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MIDDLE EAST

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330 | SEPTEMBER 2025

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**Sandhya DMello**  
Editor

## AI, ALLIANCES, AND AMBITION REDEFINE THE CHANNEL.

**T**he September issue of Reseller Middle East captures a pivotal moment for the regional channel, as artificial intelligence and digital-first strategies move from hype to tangible execution. Our cover story with Mindware's President, Philippe Jarre, illustrates how distribution is no longer about "moving boxes" but orchestrating outcomes—AI made reachable, repeatable, and sustainable.

The news cycle this month reinforces this narrative of acceleration. StarLink's alliance with Picus Security adds a threat validation dimension to cyber resilience. WHX Tech in Dubai brings the global healthcare and technology conversation under one roof, while Schneider Electric's The NEST proves that carbon-neutral workplaces are achievable. Meanwhile, Al Salam Bank's partnership with Denodo and NAIB IT strengthens Bahrain's AI banking ambitions, and Oman pioneers AI-powered classrooms with Microsoft Copilot.

Our interviews and opinion columns underline a critical shift: AI is reshaping education, cybersecurity, sustainability, and even personal living. From ASUS enabling smarter learning environments to thought leaders exploring AI companions in our homes, the channel is at the intersection of innovation and adoption.

As we head into GITEX season, the message is clear—the opportunities for partners and resellers are vast, but success will depend on agility, alliances, and the courage to lead in this AI-first era.

— Sandhya D'Mello, Technology Editor, CPI Media Group



## FROM BOLD DISTRIBUTOR STRATEGIES TO SUSTAINABLE WORKPLACES AND AI-FIRST CLASSROOMS, SEPTEMBER SPOTLIGHTS HOW THE MIDDLE EAST IS POWERING TRANSFORMATION.



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## PLANVIEW MIDDLE EAST LAUNCH

ACCELERATING INNOVATION  
SHAPING THE FUTURE OF BUSINESS

Strategy to Execution  
Driving Transformation Success



TUESDAY 07<sup>th</sup> October 2025



Raffles The Palm, Dubai



5:30 PM to 9:30 PM

**Planview**, a global leader in Strategic Portfolio Management (SPM) and Digital Product Development (DPD), is making a bold entry into the Middle East with the launch of its dedicated regional entity. Backed by significant investments in cloud infrastructure, this landmark event highlights Planview's commitment to empowering enterprises with the tools and insights needed to drive strategy, innovation, and business transformation.

Taking place on **7<sup>th</sup> October 2025** at **Raffles The Palm, Dubai**, the launch will bring together senior leaders, technology experts, and innovators from across industries. With keynote addresses, panel discussions, and customer success stories, the event will explore how organisations can bridge strategy to execution and unlock measurable impact in a rapidly evolving digital economy.

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<https://tahawultech.com/planview-middle-east-gala>

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## NTT DATA AND CISCO UNITE TO ACCELERATE AI-READY NETWORKING

Global partnership aims to help enterprises modernise legacy infrastructure and unlock the full potential of AI-driven transformation.

**As enterprises race to embed** artificial intelligence (AI) into core operations, the role of intelligent, high-performance networking has become critical. NTT DATA and Cisco have joined forces to address this demand, unveiling a new IDC InfoBrief that highlights the urgent need for modernised networks capable of powering AI at scale.

The study, *Wired for Intelligence: A CIO Guide to Enterprise Networking for AI*, outlines the challenges of legacy infrastructure and provides a roadmap for organisations seeking to evolve towards secure, adaptive, and AI-ready networks.

### AI ambitions driving network transformation

From manufacturing to healthcare and financial services, industries are experiencing surging demand for low-latency, high-capacity and secure connectivity. Traditional infrastructure, the study warns, is no longer fit for the complexity of modern AI workloads.

“NTT DATA and Cisco are well positioned to help clients modernise their digital foundations for the AI era,” said Dilip Kumar, Global Head, Technology Solutions at NTT DATA. “The network is a catalyst for growth, enabling enterprises to unlock new capabilities and achieve AI-driven transformation at scale.”

In the Middle East, governments and enterprises are aligning national visions with AI adoption. Hani Nofal, SVP Technology Solution for Middle East and Africa at NTT DATA, noted: “Without modern, secure, and intelligent networks, these ambitions risk being constrained. Our collaboration with Cisco ensures that clients in the region have the foundation needed to scale AI responsibly and effectively.”



**Hani Nofal, SVP & Regional Head - MEA Technology Solutions at NTT DATA**



**YOUR NETWORK WILL  
MAKE OR BREAK YOUR  
AI TRANSFORMATION.  
- CHRIS BARNARD, IDC**

### Laying the foundation for AI-driven growth

According to the IDC study, 78% of companies now rank networking capabilities as either important or very important when selecting providers for generative AI infrastructure. Beyond handling AI workloads, network modernisation is

also enabling the integration of AI into network operations themselves—introducing automation, anomaly detection, and self-healing systems that improve efficiency and user experience.

“Network modernisation is about more than replacing old hardware—it’s about enabling enterprises to lead in an AI-driven world,” said Brink Sanders, Senior Vice President of Global Networking Sales at Cisco.

Chris Barnard, Vice President, European Telecoms and Infrastructure at IDC, reinforced the message: “Your network will make or break your AI transformation. Overcoming the challenges of legacy networking technologies is essential.”

### NTT DATA’s intelligent services

To meet this challenge, NTT DATA has developed a comprehensive suite of intelligent services that guide clients through the entire network modernisation journey. These span advisory services, technology sourcing, professional services, and end-to-end managed network operations.

The company has also launched AI-powered Software Defined Infrastructure (SDI) services for Cisco products, offering intelligent automation and real-time insights to optimise infrastructure, reduce costs, and drive business outcomes.

As hardware refresh cycles align with AI adoption, NTT DATA and Cisco’s combined expertise positions them as key partners for enterprises across the globe—and in the GCC—looking to future-proof their networks for the AI era.



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## COGNIZANT DEEPENS SERVICENOW ALLIANCE WITH MIDDLE EAST EXPANSION

The strengthened partnership aims to accelerate enterprise digital transformation with AI-driven platforms and regional delivery expertise.

**Cognizant has expanded its** global alliance with ServiceNow into the Middle East, underscoring both companies' commitment to advancing digital innovation and operational excellence across the region.

A recognised Global Elite Partner within ServiceNow's ecosystem, Cognizant will now bring its consulting expertise and implementation strength closer to Middle Eastern enterprises. By combining Cognizant's industry depth with ServiceNow's AI-driven platform, the partnership is designed to deliver scalable solutions that streamline operations, automate workflows, and drive sustainable growth.

### Building a billion-dollar global business

The Middle East rollout forms part of Cognizant and ServiceNow's wider ambition to build a \$1 billion global ServiceNow business. The companies are positioning their joint capabilities to address market demand for AI-enabled enterprise transformation, particularly as regional organisations accelerate digital adoption.

"Extending our ServiceNow AI platform capabilities into the Middle East reinforces our vision of enabling clients to lead with agility and digital strength," said Maged Wassim, Head of Cognizant Middle East. "With a strong foundation of localized delivery, enterprise-grade platforms, and tailored innovation, we're helping organizations move faster and smarter in their transformation journeys."

### Empowering regional enterprises

Cognizant plans to leverage its global delivery network and proprietary accelerators to help regional clients optimise visibility, modernise workflows, and achieve operational value at scale. The company's proven implementation methodologies are



expected to strengthen confidence among enterprises navigating complex transformation projects.

For ServiceNow, the collaboration is an opportunity to extend its AI platform's reach and impact across the Middle East.

"Partnering with a global leader like Cognizant allows us to unlock the full potential of the ServiceNow AI platform to organisations across the Middle East," said Saif Mashat, Area Vice President, MEA at ServiceNow.

"Cognizant's delivery capabilities and deep customer insight make them an ideal partner in the region. Together, we empower enterprises to transform processes and deliver intelligent experiences at every level."

### Commitment to responsible innovation

Beyond technology enablement, the alliance reflects a joint commitment to responsible innovation – with an emphasis on ethical governance, workforce readiness, and continuous evolution of the platform. Both companies said the partnership will enable enterprises not only to keep pace with change, but to lead with resilience and intelligence.



**WITH A STRONG FOUNDATION OF LOCALIZED DELIVERY AND TAILORED INNOVATION, WE'RE HELPING ORGANISATIONS MOVE FASTER AND SMARTER IN THEIR TRANSFORMATION JOURNEYS.**  
**- MAGED WASSIM, COGNIZANT**



# GITEX

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## QLIK SECURES AWS GENERATIVE AI COMPETENCY TO POWER ENTERPRISE-SCALE INNOVATION

Recognition highlights Qlik's proven success with generative AI deployments and its growing collaboration with AWS.

**Qlik has announced that it has** achieved the Amazon Web Services (AWS) Generative AI Competency, a designation that validates its expertise in delivering secure, scalable, and effective generative AI solutions at enterprise scale.

The competency is awarded to AWS partners who demonstrate both technical proficiency and documented customer success in leveraging services such as Amazon Bedrock and Amazon SageMaker. For Qlik, it marks another step in its long-standing collaboration with AWS and strengthens its position as a trusted provider of enterprise-ready AI.

### Scaling AI with trusted data

With enterprises under pressure to accelerate digital transformation, Qlik has been pairing its analytics innovation with robust data foundations. The company's *agentic AI experience* builds on this legacy, enabling insights to be translated into action at scale. Meanwhile, Qlik Open Lakehouse is designed to improve control, speed, and efficiency in enterprise data integration.

### Customer success stories

Several organisations are already realising tangible results from Qlik's AI capabilities powered by AWS.

- **Bystronic Group** is using Qlik Answers™ to transform unstructured data into searchable insights, empowering global teams with AI-powered chatbots to access context-rich knowledge.
- **TouchPoint Support Services** rolled out Qlik Answers to 15,000 employees, streamlining access to documentation and quickly making the chatbot its most popular tool within two months.
- **Lintech International** has equipped its sales teams with instant access to more than 17,000 technical documents, reducing customer response times and accelerating onboarding.

Mike Capone, CEO of Qlik, said: "The AWS Generative AI Competency confirms that our approach delivers real results for enterprises. Customers want more than promises. They need trusted AI that is grounded in solid



**THE AWS GENERATIVE AI COMPETENCY CONFIRMS THAT OUR APPROACH DELIVERS REAL RESULTS FOR ENTERPRISES.**

**- MIKE CAPONE, CEO, QLIK**

data and delivers measurable value. Our work with AWS ensures organisations can deploy generative AI quickly, securely, and at scale."

Echoing this, Max Mosky, SVP of Strategy, Operations and Analytics at TouchPoint Support Services, added: "The combination of Qlik and AWS is allowing us to deliver insights instantly, democratise data access, and streamline operations at scale. Our teams can now quickly and easily turn data into decisions, fundamentally improving how we operate our business."

### Simplifying adoption through AWS Marketplace

Qlik is also making its generative AI solutions more accessible through the AWS Marketplace AI Agents and Tools storefront. This availability allows enterprises to accelerate procurement, shorten vendor evaluation processes, and centralise licensing and payments through their AWS accounts.

Qlik's ongoing collaboration with AWS aims to equip enterprises with the tools to scale confidently, boosting productivity, agility, and market leadership.



**Mike Capone, CEO of Qlik:**  
"Customers want trusted AI that is grounded in solid data and delivers measurable value."



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# FUTURE ENTERPRISE AWARDS 2025



13<sup>th</sup> 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 visit the event website below :-

<https://www.tahawultech.com/futureenterpriseawards/2025/>



## OMAN PIONEERS AI-POWERED CLASSROOMS WITH MICROSOFT

Ministry of Education rolls out 4,000 Microsoft Copilot licences across public schools to drive Vision 2040's digital learning goals.

### The Ministry of Education (MoE)

in Oman has unveiled a landmark initiative to bring artificial intelligence into the classroom, announcing the deployment of 4,000 Microsoft 365 Copilot licences across public schools. The announcement, made at COMEX 2025 in Muscat, places Oman among the first countries in the region to embrace AI copilots at scale in education.

The rollout is designed to empower teachers with intelligent tools for lesson planning, grading and content creation, enabling them to dedicate more time to student engagement and personalised instruction. Students, meanwhile, will benefit from interactive learning experiences that strengthen critical thinking, collaboration and digital fluency – skills viewed as essential for tomorrow's workforce.

School leaders and administrators will also gain access to data-driven insights, supporting performance monitoring and innovation across the education system.

### Supporting Vision 2040

The move aligns with Oman Vision 2040, which aims to accelerate the country's transition to a knowledge-based economy. The nationwide programme will extend across both urban and rural schools, ensuring



equitable access to AI-powered resources for all learners.

