitate AI-powered video analytics within our open-platform VMS to improve traffic flow and crowd management.

Our easy-to-use interface integrates various tools like mobile cameras, drones, thermal cameras, and environmental monitors. This helps security teams stay aware of what's happening in real time and respond quickly to any problems that arise.

With the support of advanced analytics, we can instantly count attendees in specific zones, helping event organisers to keep tabs on crowd densities at critical points such as entrances, exits, and popular gathering areas. Helping security teams act proactively, preventing overcrowding, and ensuring safe evacuation routes when necessary.

Our systems constantly monitor for unusual behavior, unauthorised access, or abandoned objects and send instant alerts, helping us respond quickly to any emergencies that may arise.

To give you a real-world example of our solutions in action, consider the Jelling Music Festival in Denmark. Nearly 40,000 attendees are monitored via our VMS, feed by the festival's more than 60 networked cameras, tracking entry and exit flows, counting crowds, and flagging irregular activity, while thermal cameras quickly spot unauthorised fires in campsites. We coordinate our response from a mobile command center equipped with integrated video feeds, ensuring easy and quick collaboration between all agencies involved.

Through these measures, we deliver real-time, actionable data and automated, precise monitoring of both people and vehicles during large events. Our integration with multiple technologies ensures safety strategies are adaptive and coordinated.

Can you share examples of how scalable video technology has helped improve operational efficiency for government or city entities in the Middle East?

Taking an example of large-scale events like the FIFA World Cup,

security and surveillance take top priority to quickly adapt and scale measures to meet the demands. Our VMS makes this possible by allowing us to quickly deploy and integrate hundreds of cameras and bring together multiple AI and analytics extensions from a variety of vendors within the same ecosystem. This means security teams also get real-time updates on what's happening to be able to react instantly.

For major city events, which have a clear start and end date, scalable video technology makes it possible to create a large but temporary security set-up. Once the event is over, such arrangements may serve a future purpose, such as providing anonymised data that could be used to inform safety protocols at future events.

As cities in the region continue to expand smart infrastructure, how can organisations best integrate legacy surveillance systems with next-generation tools?

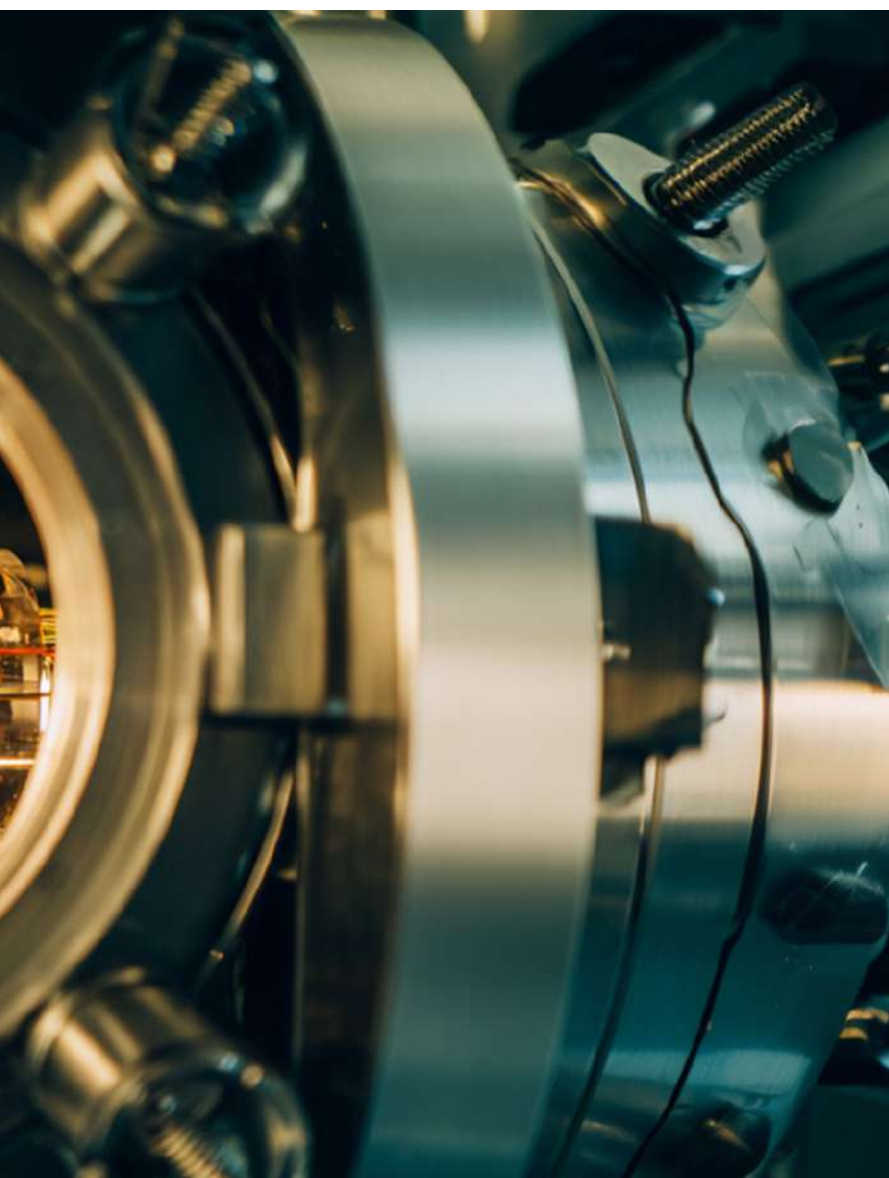
As smart infrastructure becomes the new standard, the ability for businesses to seamlessly integrate their existing legacy surveillance systems with next-generation smart city tools becomes paramount. Leveraging open platform video management software (VMS), which offers broad device compatibility and scalability, offers this opportunity. An open architecture supports integration of both legacy and modern devices, enabling older analog or IP cameras to work alongside AI-enabled cameras and analytics within a unified platform.

