



GITEX TECHNOLOGY WEEK

60 MINUTES

Show dates: 6-10 December 2020, Dubai World Trade Centre | Exhibition hours: 11am-7pm

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DAY 1

Huawei aims to create new value post-COVID

CNME Editor Mark Forker spoke to David Shi, President of Enterprise Business Group, Huawei Middle East, on what the future of the workplace will look like post-COVID, trends and technologies that have emerged in the ICT ecosystem - and the role that the ICT pioneer is playing in driving innovation.



David Shi, President of Enterprise Business Group, Huawei Middle East

We began by examining the impact the COVID-19 pandemic has had on global industry, and how it irreversibly reshaped when we work, how we work and where we work. Shi highlighted how the pandemic had triggered an avalanche of digital transformation across

the region which has forced enterprises to transform the way they work.

"This has led both governments and enterprises to accelerate their digital transformation journey. The adoption of advanced technologies

and associated ways of working will continue to influence the post-pandemic workplace. The future workplace will be a digital workplace in the post-COVID world, one that enables employees to work more seamlessly both offline and online."

Shi then touched on how major industries such as Healthcare, Education, Energy, Finance and Transportation had been revolutionised by digital transformation and the pivotal role Huawei is playing in terms of leveraging their expertise to enable these industries.

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Injazat outlines how listening is the key to digital innovation

In this op-ed by Khaled Al Mazrouei, Acting Chief Commercial Officer at Injazat, he appeals to decision-makers and thought leaders to start listening and stop talking in a bid to capitalise on the opportunities presented by the on-demand digital economy.



Khaled Al Mazrouei, Acting Chief Commercial Officer, Injazat

It is not big news that digital is default. What is new, however, is that COVID-19 has changed everything and if we want to seize the opportunities the digital economy offers, then we need to start listening, instead of talking.

Accelerated by COVID-19, most members of the C-suite find themselves being forced to rethink their digital transformation (DX) strategies. From remote working to supply chains, customer

service and measuring productivity, traditional ways are no longer viable.

A recent study by McKinsey, found that COVID-19 accelerated the adoption of digital technologies by several years, with many of these changes having serious long-term impacts on any organisations' future.

Unsurprisingly then, the early adopters in new technologies have emerged much stronger and resilient than before the onset of the pandemic.

According to some of the latest IDC findings, the value of DX has swollen to over US\$20 trillion, which

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du announces launch of two new data centers at GITEX Technology Week

UAE telecommunications provider du, from Emirates Integrated Telecommunications Company (EITC) has announced the launch of two new data centers that have been designed to support government entities and financial enterprises to manage their data center requirements.



Farid Faraidooni, Chief New Business and Innovation Officer, du

The major announcement was made by the operator during GITEX Technology Week 2020 and represents another major step for the UAE's journey towards the cloud.

There has been a huge shift towards public cloud since the establishment of data centers by Microsoft

in Dubai and Abu Dhabi in 2019, and that journey towards the cloud has been accelerated since the onset of the COVID-19 pandemic.

These new data centers will only serve to further enforce the growing cloud movement across the region with deals with the issue of

data sovereignty, which was identified by industry analysts as a major barrier prior to Microsoft foray into the market.

The new data centers will open in Dubai and Abu Dhabi in Q1 2021 - and will provide high performance connectivity and computing power as du fulfills its commitments as a managed service provider.

The 40th edition of GITEX Technology Week, which is taking place at Dubai World Trade Center (DWTC) from December 6-10, is an historic milestone for the region's flagship IT and technology conference and du felt it was the perfect venue for them to announce the opening of its two new data centers

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Citrix embraces new digital economy with robust portfolio

CNME Editor Mark Forker managed to secure an exclusive interview with Taj El-Khayat, Regional Director Middle East, at Citrix, to find out more about the company's new corporate rebranding - and how its leveraging its broad portfolio of technologies to empower their workforce and clients in this new digital economy.



Taj El-Khayat, Regional Director Middle East, Citrix

El-Khayat has established himself as a prominent thought leader in the IT ecosystem over the last decade, and in a wide-ranging and in-depth discussion he perfectly articulated how Citrix was transforming the world of work.

