

# 60 MINUTES

## GITEX TECHNOLOGY WEEK

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

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DAY 2

## Microsoft Gulf head outlines the theme of their GITEX 2020 showcase

CNME spoke with Ihsan Anabtawi, Chief Operating and Marketing Officer, Microsoft Gulf, at GITEX Technology Week 2020, to learn how the company aims to guide organisations through the new human resource landscape we find ourselves in.



Ihsan Anabtawi, Microsoft Gulf CMO

At GITEX this year Microsoft is highlighting ways in which digital technology can transform businesses in all sectors – even agriculture.

The company is also showcasing solutions that can help organisations to

navigate the new human resources landscape in which working from home is as much the norm as coming to the office.

Ihsan Anabtawi, chief operating and marketing officer for Microsoft Gulf, said that 2020 had seen

two to three years of digital transformation in a matter of months.

“The overarching theme of Microsoft [at GITEX] is to shed light on all digital transformations of businesses, but how can we make sure all industries take part in this massive transformation?”

A key technology that Microsoft is promoting is FarmBeats, its AI, Edge and IoT solution for farming.

It can, for example, track conditions on a farm by visualising ground data that various types of sensors have collected.

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## Redington Value announce strategic partnerships to mark beginning of new digital era

Redington Value promotes its newest service at GITEX Technology Week 2020. TrackMyCloud is a cloud consumption management service aimed at introducing a user-friendly method at monitoring and supporting business through cloud.



Sayantan Dev, President – Redington Value

Dubai, UAE, December 06, 2020 - A pioneer in the regional value-added distribution space Redington Value announced its intent to promote its newest service offering at

GITEX technology Week – TrackMyCloud, a cloud consumption management service. Whilst the physical booth will focus on inviting customers and tech partners to learn more

about TrackMyCloud, digital efforts will be simultaneously in motion for the other key initiatives.

“Redington’s in-country presence in most places and the effective use of collaborative platforms played a vital role in helping us provide uninterrupted support to our partners” said Sayantan Dev, President – Redington Value. “We have led the industry for several years with innovations in solution delivery and technology practices and this year hasn’t been

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## Equinix prioritises a cloud-first digital transformation

CNME Editor Mark Forker managed to secure an exclusive interview with Kamel Al-Tawil, the newly appointed Managing Director, Middle East and North Africa at Equinix, to find out how the global data centre leader is planning to utilise its expertise to capitalise on the recent surge in cloud adoption across the region.



Kamel Al-Tawil, Managing Director, Middle East & North Africa at Equinix

Al-Tawil might be new to Equinix, but he certainly isn’t new to the IT industry in the Middle East, where he is regarded as a key influence in the development of the IT ecosystem over the last 25 years.

He has enjoyed a career with great distinction and prior to his appointment at Equinix, Al Tawil was responsible for leading Oracle’s business applications and cloud strategy in his capacity as Vice President.

before joining Oracle he also had leadership roles with NCR and EMC.

Al-Tawil expressed his delight at joining Equinix, and praised its data centre capabilities, which have recently been expanded to Oman.

“We have 3 data centres in the UAE, and our flagship hub in Dubai is the most connected facility in the entire Middle East region. In addition to this, we also recently expanded our data centre operations to Oman, where we opened our latest data centre in Muscat, to cater to the needs of the region,” said Al-Tawil.

The new Managing Director at Equinix also highlighted its

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## CNS Managing Director outlines the importance of digital transformation

CNME Editor Mark Forker spoke to Hatem Hariri, Managing Director at CNS, to learn how the company enabled its customers to maintain operations during the current climate, the transformation the IT leader has undergone and how its broad portfolio of solutions are empowering customers.



Hatem Hariri, Managing Director, CNS

CNS have been in the IT market for the last 33 years, but under the visionary direction of Hariri and the leadership team the company has evolved, and the

dynamic figurehead CNS is extremely proud of his team and the role they played in helping its customers to maintain business continuity during the global

COVID-19 crisis.

Customers were forced to adapt to the challenging circumstances of the COVID-19 pandemic in a bid to remotely and digitally continue their operations. UAE customers were very fast in upgrading the technology to respond to the demand, and that helped CNS to accelerate their transformation strategy.

There have been consequences of COVID-19, but one of the most tangible has been the phenomenal growth in digital transformation across multiple industries all over the Gulf region.

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# Hikvision Temperature Screening Thermal Solutions

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## Microsoft Gulf...

Anabtawi sees FarmBeats as a solution that could help agriculture to deal with some of the world's key challenges, not least how to feed a global population that is forecast to be between nine and 10 billion by 2050.

