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GITEX TECHNOLOGY WEEK
60 MINUTES
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DAY 3
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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.

Apollinaire Moreno, regional manager of Fortinet ME

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 it was capable of offering security solutions suitable 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.

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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.

Fadi Moubarak, Vice President – Channels, Avaya International

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 organizations 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 coming year, 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

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The right playbook to fight against ransomware

Michel 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.

Michel Nader, Sr. Director – Data Protection Solutions – MERAT, Dell Technologies

Ransomware can plague operations and hamper everything from public safety to transportation and waste management. As the GCC is embracing the rapid pace of digitisation 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. While 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 to 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

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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 leveraged its technological expertise to lead the recovery - and how Microsoft is helping to reimagine the IT ecosystem moving forward.

Sayed Hashish, General Manager, Microsoft UAE

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.

"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 turned out to be a huge benefit for the country," said Hashish.

Hashish highlighted how a number of initiatives moved from concepts to reality during COVID-19, such

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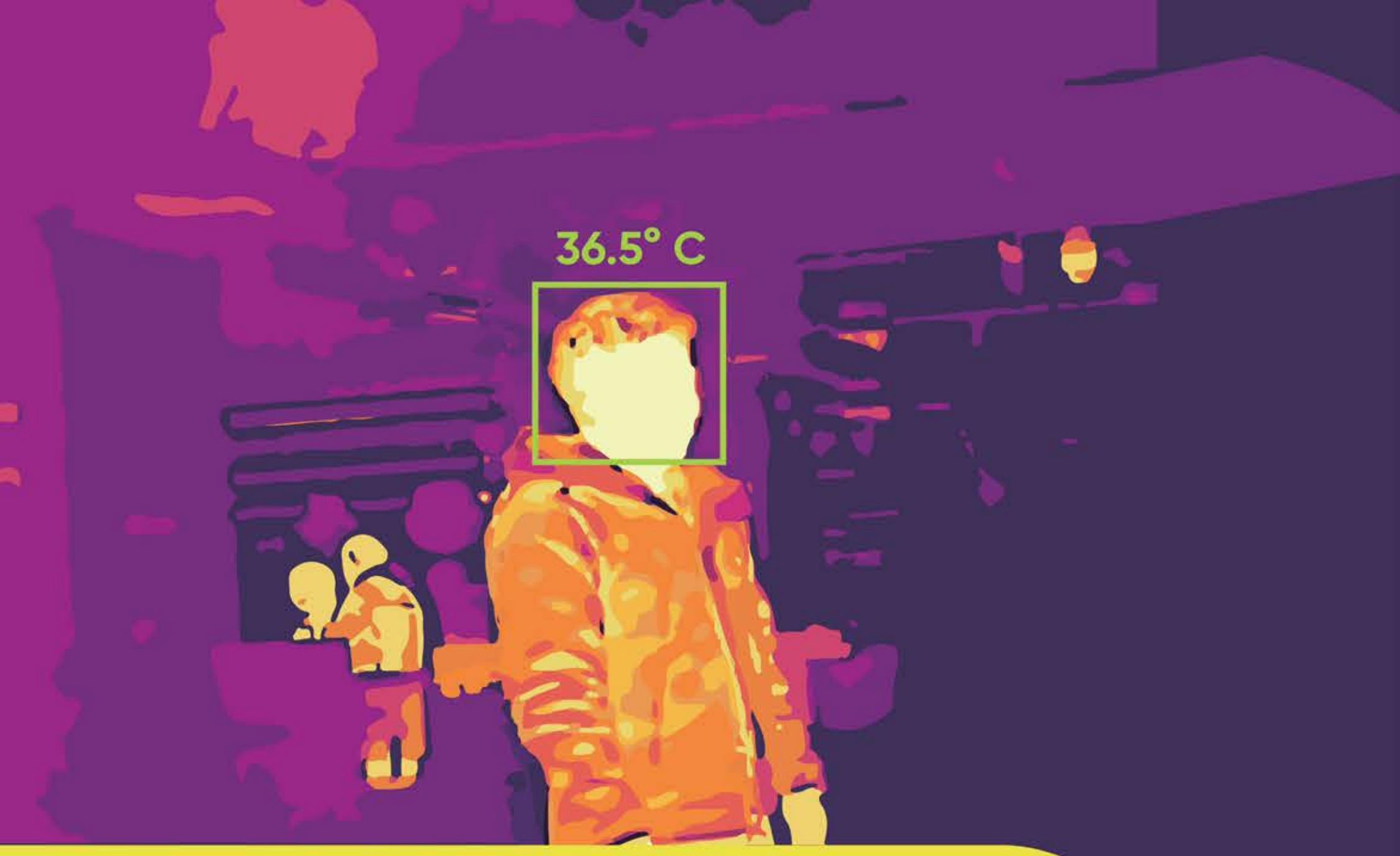

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Fortinet...

"The pandemic has been a catalyst for this digital transformation. It's obliged companies to put all their activities online," he said.

"There's been an increase in the need to secure these migrations, which has had a positive impact on our business. And we believe that, moving forward, this trend will continue. We do not see it stopping.

"Very quickly when restrictions were imposed, we saw the education sector move en masse to remote education.

"We saw the UAE government leading by example and moving online ... and the UAE was one of the countries that adopted with great enthusiasm a new way of working."

In terms of the sectors where Fortinet was most active, Moreno said the company was strong in a range that included the public sector, the financial services industry and many others.

"Effectively all sectors of industry we operate in in this region," he said. "All IT needs security and IT is one of the pillars of any business nowadays".

"We're very strong in the service provider sector, whether it's du, Etisalat or smaller service providers."

