Fortinet offers scalable security solutions at GITEX

Daniel Bardsley spoke with Apollinaire Moreno, regional manager of Fortinet ME about the company’s diverse portfolio of security solutions for data centres and enterprises across the region.

Solutions that secure the migration to Microsoft Azure and that secure Microsoft 365 are being showcased at this year’s GITEX by the enterprise security company Fortinet.

There is “a strong focus on the public cloud” at the event, said Apollinaire Moreno, Fortinet’s regional manager for the public cloud in the Middle East. “It’s a subset of the portfolio that includes security solutions for data centres, for large offices and for small offices. It targets areas for improvement presented by companies large and small,” he said.

Indeed, Moreno said it was a particular feature of Fortinet that was capable of offering security solutions suited for everything from small and medium-sized businesses up to large enterprises.

While the coronavirus pandemic has created difficulties for many companies, Moreno said Fortinet was capitalising on the way in which it has caused many companies to accelerate their digitalisation.

At its recent virtual edition of the Avaya Partner Summit, Avaya demonstrated to channel partners how its latest cloud-first solutions enable a framework for partners to profitably transition to Software-as-a-Service (SaaS) business models. The solutions presented at the online event leverage the unique hybrid delivery of Avaya OneCloud, a multi-cloud application ecosystem that enables organisations to choose the cloud technologies that deliver the business results they want at the speed they want.

To find out more about these updates, we caught up with Fadi Moubarak, Vice President – Channels, Avaya International.

What is Avaya’s outlook for the year? It’s particularly given the challenging market conditions that we’ve all experienced this year?

It’s no secret that the unforeseen events of the last few months have left an unprecedented impact on the global economy. The demand for our solutions has increased, particularly because of the right playbook to fight against ransomware

Michael Nader, Sr. Director – Data Protection Solutions – MERAT, Dell Technologies, highlights why it is imperative for organisations in both public and private sectors to invest in comprehensive security approach.

Ransomware can plague operations and hamper everything from public safety to transportation and waste management. As the GCC is embracing the rapid pace of digitalisation and diversifying its economy by shifting towards digital and investing in the latest technologies, cybersecurity becomes paramount.

An investment in the careful execution of cyber procedures will immediately transform the security posture of local governments and organisations. Whilst it may not be known when a threat will come, these steps can help mitigate the effects of a breach.

Develop a cyber playbook

Like agencies that have plans to respond to natural disasters, cybersecurity teams also need to plan in advance for cyber incidents, including the development of playbooks with varying scenarios.

The cyber playbook should have a comprehensive approach to security focused on identifying, protection, detecting, responding and recovering issues within an environment.

It should also be aligned to national cybersecurity frameworks. IT leaders must ensure the playbook isn’t stagnant as the organisation evolves.

Train, train and train again

Sayed Hashish, General Manager, Microsoft UAE, to find out how the global IT behemoth helped the country respond to the challenges presented by COVID-19, how it has helped reimagining the future of the IT ecosystem moving forward.

How Avaya is focusing on partner success in the cloud

Reseller Editor Anita Joseph caught up with Fadi Moubarak, Vice President – Channels, Avaya International to discover more about the company’s latest cloud-first solutions and business models.

Microsoft UAE reimagines the future of the IT ecosystem

CNME Editor Mark Forker interviewed Sayed Hashish, General Manager, Microsoft UAE, to find out how the global IT behemoth helped the country respond to the challenges presented by COVID-19, how it has helped reimagining the future of the IT ecosystem moving forward.

Once the COVID-19 pandemic struck, we were well positioned to step up and support the UAE. Microsoft has been in the UAE for almost 30 years, and we have partnerships with most of the government agencies, telecommunication providers and other large multinationals. We also made a strategic decision to invest in the UAE through the creation of data centres in 2019, which proved critical in maintaining business continuity.

We kickstarted our discussion by focusing on the role the company played in the early days of the global health crisis, and Hashish was quick to point out the strategic investment made by Microsoft in terms of establishing data centres in the region, which proved critical in maintaining business continuity.

