Avaya Spaces challenges the norms of work at GITEX

Daniel Bardsley spoke with Nidal Abou-Ltaif, president of Avaya International about the company’s approach to using their new Avaya Spaces cloud technology in this hybrid world of work.

During GITEX 2020, Trend Micro Incorporated, the leader in cloud security, has released the Gulf Cooperation Council (GCC) results for its annual mid-year roundup report. Trend Micro detected a combined 56,873,271 email, URL, and banking malware attacks in the GCC during the first half of 2020. In the GCC, Trend Micro detected 41,236,550 email threats, 13,181,016 URL victims, and 2,392,097 malware hosted attacks. Malware continues to surge, with Trend Micro recording 2,390,097 malware detections, and another 2,294 banking malware detections in the region. Supporting Middle East organizations in their secure digital journeys!

At GITEX, Trend Micro Showcases ‘The Art of Cybersecurity’

GITEX technology week saw cloud security company Trend Micro release figures for its annual mid-year roundup. The company was successful in blocking 56.9 million cyber-attacks in H1 2020.

Evoteq outlines promising portfolio of tech solutions at GITEX 2020

Daniel Bardsley spoke with Jihad Tayara, CEO for Evoteq, about the shear variety within the company’s portfolio, from medicine traceability, smart parking, digital solutions that can do anything from ensuring the traceability of medicines to promoting social distancing.

Evoteq’s stand at GITEX is an exceptional one this year – because visitors can experience all that Evoteq has to offer purely through technology. The company’s stand is unmanned, but even so it’s able to showcase digital solutions that can do everything from ensuring the traceability of medicines to promoting social distancing.

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We’re flexing our muscles in a sense to transform the way we compete in GITEX.

**Continued from Page 3**

**Avaya…**

He said the technology offered a high level of security coupled with sophisticated features including noise-canceling technology. “Such features are based on artificial intelligence (AI), which Ahmed Helmy, Avaya’s international CTO, said was being used to make communications more personal.

“It’s transactional, but it’s personalizing the experience. Avaya Spaces can be used to improve the visual communication experience. If you look at a lot of the features, it depends on us. On Avai. We use the new AI capabilities to monitor and enhance the experience,” he said.

Abou-Ltaif said that the pandemic had resulted in reduced demand for
transformation. Trend Micro is exhibiting at GITEX under the theme of “The Art of Cybersecurity.” The theme combines Trend Micro’s proven foresight, its industry-leading strategy of cross- generational threat defence solutions, and passionate efforts to make cybersecurity a work of art.

“IT’s high rates of cyber-attacks across email, URL, and malware show that criminals are ramping up their exploits of the weak points in organizations’ endpoints, network, and cloud — especially with COVID-19 related threats,” said Dr. Moataz Bin Ali, Vice President, Middle East & North Africa, Trend Micro. At GITEX, Trend Micro is showcasing cybersecurity threat detection solutions across cloud (Cloud One Hybrid Cloud Security), user protection for endpoints (Apex One), email and web protection, and response (XDR).

**Continued from Page 3**

**At GITEX…**

**We are returning to GITEX to show how Middle East organisations can reinvent their cybersecurity posture and processes.**

Encouragingly, since the lockdown, more than four-fifths (82%) of the UAE’s remote workforce are now more conscious of their organization’s cybersecurity policies, according to Trend Micro’s recent study “Head in the Clouds.” However, despite employees being more conscious, many are still breaking the rules, with the key personal data breaches continuing to occur on the internet.

**Continued from Page 3**

**HCT…**

market, not just from the gaming perspective but also from a professional standpoint. So, the ME is extremely critical for us.

**QnA**

**What will your market strategy be like, going forward?**

From its stand, we’re very happy when it comes to supply chains - we’ve adapted very well with e-commerce, we’ve now have a keen interest from pre to families and tenagers.

**What will be your market strategy be like, going forward?**

Christopher Dodrec, Vice President of Product Marketing for Armis, dives into why having complete oversight of all your business’s devices is more important than ever.

**_continued from page 2**

**It’s the app for how you’re working now.**

As trace misconduct from manufacturers, it’s important to supply the chain, customers, and the hospital, offering convenient security. The treatments are exactly what they are supposed to be.

“Companies are seeing the number of cases has to get first- hand knowledge of different technology. This year, instead, many thousands will be able to fine tune the hospital’s technology has to offer through international transmissions. Indeed, AVA is transforming their business chains into more than 50 countries during the course of the GITEX event, where security demonstrations at different times of the day for customers spread as far apart as France and Australia. This is in addition to hosting people who are visiting the show in person.

“IT’s new part of the real world, and virtual,” said Abou-Ltaif. As well as controlling lighting to save energy, the smart mosque concept also has thermal cameras to check the temperatures of visitors and to recognize whether they are wearing face coverings and maintaining social distancing.

It employs technology from companies including Johnson Controls and the broad concept could be adapted to many types of buildings. On victims have seen the opening and closing of access, they can learn more about the company’s solutions by speaking to someone in Evoteq’s office through video conferencing. While Evoteq does sell hardware as part of its solutions, Tayara said the company’s role involved much more, including building, operating and managing services. “We’re offering services rather than just the hardware; hardware is part of all the services of the company,” he said.