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

But he suggested there was still work to be done in highlighting the need for cybersecurity, particularly among smaller businesses.

"The awareness is growing. We'd like to see more of it, particularly when we consider the impact of frequent attacks like ransomware can have on the operations, sometimes the survival, of small enterprises," he said.

"If your data is locked and it stops you from being able to operate, if you don't have a good plan to recover that data ... it can have a very strong effect on the operations."

Despite the pandemic, Moreno said he had met at GITEX with contacts from a wide variety of areas, including Egypt, Ethiopia and France.

"We've never missed a GITEX since we've been in the region. We always make a point to be here," he said.

"This is just a good place to meet existing customers but also to meet new contacts because of the wide variety of attendees from the Middle East and beyond."

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How Avaya...

the increase in remote working and organisations resorting to online means of communication and collaboration. A lot of customers are relying on Avaya's technology, and that's what we are focusing on right now. We're not interested in predictions or forecasts; we're focused on helping our customers serve their customers better and help them communicate and collaborate more efficiently.

Tell us something about the Avaya Edge program. What are the main features and are there any recent updates or developments?

Our partner program has been constantly evolving to cope with the changes in the market, in the role that customers expect our partners to play. Going forward, there has been a major shift, the trend to cloud and to Opex. They want things immediately; to consume things as needed 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 will help really absorb some of the financial pressure on their bottom-line. So that's the major evolution we've done to the program - we've given them four or fivve 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 driving force in the channel market now?

The Opex model is the driving force now. This is mainly because companies wish to reduce capital expenditure as much as possible. There is another factor also-playing in favour of the Opex business model, and that is whether it's subscription-based, private cloud or public cloud, customers are looking for quick wins. They are gravitating towards micro solutions, so they're not trying any large projects that used to be implemented over a year. Now they're going to reduce their deployments into pieces and do it over a period of weeks to implement new technology and use it and look at an ROI that becomes obvious in months.

We're not interested in forecasts; we're focused on helping our customers serve their customers better and more efficiently."

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The right playbook...

Security teams should always utilise opportunities for continual training. When a new member joins the team, use the onboarding process to reintroduce exercises and best practices to the whole team. Leaders should also leverage creative methods to facilitate greater participation and learning. These scenarios should include best-case and worst-case outcomes of an attack.

Awareness training is also key for teams to be able to identify and respond correctly to suspicious activity within networks.

Audit personnel

Cyber leaders should continually audit organisational roles to determine specific strengths and weaknesses within their teams to assess their stance on risk management. A successful way to bridge the lack of available resources is through a hybrid managed service model, which includes a combination of civil servants and support agreements with private sector companies that help augment resources to respond quickly in the face of cyber incidents.

Proper cyber hygiene

As governments and organisations reinvent the ways they operate and interface with constituents, they must also empower employees through a workforce transformation to meet the growing security expectations of the 21st century. This needs to be a year-round effort, with substantial, calculated investments in employees through awareness campaigns.

Cyber hygiene and culture begin at home. It's important agencies and employees educate using phishing exercises and cyber literacy, helping understand the possible negative consequences both at home and in the workplace.

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

Invest in infrastructure with built-in security

Agencies struggle to protect the numerous endpoints that fall outside of the traditional security reach of the organisation. As the number of tools and cloud-based systems increases, the volume of generated data also rises, expanding IT infrastructure beyond data centres, making it harder to protect against threats.

It's vital then for governments to invest in a secure, flexible infrastructure from the beginning, extending from edge to core to cloud. Doing so will allow them to focus on continually improving citizen experience without having to worry about the disruption of layering security on top.

The road ahead

An investment in a comprehensive security approach saves invaluable time and resources, and also preserves public trust. Fighting ransomware is an iterative process that measures progress. Organisations should tailor these efforts to make the most significant impact and meet with their business peers to re-assess risk and adjust the course of cybersecurity programs accordingly.

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Microsoft...

as remote education, remote telehealth, and remote working, which were suddenly scaled up at breakneck speeds.

He added that Microsoft's approach to the issues across all industry verticals were divided into three areas.

"The first phase of our approach was called the response phase, which attempted to determine how we would ensure that the technology we have, and the people and partners that we have were able to maintain business continuity," said Hashish.

The executive added that a challenge in the response phase was ensuring the government could operate effectively, and to deal with the shutdown of supply chains.

"We had to leverage our technology and expertise to enable business continuity of our customers including sectors like retail, where they ensured goods and supplies continued to flow in the market," said Hashish.

Hashish declared that we are currently in the second phase, the recovery phase.

"The recovery phase is essentially when you try to help rebuild economies and help customers reopen traditional businesses now that lockdown restrictions have eased. There is now also a real focus on the economic activity of the country and a desire to regain momentum," said Hashish.

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

There is a lot of optimism following the announcement of a vaccine by Pfizer, and the General Manager of Microsoft UAE believes that we will soon be in a position to embark upon the third phase, which has been called reimagine.

"The reimagine phase is designed to capitalise on the opportunities and positive learnings that have come out of the COVID-19 crisis. There was scepticism when it was suggested that it would be possible to operate remotely and still remain efficient and productive, but that has been proven to be true and this hybrid workplace is here to stay," said Hashish.

The Microsoft thought leader added that many people could not see the advantages of the hybrid workplace and revealed that based on a recent Microsoft UAE based survey, 97% of the business leaders that they speak to now firmly believe this new model will be the norm.

Our aim is to equip 25 million people worldwide with digital skills needed in a COVID-19 economy."

"There is no doubt that there will be a continuation of this type of workplace flexibility because of the benefits of it. There has also been a huge acceptance of the fact that technology derives real value - and all these components comprise what we call the reimagine phase, designed to capitalise on this new momentum and the acceptance of people towards technology, which we didn't have in the past," concluded Hashish.