It is also central, said Anabtawi, to dealing with other big-picture issues such as sustainability, climate change and environmental protection.

The technology is connected to Microsoft's Azure cloud service and could be used to predict, for example, when the best time to plant a particular crop is.

"How can we do it using less water with limited impact on the environment? We can even add drones and take aerial photos of the farmland. FarmBeats can also be used to combat pests, such as in the early identification of weevils, a small beetle that if not identified promptly can ruin an entire crop," said Anabtawi.

He added that while it was a perfect fit for industrial-scale farming operations, the low cost

of the hardware such as sensors meant that it was equally suitable for small farmers.

"There's room for both. Its cloud based, so the barrier to entry is not very high. If a national owner wants to implement it,

Microsoft is promoting technologies through its Teams, 365 and Surface brands that can be used by companies with employees who work remotely.

"There are interactive whiteboards, for example,



## 2020 has seen two to three years of digital transformation in a matter of months".

you are looking at more industrial-scale rollouts. Globally we have a lot of small-scale farmers."

Another key theme being promoted by Microsoft at GITEX this year is remote learning and working, which, of course, has moved up the priority list for many companies in 2020.

Once the pressures of the pandemic are over, it seems likely that many of the remote working practices adopted this year will remain, at least for a portion of staff members.

that can be displayed to a group of employees at a meeting room in the office while also being shown, through Teams, to staff members working from home. It is part of what at Microsoft we describe as a "hybrid" work environment, where everybody is connected remotely so that no one is left out even if they are not in the office. The other big area is security. With increased use of digital technology comes security threats. We're looking at all aspects of cloud security," said Anabtawi.

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## Redington Value...

any different. Three of our main new offerings – TrackMyCloud, DigiGlass and EdgeAhead focus on ensuring a wholesome view to our customers into their Cloud, Security and Wireless infrastructure while delivering the best solutions as part of a service model".

### Cloud Consumption Monitoring Made Easy

Track My Cloud by Redington is a SaaS platform designed to be an all-in-one solution to manage complex, sophisticated Cloud. TMC offers a selection of 5 solutions with 800+ features, simplifying monitoring & optimisation of spends, done on managing the cloud infrastructure. With an easy onboarding and end to end support, Cloud consumption is going to become easier than ever with Track My Cloud.

### Security for Everyone

With the world facing an ever-increasing threat landscape, DigiGlass, Managed Security Services by Redington, helps our clients scale their security while focusing on business. DigiGlass helps you fight threats, without having to worry about skill-set gaps within the IT security team, no

matter where and how the threats originate. With onsite, remote and hybrid models available, our flexibility allows you to scale up your security operations as necessary.

### Edge Ahead in the Wireless Game

Edge Ahead is a Managed Services offering by Redington, Aruba Networks and Faraday Networks that implements the best of breed wireless and network technology solutions to organizations for a set monthly fee. Every network or application needs quality infrastructure and services as a base. Edge Ahead brings you Wireless as a Service to bring down your capital expenses.

### New Times, New partnerships

Additionally, Redington has announced several key partnerships with Security vendors such as FireEye, Corelight, Gigamon, Digital Guardian in parts of Middle East and Africa to fortify its already burgeoning security portfolio while adding Targus and Citrix to the portfolio. Partnership with Alibaba Cloud also strengthens Redington's Cloud portfolio and will be announced during the



## We have led the industry for several years with innovations in solution delivery and technology practices and this year hasn't been any different"

GITEX Technology Week 2020.

Dev said, "We are looking forward to meeting our partners and customers during GITEX Technology Week at DWTC as well as in our office right across the Sheikh Zayed Road in H Hotel and sharing more updates on these new services by Redington and the newest additions to our portfolio as well as more exciting announcements. At Redington Value, we are determined to elevate our channel partners to new heights and enable customers' transformation to the new digital era. GITEX Technology Week offers a great platform for us to highlight the strengths of our existing relationships as well as an avenue to meet potential customers and partners."

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## Equinix...

aspirations to drive cloud-first digital transformation in the MENA region following the announcement with its partner datamena of the ECX fabric.

"The Equinix Cloud Exchange is our enterprise cloud connectivity solution that enables enterprises and service providers to connect to a multi-cloud environment. We have started to see a huge uptake on these solutions and we're also witnessing aggressive expansion plans in the region," said Al-Tawil.

We then spoke about the impact COVID-19 has had on so many industries on a global scale. However, he stressed that businesses with a progressive mindset to emerging technologies before the pandemic were in a much better position to be able to adapt, and cope with the new demands of the market.