A hybrid approach combining on-premise systems with cloud-based analytics and storage makes your system more flexible, reliable, and helps you get the most value without causing big disruptions. It's important to upgrade gradually, train your staff, and have a clear plan for replacing outdated devices and drivers. This helps keep your system secure and running smoothly. Taking a strategic, step-by-step approach to integration helps cities create strong, scalable surveillance setups that connect existing technologies with new, future-ready ones. 



TII SECURES ACCESS TO HIGH-FIDELITY QUANTUM SYSTEMS THROUGH QUANTINUUM PARTNERSHIP

Collaboration positions UAE at the forefront of quantum research and application development.



**WITH ACCESS TO CUTTING-EDGE QUANTUM HARDWARE LIKE HELIOS, WE REMAIN AT THE FOREFRONT OF QUANTUM RE-SEARCH AND INNOVATION.
DR. LEANDRO AOLITA, TII**

Abu Dhabi's Technology Innovation Institute (TII) has entered a strategic agreement with quantum computing leader Quantinuum to advance the development and benchmarking of next-generation quantum algorithms and commercial applications in the UAE.


The deal grants TII researchers access to Quantinuum's high-fidelity quantum systems, including its forthcoming Helios platform — expected to deliver improved gate fidelity and enhanced qubit connectivity. The addition strengthens TII's existing quantum ecosystem, which already spans in-house superconducting quantum chips, IonQ's trapped-ion processors, and cloud-based access to devices from QUERA, Rigetti, and IQM via AWS Braket.

This partnership is designed to merge cutting-edge hardware with advanced algorithmic research, reinforcing the UAE's position as a rising global leader in science and technology. Research will focus on three key areas:

- **Chemistry and Materials Science:** Leveraging quantum systems to estimate complex properties such as ground-state energy, and simulate many-body quantum systems like superconductors.
- **Classical-to-Quantum Data Integration:** Developing efficient methods to encode classical data — including for applications in image processing and data throughput.
- **Complex Optimisation Problems:** Combining Quantinuum's hardware capabilities with TII's expertise to solve large-scale optimisation challenges using minimal qubits.

The collaboration will also play a pivotal role in training the next generation of quantum algorithm developers, enabling both the UAE and the wider region to capitalise on the potential of emerging quantum technologies.

Dr. Leandro Aolita, Chief Researcher at TII's Quantum Research Center, said: "The agreement with Quantinuum represents a significant step forward in our mission to advance quantum research. With access to cutting-edge quantum hardware like Helios, we remain at the forefront of quantum research and innovation, further solidifying the UAE's status as a leading technology and innovation hub."

Dr. Avinash "Nash" Palaniswamy, Chief Commercial Officer at Quantinuum, added: "Our partnership with TII marks a powerful alignment of vision and capability. By bringing together quantum computing trailblazers with best-in-class systems, we can accelerate research, build global ecosystems, and unlock transformative value for users." 

MASHREQ APPOINTS XI LIANG TO LEAD AI INNOVATION DRIVE

Banking leader taps seasoned executive to advance enterprise-wide artificial intelligence transformation



Xi Liang, Head of Artificial Intelligence, Mashreq

Mashreq has named Xi Liang as its new Head of Artificial Intelligence, underscoring the bank's ambition to lead digital transformation in the financial services sector through cutting-edge AI applications.

Xi brings more than 15 years of experience in developing responsible, enterprise-grade AI systems across banking, healthcare, retail, and consulting. Her previous roles span

leadership positions at Australia's Judo Bank and Endeavour Group, advisory work at McKinsey & Company, and foundational research at IBM, where she secured four patents and published in top-tier journals.

In her new role, Xi will oversee the development and implementation of Mashreq's AI strategy across all business units. Her remit includes scaling generative AI capabilities, embedding intelligent automation, and ensuring AI governance aligns with both business goals and regulatory frameworks.

Mohamed Abdel Razek, Group Head of Transformation, Technology, and Information at Mashreq, commented: "We are pleased to welcome Xi to Mashreq at a pivotal moment in our AI journey. Her expertise in building ethical and scalable AI solutions will be instrumental in delivering transformative banking experiences and further cementing Mashreq's leadership in digital innovation."

Xi's appointment comes as the bank continues to invest in technologies that enhance customer engagement and operational efficiency. With AI playing an increasingly central role in the sector, her arrival signals a step-change in Mashreq's strategic commitment to future-ready services.