As agencies that have plans to respond to natural disasters, cybersecurity teams also need to plan in advance for cyber incidents, including the development of playbooks with varying scenarios. The cyber playbook should have a comprehensive approach to security focused on identifying, protection, detecting, responding and recovering issues within an environment.

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Train, train and train again

Sayed Hashish, General Manager, Microsoft UAE

Microsoft UAE

Microsoft UAE

Microsoft UAE
Hikvision Temperature Screening Thermal Solutions

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Thermographic Cameras
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For more information, please scan the QR-Code to visit our Temperature Screening Thermal Solution page.

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The pandemic has been a catalyst for this digital transformation. It’s obliged companies to put all their activities online.

Despite the pandemic, Moreno said he met at GITEX with contacts from a wide range of areas, including Egypt, Ethiopia, and France. “We have not missed a GITEX since we’ve been in this region. We have a point to be here,” he said.

“Just as a good place is where customers offer, but also to meet new contacts, because of the wide variety of attendees from the Middle East and beyond.”

The reimage phase is designed to capitalise on the opportunities and positive learnings that have come out of the COVID-19 crisis.

Invest in infrastructure with built-in security

Microsoft as remote education, remote enterprises, and remote working, which were suddenly scaled up at breakneck speeds. He added that Microsoft’s approach to the shift was to integrate all industry verticals were divided into three areas.

“Essentially when you try to protect an existing security on top of the road ahead

An investment in a comprehensive security approach saves valuable time and resources, and also preserves public trust.

The cyber playbook should have a comprehensive approach to security focused on identifying, protecting, detecting, responding to and recovering issues within an environment.

The increase in remote working and changes resuming to online means of communication and collaboration. A lot of customers are relying on Avaya’s technology, and that’s why we’re focusing on right now. We are not interested in predicting the future, but we’re focused on helping our customers serve their customers and help them communicate and collaborate more efficiently.

Tell us something about the Avaya Edge program and are there any recent updates or new developments?

Our partner program has been consistently evolving to cope with the changes in the market, in the role that customers expect our partners to play, and the journey that they require to be on. Going forward, there has been a major shift, the transition of work from on-premise to Opex. They want things immediately, to consume things and scale it. So it has forced our partners and resellers to accelerate their shift from a Capex business model to a pure Opex business model. What we’ve done with the Edge program is that we’ve shifted the rewards system to encourage partners who are shifting to the cloud model to the Opex model. The program helps us help our partners absorb some of the financial pressure on their bottom line. So that the major evolution we’ve done to the program - we’ve given them four or five key sales milestones, where they can earn rebates and these milestones are stackable. Our entire partner community is eligible this year to double or triple their different rebates that they get, as a gesture of support from Avaya to support their transition to the Opex model.

Why do you think the Opex model has emerged as such a major force in the hybrid channel market now? The Opex model is the driving force now. It’s mainly because companies wish to reduce capital expenditure as much as possible. There is another factor: many in the channel favours the Opex business model, and another is that subscription-based, private cloud, public cloud, customers are looking for quick wins. They are gravitating towards micro solutions, so they’re not buying any larger tools that were used to be implemented over a period of time. Now they’re going to reduce their deployments into pieces and do it over a period of weeks to implement. They’re using technology and look at an ROI that becomes obvious in months.

How Avaya...
LG and Etisalat showcase AI-powered smart home at GITEX 2020

This year’s Technology Week saw LG Electronics (LG) partner with Etisalat to showcase the latest innovations in smart home technology for an intelligent, connected and personalised experience.

For GITEX Technology Week 2020, LG Electronics has partnered with Etisalat to showcase the latest innovations in smart home technology for a seamless experience.

At the LG ThinQ Smart Home within Etisalat’s booth, attendees are witnessing first-hand how a seamless, connected smart home can be achieved. LG’s experts are on hand to provide product demonstrations and show the technology in action, as it works to not only solve common challenges, but also anticipate and evolve with the users.