"The most prominent example of this is in the retail sector. The retailers that really embraced e-commerce and digital infrastructure prior to the outbreak are really thriving, whilst the retailers that didn't have a digital strategy are really suffering," said

Al-Tawil.

One of the other direct consequences of COVID-19 has been the accelerated demand of all things digital and how it has fundamentally changed the way businesses function.

"People are consuming content in unprecedented ways, and this has placed huge pressure on enterprises, IT service providers and network operators because businesses need to cater to work from home policies," said Al-Tawil.



## The Equinix Cloud Exchange is our enterprise cloud connectivity solution that enables enterprises and service providers to connect to a multi-cloud environment."

In addition to the phenomenal surge in digital transformation there has also been a huge shift towards public cloud, as more and more enterprises pursue the unique and transformative capabilities of the cloud. According to Al-Tawil, Equinix is positioning itself as the go-to partner for enterprises seeking cloud-first digital transformation.

"This whole situation has really pushed enterprise so look for a cloud-first and digital-first strategy. Equinix has seen a huge surge in cloud adoption and a real demand from people looking to transform their architecture into digitally enabled architecture - and it is strikingly obvious that they are not looking for one cloud policy and are instead looking for a multi-cloud/ hybrid option. Our role at Equinix is to really help our customers accelerate their digital transformation by enabling them to have the digital architecture of the future, which can allow them to deliver better services and experiences for their customers," said Al-Tawil.

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## CNS...

"We used to talk about digital transformation as a concept, because it is not a product, or a solution, it is an end-to-end system. Digital transformation is about changing culture, changing technologies, changing processes, and changing business models. There has been a huge cultural shift and people accepted the move to working anywhere at anytime on any device," said Hariri.

One other trend that Hariri pointed out was that customers now wanted to do much more with less, due to a reduction in budgets.

"Enterprises in sectors such as hospitality and aviation, don't want to spend money on new technologies, they want to spend it in an area that can quickly give them a return on investment. People now see that technology can be an enabler for revenue

generation," said Hariri.

CNS has been in the market since 1987, and one of the reasons it has enjoyed such sustained success is the company's ability to evolve and adapt to new technologies and changes in the market. Hariri disclosed how CNS is now embarking upon a transformation journey of its own.

"I am essentially trying to evolve from what we have. If you're on-premises, then we are evolving and we're taking you to the cloud. This is evolution and we are also evolving with our vendors. In relation to Cybersecurity, we used to be on network security but now we're going into application and forensic security," said Hariri.

However, one area that will remain a key focus for CNS in 2021 is in Managed Services, and Hariri revealed the company's ambitious plans to be able to compete with global



## We used to talk about digital transformation as a concept, because it is not a product, or a solution, it is an end-to-end system."

players in this space.

"We're upgrading all of our tools and processes to do the managed services at all levels of our customers, technology and applications environment in a bid to position ourselves as the 'go-to' player for managed services in the region and serve our customer to help them focus on what they know best, their core business while we take care of the technology aspect competing with the global players. The difference between us and the global players is we are local. We provide our services onsite and we are only a few minutes away from our customers who have been trusting us for 33 years and this is a huge differentiator for us," concluded Hariri.

## Lenovo Data Centre Group showcases Next-Generation Solutions at GITEX 2020

GITEX technology week saw Lenovo outline technologies and solutions in alignment with the UAE National Innovation Strategy. These Next-Gen platforms aim to help acceleration the digital transformations of regional businesses.



Dr. Christopher Cooper - DCG Director, Lenovo MEA

Dubai, United Arab Emirates, 06 December 2020: Today, Lenovo Data Centre Group (DCG) showcases its latest technology solutions and innovations at GITEX Technology Week 2020. The exhibited solutions, such as HPC/AI on Lenovo platform, 5G/Edge for enhanced security and performance and ThinkAgile MX in partnership with Microsoft Azure, are tailored to enable organizations to complete their digital transformation in alignment with the UAE National Innovation Strategy.

As innovation becomes a requirement, enterprises are pressured to revamp their infrastructure and adapt to the new normal. Lenovo DCG offers solutions that help organisations accelerate their digital transformation journeys using AI-backed solutions that ensure safety during the pandemic, in addition to 5G/Edge solutions that help leverage data through analytics, ultimately providing greater security and manageability.