"We're extremely excited about repositioning Citrix

as a leader in the future of work. We're now centring everything around the human experience and the employee experience to really enable them through technology in a way that doesn't limit them to a particular space or location. We want to ensure that people

can do their work and be innovative and creative without being restricted to anything," said El-Khayat.

The Regional Director for the Middle East at Citrix, then explained that a pillar of their brand reimagining was focused entirely on bringing their workspace technology front and centre, which is where the employee experience becomes the core of what the IT leader really wants to deliver.

"Our workspace technology, whether it's our traditional workspace technology, or our workspace intelligence leverages a lot of AI technologies and algorithms that ultimately

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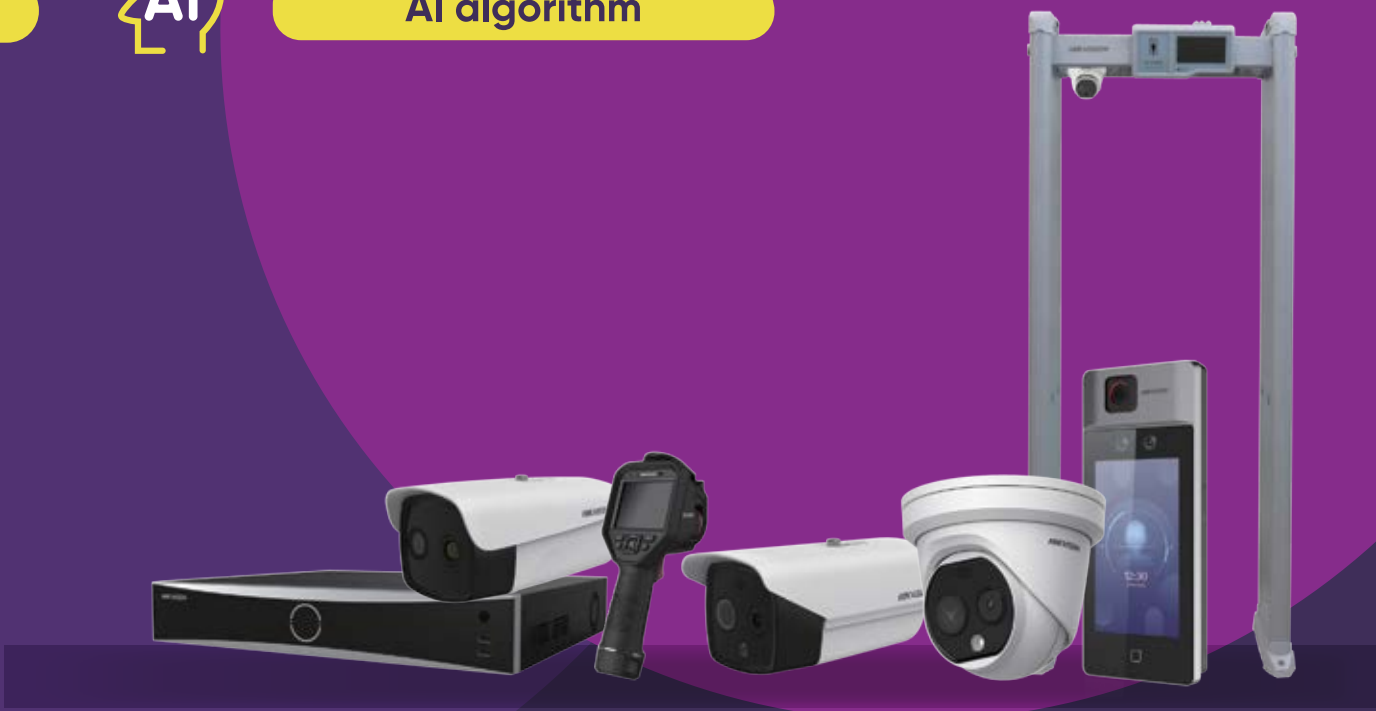
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Huawei...