"Mashreq's culture of innovation and ambition to lead in digital banking were key factors in my decision to join," said Xi. "We have a unique opportunity to harness the power of AI to create meaningful, customer-centric solutions while setting new standards for responsible AI in financial services."

Xi holds a PhD in Engineering and a Bachelor's degree in Computer Science from the University of Melbourne. She also possesses advanced certifications in cloud computing, AI governance, and data science.

The appointment reflects Mashreq's continued focus on building a next-generation banking model—driven by technology, grounded in customer needs, and shaped by top-tier talent.



WE HAVE A UNIQUE OPPORTUNITY TO HARNESS THE POWER OF AI TO CREATE MEANINGFUL, CUSTOMER-CENTRIC SOLUTIONS.
XI LIANG

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NETAPP NAMES SAEED AL-ZAHRANI TO SPEARHEAD SAUDI ARABIA EXPANSION

New appointment underlines vendor's commitment to Vision 2030 and local leadership in data infrastructure innovation

NetApp has appointed Saeed Al-Zahrani as General Manager for Saudi Arabia, a move that reinforces the vendor's long-term commitment to the Kingdom's digital transformation goals and Vision 2030 roadmap.

Based in Riyadh, Al-Zahrani will lead NetApp's local strategy, deepen engagement with public and private sector stakeholders, and support

organisations in maximising the value of their data through intelligent infrastructure solutions.

With close to 20 years' experience navigating Saudi Arabia's rapidly evolving ICT landscape, Al-Zahrani has held senior roles at industry heavyweights including Nutanix, Solutions by stc, Oracle, LinkedIn and Hewlett Packard Enterprise. Throughout his career, he has been a driving force behind customer-



SAUDI ARABIA IS GOING THROUGH A TRULY TRANSFORMATIVE JOURNEY AND I AM LOOKING FORWARD TO ACCELERATING ITS DATA-DRIVEN, AI-ENABLED FUTURE.
- SAEED AL-ZAHRANI, GENERAL MANAGER, SAUDI ARABIA, NETAPP

centric innovation and operational transformation, working across sectors to help institutions embrace emerging technologies more strategically.

"Saeed's strategic vision, deep customer relationships and passion for execution make him the perfect leader to scale our business in Saudi Arabia," said Suhail Hasanain, Senior Director & General Manager, Middle East & Africa at NetApp. "His appointment reinforces our long-term commitment to supporting the Kingdom's economic diversification and digital transformation agendas."

Commenting on his new position, Al-Zahrani noted, "Saudi Arabia is going through a truly transformative journey and I am looking forward to working with our customers, partners, and the wider ecosystem to accelerate Saudi Arabia's journey toward a data-driven, AI-enabled future."

Al-Zahrani's appointment follows the opening of NetApp's new Riyadh headquarters earlier this year, marking a significant milestone in the company's regional growth. The strengthened local leadership will enable NetApp to deliver more customised, sector-specific solutions across key industries including energy, healthcare and smart cities. NetApp also aims to cultivate local talent, foster innovation, and forge long-term partnerships with government bodies, enterprises and academic institutions. 

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FUTURE ENTERPRISE AWARDS 2025



13th OCTOBER 2025



Palace Downtown, Dubai



6:00 PM onwards

#FutureEnterpriseAwards2025 | #tahawultech

The **Future Enterprise Awards**, hosted by **CPI Media Group** and **tahawultech.com** is one of the most iconic technology events in the IT industry across the Middle East region.

The fact that the Future Enterprise Awards are so iconic is primarily due to their incredible longevity, this year's edition will mark the 20th edition of the coveted technology awards.

One other indelible factor in the historic success of the Future Enterprise Awards is the fact that the event is always held on **Day 1 of GITEX Global**.

As the digital landscape continues to evolve at incredible speed, recognizing and celebrating innovation is more important than ever.

The Future Enterprise Awards 2025 will pay tribute to the fearless leaders, visionaries and companies that are championing change through cutting-edge technologies that are completely reshaping and transforming the digital future we live in.

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For more information about the event and nomination details, please click on the link below :
<https://www.tahawultech.com/futureenterpriseawards/2025/>



Muhannad Khattab

NTT DATA APPOINTS MUHANNAD KHATTAB AS UAE COUNTRY MANAGER

Muhannad to lead NTT DATA's innovation-driven growth initiatives and drive enhanced customer value across the UAE

NTT DATA, a global leader in digital business and IT services, announced the appointment of Muhannad Khattab as Country Manager for the United Arab Emirates. This strategic appointment underscores NTT DATA's commitment to driving innovation, enhancing customer experience, and accelerating technology advancement across the UAE's public and private sectors.

This appointment comes at a pivotal moment for the UAE, as the country accelerates its journey to become one of the world's most advanced digital

economies. With record investments in artificial intelligence, cybersecurity, and cloud initiatives, the UAE is cementing its role as a global hub for next-generation technologies. NTT DATA's decision to appoint a dedicated Country Manager reflects its commitment to deepen its presence, align with the UAE's national agenda, and bring global innovation to local clients at a time when the demand for secure, AI-enabled, and scalable solutions is surging.