Lenovo DCG's participation at GITEX 2020 highlights key solutions such as:

The 'HPC/AI-embedded platform' solution, which includes a range of benefits such as enhancing social distancing by automatically calculating distance between individuals and reporting on violations; 'vision sentry' which analyses video streams transmitted by drones; and the 'safe workplace' which automatically checks whether protective

equipment is worn

The 5G/Edge purpose-built edge computing solutions, which bring industry-leading computing performance, security, and manageability right where the customers need it for real-time analytics and AI

The theme for the exhibition is "Data Centred", which means providing smarter infrastructure for those who drive change. Lenovo DCG's "Data Centred" refers to the usage of data to dramatically accelerate organisations, improve industries and strive to solve humanities' greatest challenges using technology for the greater good.

"GITEX 2020 has always been and continues to be a significant opportunity for the key technology players in the region to showcase their latest solutions and further explore new industry trends" said Dr Chris Cooper, Director and General Manager, Lenovo Data Centre Group MEA. "Lenovo DCG is thrilled to be participating once again this year; we look forward to powering our customers with our full suite of enhanced solutions designed to support their growth and digital transformation ambitions."

To support business decision makers with their digital transformation journeys, Lenovo's exhibited solutions are at the heart of tackling and resolving some of the commonly faced business challenges. Lenovo's demonstrated solutions cover the key industry trends that enterprises are diligently focusing on such as 5G, AI and other emerging technologies.

"Lenovo DCG is also proud to be showcasing an interactive demo of leading customer, The Ducati Motor Holding Company" adds Dr. Chris Cooper. "By implementing Lenovo HPC servers, Ducati managed to speed up its design process, scale faster, and offer high-speed performance."



Ugresh Kumar, Practice Manager - Managed Services at Emitac Enterprise Solutions

Kumar is an experienced figure in the IT landscape in the UAE, but he is new to Emitac having joined the company from Raqmiyat.

In a compelling interview he spoke of his desire to help Emitac seize the new opportunities in the managed services space and how he plans to differentiate the company from its market rivals.

He discussed how Emitac had made positive investments of late in a bid to adapt to the volatile nature of the current business environment in the IT ecosystem.

"Emitac has made some shrewd investments in relation to their managed services portfolio and offerings, such as establishing their own network operations centre. We are acutely aware of the fact that the needs of the market are evolving every single day, so we need to look at new investments," said Kumar.

## Emitac takes a different approach in the managed services market

CNME Editor Mark Forker spoke to Ugresh Kumar, Practice Manager, Managed Services at Emitac Enterprise Solutions, to find out how the company is trying to differentiate itself in the managed services market.

Kumar also highlighted how there had been a huge shift in terms of mindset in the UAE when it comes to public cloud.

"In the past when I was engaging in discussions with CIO's and IT leaders, they were reluctant to use third-party services in relation to the cloud, and the main reason for this resistance was the fact that the data was being taken outside of the country. However, since Microsoft established data centres here in Dubai and Abu Dhabi in 2019, the attitude has

changed, and you can see local companies and the government adopting a different mindset," said Kumar.

He then stressed how there had been a plethora of new opportunities created in the managed services domain as a result of this new surge towards the public cloud.

"This change in attitudes and mindsets has undoubtedly opened up a different type of managed services market for us, and one of the opportunities we see for us from a managed services perspective is being able to leverage our expertise to help businesses effectively manage the cloud," said Kumar.

Kumar said that one of his key objectives in his new role was differentiating Emitac from its market rivals by trying to better understand how they can deliver real value to them.

"The conversations that I'm now having with IT heads and CIOs are about how we can bring value to them, because as a customer what is

important to them is the availability of applications, e-mails and internet connectivity 24/7 across all their platforms," said Kumar.

The IT executive at Emitac then spoke of his desire to better understand the challenges facing his individual customers, citing that a one size fits all approach doesn't work in this new data-driven cloud-first digital economy.

"When I speak to customers now, I want to determine how we can bring value to them in terms of the consumption of IT. I don't want to talk to customers and approach them in the traditional way of doing business like my competitors do, which is to tell them we can offer them managed services. Managed services are very vague. I want to sit with my customers and really understand the pain points of their business because we know that there is no one size fits all, so it's critical you take this approach to deliver the results," concluded Kumar.

**If you don't manage the cloud in a smart way then costs will become excessive and create huge problems for enterprises."**

## Verloop.io to open new Abu Dhabi based office

Freelance Journalist Daniel Bardsley spoke with Gaurav Singh, CEO of Verloop.io, about the launch of the company's new Abu Dhabi office and the opportunities it presents.