Ali Al Ghadani, Deputy Director of the Applied Science Department for IT at the Ministry of Education, said the initiative signals a new era:

“By deploying Microsoft 365 AI Copilot at scale across public schools, we are empowering our teachers with intelligent tools that free their time to focus on creativity, innovation, and student engagement. At the same time, we are giving our young people access to personalised, interactive learning experiences that sharpen critical thinking, collaboration, and digital fluency.”

### A regional first

Microsoft hailed Oman's ambition to lead digital learning transformation in the region. Sheikh Saif Hilal Al Hosni, Country Manager for Microsoft Oman and Bahrain, commented:

“This is not simply about adopting technology; it is about transforming education to ensure every student, whether in Muscat or the most remote rural community, has the opportunity to thrive in an AI-powered world. By taking this step, Oman is positioning itself as a pioneer in digital learning transformation in the region.”

### Building on digital progress

The initiative follows a five-year Digital Transformation partnership between the Ministry of Education and Microsoft, signed in 2020. This collaboration introduced blended learning models, teacher training programmes and the DigiGirlz initiative, while also expanding access to remote learning during the COVID-19 pandemic.

More recently, Microsoft's AI Tour in Muscat recognised the Ministry's leadership in educational innovation, including the deployment of an AI-powered chatbot for schools – a sign of AI's growing role in modernising learning experiences.

At COMEX 2025, Microsoft showcased how trusted AI, underpinned by its global cloud platform, is enabling public and private sector organisations in Oman to unlock new levels of innovation, productivity and inclusive growth.



**THIS INITIATIVE MARKS A TURNING POINT FOR EDUCATION IN OMAN AND A CLEAR DEMONSTRATION OF OUR COMMITMENT TO BUILDING A KNOWLEDGE-BASED SOCIETY.**

**– ALI AL GHADANI, MINISTRY OF EDUCATION**

## TECH MAHINDRA GAINS GROUND IN GENERATIVE AI SERVICES

Recognition in Gartner's 2025 Emerging Market Quadrant reinforces the company's growing influence in AI consulting and implementation.

### Tech Mahindra has been

recognised as an *Emerging Leader* in the 2025 Gartner® Emerging Market Quadrant for Generative AI Consulting and Implementation Services, marking a significant milestone in its AI journey.

Gartner defines Generative AI (GenAI) consulting and implementation services as helping enterprises deploy tailored solutions at the right speed, scale, cost, risk, and value. The research firm's assessment reflects Tech Mahindra's future potential, innovation efforts, and ability to meet evolving enterprise demands.

For Kunal Purohit, President – Next Gen Services at Tech Mahindra, the recognition underscores the company's efforts to ensure enterprises can leverage AI responsibly and effectively. "Generative AI is rapidly shaping the next era of enterprise transformation, yet organisations often struggle to scale it responsibly while ensuring tangible impact. At Tech Mahindra, we continue to strengthen our AI strategy and the rigour of our teams in delivering trusted, future-ready solutions," he said.

### Advancing the 'AI Delivered Right' Strategy

Tech Mahindra has sharpened its AI strategy in recent months through initiatives including the launch of *TechM Orion*, advancements in GenAI and large language models (LLMs), and deeper collaborations with global enterprises. The company's "AI Delivered Right" strategy is designed to empower organisations to unlock transformation, accelerate innovation, and maximise assurance in their AI investments.

By embedding consistency and innovation across its programmes, Tech Mahindra aims to position itself as a trusted partner for enterprises

navigating the complex AI landscape. Its approach is centred on balancing innovation with execution — a combination that, according to the company, helps customers realise measurable outcomes from their AI deployments.

### Positioning for Growth

With over 148,000 professionals in 90 countries serving more than 1,100 clients, Tech Mahindra brings deep cross-industry experience to the table. Its services span consulting, enterprise

applications, business process services, engineering, network services, customer experience design, AI & analytics, and cloud & infrastructure solutions.

The recognition by Gartner is expected to bolster Tech Mahindra's standing among enterprises seeking guidance and execution support in scaling AI responsibly. It also reflects the wider trend of vendors, system integrators, and consultants racing to capture early leadership in a generative AI market that is expanding at unprecedented pace.



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REINFORCES OUR  
COMMITMENT TO  
HELPING GLOBAL  
CUSTOMERS HARNESS  
GENAI TO DRIVE  
INNOVATION, GROWTH,  
AND COMPETITIVE  
ADVANTAGE.**

**– KUNAL PUROHIT,  
TECH MAHINDRA**

**Kunal Purohit, President  
– Next Gen Services, Tech  
Mahindra: "Generative AI is  
rapidly shaping the next era of  
enterprise transformation."**



## HEXNODE STRENGTHENS GCC PRESENCE WITH UAE DATA CENTRE LAUNCH

Founder and CEO Apu Pavithran outlines how Hexnode's new UAE-based infrastructure reinforces data sovereignty, compliance, and customer trust.

**Data sovereignty and localisation** requirements are rapidly shaping the way enterprises across the Middle East manage and store information. For Hexnode, the award-winning Unified Endpoint Management (UEM) platform, the launch of a UAE-based data centre represents more than a technical milestone – it is a strategic commitment to compliance, trust, and regional growth.

Apu Pavithran, Founder and CEO of Hexnode, discusses how the company's new AWS-hosted facility addresses evolving regulations, supports high-compliance sectors such as government, finance and healthcare, and sets the stage for expansion across neighbouring GCC markets.

### **How will the local data center improve the user experience for Hexnode's customers in terms of onboarding, support, and regional customisation?**

With the digital frontier rapidly expanding in the UAE, it was only a matter of time before data safety regulations started popping up. Laws like the Personal Data Protection Law (PDPL) focus on safeguarding

personal data, while industry-specific rules, particularly in government and healthcare, go a step further by mandating that data must remain within national borders. And this is only the beginning. As the country's data sovereignty framework matures, we can expect even stricter requirements around data localisation. For organisations operating in the UAE, that makes local data hosting more than just a technical choice; it becomes a critical assurance of compliance and trust that offshore hosting simply can't provide.

For Hexnode customers, the local AWS-hosted data center means that their data remains within the country's borders, under the purview of UAE regulations. This addresses a critical concern for industries like government, healthcare, and finance, where compliance with national data laws is as important as the technology itself. Furthermore, customers knowing that their data is staying local and in compliance with their legislation helps build long-term confidence in Hexnode as a solution. And of course, the reduced latency and faster provisioning that local hosting provides are surely an added bonus.

### **What challenges did Hexnode face during the planning and deployment of the UAE data center, and how were they overcome?**

We were already familiar with using the AWS infrastructure. So, instead of taking on the enormous costs and time requirements of designing and maintaining our own data center we made a deliberate choice to host on AWS's in-region cloud.

This approach gave us two key advantages. First, speed to market. We've been noticing the customer requirements on a local hosting set up due to the data sovereignty requirements, and AWS allowed us to deliver on that need far faster than if we had gone the traditional route. Second, credibility. AWS already has a wide range of certifications and compliance frameworks, which means we can confidently offer a secure and compliant service without having to rebuild those assurances ourselves. This decision reflects a broader philosophy: our focus is not only on reinventing infrastructure, but on delivering endpoint management solutions that align with the data privacy priorities of the regions we serve.

### **How is Hexnode planning to leverage the UAE data center to accelerate growth across neighbouring GCC markets?**

The UAE is widely recognised as the business and technology hub of the GCC, and our data center here serves as both a foundation and a showcase for the region. By establishing a strong and compliant presence in the UAE, we are able to demonstrate our commitment to meeting local regulatory standards and providing enterprise-grade reliability, both of which are top priorities for organisations in this part of the





world. From a growth perspective, this infrastructure also gives us a competitive edge.

That said, it's important to be clear. While organisations in neighboring GCC countries can also take advantage of the UAE infrastructure, the full benefits of data sovereignty only come into play when data is hosted within their own national borders. For some sectors, especially government and finance, that distinction matters a great deal. This is where our long-term vision becomes important. The UAE center is not just about serving one country; it's about signaling that Hexnode is committed to respecting data sovereignty and building

infrastructure in line with the regulations of the regions where our customers operate.

**What future enhancements or regional expansions are planned following the launch of this data center, and how will they complement your current offering?**

The UAE is the first step, but not the last. Data sovereignty isn't a static requirement. It evolves as regulations change, and both enterprises and governments are becoming more vigilant about where and how their data is stored. Currently, we're planning to expand to other countries in the Middle East, like Saudi Arabia and Qatar, in line with customer demand, and the same applies globally.

What's clear is that data privacy is no longer just a regulatory checkbox. It's a business differentiator. Customers are choosing vendors based not only on functionality, but also on their ability to meet compliance requirements without compromise. By continuing to invest in local infrastructure, we're making a long-term commitment to being that trusted partner.

Each new data center not only enhances performance but also ensures Hexnode can adapt its offerings to the unique regulatory environments of individual GCC nations. Over time, this regional expansion strategy allows us to move from simply being a provider of UEM solutions to being a deeply integrated partner in the digital transformation of the Middle East.



**DATA PRIVACY IS  
NO LONGER JUST A  
REGULATORY CHECKBOX.  
IT'S A BUSINESS  
DIFFERENTIATOR.  
- APU PAVITHRAN,  
HEXNODE**

**Apu Pavithran, Founder and CEO of Hexnode, says local hosting is a critical step towards data compliance and long-term regional growth.**



## CYBERPORT SHOWCASES START-UP INNOVATION AT BELT AND ROAD SUMMIT

Special pitching session connects Hong Kong tech talent with global investors as the Belt and Road Summit marks its 10th anniversary.



**Cyberport Chairman Simon Chan delivers keynote at the Belt and Road Summit, underscoring Hong Kong's role as a "super-connector" for digital innovation.**

**The 10th edition of the Belt and Road Summit** took place on 10–11 September at the Hong Kong Convention and Exhibition Centre, jointly organised by the HKSAR Government and the Hong Kong Trade Development Council (HKTDC). This year marked a milestone for Cyberport, which not only supported breakout sessions but also introduced its first-ever Innovative Solution Pitching Session, designed to connect start-ups with international investors.

The session, themed "Innovating Tomorrow: Cutting-Edge Technologies for a Thriving Belt and Road Initiative", featured seven start-ups presenting their solutions in AI, data analytics, FinTech, biotechnology and green energy. The initiative underscored Hong Kong's growing reputation as a hub for innovation and technology.

Simon Chan, Chairman of Cyberport, emphasised the organisation's role as a catalyst for cross-border collaboration. "As a 'super-connector' and a 'super value-adder', we are committed to fostering high-quality digital development across regions and industries. Leveraging

Hong Kong's advantages as an international financing platform, we empower enterprises to accelerate their global expansion," he said.

Among the pitching start-ups were Hong Kong-based innovators such as eSignGlobal, offering secure electronic signature solutions; HashNut, focused

on fast Web 3.0 crypto payment services; KUN, specialising in cross-border financial services; Pubrio, an AI-driven analytics platform; and Votee AI, which develops Cantonese-supported large language model agents. International companies were also invited to participate, including Kazakhstan's Arlan Biotech and Singapore's GetSolar, reflecting the Belt and Road's emphasis on regional collaboration.

A panel discussion, moderated by Henry Li, Head of Ecosystem Development at Cyberport, allowed start-up founders to engage directly with investors on their market strategies and growth prospects. According to organisers, the exchanges created fertile ground for future partnerships and financing opportunities.

Cyberport's track record highlights its growing global influence: the hub is home to over 2,200 start-ups and technology firms, has nurtured 10 unicorns, and facilitated financing totalling more than HK\$46 billion. Its companies have expanded into over 35 markets, including key Belt and Road regions such as the Middle East, ASEAN, and Central Asia.

Through vehicles such as the Cyberport Macro Fund (HK\$1.94 billion invested in 28 projects to date) and the Cyberport Investors Network (over 210 global investment entities engaged), Cyberport continues to strengthen Hong Kong's position as a bridge between Mainland China and international markets.

The Belt and Road Summit itself has grown into a premier platform since its launch in 2016. This year's edition convened officials and business leaders from 18 participating countries, exploring opportunities in finance, infrastructure, technology, and professional services, while reinforcing Hong Kong's role as a vital hub for regional and global collaboration.



**CYBERPORT IS COMMITTED TO FOSTERING HIGH-QUALITY DIGITAL DEVELOPMENT ACROSS REGIONS AND INDUSTRIES.**

**– SIMON CHAN, CHAIRMAN, CYBERPORT**

## APAVE GROUP BOOSTS UAE FOOTPRINT WITH NEW ABU DHABI LABORATORY

Global risk management leader strengthens regional presence with advanced testing capabilities and strategic integrations.