Forming a central role in this smart home symphony is LG ThinQ, smartphone application, which is connected to systems designed, electronics and air solutions for a holistic overview of what truly makes a home ‘smart’.

Consumer research has shown that key purchasing factors include a desire to save on energy consumption and cost, as well as demand for greater convenience. Common concerns around smart home technology include fear of investment due to products potentially becoming obsolete, as well as maintenance concerns. Addressing these aspects, LG’s smart home technology consists of an ever-growing portfolio of products, with seamless connectivity via multiple access points (including voice, internet and device integration), as well as promoting ongoing collaborations with industry leaders to strengthen its offerings.

As part of the company’s home-appliance offering, LG ThinQ technology is showing homeowners can easily select temperature settings for the Instaview Door-in-Door refrigerator and check the status of the QuadWash dishwasher’s cycle remotely. Taking the chore out of laundry, LG is also displaying its TWINWash washing machine with AI Direct Drive technology, detecting clothing weight, fabric softness and optimal driving patterns to keep items in their best condition. As the importance of maintaining one’s home and clean environment remains arduous for all, visitors are also experiencing the technology behind LG’s DUALCOOL air conditioner and PurCare Double tower air purifier, which, when operated remotely via the LG ThinQ App, also provide maintenance services, alongside access to LG certified parts and accessories for added convenience.

"The philosophy behind LG ThinQ enables us to continue creating products and services which seek not only to meet but exceed expectations when it comes to living in a smarter home. Of course, integral to any smart home experience is a robust network, which is why we are proud to be partnering with the noggin of the region’s leading network provider – Etisalat, to show visitors all the different seamless connections we are delivering on the promise of an intelligent lifestyle,” said Mr. K. K. Nath, Executive Director, PTCL Marketing.

LG Electronics Gulf

Ajman Free Zone introduces new packages for IT companies at GITEX 2020

GITEX Technology Week saw Ajman Free Zone outline packages comprised of a wide range of services and innovative solutions to help drive digital transformation.

Ajman Free Zone, at GITEX 2020, is highlighting its advanced smart systems and digital platforms designed to promote efficient and effective investments of resources.

Ajman Free Zone launched a wide range of initiatives and incentives for IT companies to help them achieve growth and expansion. These include a 25 per cent registration fee reduction and special and cost-efficient rental rates for all refurbished and unfurnished executive offices.

H.E. Eng. Ali Abdulrahman bin Towaih Al Suwaidi, Director General of Ajman Free Zone, reiterated the free zone’s strong commitment to accelerating the digital transformation of its various operations to create a more attractive and competitive business environment.

He also pointed out the significance of enhancing innovation and using advanced technology to achieve human resource optimization and fast-track the digital transformation process.

H.E. added: “At Ajman Free Zone, we are keen to provide the best solutions to aid companies in their growth and expansion, facilitate easier business procedures and attract more foreign investors who can benefit from the competitive advantages of Ajman, one of the leading destinations on the regional investment map. We have been focusing our efforts on developing automation programs to accelerate our digital transformation. Today, we will continue to implement initiatives and programs to achieve our goals. Our advanced systems will enable us to automate our processes which can increase the efficiency and reliability of our procedures, reduce time needed to complete the transactions and provide our customers with better, round-the-clock service.”

In line with the free zone’s efforts to attract more foreign investors, Al Suwaidi also attended the UAE-Israel Future Digital Economy Summit which witnessed high-level representatives of government and private sector entities to take part in the summit to explore possible collaborative efforts in the area of digital economy. Ajman Free Zone will continue to expand the scope of its automation initiatives according to the national digital transformation programs, as well as offer an attractive and competitive business environment for entrepreneurs and companies from various sectors. The sectors include the IT industry, which is considered one of the pillars of the government’s sustainable development path and the key to its digitally enabled future.

PTCL partners with Avaya on its digital education platform

Showcased at GITEX 2020, Avaya Spaces innovation will enable school administrators, teachers and students to deliver a 360-degree digital education experience.