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 user's habits.

Forming a central role in this smart home symphony is the LG ThinQ smartphone application, which is connected to all home appliances, electronics and air solutions for a holistic overview of what truly makes a home 'smart'.

Consumer research has shown that key purchasing influences typically 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, mobile and in-device integration), as well as promoting ongoing collaborations with industry leaders to strengthen its offerings.

"LG's experts are on hand to show the technology in action, as it anticipates and evolves with the user's habits"

As part of the company's home appliance offering, LG ThinQ technology is showing how users 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 washing motions to keep items in their best condition.

As the importance of maintaining a comfortable and clean environment remains a focus for all, visitors are also experiencing the technology behind LG's DUALCOOL air conditioner and PuriCare double tower air purifier, which, when operated remotely via the LG ThinQ app, also provide maintenance tips, 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 to not only meet but exceed expectations when it comes to creating a smart home. Of course, integral to any smart home experience is a robust network, which is why we are proud to be partnering with the region's leading service providers – Etisalat, to show visitors all the difference seamless connectivity makes in delivering on the promise of an intelligent lifestyle," said Mr. Hongju Jeon, President, 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

H.E. Eng. Ali Abdulla Bin Towaih Al Suwaidi

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 furnished and unfurnished executive offices.

H.E. Eng. Ali Abdulla 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 designed to automate our processes 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 services."

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 who took 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.

"We have been focusing our efforts on developing automation programs to accelerate our digital transformation"

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.

(L) Bilal Asghar, GM - ICT and Digital Services, PTCL; (R) Nour El Atass...

Pakistan Telecommunication Company Limited (PTCL), one of the leading telecommunications and ICT services providers in Pakistan, has partnered with Avaya on QTaleem, an online digital learning education platform as part of the PTCL Education Cloud solution.

Launching nationwide, PTCL QTaleem delivers a 360-degree digital education experience, enabling school administrators, teachers and students to be as productive online as they are on-campus. Being fully cloud-based, it delivers an end-to-end school management system, offering multitenancy, regional language support, quick installation and onboarding, and the ability to host live and recorded video classes.

Hosted on the secure PTCL TIA942 Rated-3 Data Center, PTCL QTaleem enables the delivery of an entire educational experience, from online training to support for boarding and operations, through a single window. The application-based platform will help to make learning a more engaging experience.

Speaking on the partnership, Zarrar Hasham Khan, Chief Business Services Officer, PTCL, said, "As a national carrier, PTCL is enabling an online education framework that has the potential to help more than 53 million students across the country. With this 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 in line with Digital Pakistan."

"PTCL is enabling an online education framework that has the potential to help more than 53 million students across the country"

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 not 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, messaging, chat and task management 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.

Empowering the region to successfully combat cyber threats

Reseller Editor Anita Joseph caught up with Islam Shaker, Distributor Manager at Acronis, to discover more about the company's vision and expansion plans.

Islam Shaker, Distributor Manager at Acronis

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 three strategic acquisitions, including Israel-based CyberLynx. Several other acquisitions are under consideration as we seek to make use of every opportunity across the region and tap into the enormous local 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 extremely 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 business. To ensure that our users are cyber fit, Acronis' 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 real threat. What solutions does Acronis provide, to help companies deal with this expanding threat landscape?

Everything revolves around data and so it becomes imperative to back up and secure this data in many ways. Acronis has a range of cutting-edge solutions and services that offer companies complete protection as well as manage costs. For example, our Acronis Cyber Protect Cloud natively 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.

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

The Acronis Backup extension for Plesk enables reliable cloud backup for Plesk web hosting servers, as well as granular, self-service recovery for web professionals. Its key features include full, image-based backups to the Acronis Cloud, so web hosts can protect entire servers and all the websites they contain. Also, web professionals can perform granular, self-service recovery of a website, or individual files, mailboxes, and databases using the Plesk UI. Then again, the Acronis Backup agent performs fast, incremental backups, reducing demand on the server and the network.

In fact, only Acronis' 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.

Elli's Kosher Kitchen, the GITEX 2020 Kosher Food of Choice for the First Official Israeli Delegation Visit

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

A first in the UAE; Elli's Kosher Kitchen was selected as the official catering service for Kosher options at GITEX 2020. EKK will cater to the large number of the 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, Elli's Kosher Kitchen received OU hechsher prior to the historic Peace Accord which included the Israel-US delegation to the UAE in September. The head of OU Israel, Rav Yissachar Dov Krakowski, was flown in by the UAE to oversee the preparation of kosher foods and their prestigious stamp of approval.

Elli'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 until it is placed on the table. Even then, there are strict protocols and etiquette as to how the food is 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 eaten.

The Kosher foods is available at the Tel Aviv Counter, Israeli 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 aims to keep pace 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 advanced 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 Ali Sebaa Al Marri 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 MBRSG's readiness to provide a flexible and agile training environment that allows learners from the government and private sectors around the region to join our training system and benefit from their tremendous advantages."

"Our participation at GITEX Technology Week 2020 presents an important opportunity for us to showcase our capabilities in the smart training sector and the advantages our new platform provides," Dr Al Marri 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."

We seek to provide a pioneering experience that keeps pace with the developments taking place around the world."

The Mohammed bin Rashid School of Government launched the Executive Education Smart Platform on April 29, 2020, offering the 'Strategic Leadership in a Challenging World' as its first programme, seeking to promote a sound understanding of the concept of leadership in the public sector, discuss challenges, and explore the latest developments in government practices.

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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.

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 deliver both efficiency and cost savings, as well as support the growing demand for sustainability.