**Apave Group, a global specialist** in risk management with more than 150 years of expertise, has officially inaugurated its new state-of-the-art testing laboratory in Abu Dhabi. The launch marks a significant milestone in the company's regional expansion and underscores its long-term commitment to the UAE.

The ceremony, attended by nearly 120 industry stakeholders, was led by Philippe Maillard, CEO of Apave Group, and Muffakham Shareef, Managing Director of Apave-Lonestar. Guests were given a tour of the facility, where Apave's specialists showcased capabilities spanning geotechnics, topography, civil construction, mechanics and analytical chemistry.

### Strategic growth through integration

Apave's UAE footprint has grown significantly since 2023, following a series of targeted acquisitions and partnerships. These include the acquisition of Technical Inspection Verification (TIV), formerly part of ABS Group; an increased majority stake in Certifer, a French expert in rail and guided mobility; and the acquisition of Lonestar, a home-grown player with over 30 years of expertise in laboratory and geotechnical testing.

The newly opened site in Abu Dhabi represents the combined strength of these entities, offering enhanced services to meet rising demand across the UAE's diverse industries.

### Meeting the UAE's testing and certification needs

The UAE's testing, inspection and certification (TIC) sector is becoming a cornerstone of the nation's industrial growth. Valued at USD 2.37 billion in 2024, the market is projected to grow steadily, fuelled by increasing regulatory demands, rapid technological advancements and the diversification of the local economy.



**Apave Group executives inaugurate the new Abu Dhabi laboratory, joined by industry partners and stakeholders.**

Apave's new laboratory — a nine-month project backed by an investment of AED 2 million — introduces more than 300 testing solutions. Equipped with advanced instruments, the facility is set to raise standards in civil and construction material testing, geotechnical soil investigation and topographic surveys.

Philippe Maillard commented: "Through the inauguration of the new Abu Dhabi laboratory, we confirm our desire to continue accelerating this development and to further support the economic growth of the region. The needs are immense, and Apave will ensure the success of projects thanks to its deep understanding of the country and the strength of its international network."



**THE MIDDLE EAST, AND THE UAE IN PARTICULAR, IS AN IMPORTANT COUNTRY FOR THE APAVE GROUP, IN WHICH WE HAVE INVESTED HEAVILY IN RECENT YEARS.**  
**– PHILIPPE MAILLARD, CEO, APAVE GROUP**

### Supporting national priorities

With a client base that includes ADNOC, ENEC and Emaar, the new laboratory is positioned as a strategic partner in supporting the UAE's innovation, safety and sustainability goals. The development also reinforces Apave's commitment to local employment, with more than 650 professionals now based in the UAE and supported by the Group's global network.

Founded in France more than a century ago, Apave has evolved into an international organisation with operations in nearly 60 countries, employing 18,000 people worldwide. The Abu Dhabi launch signals a new chapter for the Group's ambitions in the region and its role in shaping the UAE's industrial future.



## AL SALAM BANK PARTNERS WITH DENODO AND NAIB IT TO POWER BAHRAIN'S DIGITAL BANKING FUTURE

The strategic agreement strengthens the Bank's AI and data capabilities in line with Bahrain's Vision 2030.

**Al Salam Bank has announced a** strategic collaboration with Denodo, the global data management specialist, and Bahrain-based systems integrator NAIB IT, to accelerate its data and AI transformation journey. The agreement, brokered through AWS Marketplace, represents a milestone in the Bank's efforts to align with Bahrain's Economic Vision 2030 and deliver more personalised, intelligent banking services.

The signing ceremony brought together senior executives including Shaikha Dr. Dheya Bint Ebrahim Al Khalifa, Managing Director at NAIB IT; Anwar Murad, Deputy CEO – Banking at Al Salam Bank; Hemantha Wijesinghe, CTO at Al Salam Bank; and Gabriele Obino, Denodo Regional Vice President, South Europe and Middle East.

Through the adoption of the Denodo Platform, Al Salam Bank will unify data from multiple systems into



**THIS STRATEGIC PARTNERSHIP MARKS A SIGNIFICANT STEP IN ADVANCING OUR DIGITAL MATURITY AND OPTIMISING THE USE OF DATA AND AI TO BETTER SERVE OUR CLIENTS.**

**- ANWAR MURAD,  
DEPUTY CEO - BANKING,  
AL SALAM BANK**



Anwar Mohammed Murad



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a single logical layer, reducing integration timelines from weeks to minutes. This enhanced agility will enable the Bank to deploy AI-driven analytics, strengthen compliance, and improve decision-making at both strategic and operational levels.

“Partnerships like this are central to Bahrain’s digital transformation journey,” said Shaikha Dr. Dheya Bint Ebrahim Al Khalifa. “By building smarter, data-driven ecosystems, we strengthen our position as a regional fintech hub and lay the groundwork for a knowledge-based economy.”

Anwar Murad added: “At Al Salam Bank, we are committed to remaining at the forefront of digital transformation within the financial sector. This partnership with Denodo and NAIB IT represents more than technology adoption – it is about embedding intelligence into our operations and delivering a seamless client experience aligned with Bahrain’s Vision 2030.”

The initiative is designed to provide real-time access to data across the Bank’s systems, fintech partners, and cloud services, empowering teams with faster insights and enabling more responsive service delivery.

From Denodo’s perspective, the agreement reinforces the growing role of logical data management in banking. “Our platform enables real-time access, governance and agility – the building blocks for AI success,” noted Gabriele Obino. “We are proud to support Al Salam Bank in setting a benchmark for digital banking innovation in the region.”

NAIB IT will play a key role in the deployment, ensuring the Bank’s data architecture is secure, scalable and fit for long-term innovation. “Our mission is to translate global technology into local success,” said Ebrahim Sonde, COO at NAIB IT.

With this agreement, Al Salam Bank strengthens its position as one of the region’s most forward-looking financial institutions, embedding data intelligence into its core operations and setting a course for future-ready, AI-driven banking.



**Hemantha Wijesinghe**



**Gabriele Obino Denodo**





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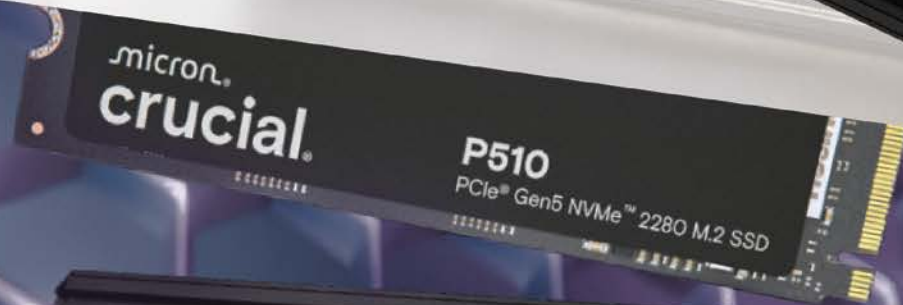
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## SCHNEIDER ELECTRIC'S 'THE NEST' SETS A NEW STANDARD FOR SUSTAINABLE WORKPLACES

The company's new Dubai office achieves carbon neutrality within three months, serving as a blueprint for smart, resilient, and people-centric buildings.



**Schneider Electric has announced** that its new Dubai headquarters, The NEST, has achieved carbon neutrality just three months after opening. Located within Dubai Silicon Oasis's Technology Hub, the 10,000 sqm office accommodates more than 1,000 employees and houses the company's regional Innovation Hub.

The building marks the launch of Schneider Electric's global Impact Buildings Programme, which leverages the company's EcoStruxure suite to drive energy efficiency and sustainability across its real estate portfolio.

The NEST is built around four key pillars: sustainability, people-centric design, resilience, and efficiency. Schneider Electric reports that the building is on track to reduce emissions by over 700 tCO<sub>2</sub>e annually — equivalent to the energy consumption of 82 UAE homes — while sourcing nearly half of its energy from renewables.

Employees benefit from daylight harvesting, indoor air quality monitoring, and smart building features such as visitor management and wayfinding. The office also integrates digital twin technology,

AI-driven HVAC systems, and microgrid-enabled resilience to ensure operational efficiency and predictive maintenance.

The building hosts the Dubai Innovation Hub, the first of its kind in the Gulf region, offering visitors an immersive experience of Schneider Electric's technologies. Among the highlights are smart building systems,



**BY EMBEDDING OUR OWN TECHNOLOGIES, WE HAVE CUT ENERGY CONSUMPTION BY 37% THIS YEAR, PROVING THAT A NET-ZERO FUTURE IS A TANGIBLE REALITY.**  
**- AMEL CHADLI, SCHNEIDER ELECTRIC**

AI-ready prefabricated data centres, and the AVEVA Unified Operations Center, which demonstrates real-time data integration for energy and industrial companies.

Alongside, a Training Centre has been established to equip local professionals and youth with next-generation skills. The workspace features 360 workstations, 90 meeting rooms, and a modular amphitheatre designed to encourage collaboration and creativity.

### Aligning with UAE's Net Zero strategy

Amel Chadli, President, Gulf Cluster at Schneider Electric, emphasised that The NEST reflects both corporate and national ambitions: "We are proud to have created a vibrant workspace that directly aligns with the UAE Net Zero by 2050 strategic initiative and serves as a blueprint for a more sustainable future."

Walid Sheta, Zone President, Middle East and Africa, added: "With The NEST, we are showcasing how digitalisation and electrification can significantly enhance sustainability within the built environment. This hub is a living example of how Schneider Electric is supporting our partners and customers across the Middle East and Africa to lead the way in energy efficiency, operational excellence, and climate action."

The NEST has already secured Platinum SmartScore certification from WiredScore and is under assessment for WELL and LEED Platinum certifications. It achieved perfect scores across User Functionality, Technological Foundation, and Innovation.

With buildings contributing up to 37% of global carbon emissions, Schneider Electric positions The NEST as proof that smart, adaptive, and carbon-neutral offices are not only possible today, but also essential for the future of sustainable urban development.





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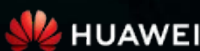
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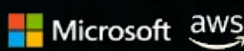
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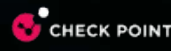
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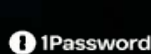
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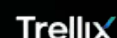
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# MINDWARE CHARTS BOLD PATH AS AI AGGREGATOR ACROSS MEA

*President **Philippe Jarre** outlines how Mindware is evolving from a value-added distributor into a full-fledged AI execution partner, redefining the channel for the next decade.*

A professional portrait of Philippe Jarre, President of Mindware. He is a middle-aged man with grey hair, wearing a dark blue blazer over a light blue button-down shirt. He is seated at a dark table with his hands clasped in front of him. He is wearing a gold-toned watch with a blue dial on his left wrist. The background is a solid light blue.

**Philippe Jarre,  
President, Mindware.**





**F**or more than three decades, Mindware has been a trusted pillar of IT distribution across the Middle East and Africa, empowering resellers and channel partners to deliver cutting-edge technologies to enterprises of all sizes. Today, as artificial intelligence moves from hype to mainstream adoption, the distributor is redefining its role to meet the demands of a digital-first era.

According to Philippe Jarre, President of Mindware, the role of distribution is no longer about simply moving technology boxes; it is about orchestrating business outcomes. With AI, cloud, IoT, and cybersecurity reshaping customer expectations, resellers and system integrators are under pressure to offer solutions that deliver measurable value and long-term growth.

Mindware is positioning itself at the heart of this transformation. Through its MAGIC platform (Mindware's Aggregation Gateway for Innovation and Collaboration), the company is bundling infrastructure, software, and managed services into scalable AI offerings—while backing its partners with enablement programmes, certifications, proof-of-value pilots, and financing models that address local challenges.

For the channel, this evolution represents more than new technology. It signals an opportunity to become trusted advisors in AI adoption, supported by a distributor ready to act as an aggregator, integrator, and execution partner. In this exclusive conversation with *Reseller Middle East*, Jarre shares his vision with Sandhya D'Mello, Technology Editor, CPI Media Group on how Mindware is enabling partners to unlock AI-driven opportunities across MEA.

*Interview Excerpts:*

**Mindware has been a cornerstone in IT distribution across the MEA region for over three decades. How do you see artificial intelligence reshaping the traditional IT**

**distribution model, and where does Mindware position itself in this transformation?**

Artificial intelligence is fundamentally reshaping distribution from simply moving boxes to orchestrating business outcomes. Customers today are not asking what technology they should buy; they want to know how it will transform their operations, drive efficiency, or create new revenue streams. At Mindware, we anticipated this shift early and pivoted our business model accordingly.