As a strategic partnership, we are able to address the current challenges facing the education sector in the country by bringing transformational change to delivering education, which is ongoing with Digital Pakistan.

Additionally, Nour El Atassi, Director, Service Providers - APAC, Middle East and Africa, Avaya, said, “Our partnership with PTCL brings a video collaboration solution to schools across Pakistan, enabling learning to take place anywhere. The current scenario has proved that the dissemination of knowledge is dependent on a physical campus or traditional classroom. We look forward to supporting the country as it massively expands its reach of knowledge across the board.”

Avaya Spaces, the all-in-one video collaboration app for the digital workplace, integrates with PTCL’s QTaleem and enables the delivery of seamless video classes. This integration brings a campus-like experience to virtual classes, leveraging Avaya Spaces’ ability to centralize voice, video and data technologies into a single application accessible through a desktop or mobile. This solution will facilitate educational institutions, both on- and off-campus, as they move towards blended education models.
Can you tell us something about Acronis’s expansion plans in the Middle East? The Middle East is a major market for us, since it is a major technological hub. We have a five-year expansion plan in the region, which represents a significant investment and commitment to support the cybersecurity, data protection, and endpoint management requirements of organizations across the Middle East. Announced at GITEX 2020, the company’s expansion into the region is part of an accelerated growth plan launched in 2019 that has already resulted in several strategic acquisitions, including Israel-based CyberTwin. Several other acquisitions are under consideration as we seek to make use of every opportunity across the region and tap into the ever-increasing talent and skills available. Our expansion plan comes at a time when businesses and government agencies across the Middle East prepare for an increase in cyberattacks. With its increased presence, Acronis can empower the region’s organizations with the strategies, services, and solutions needed to counter today’s evolving threats. How would you describe the Middle East market at this point? What is Acronis’s business model here? It is a very competitive and much sought after. The Covid 19 pandemic has made it challenging, but there is still immense potential. We at Acronis have innovative solutions and services to stand apart from the competition, especially where our cyber offerings are concerned. Acronis has a flexible business model, allowing customers to combine its products in a way that saves on costs and provides cyber protection for as many customers as possible. What is your partner program like? Tell us more. Our channel partner program is comprehensive. Our duty is to provide our partners with technical and marketing resources, as well as support in every aspect of management. To ensure that our users are cyber fit, Acronis’s global program enables them to develop any application and sell any product, service, or support option — regardless of their business model or location. With the world switching to remote work and virtual collaboration models, cybersecurity has become a new threat. What solutions does Acronis provide, to help companies deal with this ever-evolving threat landscape? Everything revolves around data, and thus becomes imperative to backup and secure this data in many ways. Acronis has a range of cutting-edge solutions and services that other companies can complete protection as well as manage costs. For example, our Acronis Cyber Cloud integrates cybersecurity, data protection and management to protect endpoints, systems and data. This synergy eliminates complexity, so service providers can protect customers better while keeping costs down. The Acronis Cloud extension for Plex enables reliable cloud backup for Plex web hosting servers, as well as granular, self-service recovery for web professionals. Its feature set enables you to backup the Acronis Cloud, so web hosts can completely control the websites they contain. Also, web professionals can perform granular, self-service recovery of a website, or individual files, mailboxes, and databases from the Acronis Cloud. Then again, the Acronis Backup agent performs fast, incremental backups, reducing demand on the server and the network. In fact, only Acronis’s unique, integrated approach ensures the safety, accessibility, privacy, authenticity and security of all data, apps and systems, thus balancing the five vectors of cyber protection: safety, accessibility, privacy, authenticity and security. Our equipment is used because our technology is known to be very secure and reliable.”

Ellie’s Kosher Kitchen, the GIKTEX 2020 Kosher Food Choice of First Official Israeli Delegation Visit

GIKTEX 2020 sees the first internationally certified kosher caterer attend the event to serve the large number of Israeli delegations taking part in the expo.