"We are delighted to welcome Muhannad Khattab to our Middle East leadership team," said Burcak

Soydan, Managing Executive for the Middle East at NTT DATA. "His deep understanding of the UAE ICT sector, coupled with his proven track record in delivering large-scale technology advancement projects and building high-performance teams, will be a significant asset to our regional growth."

With over 20 years of experience in digital infrastructure, IT sales, cybersecurity, and AI solutions, Muhannad is a seasoned technology executive. Prior to joining NTT DATA, he held senior leadership roles at Gulf Business Machines (GBM), most recently serving as Director of Technology in the UAE.

Commenting on his appointment, Khattab said, "I am honored to join NTT DATA at such an exciting time, as we continue to expand our technology and service capabilities in the UAE. I look forward to working closely with our talented team, partners, and clients to drive innovation, deliver impactful results, and align with the UAE's vision to be among the world's most advanced digital economies. The country's ambitious ICT agenda, spanning artificial intelligence, cybersecurity, cloud adoption, and smart city innovation, sets a powerful stage for NTT DATA to contribute meaningfully to its journey, positioning the UAE as a global hub for next-generation technologies and future-ready talent." 



THE COUNTRY'S AMBITIOUS ICT AGENDA, SPANNING ARTIFICIAL INTELLIGENCE, CYBERSECURITY, CLOUD ADOPTION, AND SMART CITY INNOVATION, SETS A POWERFUL STAGE FOR NTT DATA TO CONTRIBUTE MEANINGFULLY TO ITS JOURNEY, POSITIONING THE UAE AS A GLOBAL HUB FOR NEXT-GENERATION TECHNOLOGIES AND FUTURE-READY TALENT.

OMNIX STRENGTHENS DIGITISATION IN MANUFACTURING SOLUTIONS



Walid Gomaa, CEO of Omnix International

Omnix International, a leader in digital transformation and innovative technology solutions, announces a significant expansion of its manufacturing-focused digitisation solutions to address the growing demand for intelligent, immersive, and future-ready production ecosystems. The announcement reinforces Omnix's commitment to helping manufacturers move into the era of Industry 5.0, combining human-centric innovation with AI-powered automation, immersive collaboration, and sustainable operations.

The move comes at a time when increasing global challenges such as supply chains, rising energy and operational costs, skilled labour shortages are accelerating the shift for manufacturers to transition from traditional operations to agile, data-driven environments.

Walid Gomaa, CEO of Omnix said, "We see that many companies are under pressure to work towards incorporating faster, smarter and more sustainable solutions. Our goal is to help them reimagine production through intelligent digitisation where the focus is not only on automating processes but moving away from a fragmented production ecosystem to one which is integrated, predictive and human centric."

Omnix's Digitisation in Manufacturing initiative brings together a range of powerful, scalable, modular solutions that can be tailored for manufacturers across sectors such as automotive, aerospace, electronics, oil & gas, and other manufacturing. Key offerings include:

- Advanced Design-to-Production Workflows: Seamless integration of 3D design, simulation, and CAM tools for faster product development.
- Smart Factory Enablement: Real-time machine, system, and operator connectivity to enable predictive and autonomous operations.
- Immersive Technologies: XR-driven training, support, and visualisation to boost collaboration and workforce efficiency.
- Digital Twin & Simulation Platforms: Real-time monitoring, optimisation, and predictive maintenance of assets.
- Connected Manufacturing Analytics: AI-powered insights for proactive decision-making and improved throughput.
- Remote Collaboration & Operations Support: Secure, expert-guided issue resolution and operational oversight from anywhere.

Unlike conventional providers, the company's strength lies in delivering modular, interoperable, and future-ready solutions that are tailored for the Middle East's manufacturing landscape. The differentiating factor is the ability to converge immersive design, engineering-grade simulations, advanced automation, and real-time operational visibility into a single, scalable framework. The focus is



WE SEE THAT MANY COMPANIES ARE UNDER PRESSURE TO WORK TOWARDS INCORPORATING FASTER, SMARTER AND MORE SUSTAINABLE SOLUTIONS. OUR GOAL IS TO HELP THEM REIMAGINE PRODUCTION THROUGH INTELLIGENT DIGITISATION WHERE THE FOCUS IS NOT ONLY ON AUTOMATING PROCESSES BUT MOVING AWAY FROM A FRAGMENTED PRODUCTION ECOSYSTEM TO ONE WHICH IS INTEGRATED, PREDICTIVE AND HUMAN CENTRIC.
WALID GOMAA, CEO OF OMNIX



**Rizwan Kareem,
Business Unit
Manager -
Industry Support
Solutions at Omnix
International**

entirely on helping customers integrate the best-fit technologies for their needs.

Riswan Kareem, Business Unit Manager - Industry Support Solutions at Omnix, said, "We see value being provided by offering solutions that can help bridge our customers physical and digital needs and help them raise their decision making capabilities, increase operational efficiency and strengthen their work-force productivity. It is our way of seeing manufacturers pave their path towards Industry 5.0. Our strength lies in unifying design, automation, AI and XR into a single platform that helps

customers achieve their strategic goals."