**ARTIFICIAL INTELLIGENCE IS FUNDAMENTALLY RESHAPING DISTRIBUTION FROM SIMPLY MOVING BOXES TO ORCHESTRATING BUSINESS OUTCOMES.**

We established a dedicated AI Business Unit reporting directly to me, invested in the right mix of AI vendors with NVIDIA as the cornerstone, where Mindware is proud to be the only distributor in the region and began building an ecosystem of ISVs and service providers around these technologies. This ecosystem is brought together under MAGIC (Mindware's Aggregation Gateway for Innovation and Collaboration), our platform that connects vendors, partners, and customers to deliver AI as a service.

Mindware is no longer just a value-added distributor. We are becoming an AI aggregator, integrator, and execution partner, making AI accessible, scalable, and outcome-driven across MEA.

**Mindware has built its reputation on Value-Added Distribution. How are you embedding AI into your consultancy, implementation, and partner enablement services to ensure partners and customers extract tangible business value?**

We are embedding AI into every layer of our consultancy and implementation model. This starts with proof-of-value pilots, allowing customers to measure outcomes before making heavy capex investments. For partners, we've developed co-delivery models where we build projects together so they not only learn but also walk away with repeatable, monetisable references.

Enablement is equally critical. Through Mindware Academy, university partnerships, and internship programs, we are seeding the market with AI-ready talent. We deliver structured training and certification programs both virtually and in-person and design AI awareness sessions tailored for executives, IT teams, and business leaders. Our goal is not just to sell technology, but to ensure partners can embed AI into their offerings and customers see real, measurable value.

**With over 7,500 partners, how is Mindware supporting resellers and system integrators in developing AI-driven capabilities, and what specific enablement or training programs are you introducing to accelerate their adoption?**

Our partner ecosystem is our greatest differentiator, and we are deeply invested in future-proofing their business models. Today, we run 20+ enablement sessions every month across technologies, with AI fast becoming the centerpiece. But this is only the beginning. We're equipping partners with the skills, tools, and proof points they need to win. Beyond certifications, our co-delivery pilots put them in the driver's seat of real projects. Through Mindware Academy, partners can access structured learning pathways, while our internship and university tie-ups create a pipeline of new talent they can directly hire.



**Given your portfolio spans infrastructure, networking, security, and storage, where do you see the most immediate AI-driven opportunities—and what role is Mindware playing in bringing these innovations to market?**

The most immediate opportunities lie in AI-ready infrastructure, digital twins, and cybersecurity. These are the foundational pillars to enabling AI at scale. Mindware plays a critical role by curating and integrating solutions from our vendors into validated stacks compute, storage, networking, and security optimised for AI workloads. But we don't stop at the technology. We package these with business cases and ROI-driven pilots, giving customers the confidence to accelerate adoption. We are translating innovation into deployable, revenue-generating solutions.

**MEA is a diverse region with varying levels of digital maturity. How do you balance the need to introduce cutting-edge AI solutions while ensuring accessibility and scalability for markets that are still early in their digital transformation journey?**

Our approach is to *right-size AI for every market*. In advanced economies, we scale large projects with governments, enterprises, and hyperscalers. In early-stage markets, we deliver AI as-a-service, supported by local entities, compliance expertise, and flexible financing



## **OUR MANTRA IS SIMPLE: MAKE AI REACHABLE, REPEATABLE, AND SUSTAINABLE.**

models. This ensures AI remains both accessible and scalable, regardless of a country's level of digital maturity. This balance allows us to democratise AI making it just as accessible to a mid-sized bank in North Africa as it is to a government-led project in the Gulf.

**Mindware represents leading global technology brands. How are your vendor relationships evolving around AI, and what new alliances or partnerships should we expect to see as AI adoption accelerates?**

Our vendor relationships are evolving from pure distribution to co-creation and orchestration. Mindware is the only distributor in the region with all four hyperscalers—Microsoft, AWS, Google, and Oracle giving us a unique advantage in integrating cloud and AI innovation. Alongside GPU providers like NVIDIA and a growing ecosystem of ISVs, we are embedding these technologies into our MAGIC platform to deliver “AI-as-a-service bundles.” These bundles combine global technology with local execution, managed services, and financing flexibility, ensuring solutions are both accessible and

scalable. Looking ahead, you can expect Mindware to lead the way in forging cross-industry partnerships from healthcare and education to smart cities where AI can have the most immediate and transformative impact.

**AI can drive efficiency but also raises concerns around energy use and sustainability. How is Mindware aligning its AI strategy with sustainability goals, both internally and for the partners you empower?**

Sustainability is integral to our AI strategy. We advocate for right-sized infrastructure, energy-efficient hardware, and hybrid models that reduce unnecessary energy consumption. Our pilots and deployments are designed with efficiency in mind, and we actively promote practices that balance performance with sustainability. This alignment not only reduces costs but ensures AI adoption supports the long-term environmental goals of our customers and partners.

**Looking ahead, what is your long-term vision for Mindware's role in the AI economy of the Middle East and Africa? What milestones or strategic initiatives are you prioritising to ensure Mindware remains at the forefront of AI-driven distribution?**

Looking ahead, our long-term vision is clear: to position Mindware as the leading AI aggregator and execution partner across the Middle East and Africa.

We are focused on scaling MAGIC into the region's go-to AI platform, expanding enablement through Mindware Academy, internships, and university partnerships to close the AI talent gap, and deepening alliances with global vendors to deliver integrated, outcome-driven solutions. Our mantra is simple: make AI reachable, repeatable, and sustainable, and through this approach, Mindware will continue to shape the AI economy of MEA for the next decade and beyond. 



**WE DELIVER STRUCTURED TRAINING AND CERTIFICATION PROGRAMS BOTH VIRTUALLY AND IN-PERSON AND DESIGN AI AWARENESS SESSIONS TAILORED FOR EXECUTIVES, IT TEAMS, AND BUSINESS LEADERS.**



# UAE SCHOOLS EMBRACE AI FOR A KNOWLEDGE FIRST ECONOMY, SAYS ASUS COMMERCIAL HEAD

*From adaptive learning tools to AI-powered devices, ASUS is helping drive the nation's vision for education beyond 2071.*

**T**he UAE's march towards a digital-first economy is leaving a profound mark on education. With artificial intelligence (AI) now a cornerstone of the national strategy, schools and universities are rapidly evolving to prepare students for a future driven by technology.

Mohit Bector, Commercial Head – UAE & GCC, ASUS Business, spoke to Reseller Middle East in an exclusive interview, sharing ASUS's regional efforts to power education, public sector, and enterprise with cutting-edge AI-enabled solutions.

With over 16 years of experience across product, channel, and enterprise sales, he sees both a challenge and an opportunity to catalyse the UAE's growth on a futuristic path equipped with innovative solutions and evolving trends.

He says, "We are fortunate to be in a country and region where leaders are highly visionary, creating plans and visions extending to 2071 to transform the UAE into a knowledge-first economy. The nation has moved beyond its traditional oil-driven

economy to diversify and focus on future technology trends by investing in today's students. Schools in the UAE are adopting AI rapidly. It is mandatory to make basic AI part of the curriculum for all grades now. Teachers are now expected to utilise AI tools in their teaching methods to increase productivity and get more time for meaningful human interactions and mentorship sessions with the students."

Online and digital learning have been prevalent for decades, but their growth has accelerated exponentially, especially since the pandemic. Hybrid learning has now become a necessity in schools and higher education.

"Local and global AI tools make learning much more personalised as they adapt to a learner's individual pace. AI also promotes inclusivity, with tools like speech-to-text expanding digital literacy for differently abled students. The adaptive learning ability and personalisation capacity in real-time make this transformation possible," Bector adds.

The Commercial Head of ASUS opines that schools and universities should take the initiative to integrate

AI into all grades. Teachers and students should be provided with information about the ethical use of AI, strategies for preventing bias, and concerns related to data privacy, while collaborative "sandbox" sessions should be encouraged.

"AI labs or innovation hubs can facilitate experimentation and rapid adoption. Proper investment in training teachers and aligning the curriculum will have a major impact on staying ahead."

AI PCs now feature neural processing units (NPUs) alongside CPUs and GPUs, enabling on-device AI tasks such as translation, summarisation, and AI tutoring, along with a full-day battery life for uninterrupted learning. This boosts efficiency for both students and teachers, freeing up time for mentorship and collaboration rather than rote learning. "Software is increasingly being written to leverage these AI capabilities, enriching the user experience on new hardware."

Innovation has been ASUS's focus for nearly 40 years and was first to market Intel-based AI PCs in Q4 last year, quarters ahead of its competitors.



**Mohit Bector, Commercial Head – UAE & GCC, ASUS Business**

“We are now integrating AI across our full portfolio, including AMD-based devices. Our ASUS Education series offers ruggedised Chrome and Windows devices designed for students, along with manageability tools for IT teams. Beyond education, we are innovating in AI infrastructure with launches like the latest Ascent DGX10 supercomputers built on NVIDIA technology. ASUS aims to meet diverse institutional needs in technology and innovation, and ensure that budget is not a hindrance to adopting the latest technology trends,” he says.

Teachers must upskill to maintain subject and technology leadership. Regional governments and global tech leaders are already offering structured teacher training programs. With AI tools now able to create differentiated learning materials from a single text, educators can personalise lessons at scale. Bector advises, “Start small, use AI for basic tasks like quiz generation or writing assistance, verify them, and then expand as confidence grows. Address privacy, ethics, and bias concerns from the outset.”

According to him, EdTech technologies are set to evolve more in




## **TEACHERS ARE NOW EXPECTED TO UTILISE AI TOOLS IN THEIR TEACHING METHODS TO INCREASE PRODUCTIVITY AND GET MORE TIME FOR MEANINGFUL HUMAN INTERACTIONS AND MENTORSHIP SESSIONS WITH THE STUDENTS.**

H1 2026. “Quiz generation tools are becoming increasingly sophisticated, adapting to students’ capacities and past performances, which ultimately saves teachers’ valuable time. Additionally, text-to-video tools are enhancing the learning experience

by providing immersive, gamified content, especially for younger students.”

He further adds, “While advanced grading tools have been slower to develop, they are now gaining momentum and are expected to significantly improve personalised assessments and save time for more meaningful human interactions, so we ensure students are getting a holistic growth experience like never before.”

The UAE has been at the forefront for nearly a decade, digitising government processes early and ranking among the world’s top 10 in AI adoption. The country’s AI vision is supported by actionable, measurable strategies under the UAE Centennial 2071 plan, something unique in global emerging markets. ASUS’s top verticals include education, public sector, and enterprise, which encompass various sectors such as hospitality, banking, and others.

“We are expanding from 8–10 product offerings to nearly 30, enabling us to meet the various needs from executive-grade ultralights to cost-efficient office PCs. Enterprise will be a stronger focus going forward, with balanced Intel and AMD portfolios across all devices,” Bector concluded. 

# AI COMPANION: THE NEXT LEAP IN PERSONALISED LIVING

**A**rtificial intelligence has moved quickly from an abstract idea to a core part of everyday life. Over the past few years, it has become essential in how we search, work, communicate, and make decisions.

At home, however, the potential of AI is still largely untapped. The most advanced applications today are voice-based smart assistants. These tools help control lights, thermostats, and other home devices through simple commands. They are useful for basic tasks, but they are still limited and operate without awareness of context, mood, or behaviour.

I believe the next big shift in AI is seeing it not just as a helper, but as a companion. An AI companion learns about you, senses your needs, and supports your routines – often without needing to be asked. While this may still sound like a futuristic concept, I think its reality and widespread use could arrive sooner than we expect.

## The State of Smart Home Assistants

Smart assistants are becoming a regular part of daily life in many households in the region. In the UAE and Saudi Arabia, interest is especially high. Recent data suggest that Alexa users in both countries interact with the assistant an average of 14 times per day, with turning off lights being

one of the most common commands (around 24 million times in 2023 alone).

These numbers highlight a strong and growing demand to interact with technology in a natural, human way. People are clearly ready to bring AI into their daily routines. However, even with frequent use, most assistants today are still limited to basic commands.



**DESPITE HOW OFTEN PEOPLE USE THEM, TODAY'S SMART ASSISTANTS ARE STILL FAR FROM BEING TRULY INTELLIGENT. MOST INTERACTIONS ARE PROMPT-BASED, MEANING THE ASSISTANT ONLY RESPONDS AFTER THE USER INITIATES SOMETHING.**

## When 'Smart' Isn't Smart Enough

Despite how often people use them, today's smart assistants are still far from being truly intelligent. Most interactions are prompt-based, meaning the assistant only responds after the user initiates something. It never takes the first step. The recommendations it offers are usually generic, with little understanding of the person's habits or preferences. There is also no emotional awareness, so the system cannot sense when someone is stressed, tired, or simply in need of support.