"There is no doubt that the recent months have changed the way we live and work, especially with social distancing practices. We have seen a strong demand for our technology to help support new hybrid work and learning environments. The Middle East market is now looking for technology that helps remote workers and students stay connected, as well as being flexible, friendly," said Jason McMillan, sales director, Epson Middle East.

Epson's sustainable solutions for business

As per Epson's recent survey, 91% of Middle East employees expect a change in the use of shared devices, including printers, as they return to the office. While it's natural that people will be cautious about sharing products, solutions such as Epson's Print Admin mean that printers can be used without physical touch.

"Businesses in the Middle East must plan now to ensure they're ready for the sustainability revolution. This is a huge opportunity for forward-thinking organizations looking to make simple changes that impact the future of both their businesses and the environment," said Jason McMillan, sales director, Epson Middle East. "Epson returns to GITEX to show how simple switches to using smart, sustainable technologies can save money while helping to make organisations greener and more flexible".

This year's demonstration area will highlight the benefits of Epson's Heat-free business inkjet technology which enables its printer range to reduce energy consumption by up 95% compared to laser printers – reducing both cost and CO2 emissions. The lack of heat also means there is no warmup time needed, ensuring fast first page-out 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

Epson will also showcase solutions to enable schools and universities to deliver the best possible education for in-person, remote and hybrid learning.

Epson's interactive display solutions for example, such as the Epson EB-1400 series, are smart solutions that can help bring a class together, even if some students are joining remotely. With scalable screen sizes of up to 155 inches, the projected material is easy to read, even from the back of a classroom.

To help teachers engage remote students in a lesson, Epson's visualisers allow for the live projection of 3D objects. Schools and universities can also benefit from efficient, secure and sustainable printing with the WorkForce Enterprise and WorkForce Pro RIPS business inkjet printers.

Printing at home is now more important than ever before. Epson's EcoTank printers are a cost-effective and eco-friendly alternative to the traditional ink cartridge printers. EcoTank printers come with up to three years' worth of ink in the box, which is enough to print up to 14,000 pages.

SolarWinds Showcases Latest Updates to Orion Platform at GITEX Technology Week 2020

IT management software provider equips technology professionals with the tools to help monitor, manage, and secure today's complex IT environments.

Sascha Giese, SolarWinds Head Geek

SolarWinds, a leading provider of powerful and affordable IT management software, is participating at GITEX Technology Week. SolarWinds is being represented at GISEC by one of their key Partners, Spire, 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 IT environments. In addition, the Orion Platform offers a simple, secure, and integrated experience.

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

"Organizations of all sizes have complex IT environments that make managing IT challenging. We design our products to be powerful and easy to use, and many are built on a common technology platform, the SolarWinds Orion Platform, enabling companies to implement our products individually and grow as needed. They're highly scalable, and our integrated systems performance data is combined from multiple parts of the tech stack to provide a single, unified, application-centric view and experience," stated Sascha Giese, SolarWinds Head Geek.

"The SolarWinds Orion Platform, enables companies to implement our products individually and grow as needed."

IT teams are redoubling their efforts to meet the increased demand for remote network access while simultaneously maintaining the highest standards of online security. Since March 2020, SolarWinds has seen an uptick in demand for its range of IT security solutions—particularly those designed to monitor VPN connections—as IT professionals around the globe strive to keep their infrastructures alive and support employees working from home.

"In the second quarter of 2020, everybody tried to make everything virtual and online to provide WFH capabilities, which entailed a lot of changes to their IT infrastructure. Those changes had to be made immediately—almost overnight. Things that usually would have taken months of proper planning had to be implemented almost overnight. What we've seen now is companies trying to fix the mistakes they made during those initial implementations. This is quite challenging for IT teams because budgets are tight right now, so they have to be quite creative in how they get things done," added Giese.

SolarWinds is one of the only vendors in the world with such a broad portfolio for monitoring and managing IT. SolarWinds solutions deliver visibility 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.

ITCAN showcases a surge of e-commerce growth at GITEX

Freelance Journalist Daniel Bardsley spoke with Namrata Raina, MENA Marketing Manager of ITCAN about how the company has seen new life amidst the recent global challenges.

One of the clear business successes seen during the coronavirus pandemic has been the growth in e-commerce – and companies such as ITCAN have seen a surge in demand for their services as a result.

While many firms were laying off employees as business slumped, ITCAN took on dozens of extra employees as it forged links with new clients keen to strengthen their online presence in an increasingly digital landscape.

Now, the company is looking to keep up this momentum and to achieve further expansion across the region and further afield.

Over the past six months alone, the company has hired about 35 new staff, bringing its total headcount up to about 90.

"We were growing our team during corona. We were one of the few companies that weren't laying off," said Namrata Raina, the company's marketing manager for the Middle East and North Africa.

"COVID, for us, it became a little bit of a boost. The majority of the brands, they had to shut down their stores and the majority of their focus moved to e-commerce.

"We were very easily able to take that up and scale. Many new companies came in and we were able to take them to the next level. We definitely scaled up on our business activities in terms of reaching new clients."

While the pandemic offered the company new business opportunities, it

Namrata Raina, MENA Marketing Manager of ITCAN

also posed challenges in terms of how staff worked. ITCAN, like many other organisations, moved to a hybrid system in which some teams were working from home, while others were still coming into the office.

Founded in 2015, ITCAN is headquartered in Dubai and offers a range of e-commerce marketing services including performance marketing, digital marketing, technology development and influencer marketing.

The business is centred on the UAE and Saudi Arabia, but it has ambitions to grow and aims to expand across the GCC and in Egypt.

Its main expertise is in e-commerce for the MENA region and it is diversifying its digital services by moving into areas such as food and travel. It counts clients in some of the major retail groups in the region, such as the Al Tayer Group.