While several elements of Omnix's Digitisation in Manufacturing offerings which are built on a strong foundation of proven deployments across the region, integrated pilot environments are underway at key customer sites that are incorporating the new capabilities progressively based on specific client needs and project timelines. The solutions will be showcased through targeted engagements, live demos, and industry events across the UAE, KSA, Qatar, Kuwait and Oman.

Omnix's long-term strategy centres on building resilient and sustainable manufacturing models that are prepared not only for Industry 4.0 but for the emerging needs of Industry 5.0. The company aims to work alongside regulators, academia and technology partners to foster a regional ecosystem, enabling upskilling through immersive learning and being in a strong position to deliver full lifecycle digital services from consulting and solution architecture to deployment of change management.

This initiative also significantly extends Omnix's legacy in digitisation from its deep roots in AEC and government sectors into high-tech manufacturing transformation, making it a cross-industry digital innovation enabler in the Middle East. 



Cloudera CEO Charles Sansbury says the deal removes operational barriers to data and AI deployment anywhere.

CLOUDERA ACQUIRES TAIKUN TO POWER AI ANYWHERE

Acquisition adds Kubernetes-native compute to Cloudera's platform, bringing a unified cloud experience to data across all environments.

Cloudera has strengthened its multi-cloud and AI ambitions with the acquisition of Taikun, a Czech-based specialist in Kubernetes and hybrid cloud infrastructure management. The deal is designed to enhance Cloudera's ability to deliver its full platform — including data services and AI workloads — seamlessly across public cloud, on-premises, sovereign, and even air-gapped environments.

As enterprises face increasingly complex, distributed IT landscapes, ensuring reliable and scalable data infrastructure has become mission-critical, particularly for demanding AI workloads. By integrating Taikun's Kubernetes-native capabilities, Cloudera aims to simplify deployment and operations, providing customers

with a consistent, cloud-like experience wherever their data resides.

The acquisition brings several key benefits:

- **Run anywhere with control:** Customers can deploy in data centres, the cloud, or hybrid setups without performance trade-offs. Taikun's platform is designed to meet the needs of regulated environments such as GovCloud and Sovereign Cloud.
- **Streamlined operations:** The unified compute layer allows for zero-downtime upgrades, better resource optimisation, and reduced operational risk — lowering total cost of ownership.
- **Accelerated adoption:** Customers can integrate Cloudera Data Services alongside technologies such as Spark, Kafka, HBase, and Trino, as well as third-party databases.
- **Future-proof architecture:** Cloudera's "cloud anywhere" approach preserves deployment choice as business needs evolve.

"This acquisition marks a pivotal step in our mission to bring the cloud experience wherever enterprise data resides," said Cloudera CEO Charles Sansbury. "By integrating Taikun's container-native platform, we are removing operational barriers and enabling our customers to unlock faster insights, make smarter decisions, and drive real-time action in every corner of their business."

Taikun's engineering team will join Cloudera's product and support organisation, forming a new European development hub. Former Taikun CEO Adam Skotnický called the move "a pivotal moment," noting that Cloudera offers the global reach and vision to scale Taikun's technology.

Industry analysts have also welcomed the acquisition. "Fragmented data and application management is a growing pain point," said Sanjeev Mohan, Principal at SanjMo. "With this integration, organisations can run AI and analytics wherever their data lives — from cloud to edge — accelerating insights and enabling real-time responses."

This is Cloudera's third strategic purchase in just over a year, following its acquisition of Verta's operational AI platform in May 2024 and Octopai's data lineage solution in November 2024. Together, these moves underline the company's commitment to giving enterprises full flexibility to run data and AI workloads without compromise. 



BY INTEGRATING TAIKUN'S CONTAINER-NATIVE PLATFORM, WE ARE ENABLING CUSTOMERS TO UNLOCK FASTER INSIGHTS AND DRIVE REAL-TIME ACTION IN EVERY CORNER OF THEIR BUSINESS.

CHARLES SANSBURY, CEO, CLOUDERA



**BATTERY ANXIETY IS
REAL — AND SOUND
QUALITY MATTERS
JUST AS MUCH.
SANMEET SINGH
KOCHHAR, HMD
GLOBAL**

The new HMD Amped Buds feature a 1600mAh magnetic charging case, available in Black, Cyan and Pink

POWER IN YOUR POCKET: HMD LAUNCHES EARBUDS THAT CHARGE YOUR PHONE

HMD redefines mobility with Amped Buds — the world's first wireless earbuds to double as a smartphone power bank

Human Mobile Devices (HMD) has unveiled what it's calling its most powerful audio innovation to date: the Amped Buds. These truly wireless earbuds are the first in the world to come with a 1600mAh reverse wireless charging case — capable of delivering a battery boost to compatible smartphones on the go.

With this launch, HMD is pushing the boundaries of multifunctional mobile accessories, targeting users who demand both premium audio and uninterrupted power. The Amped Buds are available across GCC markets, including the UAE, KSA and Qatar, retailing for AED/SAR/QAR 599.