What they do offer are basic actions. They can switch on a light or start a playlist, but they do not understand why that action matters in the context of a person's day. They also lack awareness of location and the user's current environment. Without that context, 'smart' speakers remain limited in what they can offer, serving more like remote controls than intelligent partners in daily life.

## Introducing the AI Companion

The AI companion is different. It is designed to understand routines, emotional states, and context. Instead of waiting for instructions, this system recognises patterns and suggests actions based on what it learns. For example, if someone often comes home feeling tired after work, the companion might lower the lights, play calming music, and adjust the room





temperature for comfort. These small but thoughtful actions make a real difference.

An AI companion follows users from home to office and back. It helps manage transitions and routines across locations. It is not limited to a single environment. Over time, it learns preferences, adapts to changes, and becomes more in tune with the person it supports.

The AI companion offers more than just basic features. Thanks to proactive intelligence, it can step in and help. The AI companion can also pick up on changes in your mood and respond in a way that feels more human. At the same time, it never takes action on its own: Every suggestion and adjustment is made with the user's approval first, ensuring they remain fully in control.

Context-aware automation helps it adjust settings based on the time of day, location, or activity. It enables what I call a 'touchless experience', making adjustments in the background, without disrupting the rhythm of the user's day. And because it's based on advanced AI modules, the companion gets better over time by observing habits.

### **Supporting Wellness at Home and Work**

One of the most promising aspects of the AI companion is its ability to improve wellbeing. It can monitor indoor air quality, suggest better lighting for focus or relaxation, and provide reminders for breaks or hydration.

These features matter even more today, as people have become increasingly aware of their health, especially in the years following the pandemic. There is now a greater focus on creating environments that support both physical comfort and mental clarity, whether at home or at work.

By adjusting conditions based on emotional and physical signals, the AI companion becomes a quiet presence that supports health and comfort. It does not intrude, but is always there, watching out for the user in subtle ways.


### **The AI Companion Is Closer to Reality Than We Think**

Moving forward, any development of an AI companion prototype must be based on these principles. It

should bring together emotional understanding, proactive behaviour, and intelligent integration across home and work environments. Its design must put people first – learning without being invasive and blending into the user's day without being disruptive.

And, from experience, it must also bring together the power of AIoT (Artificial Intelligence and the Internet of Things) and integrate it with every aspect of the living and working environment, blending intelligence, comfort, and adaptability in a way that feels natural to the user.

### **Looking Ahead**

As more homes become connected, the need for smarter and more thoughtful technology will continue to grow. The AI companion represents a shift from technology that reacts to technology that understands. It is built on empathy, presence, and learning. This model offers a better way forward, one that enhances everyday life without demanding more from the user. 



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– DR. HATEM SAMMAN, TIKTOK**

# TIKTOK BOOSTS SAUDI ARABIA'S DIGITAL ECONOMY WITH SAR 3.9 BILLION IMPACT

*First socio-economic impact report shows the platform fuelling entrepreneurship, cultural identity, and Vision 2030 ambitions.*

**T**ikTok has released its first socio-economic impact report in Saudi Arabia, revealing how the platform is helping to accelerate the Kingdom's digital transformation. Conducted with Redseer Strategy Consultants, The TikTok Effect study found that the app contributed SAR 3.9 billion to GDP in 2024 while supporting more than 25,000 jobs nationwide.

As Saudi Arabia continues to advance its Vision 2030 objectives, the findings highlight TikTok's role in driving small business growth, job creation, and digital empowerment, while also amplifying the country's cultural identity on the global stage.

## **A catalyst for SMB success**

With over one million creators and more than 170,000 small and medium-sized businesses (SMBs) active on the platform, TikTok has become a central driver of the Kingdom's digital economy. According to the report, SMBs using TikTok generated an additional SAR 3 billion in revenue last year, with 61 percent reporting stronger brand visibility and nearly half launching new offerings based on community feedback.

The platform is also proving to be an efficient tool for entrepreneurs, with 42 percent of SMBs stating that TikTok significantly reduces the time and cost of marketing. This aligns closely with Vision 2030's target of increasing SMBs' contribution to national GDP to 35 percent.

## **Turning creativity into careers**

TikTok's creator economy is also flourishing in Saudi Arabia. More than half of local creators (54 percent) said the platform helped them effectively reach target audiences, making it their most impactful channel for community engagement. For many, this has translated into tangible career opportunities and greater financial independence.

The report notes TikTok's influence on youth and women in particular. Fifty-five percent of SMBs believe the platform encourages young people to launch ventures, while almost a quarter of female entrepreneurs said TikTok inspired them to start their own businesses.

"TikTok's impact in Saudi Arabia extends well beyond entertainment," said Dr. Hatem Samman, Executive Director, Government Relations & Public Policy for Saudi Arabia at TikTok. "The platform is fostering entrepreneurship, enabling job creation, and strengthening cultural identity. We are encouraged by the rapid growth of content creation and digital innovation in the Kingdom, which are paving the way for new industries and economic opportunities."

## **Shaping consumer behaviour**

Beyond business and entrepreneurship, TikTok is influencing consumer decisions at scale. In 2024, the platform drove SAR 110 billion in annual consumer spending and created SAR 19 billion in estimated consumer surplus, underscoring the value users place on its services.

By blending entertainment with commerce, TikTok is changing how Saudis discover products, engage with brands, and make purchasing decisions — while boosting loyalty and demand for local businesses.

## **Amplifying Saudi culture globally**

TikTok's impact is not limited to economics. The report highlights its role in strengthening national pride and enhancing the Kingdom's cultural visibility. Eighty-eight percent of Saudis believe TikTok fosters national pride, while 39 percent credit it with helping them express heritage and 42 percent say it has inspired them to explore new domestic travel destinations.

Globally, the influence is equally notable. Thirty percent of international users reported being inspired to visit Saudi Arabia after engaging with Saudi content on TikTok, while a quarter said the platform has positively shaped their perception of the Kingdom in areas such as tourism, sport, and culture.

## **A strategic partner for Vision 2030**

As Saudi Arabia accelerates its Vision 2030 ambitions, TikTok's expanding footprint reflects its commitment to supporting the Kingdom's digital future. By nurturing entrepreneurship, creating career pathways, and celebrating cultural identity, the platform is emerging as a strategic partner in building a more inclusive and innovative economy. 



# MINDWARE EXPANDS VMWARE DISTRIBUTION TO EGYPT, FUELLING NATIONAL DIGITAL AMBITIONS

*The distributor strengthens its regional VMware portfolio, positioning itself as a key enabler of Egypt's cloud-first strategy.*



**BY INTEGRATING  
VMWARE INTO  
OUR DISTRIBUTION  
PORTFOLIO, WE ARE  
HELPING EGYPTIAN  
ENTERPRISES BUILD  
AGILE, SECURE,  
AND FUTURE-  
READY DIGITAL  
INFRASTRUCTURES.  
- TONI AZZI,  
MINDWARE**





**M**indware has announced its appointment as the official distributor for VMware, a Broadcom company, in Egypt—marking a significant step in the country’s digital transformation journey.

The agreement, unveiled in Cairo on 26 August, brings VMware’s globally recognised cloud infrastructure and virtualisation technologies to one of the fastest-growing ICT markets in the region. It also extends Mindware’s VMware distribution footprint, following its earlier appointments this year in Lebanon, Iraq, and Jordan.

With Egypt now in the portfolio, Mindware consolidates its position as a strategic partner for VMware across North Africa and the Levant, further reinforcing its role as a leading value-added distributor in the Middle East.

#### **Driving national strategies**

Through the partnership, Mindware will deliver VMware’s full suite of solutions—including cloud infrastructure, application modernisation platforms, advanced networking and security, and digital

workspace tools—to enterprises and government entities in Egypt.

“Egypt is at the forefront of digital transformation, led by ambitious national strategies and a vibrant private sector,” said Toni Azzi, Vice President, Africa, Qatar & Levant at Mindware. “By integrating VMware into our distribution portfolio, we are helping Egyptian enterprises build agile, secure, and future-ready digital infrastructures. With our established partner network and local expertise, Mindware is uniquely positioned to lead VMware’s expansion in this dynamic market.”

#### **Strategic regional growth**

Echoing this sentiment, Amr Salah Eldin, Regional Director, North Africa, Levant & Egypt at VMware, described the partnership as “a significant milestone in VMware’s regional growth journey.” He added: “As Egypt accelerates its move toward cloud-first, digitally empowered operations, we are confident that Mindware’s market reach and channel expertise will play a crucial role in helping organisations unlock the full value of VMware’s solutions.”

Industry analysts point to a promising outlook: IDC forecasts Egypt’s spending on cloud computing will surpass US\$800 million by 2027. This surge is being fuelled by investments in smart government services, financial inclusion, healthcare technologies, and educational platforms—areas where VMware’s solutions can drive tangible impact.

#### **A regional distribution powerhouse**

Mindware, headquartered in Dubai, has built a strong reputation over three decades as a leading IT distributor, representing more than 6,000 partners across 14 countries. The company provides value-added services including pre-sales consultancy, technical support, AI enablement, and channel programmes, alongside its logistics and supply chain capabilities.

With VMware now added to its Egypt portfolio, Mindware is well-positioned to accelerate digital innovation across the country, serving both private enterprises and the public sector. 

# LEXAR EXPANDS MEA FOOTPRINT WITH PRESENCE IN OVER 5,000 RETAIL STORES

*Storage solutions vendor gears up for Gitex Global 2025 as it deepens channel ties across the Middle East and Africa.*

**L**exar has announced a major milestone in its regional growth journey, with its products now available in more than 5,000 retail outlets across the Middle East and Africa (MEA). The achievement marks a fivefold increase in the company's retail presence over the past three years, underscoring its strong channel expansion strategy.

The announcement comes as the global leader in flash memory prepares to showcase its latest storage innovations at Gitex Global 2025 (Hall 1, Stand H1-25). Visitors can expect to see new solutions designed specifically for photographers, gamers, and content creators – key segments driving demand for high-performance memory across the region.

At the core of Lexar's growth strategy is 'The Lexar Way', a partner-centric approach focused on building a collaborative ecosystem. The programme provides resellers and retailers with training, tools, and marketing support to strengthen brand engagement while enabling partners to respond quickly to evolving customer needs.


"For nearly 30 years, Lexar has been empowering the world with memory innovations, helping transform the daily lives of photographers, videographers, gaming enthusiasts, and creators while shaping the future of digital storage," said Fissal Oubida, General



**Fissal Oubida, General Manager – Middle East, Africa & India, Lexar, says the company's retail growth reflects its long-term commitment to the MEA market.**

Manager – Middle East, Africa & India, Lexar. "Our rapid growth in the Middle East and Africa region reflects both the rising demand for reliable memory solutions and the strength of our partnerships with leading retailers."

To reinforce its channel ecosystem, Lexar continues to invest in partner roadshows, training seminars, and customer engagement initiatives. These efforts aim to boost brand visibility and ensure that partners are equipped with the knowledge and resources needed to thrive in a competitive landscape.

Looking ahead, Lexar is committed to expanding its influence across MEA by strengthening local collaborations and launching new product lines tailored for regional consumers. "Our presence in the region represents a cornerstone of our continued success and growth globally," Oubida added. "We're excited to bring our award-winning line-up to Gitex Global, where we will unveil further innovations and deepen our partnerships." 



**OUR RAPID GROWTH IN THE MIDDLE EAST AND AFRICA REFLECTS BOTH THE RISING DEMAND FOR RELIABLE MEMORY SOLUTIONS AND THE STRENGTH OF OUR PARTNERSHIPS.**

**– FISSAL OUBIDA, LEXAR**



# NEMETSCHEK GROUP, CONCERTED SOLUTIONS PARTNER TO ACCELERATE DIGITAL TRANSFORMATION

*Strategic partnership aims to accelerate the GCC's AEC/O sector digitalisation through local expertise, joint innovation, and alignment with the region's national ambitions.*

**R**iyadh — Nemetschek Group, a global leader in software solutions for the Architecture, Engineering, Construction & Operations (AEC/O) industry, has joined forces with Concerted Solutions FZE, a firm specialising in digitising information and workflows to enhance process efficiency and drive data-driven decision-making. This strategic partnership aims to accelerate the digital transformation of the AEC/O sector across the Gulf Cooperation Council (GCC) region.