"One of our core expertise is in performance marketing. In this area we've been dominating for years. There are not many digital marketing organisations like us," said Raina.

She said companies did not have to put aside a budget for some of the services offered but could instead pay according to results.

Despite the difficult environment created by the pandemic, Raina said ITCAN never wavered in its commitment to attend this year's GITEX Technology Week, having begun planning for the event back in February.

"We're very happy to present ourselves here. We get to meet so many different companies and we get to see how the market is overall," she said.

She said this year's event had shown "how energetic the vibe is" when it came to the technology sector. "For us it's more about going ahead with everything regardless of the pandemic," she added.

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.

Abhijit Mahadik, director for Cybersecurity and Infrastructure, Raqmiyat

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 way of doing business is emerging and it's changing the entire cybersecurity threat landscape. We believe CISOs and cybersecurity teams will continue to make various security niches high priorities for spending including perimeter security, as customers will continue to prioritise short-term spending on security for remote workers. Secondly, they will increase their focus on next-generation identity and access controls.

We will also see amplified investments on solutions around remote access as CISOs continue to support virtual workarounds for help-desk staff who would work in the office under normal circumstances. Finally, we expect that the cyber awareness training that CISOs offer will be adapted both to cover remote-work situations and bring-your-own-device policies.

How can IT and business leaders implement security measures while ensuring that their employees are in tune with such procedures without stifling productivity?

Before deciding to enforce work-from-home policies, businesses, IT and security teams need to conscientiously assess their resources. They also need to project how much the implementation will strain the IT team and assess what risks must be factored in and address.

Organisations need to also consider deploying security solutions that feature strong web security protection on employee endpoints, as well as technologies capable of preventing network vulnerabilities from exploitation. Another key aspect that they need to keep in mind is setting up and supporting a conferencing software that ensures a stable voice and video connection, as most meetings will occur virtually, and reliability is key. Furthermore, employees may need rules and guidelines to ensure that they adhere to proper cyber 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 in terms of 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 roadmap 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'.

> **The SolarWinds Orion Platform, enables companies to implement our products individually and grow as needed."**

Where do you see the security landscape heading in the next few years, what best practices should organisations adopt to cope in a post-COVID-19 world and stay competitive?

With the outbreak of COVID-19, there are widespread extended requirements for staff to work from home. The phrase 'work-from-home' brings-in fears on data security. It also increases the security risks brought by unmanaged endpoints such as end-user owned remote desktops, PCs and laptops used by staff, external vendors, partners and contractors.

CXOs are worried regarding security of sensitive corporate information, as their workforces are now spread geographically and are operating out of uncontrolled, unsecured home environments. Therefore, securing these unmanaged devices will be key to staying resilient and competitive. Tools such as threat monitoring solutions based on dynamic and agile threat models will also play an important role in the future.

Injazat partners with LTI to accelerate digital transformation

The recently announced partnership will provide unrivalled service delivery to customers, in line with the UAE's vision for a digital and diversified economy of the future.

Khaled Al Melhi, CEO of Injazat

Sanjay Jalona, CEO & Managing Director, LTI

Sudhir Chaturvedi, President & Executive Board Member, LTI

Injazat, the UAE-based leader in digital transformation, announced a strategic partnership with LTI, a global digital solutions company, to implement its new best-shore service delivery model.

The new service delivery model implemented in partnership with LTI, will provide Injazat's customers with a hybrid of delivery approaches including onshore, best-shore, and cloud, and will further advance Injazat's wider digital delivery ecosystem. The partnership will build on Injazat's innovations and extend its global partner network to meet evolving needs of customers through enhanced scale capabilities.

Commenting on the news, Khaled Al Melhi, CEO of Injazat, said: "This announcement is part of a new era for our organization. Digital is now default and our vision supports the UAE's ambition to forge a digitally enabled future across all sectors. Strengthening our existing relationship with LTI is an important part of our plan to provide digital transformation services our customers need."

The announcement positions Injazat to meet the demands of today's fast-paced, technology-focused economy. The drive to transform the economy and digitalise operations presents a $160 billion opportunity in the MENA region with Injazat well placed to accelerate growth with its depth of expertise, partners and customers.

Sanjay Jalona, CEO & Managing Director, LTI, said: "Our partnership with Injazat will enhance performance and competitiveness of enterprises seeking digital and cloud-based transformation. We look forward to bringing industry and technology expertise along with global delivery capabilities to companies in the region."

Sudhir Chaturvedi, President & Executive Board Member, LTI, said: "We are excited to partner with Injazat, a regional leader in business transformation and expand our partnership to deliver digital transformation programs to our customers and support them on their journey to Cloud. LTI's expertise on Cloud and next generation Cloud toolsets like LTI Mosaic and LTI Canvas will complement Injazat's industry leading InCloud offering to deliver superior customer experience with speed."

Injazat's strategic growth plan includes reinventing their core service offering to achieve an innovation model that ensures best-in-class tools are deployed rapidly in close collaboration with customers. Through this partnership with LTI, the company will drive efficiencies and accelerate turnkey, technology-agnostic solutions, including the ability to incubate and scale digital innovation quickly.

The reengineered core service offering builds on successful projects such as Malaffi, a partnership with Abu Dhabi Department of Health to connect more than 2,000 healthcare providers; and Hassantuk, a collaboration with the UAE Ministry of Interior to install and operate state-of-the-art smart Alarm Transmission Equipment (ATE) in buildings across the UAE. Both projects bear the hallmarks of the new model, through the deployment of powerful hybrid cloud capabilities as well as core services such as enterprise applications and cyber security.