“In the field of healthcare, for example, doctors are using robots to keep a safe distance while helping patients. Educational institutes are turning to trusted ICT experts like Huawei to amplify their digital facilities and enhance the virtual classroom experience,” said Shi.

He added that Huawei provides a wide range of solutions that foster collaboration between teachers, students, parents, and school administrators, regardless of their time zone or physical location. He then spoke of the changes in the energy, finance and transportation industries.

“In today’s environment, there is an enormous opportunity for oil and gas companies to revitalise and push for real gains as the economy recovers from COVID-19. In finance, it is forecasted that COVID-19 will change user behaviour forever, and that the increased use of digital banking will become an irreversible requirement. Digital transformation of the transport sector, via robust communications solutions, will enable the sector to evolve in sync

with the city around it.” said Shi.

Shi then spoke of the enormous cloud presence Huawei has established globally and focused on the impact AI technologies will have in transforming major



We believe in looking to the future and predicting what society’s needs may be tomorrow, next year, or even into the next decade.”

business processes.

“Huawei has established 23 cloud service regions worldwide, attracting over 1.5 million developers. We will continue to build on that momentum with our partners. In the AI domain, we must strive to better integrate with the major business systems of governments and enterprises. This requires using shared data to build the core competency of AI systems” said Shi.

I asked Shi how

significant events like EXPO 2020 and GITEX are for the Middle East region in terms of showcasing its capabilities as a bastion of technological progress and innovation, and what role Huawei will play to support future GCC events.

“For our part, Huawei has been a close partner to numerous conferences this year. Conferences such as the Global Cybersecurity Forum, the Global AI Summit, and GITEX Technology Week, are all a testament to the region’s ambitions to build a more connected future.”

“Taking GITEX Technology Week as an example, we are leveraging this event as a platform to discuss with our customers and partners how we can navigate industry changes, share experiences, and work together to create new value. At this year’s event, we are exploring trends and opportunities in industry digitalisation by showcasing advanced technologies and solutions, all while giving visitors a look at joint innovation and sharing best practices in digital transformation,” concluded Shi.

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Injazat...

is the equivalent to 20 per cent of global GDP. With direct investments of over US\$8.2 trillion organisations, governments and entire industries are gearing up to take advantage of the digital economy.

These are astronomical figures, but whenever we witness this kind of capital flow, we experience the emergence of various bad actors, so the question must be who has your best interests in mind?

A key learning for myself in my role as the chief commercial officer of one of the leading firms in digital transformation, cloud, and cybersecurity in the UAE, is that we cannot innovate without working closely with our customers.

As advisors, we need to understand our customer’s pain points and need to appreciate the experiences of the end-user.

Each customer is unique, and as such, requires a tailored approach. One-size-fits-all will only cause disappointment further down the line and result in customers changing service providers, unwillingly adding to the intrinsic complexities of their own digital

transformation journeys.

With an understanding that our customers are our partners, we have created our DX Division to provide the innovation incubation needed on the digital journey.

Combining design



As advisors, we need to understand our customer’s pain points and need to appreciate the experience of the end-user.”

thinking, lean start-up and agile principles, the team brings together our own leading product experts with a global ecosystem of partners to lead innovations and create digital platforms.

Together, we conceptualise, test, and eventually commercialise digital solutions that are tailored to our customers’ needs - an approach that has proven to be very successful over the years.

It is also an approach that has informed our very own transformation strategy. A strategy that is about providing for our customers,

their end-users, and the communities they serve with the scale and speed that the new digital economy demands.

It is important to us that our transformation is built on the needs of our customers, and we

have changed our service delivery model to provide the tools, know-how and manpower needed to take full advantage of the many opportunities that currently exist.

By listening to our customers, we can confidently say that we have reached a stage where we have become a trusted advisor to both the UAE’s leading public and private sector organisations and have pivoted from being an IT service provider to a digital transformation leader, and an orchestrator of change designed to fuel further innovation and advancement.

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du...

that will be located in Dubai Silicon Oasis (DSO) and the Khalifa Industrial Zone Abu Dhabi (KIZAD), both establishments will provide high-performance connectivity and computing power when operational, delivering value through competitively priced ICT services.