Under the agreement, Concerted Solutions will serve as a strategic partner for Nemetschek Arabia in the GCC, leveraging its local expertise and network to connect with potential clients and accelerate the company's market entry and long-term expansion in the region. The collaboration is aligned with national digital transformation agendas across the GCC and aims to unlock new business opportunities that advance innovation in the AEC/O sector.

"At Nemetschek, we firmly believe that the power of collaboration is essential to create a better-built world," said Yves Padrines, CEO of the Nemetschek Group. "Our partnership with Concerted Solutions reflects our strategic commitment to empowering the AEC/O industry through digital innovation. By combining our global expertise with their strong regional insight, we aim to help create smarter, more




**Muayad Simbawa, Managing Director, Nemetschek Arabia; Yves Padrines, CEO, Nemetschek Group; Dr. Mousalam Alabdulrazzak, Managing Director, Concerted Solutions; and Muhammad Jabakhanji, Director Of Operations, Concerted Solutions.**

sustainable, and future-ready built environments across the GCC."

The agreement reinforces Nemetschek Arabia's long-term commitment to supporting digital innovation across global construction and infrastructure markets. With a portfolio of industry-leading brands – including Bluebeam, dRofus, Nemetschek dTwin, Solibri, and Spacewell – Nemetschek Arabia continues to deliver open, connected, and sustainable solutions that empower architects, engineers, contractors, and facility managers worldwide.

Muayad Simbawa, Managing Director of Nemetschek Arabia, emphasised the importance of this collaboration in supporting the region's ambitious national development agendas. He said: "The GCC is witnessing rapid

transformation in the construction and infrastructure sectors. By joining forces with Concerted Solutions, we are well-positioned to support that momentum by delivering smarter, more connected, and digitally enabled solutions that meet the needs of a rapidly evolving market."

Expressing his enthusiasm for the collaboration, Dr. Mousalam Alabdulrazzak, Managing Director of Concerted Solutions, stated: "We are thrilled to partner with the Nemetschek Group, a global leader in digital construction technologies. This collaboration opens the door to innovative solutions and new synergies that will elevate project delivery and performance across the GCC. We look forward to the exciting outcomes this partnership will generate." 

# EMIRATES GLASS PARTNERS WITH CLEARVUE TO DELIVER SOLAR GLAZING INNOVATION ACROSS THE GCC

*The new five-year agreement will see Dubai-based Emirates Glass manufacture and distribute advanced solar-integrated glass, addressing the region's demand for sustainable, high-performance building solutions.*

**S**ustainability has moved to the heart of the construction agenda in the Gulf, with developers, architects and policymakers increasingly demanding materials that combine performance, aesthetics and environmental responsibility. In a major step forward, Emirates Glass, a subsidiary of Dubai Investments PJSC, has signed a five-year Manufacturing and Distribution Agreement with Australia-based ClearVue Technologies to produce next-generation solar glazing solutions in the UAE.

Production is set to commence later this year at Emirates Glass's advanced Dubai facility, marking the first time ClearVue's technology will be locally manufactured in the region. The agreement also grants Emirates Glass non-exclusive distribution rights across the UAE and wider GCC, positioning the company as a key supplier of energy-generating glass in markets primed for sustainable innovation.

## Glass that generates power

At the centre of the partnership is ClearVue's patented solar-integrated glass – an innovation that captures sunlight to generate electricity while retaining the transparency and thermal performance of conventional high-quality glass. By embedding photovoltaic technology within the glass itself, the product enables façades, windows, skylights and even greenhouses to become active sources of renewable energy.

The technology is particularly relevant to the Gulf, where abundant solar resources and ambitious decarbonisation goals converge. Buildings account for a significant share of energy consumption across the region, with cooling demands pushing energy infrastructure to its limits. By transforming the building envelope into a power source, ClearVue's glass offers developers a way to reduce reliance on conventional energy while enhancing natural light and thermal insulation.

Doug Hunt, Global CEO of ClearVue Technologies, said the collaboration marks a strategic milestone for the company. "Emirates Glass is a recognised leader in the Middle East's glass manufacturing sector, and we are pleased to collaborate with them as we expand our global footprint. The UAE and GCC are ideal markets for our solar façade solutions, given the region's focus on sustainability and abundance of sunlight."

## Solution built for modern construction

ClearVue's Integrated Solar Façade is engineered to work seamlessly with standard curtain wall and framing systems, ensuring straightforward integration into new developments or retrofits. Importantly, the product also meets stringent fire rating requirements demanded by high-rise construction, making it viable for large-scale commercial, residential and institutional projects.

Applications extend across spandrels, cladding and balustrades, offering architects and developers flexibility to embed renewable energy generation without sacrificing design ambition. For investors and building owners, the solution translates into lower operating costs, greater energy independence and an opportunity to meet tightening environmental standards.

## Local expertise, global innovation

For Emirates Glass, the agreement reinforces its commitment to pioneering sustainable glass solutions in the region. With more than 27 years of experience and one of the world's largest single-site integrated processing facilities, the company has supplied glass to some of the UAE's most iconic architectural landmarks.

Rizwanulla Khan, Executive President of Emirates Glass, said the partnership represents both a commercial opportunity and a responsibility to drive industry innovation. "We are excited to partner with ClearVue and introduce this innovative technology to our customers across the region. As the construction sector continues to evolve, the need for energy-efficient, high-performance building materials is more urgent than ever. This collaboration aligns with our commitment to sustainable innovation and reinforces our position at the forefront of the regional glass industry."



### Sustainability goals

The Emirates Glass–ClearVue partnership is also closely aligned with the UAE's broader environmental strategy. The country's Net Zero by 2050 initiative has placed pressure on the construction sector to deliver energy-efficient buildings at scale, while Expo 2020 and COP28 helped accelerate sustainability commitments across public and private sectors.

By embedding renewable energy generation directly into the glass envelope of a building, the new technology offers a practical solution for developers seeking to meet both regulatory requirements and corporate sustainability objectives. For tenants, it promises lower energy bills and a healthier indoor environment, with greater reliance on natural light and reduced dependence on fossil-fuelled energy sources.

### Setting a benchmark for the region


As the Gulf accelerates its shift towards green building standards, partnerships



**THE UAE AND GCC ARE IDEAL MARKETS FOR OUR SOLAR FAÇADE SOLUTIONS, GIVEN THE REGION'S FOCUS ON SUSTAINABILITY AND ABUNDANCE OF SUNLIGHT.”  
– DOUG HUNT, CLEARVUE TECHNOLOGIES**

such as this one between Emirates Glass and ClearVue are likely to set the tone for future innovation. By combining local manufacturing capacity with advanced global technology, the collaboration demonstrates how the region's construction ecosystem can adapt to the twin demands of growth and sustainability.

For Dubai Investments, the agreement also underscores a broader strategy of investing in technologies that align with long-term economic diversification and environmental goals. By bridging industrial expertise with climate-conscious innovation, the group positions itself firmly at the intersection of profitability and responsibility.

With production soon underway, Emirates Glass and ClearVue are preparing to deliver solutions that could transform skylines across the GCC – where glass will no longer simply shape the view, but also power the buildings it frames. 



# STARLINK, PICUS SECURITY TO POWER THREAT CENTRIC DETECTION, VALIDATION OF CONTROLS

*Storage solutions vendor gears up for Gitex Global 2025 as it deepens channel ties across the Middle East and Africa.*



**D**ubai – StarLink, an Infinigate Group company, a trusted advisor for cyber, secure cloud and secure networks solutions in the MEA region has announced a new distribution agreement with Picus Security, a leading Security Validation Platform that empowers organisations to proactively measure and improve cyber resilience.

The Picus Security Validation Platform allows security teams to simulate real-world attack scenarios, continuously and automatically validating exploitable vulnerabilities while assessing the effectiveness of security controls. It offers solutions such as Adversarial Exposure Validation, Breach & Attack Simulation (BAS), Automated Penetration Testing, Detection Rule Validation, and AI-Powered Risk Insight (Numi). Crucially, the platform integrates



**THIS PARTNERSHIP WILL EMPOWER OUR PARTNERS WITH A COMPREHENSIVE SOLUTION STACK, ENABLING THEM TO DELIVER A HOLISTIC CYBERSECURITY APPROACH TO THEIR CUSTOMERS.**

seamlessly with NGFW, EDR/XDR, SIEM, and SOAR, providing end-to-end validation of security control performance.

*“We are thrilled to add Picus Security to our solutions portfolio,” said Ahmed Diab, COO, StarLink.* “The Picus Security Validation Platform seamlessly integrates with numerous technologies, aligning perfectly with our integrated solutions go-to-market strategy. This partnership will empower our partners with a comprehensive solution stack, enabling them to deliver a holistic cybersecurity approach to their customers.”

StarLink will leverage its role as a Trusted Value-Added Distributor (VAD) to drive market growth for Picus Security. With strong regional expertise, StarLink is well-positioned to provide on-ground sales and technical support, marketing intelligence, and access to a network of over 1,500 partners across the MEA region. This extensive reach will give Picus Security a powerful go-to-market advantage to help organisations strengthen their cyber defenses, prioritise vulnerabilities, and enhance readiness against real-world threats.

Tarek Kuzbari, VP Sales at Picus Security, said, “We are excited to partner with StarLink to expand our reach across the Middle East and Africa, combining their strong regional presence with our leading Risk Validation Platform to help organisations enhance their cyber resilience. This partnership comes at a critical stage of the hyper-growth Picus is experiencing, as we tailor our solutions to leading enterprises in the market. With the rapid expansion of attack vectors and the increasing sophistication of threats, the Picus platform has become a vital element in validating security controls and enabling organisations to stay one step ahead of attacks.”

# HPE AND AMD UNVEIL FIRST 'SAUDI MADE' PROLIANT SERVERS WITH ALFANAR

*Launch of locally manufactured AMD-powered servers marks a new milestone for Saudi Arabia's Vision 2030 digital economy ambitions.*

**H**ewlett Packard Enterprise (HPE) has expanded its locally manufactured 'Saudi Made' server line-up with the launch of two new HPE ProLiant Gen11 servers powered by 5th Gen AMD EPYC™ processors. The HPE ProLiant DL365 and DL385 servers were unveiled at alfanar's production facility in Riyadh, marking the first time an AMD CPU-powered server has rolled off the local manufacturing line.

The move reflects HPE's continued investment in Saudi Arabia's ICT infrastructure ecosystem and its commitment to supporting the Kingdom's Vision 2030 goals of becoming a global leader in data-driven economies. The new servers, carrying the official 'Saudi Tech' logo, are immediately available across Saudi Arabia, Jordan, Egypt, and the Gulf states.

"Together with our partners AMD and alfanar, we are proud to celebrate this milestone in expanding our 'Saudi Made' portfolio," said Mohammad Alrehaili, managing director for Middle East at HPE. "We've seen unprecedented demand for high-performance, secure compute capabilities driven by Saudi Vision 2030 initiatives and the rise of AI. These new servers deliver predictable performance at scale while ensuring strong data security."

The expansion builds on the launch of the first Saudi-assembled HPE servers last year, which received the National Product Certificate. With the introduction of the DL365 and DL385 Gen11 systems, customers now have greater choice in scalable and



**HPE, AMD, and alfanar executives mark the launch of the first 'Saudi Made' AMD-powered server at alfanar's Riyadh facility.**

**"THIS NEW SERVER OFFERING DIRECTLY ADDRESSES UNPRECEDENTED DEMAND FOR ROBUST DIGITAL INFRASTRUCTURE IN THE MIDDLE EAST." - MOHAMMAD ALREHAILI, HPE**


energy-efficient compute designed for analytics, data-intensive workloads, and flexible storage configurations.

AMD executives highlighted the role of EPYC processors in advancing the Kingdom's digital agenda. "AMD EPYC CPUs provide the energy efficiency and performance leadership needed to power Saudi Arabia's digital growth strategy," said Zaid Ghattas, general manager for Middle East, Türkiye and Africa at AMD. "We are proud to collaborate with HPE on this initiative and remain committed to supporting customers across the region."

Beyond the technology itself, the initiative also underscores HPE and AMD's commitment to workforce development in the Kingdom. Both companies, alongside alfanar, will roll

out new training programmes designed to upskill local talent, with a focus on advancing opportunities for Saudi women in technology.

Markus Grabmeier, vice president at alfanar Electric, noted: "This milestone strengthens not only our production capabilities but also our joint contributions to Saudi Arabia's growing tech ecosystem. We are committed to advancing technological expertise and fostering female talent within the Kingdom."

With its strengthened portfolio of locally manufactured servers, HPE is positioning itself to meet rising demand for resilient, secure digital infrastructure across the Middle East, while simultaneously advancing Saudi Arabia's ambitions to lead in data innovation. 