Designed with active lifestyles in mind, the earbuds cater to professionals, commuters, and fitness enthusiasts who need tech that keeps up. "At HMD, our focus is building technology that solves real-life problems," said Sanmeet Singh Kochhar, SVP, HMD Global – Europe, Asia, Middle East and Africa. "In the Middle East, where people are always on the move, battery anxiety is real — and sound quality matters just as much."

Built for Life in Motion

The charging case weighs just 80 grams and measures 14mm in thickness — making it pocket-friendly despite packing a high-capacity 1600mAh battery. According to internal tests, this translates to up to 20% extra battery for the iPhone 16 Pro when charged wirelessly, and 24% when connected via cable. The case also supports magnetic wireless charging with Qi2-compatible devices

like the HMD Skyline and select Samsung Galaxy models.

Style and resilience go hand in hand — the Amped Buds are available in three vibrant colours (Black, Cyan and Pink), while IPX4 and IP54 ratings on the case and earbuds respectively ensure resistance to sweat, splashes and the occasional desert dust storm.

Sound Without Compromise

Audio performance hasn't been overlooked. The buds feature 10mm drivers tuned for dynamic bass and clear mids, along with hybrid Active Noise Cancellation (ANC) and Environmental Noise Cancellation (ENC). With a triple-mic setup, users can expect crisp call quality even in noisy environments.


Playback time is equally impressive: each earbud offers up to 8 hours of use (ANC off), while the charging case extends total playtime to a remarkable 95 hours. The experience is further customisable via the Amped Buds app, available on both Android and iOS, offering users the ability to tweak EQ settings.

Android users also benefit from Google Fast Pair, while multipoint pairing allows the buds to stay connected to two devices at once — a practical feature for professionals juggling smartphones and laptops.

Regional Rollout and Retail

The HMD Amped Buds are already shipping across the Middle East, with major retailers

and online platforms offering all three colour options. With a price point positioned for both value and innovation, the product underscores HMD's commitment to everyday usability without compromising on performance.

As HMD continues to pivot toward lifestyle tech with sustainability in mind, the Amped Buds mark a bold step in its mission to meet the evolving needs of mobile users. 





CANON LAUNCHES ULTRA-COMPACT PIXMA PRINTERS FOR SPEED, CLARITY, AND SMART CONNECTIVITY

New PIXMA TS6540i and TS4140i models combine rapid output, high-quality printing, and seamless smartphone integration in a desk-friendly design.

Canon's PIXMA TS6540i and TS4140i: compact design, fast speeds, and mobile-first connectivity for modern home and office use.



Canon has unveiled two new additions to its PIXMA line-up, the TS6540i and TS4140i, designed to deliver professional-quality output in an ultra-compact form factor. Measuring just 374mm wide, both models combine minimalist styling with the performance to handle everything from business documents to vibrant borderless photographs.

With enhanced print heads and a refined engine, the new printers achieve speeds of up to 14.0 ipm in monochrome and 9.0 ipm in colour, while First Print Out Times are as

quick as 7.5 seconds for monochrome and 9.5 seconds for colour. This makes them well-suited to busy home offices, classrooms, and small business environments where time is at a premium.

Precision and productivity in one

The upgraded pigment black ink produces razor-sharp text, while improved droplet placement and edge processing deliver exceptional clarity. Users with specialist needs can take advantage of a dedicated barcode mode for high-quality barcode and QR code printing — a useful addition



THESE PIXMA MODELS ARE BUILT FOR THE REALITIES OF MODERN WORKING FAST, SHARP, AND ALWAYS CONNECTED.

for retail, logistics, and inventory applications.

Photo printing without the fuss


Creative users can produce borderless prints in sizes from 5x5 inches up to A4, with a glossy 4x6 inch image completed in around 39 seconds. Canon's dye-based photo system ensures rich colour reproduction, making these printers a versatile tool for both work and personal projects.

Connected printing made simple

Both models integrate seamlessly with smartphones and tablets via the Canon PRINT app, supporting wireless printing, scanning, ink monitoring, and maintenance. Apple AirPrint and Mopria® compatibility allows for quick, driver-free printing, while the TS6540i adds direct QR code connectivity for instant pairing with mobile devices.

User-friendly design

The TS6540i features a bright 1.42-inch OLED display and a 1-Touch Copy function for quick document duplication. A front-facing layout enables easy paper loading and print retrieval, while a 100-sheet front cassette and automatic duplex printing further streamline workflows.

Designed for home and small office environments, the PIXMA TS6540i and TS4140i bring together speed, quality, and smart connectivity in a footprint that fits virtually anywhere. 

HONOR MAGIC V5 REDEFINES FOLDABLE BATTERY PERFORMANCE

New flagship foldable features record-breaking 5820mAh silicon-carbon battery in a sleek 8.8mm frame

Honor has once again raised the bar in foldable smartphone innovation with the launch of its latest flagship, the Magic V5. Not only does the device push the limits of design with its ultra-slim 8.8mm profile, but it also introduces the largest battery ever seen in a foldable — a substantial 5820mAh capacity.

This breakthrough is powered by Honor's next-generation silicon-carbon battery, which incorporates 15% silicon-carbon content. This advanced chemistry enables greater energy density in a more compact form factor, allowing the Magic V5 to remain slim and lightweight without compromising on battery life.