ESET showcases its robust product portfolio at GITEX 2020

Demes Strouthos, General Manager, ESET Middle East highlights pertinent cyber security solutions that organisations should invest in for a comprehensive security approach.

Demes Strouthos, General Manager, ESET Middle East

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

This year at GITEX Technology Week, ESET is showcasing a series of recently launched products which includes ESET Cloud Office Security, ESET Remote workforce offer, and the ESET Targeted Attack Protection.

Why is GISEC/GITEX an important 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 all 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.

The major difference this year is that we will be running series of webinars and online engagements on other virtual platforms during the show to highlight new features and advantage of our new products and product roadmap for the year 2021.

> **ESET has a wide range of endpoint security solutions from antivirus to multi-factor authentication."**

What do you think will be the most pertinent 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 organizations have deployed large-scale remote working, while threat actors have increased their attempts exponentially.

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

With remote working becoming the new normal for employees, employees are using different endpoint devices as a regular part of everyday work. It is vital that these devices are protected. Businesses should ensure that all their endpoints are secured and ESET has a wide range of endpoint security solutions from antivirus to multi-factor authentication and more advanced solutions like threat hunting and cloud-based sandboxing which protect against evolving range of cyberthreats with their multi-layered defence capabilities.

Our recently launched products include the ESET Remote Workforce Offer, a cloud-based console that uses advanced technology like machine learning, behavioural inspection & ransomware shield to protect business data. Another is the ESET Targeted Attack Protection, a powerful ransomware prevention solution that is augmented by ESET EDR. Finally, we have Cloud Sandbox Analysis, an interesting new addition to our portfolio which is being shown at GITEX that provides businesses with improved endpoint protection.