# SANDISK BOOSTS PERFORMANCE FOR CREATORS WITH WD BLUE SN5100 NVME SSD

*New PCIe Gen 4.0 SSD promises faster speeds and expanded storage options for AI-driven and high-resolution workflows.*

**S**anDisk has expanded its storage portfolio with the launch of the WD Blue SN5100 NVMe SSD, a next-generation drive designed to power creative and AI-enabled workflows. Aimed at professionals handling demanding content creation projects, the drive delivers speeds up to 30 per cent faster than the previous generation.


Built on SanDisk's BiCS8 QLC NAND technology, the WD Blue SN5100 enables smooth management



**THE WD BLUE SN5100 MAKES WORKING WITH 4K AND 8K CONTENT FEEL SEAMLESS.**

of high-resolution video files and massive project folders. The drive also incorporates SanDisk's nCache 4.0 technology, enhancing responsiveness for complex applications and reducing wait times when transferring or rendering large assets.

The product line includes capacities of 500GB, 1TB, 2TB, and 4TB, catering to both upgrade and new-build scenarios. Read speeds reach up to 7,100 MB/s on the 1TB and 2TB models, providing ample performance headroom for editing, rendering, and multitasking. All models ship with a five-year limited warranty, reinforcing SanDisk's commitment to reliability.

The WD Blue SN5100 also debuts with SanDisk's refreshed branding and updated packaging design. Availability across the Middle East is expected in October, with the 4TB model set to follow shortly thereafter. 



**SanDisk introduces the WD Blue SN5100 NVMe SSD with refreshed branding and up to 4TB capacity.**

## Fast Facts: WD Blue SN5100 NVMe SSD

- **Interface:** PCIe Gen 4.0
- **Read Speeds:** Up to 7,100 MB/s (1TB–2TB models)
- **Capacities:** 500GB, 1TB, 2TB, 4TB
- **Technology:** SanDisk BiCS8 QLC NAND, nCache 4.0
- **Warranty:** 5-year limited
- **Availability:** October 2025 in the Middle East



# COMMVAULT UNVEILS HYPERSCALE SOLUTIONS, REINFORCING ON-SITE CYBER RESILIENCE

*Launches HyperScale Edge and Flex with a broad partner ecosystem, including Dell, HPE, Lenovo, Pure Storage, and VAST Data.*



**Pranay Ahlawat, Chief Technology and AI Officer, Commvault.**

**D**ubai – Commvault, a leading provider of cyber resilience and data protection solutions for the hybrid cloud, recently announced two powerful additions to its HyperScale portfolio: HyperScale Edge and HyperScale Flex.


With modern enterprises generating more data from remote offices and edge environments, these locations have become lucrative and vulnerable targets for cyberattacks. The 2024 Verizon Data Breach Investigations Report revealed a dramatic surge in attacks, with breaches exploiting edge devices and VPNs rising to 22% — an eightfold increase from the previous year.

To help organisations strengthen their cyber resilience, Commvault has expanded its HyperScale line. Building on their flagship HyperScale X capability, the new Edge and Flex solutions deliver greater flexibility, performance, and cyber resilience across diverse environments. Like HyperScale X, both new offerings are delivered as a software image that can easily be installed on validated hardware.

“No two enterprises are the same. Modern retailers often manage mission-critical data across dozens of sites, while large organisations may want to leverage existing storage investments. But regardless

of infrastructure, every enterprise is striving for one thing: cyber resilience. With the launch of HyperScale Edge and HyperScale Flex, we’re delivering the best of both worlds — flexibility and choice, combined with industry-leading cyber resilience,” said Pranay Ahlawat, Chief Technology and AI Officer, Commvault.

HyperScale Edge enables localized data protection and recovery for retail stores, branch offices, distribution centers, and other, similar SMBs where IT resources and space are limited. It is compatible with validated hardware from Dell, HPE, and Lenovo, giving customers flexibility to deploy in line with their existing infrastructure. It is available via subscription (per node, per month) or as a perpetual license with support. Customers can deploy it on approved servers using the HyperScale Reference Architecture.

HyperScale Flex is designed for large-scale, data-intensive, and AI-driven workloads across industries such as technology, telecom, and healthcare. It delivers scalable backup and recovery with a flexible architecture that connects to external flash storage pools. The solution supports certified storage from Pure Storage, VAST Data, and in the near future, HPE. It enables organizations to meet the extreme performance demands and multi-petabyte capacity requirements of modern applications and AI/ML workloads. It is currently open to early adopter customers. 

# APPLE UNVEILS IPHONE AIR, IPHONE 17 SERIES, APPLE WATCH 11, AND AIRPODS PRO 3

*With an all-new design powered by A19 Pro, iPhone 17 Pro features the best-ever performance, camera systems, and battery life in an iPhone.*

**D**ubai — Apple has unveiled one of its most ambitious product line-ups to date, introducing the all-new iPhone Air, alongside the iPhone 17 range, Apple Watch Series 11, Apple Watch Ultra 3, Apple Watch SE 3, and AirPods Pro 3. The launches, announced in Cupertino, California, highlight the company's continued commitment to design innovation, performance, and sustainability as it progresses towards its 2030 carbon neutrality goals.

## **iPhone Air: A Breakthrough in Design and Efficiency**

The headline announcement was the

iPhone Air, Apple's thinnest iPhone to date at just 5.6mm. Crafted from Grade 5 titanium with a Ceramic Shield front and back, the device combines durability with elegance. It features a 6.5-inch Super Retina XDR display with ProMotion up to 120Hz, delivering sharper visuals and enhanced outdoor brightness. Powered by Apple's A19 Pro, N1, and C1X chips, the iPhone Air is the most power-efficient model in the company's history. Enhanced with Adaptive Power Mode in iOS 26, it offers exceptional all-day battery life. The new 48MP Fusion Main camera and an innovative 18MP Center Stage front camera provide

professional-grade imaging, alongside features such as Dual Capture, Focus Control, and cinematic 4K video capabilities. Available in space black, cloud white, light gold, and sky blue, the iPhone Air starts at Dh4,299, with pre-orders opening on 12 September.

## **iPhone 17 Series: Expanded Power and Imaging**

Apple has also introduced the iPhone 17 and its Pro variants.

- **iPhone 17** features a 6.3-inch Super Retina XDR display, an A19 chip, and a dual 48MP Fusion camera system, alongside





the new Center Stage front camera. With enhanced efficiency and up to 30 hours of video playback, it starts at Dh 3,399.

- **iPhone 17 Pro and iPhone 17 Pro Max** deliver Apple's most advanced capabilities yet. Powered by the A19 Pro chip with a laser-welded vapor chamber for heat dissipation, the models feature three 48MP Fusion cameras, including an all-new Telephoto with up to 8x optical zoom. ProRes RAW and Log 2 recording make them attractive to professional content creators. Prices begin at Dh4,699 for the Pro and Dh5,099 for the Pro Max.

#### **Apple Watch: Health and Performance at the Forefront**

Apple's latest watch range reinforces its leadership in wearable technology:

- **Apple Watch Series 11** introduces sleep score tracking, longer 24-hour battery life, enhanced durability with Ion-X glass, and 5G cellular. Starting at Dh1,599, it cements its role as a comprehensive health companion.

- **Apple Watch Ultra 3** is designed for sports and adventure, offering satellite communication, 42-hour battery life, and breakthrough hypertension notifications. Available from Dh3,199, it is built with athletes and explorers in mind.
- **Apple Watch SE 3** delivers premium features at an accessible price point (Dh1,119), including sleep score, ovulation estimates, Always-On display, and 5G connectivity.

#### **AirPods Pro 3: Redefining Audio Experiences**

AirPods Pro 3 introduce industry-leading in-ear Active Noise Cancellation, removing up to twice as much background noise as the previous generation. They also feature improved fit with foam-infused tips in five sizes, extended battery life, and — for the first time — heart rate sensing during workouts. Live Translation, powered by Apple Intelligence, brings real-

time language interpretation to users, supporting cross-cultural communication.

Priced at Dh 949, AirPods Pro 3 will be available from 19 September.

#### **Sustainability at the Core**

Every product launch reinforces Apple's Apple 2030 strategy. Devices across the new portfolio incorporate high levels of recycled materials, renewable energy use in production, and fibre-based recyclable packaging. For instance, iPhone Air is made with 80 per cent recycled titanium and 100 per cent recycled cobalt in the battery, while Apple Watch Ultra 3 uses a 3D printing process that halves raw material consumption.

Apple's 2025 product line-up demonstrates a blend of engineering innovation and sustainability. With thinner and more powerful iPhones, health-focused wearables, and audio devices that incorporate cutting-edge intelligence, Apple is not only enhancing user experience but also aligning its portfolio with global sustainability targets. 🌱



# HUAWEI UNVEILS PURA 80 IN UAE WITH SLEEK DESIGN AND FLAGSHIP POWER

*Blending minimalist aesthetics with high-performance hardware, the Pura 80 brings breakthrough imaging and display innovations to the region.*

**H**uawei has launched its latest flagship smartphone, the HUAWEI Pura 80, in the UAE, introducing a device that balances minimalist design with robust performance. Priced at AED 2,699, the handset is now available across Huawei's official online and offline retail channels in three colour finishes: Frosted Gold, Frosted Black, and Frosted White.

## Imaging innovations

Photography sits at the heart of the Pura 80. The device is equipped with a 50MP Ultra Lighting Camera featuring an adjustable F1.4–F4.0 variable aperture, designed to capture sharp, detailed images even in low-light settings. It is supported by a 12MP periscope telephoto lens and a 13MP ultra-wide camera, while Huawei's Ultra Chroma Camera technology ensures vivid colour accuracy in night scenes.

A new Moving Picture mode enhances still photography by recording 1.5 seconds of motion before and after the shutter is pressed, allowing users to relive moments as short video snippets.



**THE HUAWEI PURA 80 DELIVERS A BALANCED TAKE ON THE MODERN FLAGSHIP — POWERFUL, REFINED, AND BUILT FOR EVERYDAY USE.**



**The new HUAWEI Pura 80 combines frosted glass finishes with advanced camera and display technologies.**


## Design and display

The Pura 80's flat-edge screen and frosted glass back highlight Huawei's commitment to minimalist craftsmanship. A refined sandblasting process creates a smooth, premium finish, complemented by a lightweight and durable build.

At the core of the device's visual performance is the debut of the HUAWEI X-True Display™. With a pixel density of 460ppi, HDR support, and intelligent 1–120Hz adaptive refresh rate, the display delivers crisp detail, vibrant colours, and fluid performance across browsing, gaming, and multimedia.

## Everyday durability

Beyond aesthetics, the Pura 80 is built to withstand daily use. It incorporates 2nd-Generation Kunlun Glass for added screen protection and houses a 5170mAh battery with support for 66W HUAWEI SuperCharge and 50W Wireless SuperCharge. These features ensure both resilience and convenience for users who demand performance throughout the day.

With the Pura 80, Huawei positions its latest flagship as a refined, high-performing device that meets the expectations of modern smartphone users while offering thoughtful innovations in photography, display, and design. 

# CANON UNVEILS VERSATILE RF 85MM F/1.4 PORTRAIT LENS FOR HYBRID CREATORS

*The new RF 85mm f/1.4L VCM balances professional optical performance with lightweight, hybrid-friendly design.*



**Canon's RF 85mm f/1.4L VCM is designed for both professional stills and video, offering a compact alternative to the flagship f/1.2.**

**C**anon Europe has expanded its growing line-up of hybrid RF prime lenses with the launch of the RF 85mm f/1.4L VCM, a professional portrait lens designed to meet the needs of both photographers and filmmakers.

The 85mm focal length has long been regarded as a portrait classic, and Canon's latest addition to the RF family blends flattering perspective




**AT HALF THE SIZE AND WEIGHT OF THE RF 85MM F/1.2L USM, THIS LENS IS BUILT WITH HYBRID SHOOTERS IN MIND.**

with cutting-edge hybrid performance. The lens's fast f/1.4 aperture allows photographers to create images with striking subject separation and cinematic background blur, while a combination of UD and aspheric elements, enhanced with Super Spectra and ASC coatings, ensures clarity and sharpness.

The RF 85mm f/1.4L VCM is aimed at professionals working across weddings, events, product photography and low-light scenarios, where precision and artistry are paramount. For filmmakers, Canon has introduced a silent Voice Coil Motor (VCM) autofocus system, which delivers smooth and accurate focusing with minimal breathing. Additional features such as a dedicated Iris Ring, customisable Control Ring and Lens Function Button provide intuitive handling and creative flexibility.