Measuring just 2.59mm in thickness, the upgraded silicon-carbon cell delivers both endurance and efficiency. It reflects Honor's sustained investment

in high-silicon technology, reinforcing its position as a pioneer in battery innovation.

Alongside the hardware enhancements, the Magic V5 also introduces a new level of intelligent power management. At the heart of this system is the HONOR E2 chip — a 4-in-1 power management chipset that leverages AI to optimise battery health,



BY COMBINING SILICON-CARBON INNOVATION WITH AI POWER MANAGEMENT, HONOR SETS A NEW STANDARD IN FOLDABLE ENDURANCE.



The Honor Magic V5 debuts with a 5820mAh battery — currently the largest in any foldable smartphone

HONOR Magic V5 ^{5G}



Reddish Brown

*Image is provided for reference only, please refer to the actual experience.

regulate charging patterns, and reduce power consumption in real time.


Silicon-carbon batteries represent a significant step forward from traditional lithium-ion alternatives, offering a lighter, thinner and higher-capacity solution. For users, this translates to extended uptime without added bulk — a critical consideration in the increasingly competitive foldable segment.

Charging capabilities also see

a notable upgrade. The Magic V5 supports 66W wired and 50W wireless HONOR SuperCharge. With a compatible wired charger, the device can achieve a 50% charge in just 16 minutes and reach full charge in 43 minutes — ideal for on-the-go professionals.

Available in a palette of sophisticated colours — Dawn Gold, Ivory White, Reddish Brown and Black — the Honor Magic V5 will soon be available for

pre-order at a competitive launch price. Early adopters can also expect premium gifts and VIP after-sales support as part of Honor's customer experience package.

With this launch, Honor underscores its leadership in redefining what foldables can offer — not just in form, but in function. The Magic V5 is more than a foldable; it's a showcase of what's next in mobile power, performance, and portability. 

AWS ANNOUNCES GENERAL AVAILABILITY OF AMAZON ELASTIC VMWARE SERVICE

Amazon Elastic VMware Service is the fastest and easiest path for customers to run VMware workloads on AWS—no re-platforming or re-factoring of applications required.

Amazon Web Services, Inc. (AWS), an Amazon.com, Inc. company (NASDAQ: AMZN), announced the general availability of Amazon Elastic VMware Service (Amazon EVS) to enable customers to quickly and easily run and scale their VMware workloads on AWS. Amazon EVS lets customers run VMware Cloud Foundation on AWS without having to re-platform or re-factor their applications. With Amazon EVS, customers can use familiar VMware tools to control and customise their virtualisation stack, while realising the security, reliability, and performance benefits of AWS for their VMware workloads.

- With Amazon EVS, customers can use their VMware Cloud Foundation license portability to run their VMware workloads alongside other applications in AWS, maximising their VMware investment without having to change IP addresses, retrain staff, or re-write operational runbooks.
- Customers have the choice of self-managing Amazon EVS or working with partners from the AWS Partner Network who are experienced in managing and operating VMware Cloud Foundation environments and integrating their VMware workloads with Amazon EVS.
- Customers and partners including Aeromexico, Alcaldía de Cali, Effectual, Huron Consulting Group, and more are using Amazon EVS to meet their

VMware workload migration and modernisation needs.

“Since 2016, enterprises have trusted AWS to run their most mission-critical VMware workloads, and today, we’re expanding our VMware portfolio by giving customers even more flexibility, control, and choice,” said Steven Jones, general manager of Commercial Applications at AWS. “Amazon Elastic VMware Service offers customers a straightforward way to bring their VMware workloads to AWS using the tools they know and trust, plus an easy onramp to the breadth of AWS services to help them increase agility, reduce costs, and accelerate innovation.”

Amazon EVS lets customers run VMware Cloud Foundation directly within their Amazon Virtual Private Cloud (Amazon VPC), providing organisations the flexibility to control and configure infrastructure, while seamlessly integrating their VMware environments with AWS’s comprehensive services. Customers can automatically deploy a fully functional VMware Cloud Foundation environment using a simple step-by-step workflow in the AWS console and continue to use familiar features—including preferred tools for backup, recovery, and storage, like Amazon FSx for NetApp ONTAP—that help maintain a consistent backup strategy. With Amazon EVS, customers can also leverage AWS’s industry-leading capabilities in analytics, storage, databases, serverless compute, and generative AI such as Amazon Bedrock and Amazon Q for Business, and gain competitive advantage by modernising

their infrastructure and accelerating innovation with AI.

“Amazon Elastic VMware Service provides customers with a powerful way to extend modern private clouds to AWS based on unified and consistent VMware Cloud Foundation infrastructure,” said Ahmar Mohammad, vice president of Partners, Managed Services, and Solutions GTM, VMware Cloud Foundation Division, Broadcom. “With support for VCF license portability, this service helps customers maximise the value of their existing VCF investments while also benefitting from the scale and innovation of running on AWS. Our collaboration with AWS underscores Broadcom’s commitment to delivering flexibility, efficiency, and choice for Broadcom customers.”