Developed to be agile, flexible, and capable of accommodating the entire national enterprise community, the data centers will be carrier-neutral, enable sub 5ms latency between locations, and offer the most advanced connectivity available with Optical Transport Networks (OTN).

Government and financial institutions will benefit from dedicated, reliable, secure, and versatile connections to multiple clouds, including Hyperscalers across the region and many essential services such as business networks.

Farid Faraidooni, Chief New Business and Innovation Officer, du, expressed his delight at

the new data centers, which he firmly believes will foster and cultivate more innovation across the UAE, citing how the demands of the new data-driven on-demand economy requires high-performance data centers that can help enterprises and government entities flourish and successfully migrate to the cloud.

Partnerships with data center service providers that have interconnectivity fabrics and broad ecosystems of enterprises and service, network, and cloud providers will become essential in the new digital era. At du, we are committed to supporting organisations operating in the government and financial sectors as they strive to achieve their ambitions concerning outsourcing data center requirements,” said Faraidooni.

One of the fundamental cornerstones of du’s incredible success over the years has been its customer-centric model. That customer centricity is

one of the primary reasons why they have aggressively pursued their aspirations to be a leading cloud services provider and leader in the managed services space.

“As a trusted managed services operator, our digital infrastructure provides agile, resilient, secure, and scalable solutions through hybrid and multi-cloud, compete managed services, in-country data center services, and software-defined enterprise networks. The new data centers in Dubai and Abu Dhabi will maximise our capabilities to serve our customers and help them achieve desired objectives,” said Faraidooni.

In addition to this, the du executive outlined that the data centers come equipped with resilient disaster recovery capabilities to ensure their operations are 24/7.

He concluded by saying, “The data centers have been designed with full geographical redundancy and robust disaster recovery capabilities to ensure the seamless continuation of services. Additionally, complete security integration will be overseen 24 hours per day, seven days per week, by a team of dedicated and certified data center experts.”

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Citrix...

provides us with the ability to really allow employees to work on their mission-critical tasks rather than wasting time on mundane ones” said El-Khayat.

There has been a lot of disruption in relation to working remotely. Many enterprises were simply not equipped with the tools or technologies to make the transition from physical to digital a seamless one. However, this is where Citrix’s workspace platform earns its stripes.

“Today, organisations want to embark upon workspace engagement for their employees to provide them seamless access and experiences across platforms, devices and clouds both on-prem and hybrid. In today’s climate you don’t need multiple points, you can have that digital workspace from Citrix that enables you to have that seamless integration,” said El Khayat.

The charismatic El-Khayat then highlighted the close strategic partnership it has with US technology behemoth Microsoft, who have publicly announced their admiration for Citrix’s digital workspace platform.

“Microsoft recently announced that the



We’re centring everything around the human experience and the employee experience to really enable them through technology in a way that doesn’t limit them to a particular’ space or location.”

Citrix digital workspace is the preferred solution that they want to go to market. We’ve been able to leverage their own windows virtual desktop technologies, which provides them with a standard virtual desktop infrastructure, but by leveraging the power of the Citrix platform it enables them to go ahead and drive enterprise grade and highly secured access to data and applications for those users,” said El-Khayat.

Citrix formally announced the ending of the availability of perpetual licenses on October 1st.

“What that has enabled us to do is push and accelerate our subscription-based modelling. We really want to be able to ensure that organisations are using technology efficiently.”

According to El-Khayat, one of the primary objectives in terms of

what they wanted to establish and create with their new brand was relevance across a diverse range of different audiences.

“One of the key things for us was that we really wanted to create a brand that is relevant across all audiences. We’re an organisation that has equal employment opportunities for all and we have created an environment where anybody with an intent to be innovative and creative can flourish. The X in our new brand logo represents how we’re humanising our brand. That X takes different forms because it represents the different audiences. We are a platform for everyone, and it is very important for us to create that sort of purpose where people who are part of Citrix, can drive benefit to the community at large that they serve,” said El-Khayat.