A first in the UAE, Ellie’s Kosher Kitchen was selected as the official catering service for kosher options at GITEX 2020. EKK will cater to the large number of Israeli delegations, taking part in this year’s expo serving ministers and Israeli delegations and government officials at this important annual regional conference. Earlier this year, Ellie’s Kosher Kitchen received OU kosher prior to the historic Peace Accord which included the Israel-UAE delegation to the UAE in September. The head of OU Israel, Rev Yissachar Dov Krakowski, was flown by the UAE, to oversee the preparation of kosher foods and their prestigious stamp of approval. Ellie’s Kosher Kitchen is the only internationally certified kosher caterer and OU certified establishment currently operating in the UAE. Kosher kitchens require strict rules of adherence that not only apply to the products used but applies to each step of the food preparation and is implemented in the table. Even then, there are strict protocols and etiquette to how the foods to be served and consumed. In keeping with the Jewish faith, a great deal of thought and care has been given to the environment and the exact animal parts that can be consumed. The Kosher foods are available at the Tel Aviv Court, Israel lounge, the VIP Ministers’ Majlis among other places.

Mohammed bin Rashid School of Government Debuts ‘Executive Education Smart Platform’ at GITEX 2020

GITEX technology week saw the Mohammed bin Rashid School of Government demonstrate its Executive Education Smart Platform which aims to develop an integrated system for remote training.

The Mohammed bin Rashid School of Government (MBRSG) demonstrated its Executive Education Smart Platform at GITEX Technology Week. Launched in April 2020, the platform is aligned with global developments in government practices, develop an integrated system for remote training, and improve the quality of flexible communication channels through training programmes. This will provide leaders with the necessary expertise and introduce them to the latest global developments transforming various areas of government work.

MBRSG used an interactive screen to showcase the platform and familiarise visitors – including government officials, representatives of the private sector, and individuals – with the project’s objectives. The display also presented the components of the platform’s scale-up training programmes, which aim to upgrade remote training for all government employees and allow them to explore leading global experiences in various fields. MBRSG’s Executive President Dr Aiysha Al Marni said: “With our smart training programmes, we seek to provide a pioneering experience that keeps pace with the developments taking place around the world. Launching the Executive Education Smart Platform reflects MBRSFG’s readiness to provide a flexible and agile training environment that allows learners from the government and private sectors around the globe to join our training system and benefit from its tremendous advantages.”

Our participation at GITEX Technology Week presents an important opportunity for us to showcase our capabilities in the smart training sector and the advantages our new platform provides,” Dr Al Marni added. “We look forward to making a positive contribution towards developing government practices in the UAE and the region. We reiterate our commitment to creating advanced scientific systems to allow for continued training despite any challenges.”

The Mohammed bin Rashid School of Government launched the Executive Education Smart Platform on April 29, offering the Strategic Leadership Platform’s digital training programmes, which aim to upgrade remote training for all government employees and allow them to explore leading global experiences in various fields. MBRSG’s Executive President Dr Aiysha Al Marni said: “With our smart training programmes, we seek to provide a pioneering experience that keeps pace with the developments taking place around the world. Launching the Executive Education Smart Platform reflects MBRSFG’s readiness to provide a flexible and agile training environment that allows learners from the government and private sectors around the globe to join our training system and benefit from its tremendous advantages.”

Our participation at GITEX Technology Week presents an important opportunity for us to showcase our capabilities in the smart training sector and the advantages our new platform provides,” Dr Al Marni added. “We look forward to making a positive contribution
Epson showcases sustainable technologies to support social distancing at GITEX 2020

GITEX technology week 2020 saw Epson demonstrate interactive display solutions, visualisers and printing services with the aim of helping offices and schools practice social distancing.

Epson Middle East. “Epson will also showcase its interactive display solutions for education sector.”

Sustainable Solutions for social distancing.

At GITEX Technology Week, having begun its mission in 2015, ITCAN never wavered in its commitment to the technology sector. Today, ITCAN is one of the leading digital marketing and IT consultancy firms in the GCC and in Egypt.