At just 636g, the lens is approximately half the weight of the RF 85mm f/1.2L USM, making it an attractive option for mobile shooting setups. Despite the compact form factor, Canon has maintained its robust L-series build quality, with weather sealing and a fluorine coating to handle demanding environments.

The new lens also fits seamlessly into Canon's RF f/1.4 hybrid prime series, ensuring consistency in both design and workflow for professionals who switch between stills and video production.

With its blend of high-end optics, fast aperture and hybrid-friendly features, the RF 85mm f/1.4L VCM is set to become a go-to choice for creators seeking distinctive portrait imagery and cinematic video. 

## Key Features of the Canon RF 85mm f/1.4L VCM

- Classic 85mm portrait focal length for full-frame EOS R System and Cinema EOS cameras (RF mount)
- Bright f/1.4 maximum aperture for depth-of-field control and low-light performance
- Advanced optical design with UD and aspheric lens elements
- Voice Coil Motor (VCM) for quiet, ultra-responsive autofocus with minimal focus breathing
- 11-blade circular aperture for smooth bokeh and cinematic highlights
- Dedicated Iris Ring, Control Ring and Lens Function Button for intuitive manual control
- Durable L-series build with dust and moisture resistance
- Compact and lightweight at 636g, measuring 76.5mm (W) x 99.3mm (L)

# NEUMANN EXPANDS KH MONITOR LINE WITH FIVE NEW SUBWOOFERS

*German audio specialist strengthens its monitoring portfolio with DSP-powered solutions for stereo, surround, and immersive production.*

**G**erman pro audio manufacturer Neumann has unveiled five new subwoofers in its KH monitor line, extending its portfolio to meet the growing demands of immersive audio production. The launch introduces the KH 805 II, KH 810 II and KH 870 II, alongside two Audio-over-IP (AoIP) models – the KH 810 II AES67 and KH 870 II AES67 – offering scalable monitoring solutions for applications ranging from stereo mixing to large-format immersive environments.

“With immersive audio becoming the new standard across music, post-production and broadcast, reliable monitoring is more important than ever,” said Yasmine Riechers, CEO of Neumann. “Our new KH subwoofers offer scalable solutions for every studio size and format – from stereo to surround and immersive – while integrating seamlessly with both analogue and DSP-equipped KH monitors.”

## **Precision and performance across formats**

The KH 805 II builds on the success of the KH 750 DSP, delivering nearly double the output for greater headroom and low-end control. Designed for stereo monitoring, it is ideally paired with Neumann’s KH 120 II, KH 150 and KH 310 monitors.

For immersive workflows, the KH 810 II offers multichannel bass management for setups of up to 7.1.4, with routing for as many as eleven studio monitors. Positioned at the top of the range, the KH 870 II doubles the output of the KH 810 II, making it the

natural choice for large studios and critical applications, particularly when combined with Neumann’s flagship KH 420 monitors.

## **Future-proofed for AoIP**

Recognising the shift towards networked audio in broadcast and media production, Neumann has introduced AES67 versions of its KH 810 II and KH 870 II subwoofers. Both models support 12 AES67 input channels and comply fully with ST 2110, ST 2022-7 redundancy, RAVENNA, NMOS and DANTE-generated streams, ensuring flexible and future-ready integration with AoIP workflows.



**THEY ARE EQUALLY AT HOME UPGRADING AN EXISTING STEREO SYSTEM OR FORMING THE BACKBONE OF AN IMMERSIVE SETUP. IN OTHER WORDS: NO MORE LOW-END GUESSWORK. – STEPHAN MAUER, HEAD OF PRODUCT, NEUMANN**

## **DSP intelligence and room alignment**


Neumann’s latest DSP engine enables seamless calibration across an entire monitoring chain. With the MA 1 Automatic Monitor Alignment system (sold separately), users can optimise their setups for room acoustics and phase coherence, even when combining DSP-enabled subwoofers with analogue KH monitors.

Low-frequency extension down to 16 Hz ensures accuracy for critical mixing and mastering decisions, while redesigned components deliver reduced distortion and lower port noise.

“Our new subwoofers deliver significant improvements over previous generations,” explained Stephan Mauer, Head of Product at Neumann. “They are equally at home upgrading an existing stereo system or forming the backbone of an immersive monitoring setup. In other words: no more low-end guesswork.”

## **Completing the KH family**

Neumann now offers a complete family of DSP-controlled subwoofers – spanning from the compact KH 750 DSP to the powerful KH 870 II. This portfolio enables reference-grade sound reproduction across music production, post-production, scoring, mixing and mastering, with solutions tailored to any studio size or format.

By extending its KH line, Neumann continues to build on its legacy of audio innovation, ensuring studios can achieve precision monitoring in an era increasingly defined by immersive experiences. 





**Neumann's KH II  
series subwoofers  
deliver precision  
and power for  
today's studios.**

# HCLSOFTWARE STRENGTHENS SOFTWARE SUPPLY CHAIN CONTROL WITH APPSCAN 360° V2.0

*The latest release delivers AI-driven testing, open-source visibility, and sovereign cloud deployment to meet rising compliance and security demands.*

**H**CLSoftware has rolled out version 2.0 of its application security platform, HCL AppScan 360°, positioning it as a critical tool for enterprises navigating today's complex software supply chains.

With open-source adoption at an all-time high and regulators worldwide tightening data sovereignty requirements, the new release is designed to give enterprises visibility, control, and compliance without compromising performance.

## Addressing supply chain fragility

High-profile incidents such as Log4Shell have underscored the vulnerabilities lurking in open-source components. Many enterprises rely on thousands of third-party libraries, often with little insight into their origins, licensing, or security posture. This creates an intricate web of dependencies that can quickly become a liability.

According to Gartner, more than 70% of countries now have, or are drafting, data sovereignty laws. Meanwhile, new mandates such as the EU's Cyber Resilience Act and the US Executive Order on Improving the Nation's Cybersecurity demand faster patching, greater transparency, and full lifecycle oversight of software components.

Rajesh Iyer, Executive Vice-President and Portfolio Manager at HCLSoftware, commented: "The global move towards data sovereignty is changing the ecosystem in which secure development happens—but not the increasing pace, which is driven, to a large degree, by open-source adoption and AI tooling."



## Key capabilities in AppScan 360° v2.0

The platform combines multiple testing approaches into one cloud-native—or on-premises—suite. Among its core additions are:

- **High-density Software Composition Analysis (SCA):** enabling real-time open-source vulnerability detection.



**THESE PRESSURES ARE FORCING ORGANISATIONS TO RETHINK HOW THEY MANAGE OPEN-SOURCE SOFTWARE, TRACK VULNERABILITIES, AND CONTROL WHERE AND HOW THEIR DATA IS STORED. – RAJESH IYER, HCLSOFTWARE**


- **Automated Software Bill of Materials (SBOM):** offering visibility into dependencies, versions, and licensing.
- **Flexible deployment options:** including sovereign or air-gapped environments to maintain full infrastructure control.
- **Correlation across IAST, DAST and SAST tools:** validating exploitability and confirming fixes with multiple testing methods.

Katie Norton, Research Manager for DevSecOps at IDC, noted that almost 85% of enterprises continue to deploy at least some security tools on-premises, despite growing cloud adoption. "The availability of on-premises SCA in AppScan 360° Version 2.0 addresses a critical gap for enterprises that require deep open-source visibility while maintaining full control over their infrastructure and data locality," she said.

## Building trust through sovereignty

Beyond regulatory compliance, HCLSoftware sees data sovereignty as a trust-building measure. Cisco's latest survey found that 92% of consumers prefer their personal data to be stored within their home country—elevating localisation from a compliance issue to a market differentiator.

Iyer added: "We are delivering on a promise to our customers with a fully on-prem platform that provides up-to-the-minute open-source visibility and AI-enablement, all without exposing their data to the public cloud."

By enabling security teams to transition from reactive fixes to proactive governance, HCL AppScan 360° v2.0 aims to give enterprises a clearer path through today's fast-changing regulatory and security landscape. 

# NETAPP STRENGTHENS UAE PRESENCE WITH BASSEL KASSEM APPOINTMENT

*Industry veteran takes the helm as Country Manager to drive AI-first growth and support Vision 2030 ambitions.*



**N**etApp has reinforced its commitment to the UAE with the appointment of Bassel Kassem as Enterprise Regional Director (Country Manager), signalling a renewed push to align with the nation's Vision 2030 agenda and AI-driven digital transformation.

In his new role, Kassem will oversee NetApp's UAE operations, spearheading strategic execution while strengthening customer and partner relationships. He will also drive the delivery of next-generation data infrastructure designed for organisations operating in an AI-first world.

"With deep domain expertise and a strong execution mindset, Bassel brings the leadership we need to scale in one of the world's most dynamic digital economies," said Suhail Hasanain, Senior Director & General Manager, Middle East & Africa at NetApp. "His

appointment reflects our belief in the UAE market and our intention to lead from the front as organisations embrace AI, cloud, and data-driven transformation at speed and scale."

Kassem joins NetApp with more than two decades of regional leadership experience, having held senior roles at Rubrik, Nutanix, Cisco, and Juniper Networks. His background spans cloud, cybersecurity, data centre modernisation and AI enablement — expertise that will be instrumental in advancing the UAE's national innovation priorities across government, finance, healthcare, defence, and energy.

Commenting on his new role, Kassem said: "I'm proud to take on this role at such a pivotal time in the UAE's digital evolution. The country's vision and ambition are unmatched. I'm excited to work closely with our ecosystem of customers, partners, and government leaders to accelerate transformation and help shape a data-powered, AI-driven future."

The appointment comes as NetApp intensifies its investment in the Middle East, with a focus on local talent development and technology leadership. The company has outlined a strategy to deliver sustainable digital growth through secure, intelligent infrastructure — supporting national initiatives such as the UAE Digital Government Strategy and Vision 2030. 



**THE UAE'S VISION AND AMBITION ARE UNMATCHED. I'M EXCITED TO WORK CLOSELY WITH OUR ECOSYSTEM TO ACCELERATE TRANSFORMATION.**  
**– BASSEL KASSEM**



# VEEAM STRENGTHENS MICROSOFT ALLIANCE WITH NEW EMEA LEADERSHIP

*Doriane Groene joins as Senior Director to drive joint cloud, AI and data resilience initiatives*

**V**eeam Software has appointed Doriane Groene as Senior Director, Microsoft Alliance for EMEA, marking a strategic move to expand the company's collaboration with Microsoft and accelerate joint innovation in cloud, AI and data resilience.

With more than 20 years of experience in the high-tech industry, Groene brings a strong track record of building strategic partnerships within the Microsoft ecosystem. She previously led **Intel's EMEA Microsoft Global Account Team**, where she oversaw revenue growth through Azure Marketplace, launched co-selling programmes, and supported enterprise digital transformation projects. Her expertise includes intelligent edge technologies, Azure cloud solutions and data-driven execution strategies.

Earlier in her career, Groene held positions at Imation and Philips Laser Magnetic Storage, further cementing her foundation in enterprise technology and partner engagement.

Her appointment comes as Microsoft and its partners sharpen their focus on **cloud and AI as critical drivers of business transformation in 2026**. Veeam, which positions itself as the global leader in data resilience, is aligning closely with this vision by delivering intelligent, secure and scalable data protection solutions to help organisations reduce costs, increase output and drive growth.

Commenting on the appointment, **Tim Pfaelzer, General Manager and**



**Doriane Groene, Senior Director, Microsoft Alliance, EMEA, Veeam Software**

**Senior Vice President for EMEA at Veeam**, said:


"Microsoft is a cornerstone of our strategic vision in EMEA. With Doriane's appointment, we're doubling down on our commitment to deepen this alliance and deliver transformative outcomes for our customers."

**Alex de Haro, Senior Director for EMEA VCSP, Alliance and Global System Integrators at Veeam**, added:

"Her deep understanding of the Microsoft ecosystem, combined with her collaborative spirit, will be instrumental in unlocking new opportunities across the region."

Groene herself described joining Veeam as a pivotal opportunity:

"Together, we can help organisations across EMEA to leverage the power of Cloud, Data Resilience and AI to drive innovation, enhance security, and achieve their business objectives."

She holds an MSc from CNAM and executive leadership certifications from HEC Paris and Imperial College, and is recognised for her focus on building strong relationships, coaching high-performing teams and solving complex challenges through data-led approaches. 



**TOGETHER, WE CAN HELP ORGANISATIONS ACROSS EMEA LEVERAGE THE POWER OF CLOUD, DATA RESILIENCE AND AI TO DRIVE INNOVATION AND ENHANCE SECURITY.**

**- DORIANE GROENE, VEEAM**

# Copilot+ PCs

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