Hatem Hariri, Managing Director, CNS

CNS Managing Director outlines how they stand apart from the crowd

Hatem Hariri has established himself as a prominent thought-leader in the IT ecosystem, and in this op-ed the Managing Director at CNS, outlines the differentiating factors that separate the IT leader from its market rivals.

Today’s business leaders tend to overlook the competitive advantage of a digitalised enterprise but are astute enough to delegate their managed technology operations to an expert organisation that specialises in handling these responsibilities.

CNS is a leading information technology and banking solutions partner in the Middle East, with 30 years of experience in delivering innovative solutions and professional outsourcing services.

While there’s no denying that technological innovations nearly always improve the way a business can be run, there are few companies with the resources needed to keep abreast of an

increasingly demanding, ever-evolving market.

Even those that do are justly apprehensive about outlaying precious capital on technologies today that might well be redundant tomorrow.

As the company uses owned resources there’s little need to invest in additional hardware. And since applications are used on an as-needed basis, every managed solution can be scaled up or down as needed on a pro-rata cost to company

This scalability not only increases efficiency in pricing, but competitiveness as savings in operational costs can be passed over to their clients’ customers.

We at CNS can be responsible for all or parts of a client’s technology

systems, as per their Service Level Agreement (SLA).

CNS Managed Service solutions offer a wide range of benefits to organisations of all sizes from round-the-clock monitoring to fast-tracking resolutions and reporting processes, enabling better data collection and security, while introducing big saving on cost with significant SLA agreement

It’s an honour that so many of our most valuable clients have put the responsibility of their information systems in our expert hands. I see CNS managed services becoming an essential cornerstone to our value proposition as a cost-effective way to help lead our clients along their journey to full business digitalisation.



Sam Curry, CSO at Cybereason

Curry is a one of the most distinguished cybersecurity experts in the IT ecosystem with over 25 years of experience.

Before he began his presentation in the virtual roundtable Defending Chaos and Corporate Risk, Curry provided background on Cybereason.

“We believe in a connected world, and we believe in what digital transformation can do for governments, enterprises and us as individuals. Our mission as a company is to reverse the hacker advantage,” said Curry.

Curry stressed how important it was to understand the differences between two types of risk in the security environment.

“First order chaos is natural systems; a hurricane is a threat in a first order chaos system of meteorology. COVID-19 is a first order chaos risk in the biological system. Second order chaos are systems that can intelligently adapt. If COVID-19 was a second order chaos risk it would say to itself I’m going through an airport I should lower my host’s

Cybereason helps make sense of the digital chaos

CNME Editor Mark Forker moderated a virtual roundtable with Sam Curry, CSO at Cybereason, to learn how a SOC (Security Operations Centre) can bolster and protect government entities and enterprises from cyber threats.

body temperature to make it past this hurdle, but it doesn’t, because it isn’t intelligent enough to adapt, but that’s precisely the risk we face in security,” said Curry.

Curry then proceeded to outline what he felt was the biggest issue currently afflicting the entire security landscape.

“My biggest concern in the security industry is the fact that most security departments don’t align with their businesses well. If you ask a CFO what sales do, they say, that’s easy they bring me the money. If you ask them what marketing does, they say, they help sales make money. But ask them what security does, they’ll give you a blank look. They’ll talk about risks, but they don’t understand the other forms of risk. Essentially the job of security is to stop threats faster and more completely, in order to do that they need to be aligned with the business.”

Curry stated that he believed that IT security is not the same as cybersecurity, although he admitted that this may be considered a controversial opinion.

“There are key cases that demonstrate the nuanced differences between IT security and cybersecurity. Well in the IT security group I put things like reporting,

vulnerability and patch management, simple preventative tools. The cases I put in cyber are clearer. We need to build tools and processes that bring human intelligence to bear in defending against human intelligence. How do we make that more effective? I believe that AI should stand for assisted, rather than artificial, because too often we find security companies saying AI and trying to convince you is that they’ve got some incredible robotic intelligence. There is intelligence in security, but it is carbon-based not silicone-based,” said Curry.

Curry then illustrated the importance of the evolution of the cyber machine, stressing how the security industry needs to do better.