STANDS TO WATCH

ESET

Stand : H2-C20

STANDS TO WATCH

EMT

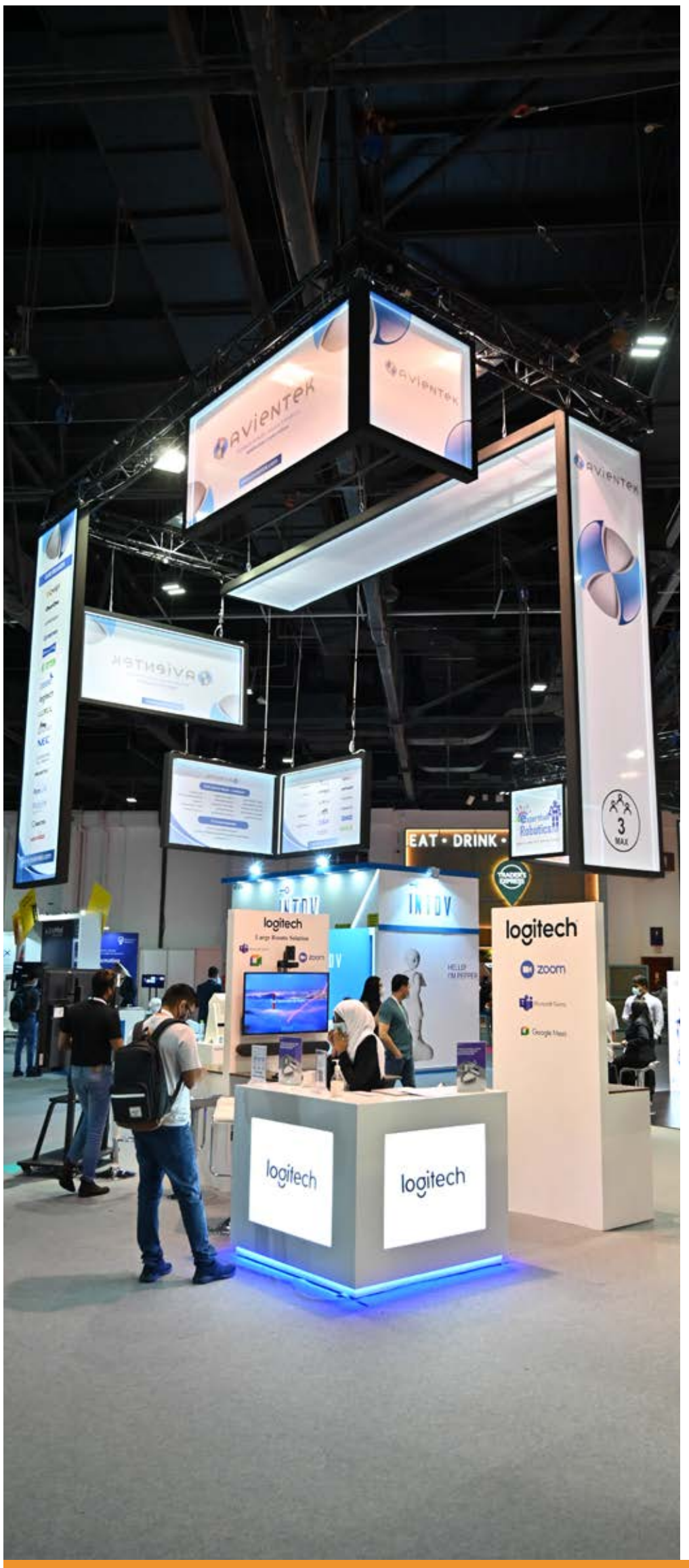
Stand : H6-B20

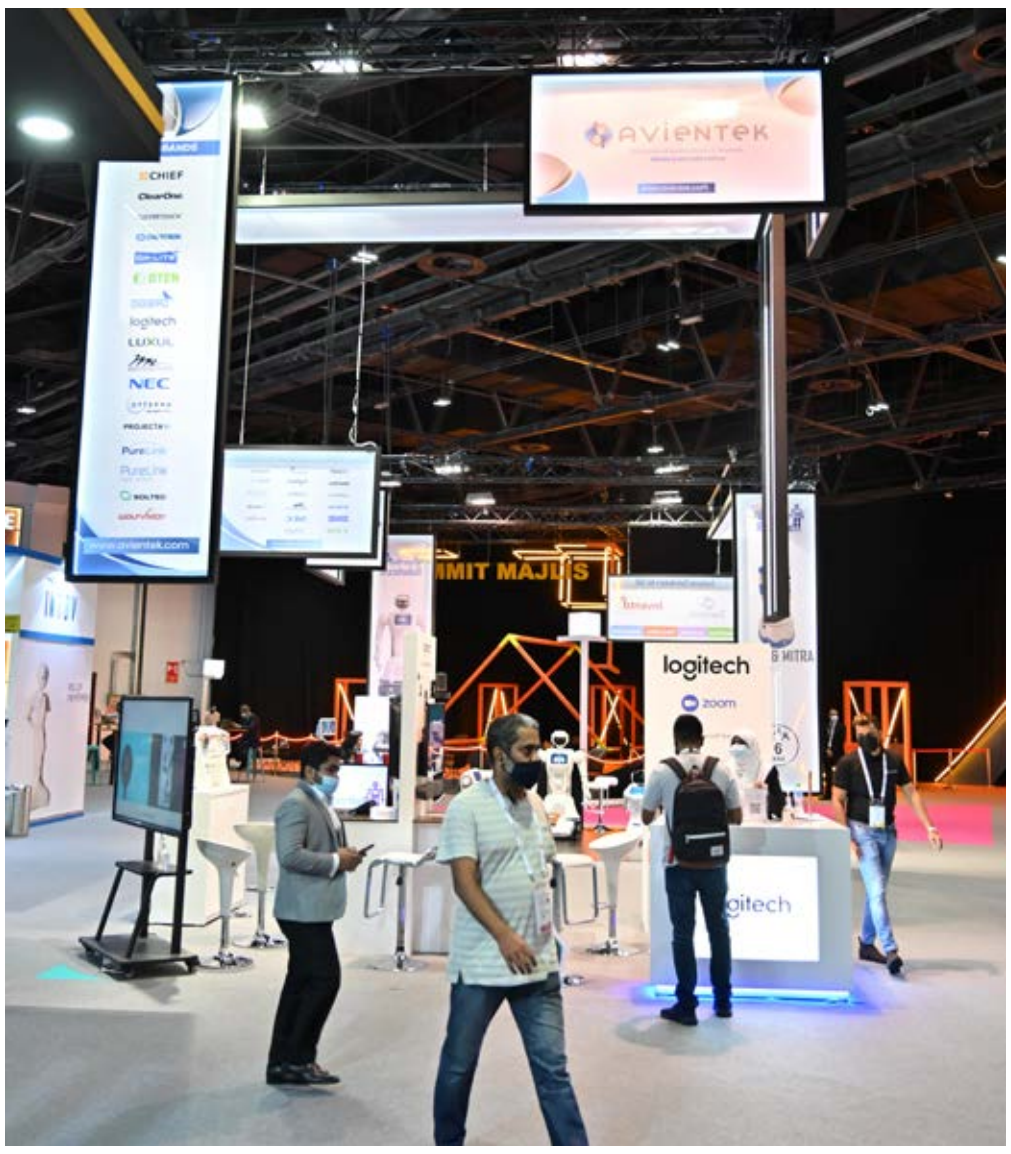
STANDS TO WATCH

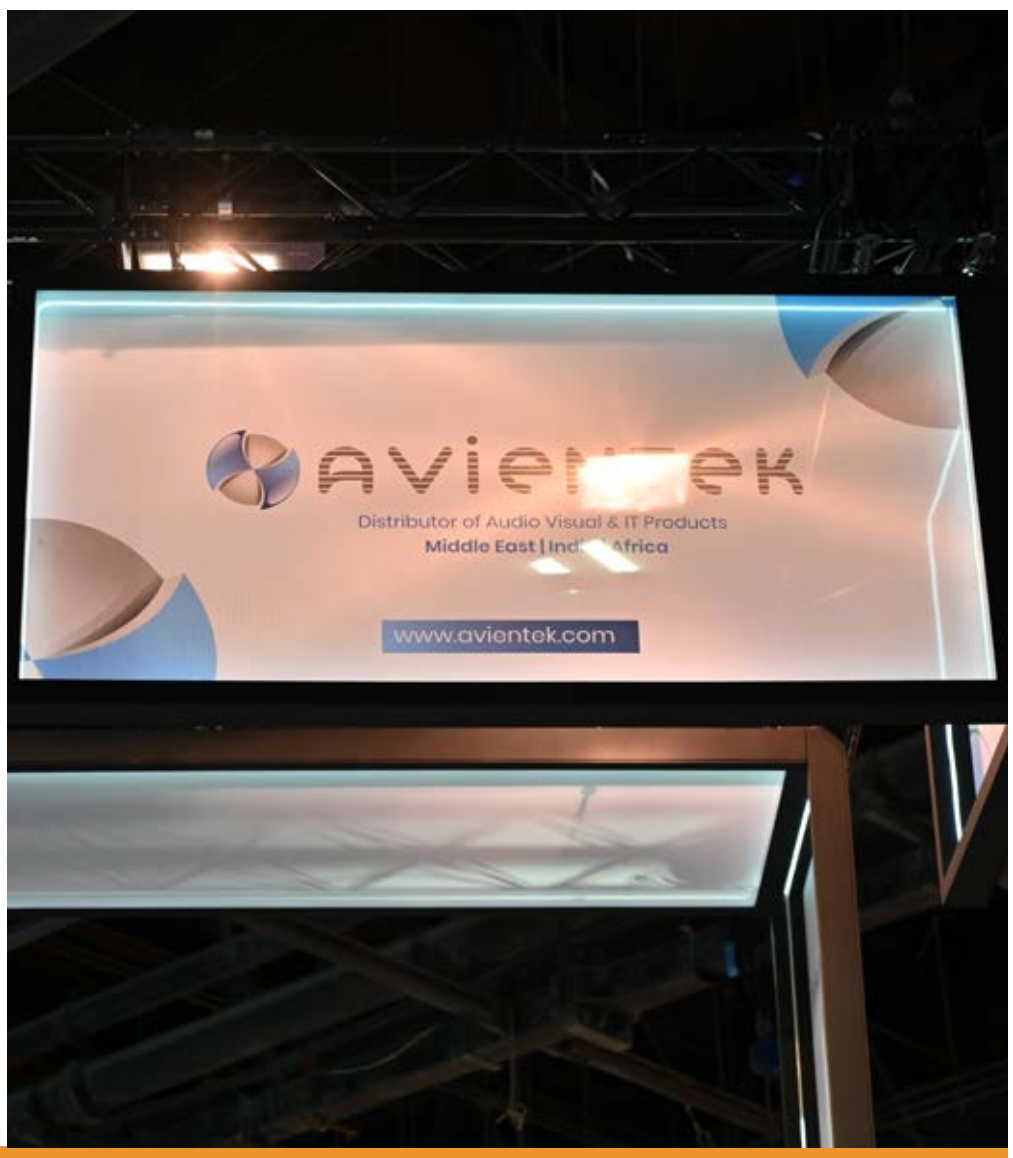
2crsi

Stand : H5-A25

STANDS TO WATCH