Gaurav Singh, CEO of Verloop.io

The customer support automation company Verloop.io is launching an office in Abu Dhabi and the company's founder and CEO, Gaurav Singh, will be based there. Founded in 2015, Verloop.io is exhibiting at GITEX for the first time this year as it looks to expand its range of clients in the region and beyond.

The company's solutions allow clients to automate conversations with customers through channels including web, apps and WhatsApp in multiple languages at all times. The company has processed roughly 2 billion customer conversations.

Verloop.io is moving about 20 staff members to Abu Dhabi with expertise in areas such as artificial intelligence

(AI), machine learning and natural language processing, with sales representatives also present. About 100 staff are based at the head office in Bangalore, India.

Singh, who will now be located in Abu Dhabi himself, said the UAE capital was chosen for the company's first international office because of its "high-quality tech talent in terms of AI" and because the customer base in the region was growing fast.

"We're planning to do some key research here ... and we want to position Abu Dhabi as our regional headquarters, not just for the Middle East but for Africa and Europe," he said.

Growth at Verloop.io is happening at a breathless pace, with revenues close to quadrupling this year and with Singh forecasting that they will triple in 2021. Expansion has been fuelled by the pandemic, which has promoted the digital transformation of companies and has made remote automation much more important.

Much of the company's

revenue comes from India, with other significant amounts coming from South East Asia and the Middle East. Verloop.io is also looking to expand into the European market. Clients include large banks, including Abu Dhabi Islamic Bank, large retailers and e-commerce firms, among others.

Just as Verloop.io is expanding rapidly, the technology that it is deploying is fast improving and is set to become even more sophisticated in the future.

"The AI is improving so we can do a lot more than we could do two years ago and we'll be able to do a lot

more in the future than we can now," said Singh.

Conversations will become much more personalised and contextualised and it will be possible to generate language that is much more natural. Also, conversations will, in future, happen not just through chat but also through email and voice.

Verloop.io has proprietary machine learning and natural language processing algorithms that can determine intent and capture key contextual information. Its Agent Empowering Platform can, for example, improve productivity by automating FAQs, while the company also has a Custom Dashboard offering insights on users.

Verloop.io originally set up in Bangalore because of the city's high density of technology talent, which helped the company to develop its products fast. Also, the city is home to many start-ups, some of which were early adopters of the company's solutions and so were able to offer valuable feedback.

**We want to position Abu Dhabi as our regional headquarters, not just for the Middle East but for Africa and Europe"**



# Mitel aims to keep businesses connected

CNME Editor Mark Forker spoke to Thomas Veit, Vice President, Central Europe at Mitel, to learn about the role the communications leader played in helping business to maintain business continuity during the COVID-19 crisis, the impact of its Mi-Team collaboration tool in keeping people connected and what differentiates Mitel from its market rivals.



Thomas Veit, Vice President, Central Europe, at Mitel

Veit is a veteran of the unified communications industry, having previously worked with Avaya and Unify. He disclosed during our discussion that one of the reasons that he was attracted to Mitel was the vision of the company. "When you examine the history of Mitel, it was established to focus on communication and nothing else, no switching, no routing, just a focus on making the best collaboration communication solutions available. We never lost sight of that as we grew as a company, and we remain fully committed to providing the most reliable

technology," said Veit.

The VP of Mitel's operations in Central Europe, added that as a result of its acquisitions the company has a solution in pretty much every area of the telecommunications industry, whether it's a large enterprise, mid-sized company, or even an SMB.

"We maybe have too many platforms, but it is good for the customers because they have the choice to select the best fit. In the Middle East, we were predominantly selling the one solution, but we changed that, and we now have more solutions, and that opens up other channels and customers for us," said Veit.

The charismatic IT thought-leader added that many of Mitel's broad portfolio of technologies are also available on-prem, private and hybrid, which only serves to reinforce their main objective, which is to give their customers greater choice and flexibility.

He also highlighted the incredible success of its Mi-Team cloud video collaboration and conferencing tool, which empowered businesses

to remain connected and adapt to the challenges of remote working.

"Mi-Teams has been a very important collaboration tool for us. It became quite clear very early on that we were dealing with a truly unprecedented situation with regards to COVID-19, and in an effort to allow businesses to maintain their operations their employees would have to work remotely, but they also needed a solution that was productive and efficient," said Veit.

Mitel demonstrated its commitment to helping its customers during the COVID-19 pandemic by providing the solution free of charge.

"Many of these businesses had previously been resistant to the

prospect of employees having flexibility in terms of when and where they worked, but it was important for Mitel to help them and to keep businesses running.