“The evolution of the cyber machine is essentially how do we improve, and I don’t mean incrementally, because it’s a race. It’s an asymmetric race, and the kid on the other side is not using the same tools, he may be using the same algorithms, but the application is radically different.”

“I was asked by a journalist when will we finally solve cyber problems? I said I don’t think they can be, but they can be brought to acceptable levels,” concluded Curry.



Dr Chris Cooper, General Manager, Lenovo

Lenovo general manager outlines their broad range of solutions

Daniel Bardsley spoke with Dr Chris Cooper, Lenovo’s general manager for Middle East and Africa, to learn how their GITEX showcase highlights pertinent technological solutions for today’s COVID dominated world.

Lenovo is showcasing cutting edge computing technology at GITEX 2020 and is working with multiple partners to offer solutions suitable for everything from self-driving cars to pop-up hospitals.

The capabilities of AI are a particular focus through the company’s ThinkSystem SE350 edge server, which operates outside data centres at the very locations where the data is generated.

Dr Chris Cooper, Lenovo’s general manager for Middle East and Africa, compared it to “a data centre in a box” and yet despite its capabilities, is not much larger than a PC.

Physically rugged, it is capable of operating at temperatures as high as 55°C and can be used in a wide variety of sectors. These include everything from smart cities to smart buildings, retail, motoring and telecommunications.

“It can be used for mobile kiosks to run the electronic points of sales [with] all the traditional applications you may use in the store. Devices are becoming a lot more technology-enabled these days. It gives you predictive analytics – and there’s a requirement to do more analytics outside

the traditional data centre, towards the edge,” said Cooper.

Among the many uses of the ThinkSystem SE350 is in providing support to pop-up hospitals that may have been set up during the pandemic.

“They can run them at the edge outside in a tent,” said Cooper, adding that the devices may be physically connected to the infrastructure of a main hospital or could be communicating with it by 4G. The devices are also 5G-enabled.

Other applications Lenovo that are especially pertinent in today’s COVID-dominated world include technology to monitor, with a camera, whether people are maintaining social distancing or are wearing masks.

“CCTV is about real-time analytics, facial recognition in real time. You need that infrastructure close to the edge. We’re seeing a real growth in that space,” said Cooper.

Lenovo has been better able than some rivals to weather the challenges thrown up by the pandemic because it owns the factories that produce their own devices.

“We’ve not been reliant on contract manufacturers. We have over 30 manufacturing sites. We have control of the full build and manufacturing of these solutions and we have managed to delight quite a large number of customers by delivering within the deadlines they’ve given us,” said Cooper.

Among the many partners with which Lenovo is showcasing solutions at GITEX are Microsoft, Intel, Red Hat and VMware. Microsoft Azure running at the edge is one focus.

Lenovo is also keen to highlight at GITEX how broad a range of solutions it is able to offer.

These start with devices such as PCs and laptops and go on to include data centre infrastructure, hyper solutions, and solutions for the cloud and the edge. Even on the first morning of this year’s show, Cooper said there had been plenty of interest.

“We have the complete portfolio represented and we believe we’re showcasing some very strong solutions with our partners - and we’ve had a number of people come across about not one, not two, but most of the solutions we’re showcasing,” said Cooper.



Microsoft highlights AI innovations at 40th GITEX Technology Week

Azure FarmBeats, an AI solution supporting global sustainable food security, is a key focus at The Microsoft Hub.

Microsoft opened a socially distanced area ‘The Microsoft Hub’ as the 40th GITEX Technology Week launched. Alongside the latest Microsoft’s Surface portfolio, the area will also showcase agricultural solution Azure FarmBeats, which uses AI and IOT technologies to support sustainable farming practices and contribute to food security, in line with Microsoft’s global ‘AI for Good’ initiative.

The Microsoft Hub offers an opportunity to experience technological

innovations, initiatives, and products, which shape the future for business at a time when years of technological advancement have been achieved in a matter of months. Partners joining in this area include Itqan, Intertec, Poly, Netways, Liferay, Forteinet and HCL.