SolarWinds Offers a Simple, Scalable, and Intuitive Experience

Epson’s Print Admin mean that printers can be used without restrictions. “Businesses in the Middle East must plan now to ensure they’re ready for the sustainability revolution. This huge opportunity for forward-thinking businesses is already looking to make simple changes that impact their entire businesses and the environment,” said Jason McMullan, sales director, Epson Middle East.

At GITEX Technology Week 2020, Epson is showcasing its range of sustainable solutions for businesses and education - that also support the current need for social distancing.

This year’s demonstration areas, Sustainable Solutions for Business and Smart Solutions for Education, will show how technology can help save the environment and cost savings, as well as support the growing business.

Epson’s sustainable solutions for business As Epson’s recent survey, 91% of Middle East businesses expect a change in the use of shared devices, including printers, as they return to the office. It’s natural to wonder how students will stay connected, as well as being flexible, at their new remote learning environments. The Middle East market is looking for technology that helps maintain efficiency and will be cautious about sharing products, solutions such as Epson's Pro RIPS business inkjet technology which enables its printer range to reduce energy consumption by up to 95% compared to laser printers – reducing both cost and CO2 emissions. The lack of heat also means there is no warmup time needed, ensuring that each page out- puts speeds and improving productivity. And fewer consumable parts mean less user intervention and fewer used consumables to store and dispose of.

Epson’s smart solutions enhancing the education sector

SolarWinds Orion Platform includes SolarWinds, a leading provider of powerful and affordable IT management software, is participating at GITEX Technology Week. SolarWinds is being represented at GITEX by one of its key partners, Spike, at Booth H7-D40, and through an online exhibit via the GITEX 2020 virtual event platform. The company is exhibiting the latest updates to its SolarWinds Orion Platform.

Key benefits of the SolarWinds Orion Platform include centralised monitoring and management of a company’s entire IT stack, from infrastructure to applications, and scalable architecture reaching across physical, virtual and cloud environments. In addition, the Orion Platform offers a simple, easy and intuitive experience.

Businesses across the Middle East and North Africa continue to evolve their IT systems to cope with the demands of supporting remote workforce and process automation will be a crucial weapon in their arsenal. A major challenge for businesses during this time will be to scale their IT systems up to speed in a cost-effective manner, enabling them to accommodate remote working and work from home initiatives in the long-term.

"One of the biggest challenges that we’re seeing our clients‘ IT teams face is around IT security. Since March 2020, SolarWinds has seen an upturn in demand for its range of IT security solutions—particularly those designed to monitor VPN connections—as many professional teams had to quickly establish secure connections to the office environment to continue working from home. In the second quarter of 2020, everybody tried to make their virtual environment as safe as possible—this has driven demand for our remote access implementations. This is quite challenging for IT teams, because you are right now, from the perspective of the end user, in an unstable environment. This is something that SolarWinds is working on, and we have products that can help IT teams deliver solutions that allow them to deliver their services in an effective and secure manner. This is something that SolarWinds and our partners are working on in addition to the ongoing work that SolarWinds has been doing for years. SolarWinds has shown that it has the right products to meet the needs of today’s environment.”

Sascha Giese, SolarWinds Head Geek
**Raqmiyat addresses the new normal of cybersecurity priorities**

Raqmiyat director for Cybersecurity and Infrastructure Abhijit Mahadik shares valuable insights into how security priorities have shifted due to the COVID-19 pandemic and how organisations can stay secure and competitive in the new normal.

**The ongoing COVID-19 pandemic has significantly transformed the way businesses operate today. How has this shift impacted security investments and strategies?**

Post-COVID, the new normal of doing business is emerging and it’s forcing businesses to relook at cybersecurity threat models. We believe CISOs and cybersecurity teams will continue to make various high-priority changes for operating including perimeter security, as customers will continue to prioritise shorter response times to cyberattacks and focus on security for remote workers. Secondly, they will need to lead the efforts in setting next generation identity and access controls. We have seen several heightened investments on solutions around remote access as CISOS continue to support virtually, and reliability is key. Furthermore, employees may need rules and guidelines to ensure that they adhere to proper cybersecurity hygiene.