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GITEX 2020 HIGHLIGHTS

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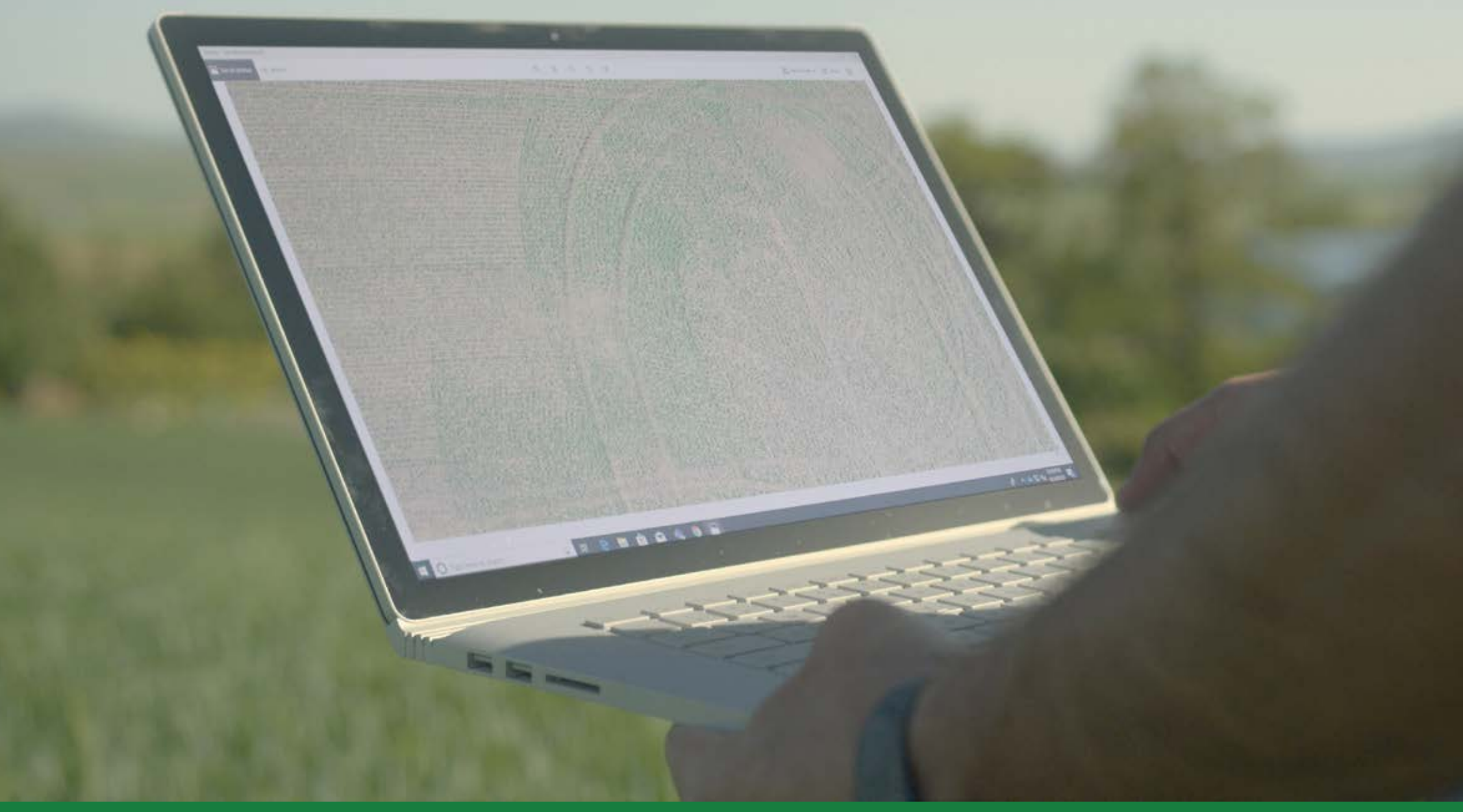

AI for Earth.

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.

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