Customers and partners are deploying Amazon EVS

Alcaldía de Cali is the municipal government of Santiago de Cali, Colombia’s third-largest city, providing data-driven services to its residents. “As part of our cloud-enabled strategy to strengthen public service delivery, Amazon Elastic VMware Service helped us migrate to AWS in just three weeks, while keeping 75% of our workloads on VMware technology,” said Alexander Mondragon, director of the Municipal Administrative Department of Information and Communication Technologies. “Working with AWS Partner Blend helped us to successfully execute this migration. The ability to be agile and deploy in less than 24 hours was





critical to maintaining uninterrupted public services and improving delivery across healthcare, education, property management, and payments, which ultimately helps us better serve the 2.2 million residents of Santiago de Cali.”


Aeromexico is Mexico’s global airline and a leader in Latin American aviation. “Amazon Elastic VMware Service is a crucial addition to our efforts in modernising applications and adopting the cloud at Aeromexico,” said Fernando Rocha, senior vice president of IT and CIO at Aeroméxico. “We have been collaborating extensively with AWS to harness the benefits of the cloud, and any advancement that speeds up this process is highly appreciated. With Amazon Elastic VMware Service, we can transition our applications to the cloud without the need to invest in on-premises infrastructure. This service is pivotal in accelerating our

cloud journey while maintaining the resilience and security required for our operations.”

Effectual is an IT service management company specialising in enterprise digital transformation, from migrations to modernisation in the cloud. “Amazon Elastic VMware Service enables customers to achieve accelerated timelines and unlock business agility by quickly migrating their VMware-based workloads to the cloud,” said Matt Crognale, senior manager, Migrations and Modernisation at Effectual. “With Amazon Elastic VMware Service, we are able to help customers migrate to the cloud without re-factoring applications, enabling them to maintain existing operational processes so they can focus on delivering value instead of managing infrastructure.”

Huron Consulting Group is a

global professional services firm that specialises in providing strategic consulting, technology, and analytics solutions, primarily for clients in healthcare, education, and commercial industries. “Amazon Elastic VMware Service gives us the control and customisation to configure our virtualisation stack exactly how we need it,” said Frank Fioretti, principal infrastructure architect at Huron. “Running our VCF environment on the same infrastructure as the rest of our cloud workloads allows our team to leverage their VMware expertise while benefitting from the same cloud scale, security, performance, and innovation as our next-generation workloads.”

Amazon Elastic VMware Service is available in US East (Ohio), US East (N. Virginia), US West (Oregon), Europe (Dublin), Europe (Frankfurt), and Asia Pacific (Tokyo), with availability in additional regions coming soon. 

PRECISION MEETS PRESENCE WITH LOGITECH'S MX BRIO 4K WEBCAM



The MX Brio joins Logitech's Master Series, offering top-tier 4K video and intelligent image controls for creators and developers.

Designed for creators and power users, the MX Brio combines AI-enhanced imaging and manual fine-tuning for professional-grade streaming and video calls.

Logitech's MX Brio Ultra HD 4K Webcam has emerged as a powerhouse accessory for professionals who demand both precision and performance. Positioned as the most advanced webcam in the company's arsenal, the MX Brio caters to a sophisticated user base—think developers, streamers, and hybrid workers—who require a high degree of image control and reliability.

Built around a new generation 4K sensor with 70% larger pixels than its predecessor, the Brio 4K, the device delivers Ultra HD visuals at 30 frames per second, or buttery-smooth 1080p at 60fps.

AI-powered features take centre stage here. Logitech has doubled down on face visibility and dynamic lighting compensation, enabling clearer and more consistent visuals even in tough lighting environments. The camera's automatic exposure, white balance, noise reduction and autofocus work in

tandem to deliver studio-like clarity.

But the real drawcard lies in its granular manual controls. Using Logitech's Logi Options+, Logi Tune, or G HUB software, users can tailor everything from ISO and shutter speed to tint, vibrance, and field of view. Whether you're fine-tuning your stream or ensuring your meeting setup looks just right, the MX Brio provides the tools to perfect your appearance.

Audio is equally considered. Dual beamforming microphones use noise-reducing AI to filter out background distractions, ensuring your voice cuts through with clarity. A handy "Show Mode" feature lets users tilt the webcam downwards—ideal for sharing physical notes, sketches, or documents during video calls.


Physical privacy is also well-managed, thanks to a built-in, rotatable shutter that covers the lens when not in use—a small but welcome design touch in today's security-conscious climate.

Connectivity is streamlined

with a USB-C to USB-C 3.0 cable, ensuring fast data transfer and broad compatibility. The MX Brio supports Windows, macOS, ChromeOS, and Linux, and plays nicely with all major conferencing platforms, including Teams, Zoom, Google Meet and OBS.

Beyond its technical prowess, the MX Brio also aligns with Logitech's sustainability commitments. It's certified carbon neutral, with the Graphite version made from 82% post-consumer recycled plastic (75% for Pale Grey).

Compact yet premium in feel, the webcam weighs 137g standalone, or 176g with the included mount, and includes a 1.5-metre cable for flexible setup. Logitech offers a one-year limited hardware warranty.

For those seeking a professional edge in their remote work or streaming setup, the Logitech MX Brio stands out not just for its resolution, but for the level of personalisation and polish it brings to every call. 



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