Our attitude was that if business stops, then it stops us as well. We offered our Mi-Teams platform to for free to help them cope with the challenges of transitioning from their physical office space to a virtual one," said Veit.

The initiative was a huge success and Mitel is now beginning to see that bear fruit with the economic recovery in parts of Europe.

"Mi-Team enabled people to communicate effectively, and even 9 months on we still don't charge for it. We plan to commercialise the platform in 2021 – but it's been a huge success and we can see the benefits of that from an economic perspective. Our aim was to keep businesses running regardless of the circumstances and we achieved that. We are part of the economy, so if we allow it to function then it helps us too," concluded Veit.

**Our equipment is used by these companies because our technology is known to be very secure and reliable."**

# Technology start-ups from Italy double their presence at GITEX Future Stars

GITEX Technology Week 2020 saw the Italian pavilion double in size and showcase a wealth of innovative technologies from over 20 start-ups.



Amedeo Scarpa, Italian Trade Commissioner to the UAE and Director of ITA

20 Italian start-ups are participating at GITEX Future Stars 2020 showcasing innovations in ICT, AI, Smart City, MedTech and Agritech. This year the Italian pavilion has almost doubled in size and the number of participants now stand at 20, compared to 10 companies that participated last year. Visitors to the Italian

pavilion can experience innovative technologies such as wearables for contact-tracing and social-distancing, blockchain solutions in the agricultural, food and textile sectors, Big Data solutions that understand human language and transforms it in data requests, applications for healthcare sector and advancements in Augmented Reality, Smart Farming solutions and more.

As a nation with a history of innovation and creativity led by masters such as Leonardo Da Vinci, Italians have a unique sense to match innovation with solutions that make life better, and this sensibility has extended into the technology sector, making Italy a fast-growing technology hub in Europe.

Nicola Lener, Ambassador of Italy to the United Arab Emirates,

says: "Thanks also to a very advanced regulatory framework to promote the establishment and growth of new innovative enterprises with a high technological value, the number of Italian start-up companies has boomed over the years, with 11,500 start-ups registered in Italy as of July 2020. Despite these difficult times, we are therefore happy to bring to GITEX Future Stars, a number of Italian start-ups who are keen to present their innovative

**A number of Italian start-ups are keen to present their innovative solutions to companies, investors, and visitors."**

solutions to an inspiring ecosystem of companies, active investors, venture capitalists and visitors from over 60 countries."

According to Amedeo Scarpa, Italian Trade Commissioner to the UAE and Director of ITA: "Italy is a country with a tradition of innovation, historically supported by industries like automotive and fashion, but we also have a fast-growing tech ecosystem. With the onset of the pandemic, the importance of technology in keeping us all safe and connected with minimal disruption to work, has become more evident than ever. Italy started pursuing a strategy of digitalization when the pandemic struck, offering several rounds of stimulus for the technology sector this year. Technology is the future and, not by chance, 18% of new Italian start-ups are founded by under 35. At the Italian pavilion in GITEX Future Stars, visitors will get a true picture of the new Italian Leonardos and their creative and innovative tech solutions".

# SolarWinds aims to remove the complexity involved in IT

CNME Editor Mark Forker spoke to Sascha Giese, SolarWinds Head Geek, to find out how the company is removing the complexities involved in IT, what differentiates the company from its market rivals - and the unique capabilities of its THWACK platform.



Sascha Giese, SolarWinds Head Geek

**The expectations of customers in the IT ecosystem are always evolving, especially in the "on-demand" digital economy we now live in. SolarWinds has positioned itself as a leader in terms of removing the complexity involved in IT. What ultimately differentiates SolarWinds from other IT Infrastructure Management companies?**

SolarWinds is one of the only vendors in the world with such a vast portfolio of monitoring and managing IT. Our solutions see through all layers and deployments—including hybrid and multi-cloud deployments—and help IT professionals simultaneously make sense of data coming from the network, infrastructure, and applications.

**There has been a huge surge toward public cloud in the Gulf region, particularly since the onset of the COVID-19 pandemic, and there has also been an increase in demand for a hybrid cloud model. Can you outline to our readers how you help your customers manage the performance of their IT environments, whether they are on-premises, in the cloud, or in hybrid models?**

We allow companies to use the same tools for all possible deployment models. The same trusted tools they use for a more traditional on-prem model will help them on their cloud journey, so there able to see charts with similar information and can compare key performance indicators

from various sources.

Out of the box, we connect with AWS and Azure within just a few mouse clicks, and other cloud providers can be attached with active API polling.