A central Microsoft showcase at GITEX is AI solution Azure FarmBeats, which enables data-driven farming to maximize agricultural output. With data visualization, machine learning and data analytics, automated

recommendations are provided enabling growers to calibrate water usage and soil quality, for more sustainable farming under challenging conditions.

This has valuable applications as the coronavirus pandemic has seen the UAE and Gulf economies increasingly prioritize food security and lay the foundations for long-term strategies to reimagine food systems.

“By 2050 there will be a need to feed 9-10 billion people, requiring a significant increase in food production. However, there is a limited amount of additional arable land, and water levels have also been receding. Cloud technology may prove crucial to address this agricultural challenge,” said Sayed Hashish, General Manager, Microsoft UAE.

He added, “During the pandemic, we have seen how technology has rapidly provided response and recovery mechanisms. Now, governments are reimagining a more positive world, and we are investing alongside them into critical technological infrastructure to solve pressing challenges.”



Bharat Raigangar, Wipro, and Sanchu Sankar, Microsoft highlight how enterprises need to adopt a 'cloud-native mindset to security' in the current digital economy.

Security experts have claimed that a SOC (Security Operations Centre) can protect government entities and enterprises from cyber threats? What unique capabilities make SOC's essential for network security?

Bharat Raigangar: SOC's need to provide proactive threat analysis, real-time detection, response co-ordination, situational awareness and maintenance of defensive technologies.

To be successful in managing risk, you need to have effective people processes and tools to operationalise intelligence, automate investigation and response workflows and a "cloud-native mindset to security".

The essential capabilities of SOC include monitoring, detection, response, threat intelligence, analytics, automation, vulnerability and compliance management.

One of the key strengths of a SOC is its ability to incorporate cooperation between man and machine, but how do you create a Modern SOC - and what are its defining characteristics?

Bharat Raigangar: SOC modernisation initiatives are on the rise across industries to combat the sophisticated nature of adversaries.

You need capabilities that provide intelligence across specialised tools - providing high quality alerts, end-to-end

Wipro outline the importance of an effective cloud threat management strategy

CNME Editor Mark Forker secured an exclusive interview with Bharat Raigangar, GM – Business Head, India, Middle East & Africa at Wipro, and Sanchu Sankar, Chief Architect, Identity and Security, Microsoft Consulting Services, EMEA, to find out how both entities are enhancing cloud threat management capabilities through a cloud-native SOC for single or multi-cloud customers.

investigation capabilities and remediation. Cloud-Native SIEMs, such as Azure Sentinel, can correlate insights from different security tools such as Microsoft Defender for Endpoint, Microsoft Cloud App Security and Microsoft Defender for Office 365.

Modern SOC's need to demonstrate effective threat detection capabilities, inbuilt machine learning techniques, cloud sandboxing to understand malware behaviour, User Entity & Behaviour Analytics (UEBA), external threat intelligence, hypothesis based proactive threat hunting and advanced security orchestration and automated response capabilities (SOAR).

Microsoft and Wipro have been partners for over 20 years. Can you outline how important this collaboration has been for both entities

and what value you derive from each other?

Sanchu Sankar: With Wipro's experience in cybersecurity and Microsoft's commitment to cloud-based security, we can assist customers through value conversations, strategies, solutions and technology adoption.

Working together as partners has helped to modernise your Security Operations Centre by leveraging cloud-native security tools such as Azure Sentinel and Microsoft Defender.

In addition to tools Microsoft is bringing in experts from consulting services to provide technical leadership and advisory services.

Wipro is also a Microsoft Intelligent Security Association member to help develop customer solutions through highly integrated security services.

In December 2019, Wipro announced the launch of its advanced SOC services which are powered by Microsoft Azure Sentinel. What sort of impact has this solution had in the last 12 months?

Sanchu Sankar: The launch of Wipro advanced SOC services powered by

A standard and consistent incident response plan should be created and tested."

Microsoft Azure Sentinel has been a game-changer.

It has led to several proof of concepts, SOC modernisation conversations and pilot programs. With Microsoft, Wipro is enhancing its cloud threat management capabilities in the form of an adaptive, intelligent cloud native SOC.

As part of this integration, Wipro is offering managed cloud SOC services with built-in AI for rapid threat detection and response.