**A major challenge for enterprises has been maintaining business continuity while ensuring cybersecurity. As a key player in the regional IT and security industry, how is Raqmiyat enabling organisations to stay secure while remaining agile amid the new normal?**

The COVID-19 pandemic has placed greater responsibilities on service providers, businesses, and organisations to effectively supporting organisations and their security needs. Raqmiyat plays a vital role in assisting customers in their evolving cybersecurity needs by providing them with the right consultancy, services, and solutions to stay safe for a secure future. Post-COVID, Raqmiyat aims to further support customers and businesses who are struggling to keep up with doing business in the new normal.

**Where do you see the security landscape heading in the next few years?**

With the impact of COVID-19, there are widespread extended requirements for staff to work from home. The phrase ‘work from home’ has risen in demand with uncontrolled, unsanctioned home environments. Therefore, securing these unmonitored devices will be key to protecting any on-premise or cloud-based solutions. Technologies such as threat monitoring solutions based on dynamic and agile threat models will also play an important role in the future.

**What is your participation at GITEX for past several years? Does ESET have a major platform for your company and how is your participation different from the previous editions?**

ESET has been part of GITEX for past several years. It has always been a great platform for meeting and networking with channel partners, customers, industry experts, and other peers from across the Middle East region. GITEX is the perfect platform for launching new products and creating brand awareness among large targeted audience in less time.

**What is the primary highlight of your participation at this year’s GISEC?**

ESET is showcasing a series of recently launched products which includes ESET Cloud Office Security, ESET Remote wipe and lock, and the ESET Threat Detection and Attack Protection. What is your view on how the GITEX is your perfect platform to create a buzz and bring your innovation quickly.

**Commenting on the enhanced cyber threat landscape with the COVID-19 pandemic, what are the new challenges that organisations should invest in for a comprehensive security approach?**

As coronavirus has accelerated the digital transformation process, an increased focus on security in the operations is key. Additionally, with the COVID-19 pandemic, organisations need to ensure their multi-layered defence against evolving threats. As a key player in the regional IT and security industry, Raqmiyat is committed to providing businesses with improved endpoint protection.

**What do you think will define the new normal of endpoint security solution in the new normal? And why?**

Multi-Factor Authentication has become the most prominent security solution in this new normal, as huge numbers of organisations have deployed large-scale remote working, while threat actors have been exploiting this to their advantage. ESET has enhanced its threat protection with the Multi-Factor Authentication, behavioural inspection, and ransomware shield to protect against zero-day threats. ESET has enhanced its solution with the Multi-Factor Authentication, behavioural inspection, and ransomware shield to protect against zero-day threats.

**How will your offerings be instrumental in enabling organisations become cyber resilient in the new normal?**

With remote working becoming the normal course of action, more employees are using different endpoint devices as a part of remote working. It is essential to have the right security controls in place to protect these devices.

**What are the new challenges that organisations should invest in for a comprehensive security approach?**

As coronavirus has accelerated the digital transformation process, an increased focus on security in the operations is key. Additionally, with the COVID-19 pandemic, organisations need to ensure their multi-layered defence against evolving threats.

**Security and confidentiality are the two essential components of ESET’s products, however, what is your take on the challenge of reducing the attack surface?**

As cyber threats continue to evolve, the attack surface不断扩大. The key challenge is to balance security and productivity.

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As cyber threats continue to evolve, the attack surface不断扩大. The key challenge is to balance security and productivity.

**What will you manage to enhance the new normal of cybersecurity?**

As cyber threats continue to evolve, the attack surface不断扩大. The key challenge is to balance security and productivity.
STANDS TO WATCH

ESET

Stand: H2-C20
STANDS TO WATCH

2crsi

Stand : H5-A25
STANDS TO WATCH

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Stand: H7-A27
GITEX 2020 HIGHLIGHTS
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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