**How did the global COVID-19 pandemic affect your day-to-day operations, and can you highlight to us how you assisted your Partners to remain operational and maintain business continuity during the health crisis?**

Between March and May, as most offices around the globe switched to a work from home model without time for advance planning, our products designed to monitor, and control VPN connections were much sought after and were a relief for administrators.

We also extended the evaluation period of one of our remote monitoring tools from 14 days to three months to help the IT community.

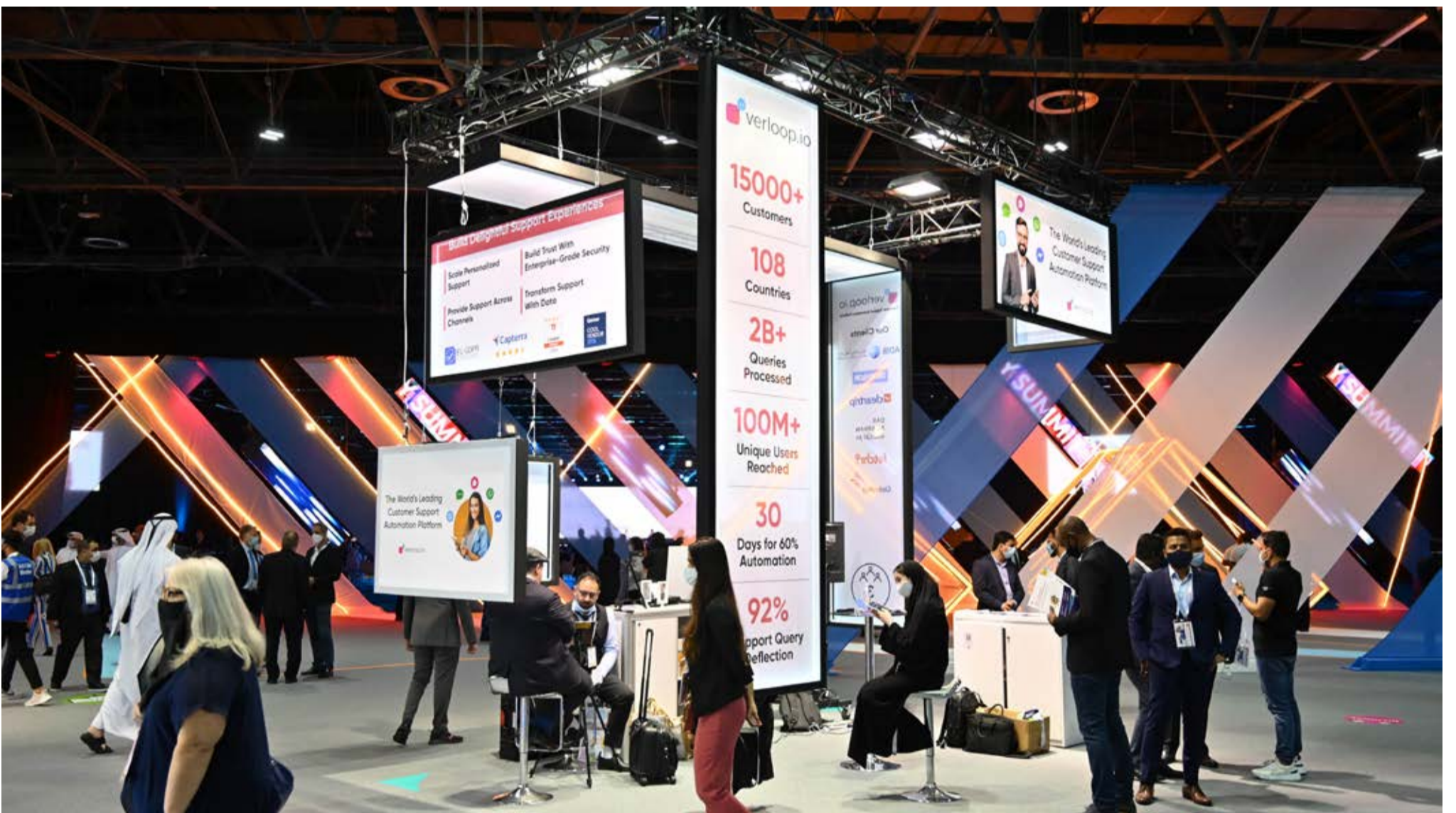
Here at SolarWinds, we already have expertise with work from home situations, so we provided our Partners and customers with best practices, which was also well received.