What differentiates this SOC solution developed jointly by Wipro and Microsoft from other similar solutions?

Bharat Raigangar: The joint MDR (Managed Detection & Response) developed by Wipro and Microsoft, is aimed at large organisations as they aim to scale up and remove complexities.

This will involve co-existence, migration, integrations, augmenting new capabilities as per SOC needs and managed SOC services consolidation.

Our strategic partnership brings in value and end-to-end SOC operations to customers by leveraging the power of Cloud-native security tools from Microsoft and experts from Wipro to develop a modern SOC strategies.



Nidal Abou-Ltaif, President, Avaya International

GITEX Technology Week is an exceptional event and Avaya are always eager to participate. But this year they have a surprise planned.

Avaya will broadcast their activities directly to almost 150 cities around the world, so that those who cannot attend are able to experience it virtually. It's the perfect opportunity to find out about the latest technical solutions Avaya have developed to enable business sustainability.

Earlier this month, Avaya posted its financial results for its fiscal fourth quarter and full financial year. Revenue for the quarter was \$755 million, \$35 million up from the previous

quarter, and \$31 million up from the year-ago period.

This is the second quarter in row in which the company has posted year-over-year growth. Cloud, Alliance Partners and Subscription revenue for the year amounted to 26% of total earnings, compared to 15% in the previous fiscal year.

To find out more about Avaya's impressive fiscal year, and what GITEX visitors can expect to see from the company, CNME Editor Mark Forker spoke to Abou-Ltaif, President of Avaya EMEA and APAC.

You are taking part in GITEX this year amid great global challenges.

Avaya discusses how cloud innovation supports a work from anywhere world

Avaya has innovation woven into its culture and ahead of GITEX Technology Week it will once again demonstrate its commitment to developing solutions that empower its customers.

What is the purpose of your participation and how do you evaluate the decision to hold this event?

It goes without saying that difficulties may impose new models of business and marketing on companies. And that includes the way we as an industry participate in exhibitions, conferences and events.

We have full confidence in the decision of the Dubai World Trade Center to organise GITEX this year through a set of policies that allows social distancing. We have faith that the public safety policies being undertaken by the exhibition management this year allow for the safe participation of our employees, partners, customers and visitors.

What will some of Avaya's highlights be at the show?

This year, we've composed solutions that help our customers achieve business sustainability, meet the challenges of the shift to work from anywhere and deliver on the demand for digital transformation.

We're highlighting a cloud-based framework to deliver incredible customer and employee experiences in this 'work-from-anywhere' world.

Avaya OneCloud is a comprehensive multi-cloud portfolio and open application ecosystem."

Our solutions support the creation of the digital workplace and future customer experience center through core capabilities combined with one of the industry's richest ecosystems.

Based on Avaya OneCloud, these technologies enable organisations to 'compose' solutions to create meaningful multi-experiences for employees and customers.

UAE Only – What role does Avaya play in the ambitions of Dubai and the United Arab Emirates? How is this going to come to life at GITEX?

Along with having developed itself into a global business, technology, educational and research hub, Dubai is

also set to be the remote working capital of the world through its newly launched Virtual Working Program.

This is already garnering a fantastic response from workers around the world; a recent global poll run by Avaya showed that, for almost 22% of workers, Dubai would be the first choice if they could work from anywhere.

At GITEX we're orchestrating collaboration and customer experience technologies that meets these ambitions, enabling a new world of healthcare, education, commerce and government services. Supported by artificial intelligence and advanced machine learning and analytics, the world of work is becoming more intuitive, more personalised and more secure than ever before.

STAND TO WATCH



Avaya

Stand - Z1 B10

STAND TO WATCH



Huawei

Stand : Z2-A10

STAND TO WATCH



Microsoft

Stand : H6-D20

STAND TO WATCH



Veam

Stand : H6-A30



AI for Earth.

When human ingenuity and technology meet, we have the power to solve big challenges. AI for Earth puts Microsoft cloud and AI tools in the hands of those working to solve global environmental challenges through monitoring, research, and action.

Learn more at Microsoft.com/AI