**Can you tell us more about THWACK®, which is an online community that has over 150,000 registered members? What are the primary objectives of this program?**

THWACK is an important part of the SolarWinds® story. It's a place where SolarWinds customers—and IT professionals in general—meet and exchange ideas. If you work in IT, the problems you're facing are always the same – and it doesn't matter whether you work in the U.S., the United Arab Emirates, or Japan.

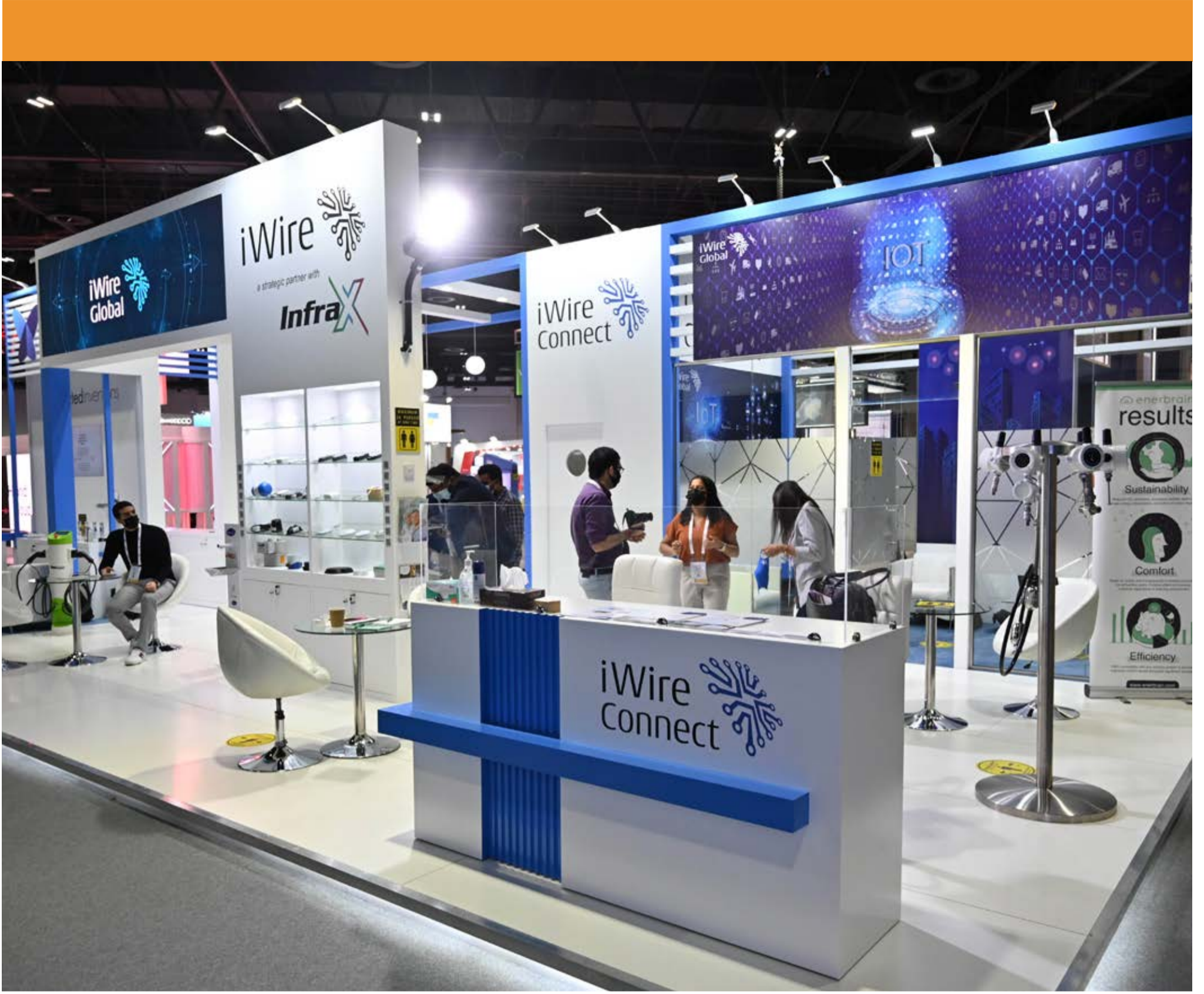
We like to share our knowledge, and this is what makes THWACK such a great place. But we also use it as a platform to get our customers involved in the development process, which differentiates us from most other solution providers.

# STANDS TO WATCH



verloop.io

Stand : H7-A26



iWire

Stand : H6-B20

# STANDS TO WATCH





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