“IT’s services we’re offering are mainly focused...”
Elixir Group Launched to Tap into Modern Tech Market

Dubai-based Elixir Group, a leading investment conglomerate, focused on technology investments, held a virtual launch of Elixir Group today, coinciding with the launch of GITEX Technology exhibition. Elixir Group, noticing the high market potential of new technologies and its immense application in every industry, has revealed an ambitious plan of automation through the Artificial Intelligence and related products for the UAE market with futuristic regional expansion at later stages. With the development in Dubai and wider geographic expansion, the company plans to basically focus on the Machine Learning, Robotics, Edge Computing, Virtual Realty and Augmented Reality sectors in 2021 and 2022.

COVID-19 Impact
COVID-19 for Elixir Group proved to be the time to accelerate the automation process and to adopt services to make it better. The pandemic pushed, like any other industry, to fast-track and streamline its technology acquisitions, collaborations and upgrading its operational capabilities and update its investment plans which is envisioned by Elixir Group to move ahead of the game.

“New technologies are making the out of the box progress and introducing radical changes to work-life environments. The technology which was a hassle a few years ago is now being aided by improving results such as an chip implanted into the human brain that will help us to computer and smartphone to communicate with other applications. These innovations are far and wide from commercial to personal use and that too bootstrapped in new niches every year. This is the electrifying speed of AI and we are trying to give our technology the same and show what our technology is capable of doing. Artificial Intelligence, is growing with innovations,” said, Hamza Shahid, Head of Strategy and Partnerships at Elixir Group.

In the initial phase, Elixir Group will be focusing on Artificial Intelligence (AI). Using the AI, company will start with innovative initiatives like ‘Smart Lead Generation or Automated Lead Generation’ project to target the real customer base at the targeted geographical location. For example, a customer is looking for food delivery and related services, Smart Customer Experience, where AI powered DataBank to automate responses to FAQs Robo- Advisors, to automate the buy-selling at stock markets based on the real-time investor trend values and market behaviour. The need for human stockbrokers and investors, AI-based Retail Customer Behaviour, Automated Supply Chain are some of the most interesting areas where Elixir currently is preparing market capabilities. Human advisory is withdrawing and Elixir does not want to miss on the opportunity to be the first mover and instead want to take the early jump in this new journey. We are currently witnessing a logical connection between the human and the machine. There is a market in the technology space and we are facing radical changes in this new environment and we are trying to adopt the new technology and changing the way we live and work. At this juncture and especially amid the ongoing COVID-19, we see the new technologies as a panacea for each and every problem.”

Toshiba Group Launched

Toshiba has inked an agreement for the distribution of its memory and storage solutions portfolio.

The tie-up with Redington – made official by a signing of an regional distributor agreement – is the first region-wide agreement Toshiba Gulf has made with a distributor. Previously, “in-country” distributor agreements have been made through the new agreement. Redington will distribute Toshiba’s memory and storage solutions in Oman, Qatar, Bahrain, Kuwait and Saudi Arabia.

Daniel Bardsley spoke with Santosh Varshne, Toshiba’s Vice President MENA for digital products about what this means agreement for the company’s future portfolio.

Our vision is to be the number one cyber physical company by 2030.”

However, in other countries he said the market share was nearer 35 percent, indicating that there is significant opportunity for growth. “Our vision is to be the number one cyber physical company by 2030. We will be the top player in the cyber physical space by then,” added Varshne. At the Kioxia stand at this year’s GITEX, Kioxia is showcasing products such as microSD/SD memory cards, USB flash memory cards and SSDs designed for smartphones, tablets, PCs, digital cameras and other devices. Toshiba is also highlighting its Canvio portable storage line up at GITEX, with the company offering new applications and designs for the range.

VMRay outlines their goals for building a global presence

Daniel Bardsley spoke with Dimitris Raekos, Business development manager for VMRay about the company’s recent office opening in Dubai and the demand for cyber threat analysis.

“The product is highly appreciated by people having a certain expertise in malware. It’s malware having a certain expertise in malware. It’s malware. We’ve had a very good reception at the market as our technology is really unique.”

“Due to our architecture, our technology is not affected by malicious samples. Therefore, [malware will] execute and will not change behaviour. Among the sectors where VMRay is particularly active are government, oil and gas, telecommunication and financial services. It also works with technology companies and managed security service providers (MSSPs).”

Another difficulty at the moment is the certain economic climate, as it means, Raekos said, that companies are often relying on existing systems rather than buying new ones. Nonetheless, he said that this year’s GITEX had “good news” that companies were showing interest in the company’s solutions, allaying concerns that the pandemic will make the event less valuable.

“Maybe when there are fewer people here, we will be able to spend more time in discussions. We can focus more on the quality customers visiting the event,” he said.

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Kioxia showcases memory solutions at GITEX Future Stars

Kioxia Corporation, the world leader in memory solutions is showcasing "KIOXIA" branded consumer products, including microSD/SD memory cards, USB Memory and SSDs at GITEX 2020. Within its comprehensive portfolio of microSD/SD memory cards, USB memory and SSDs, Kioxia offers consumer products that are specifically designed for end-users to store their digital way of life in a challenging time for the global economy as it strives to overcome the effects of the COVID-19 pandemic, which has affected many sectors. Participating in GITEX Future Stars shows the strength and commitment of Italy’s start-ups to move forward, it is a testimony to our ability to innovate and it’s also an occasion to strengthen our economic relations with the region in high-tech sectors. This complements our initiatives like InnovItalyUAE to explore opportunities for cooperation in innovation between Italy and the UAE in innovative and cyber security, smart cities and life sciences.”

Kioxia is attending for the second year in a row to highlight its unique applications. Under its new name, Kioxia is highly innovation-focused and nimble than ever before to deliver exciting, new flash technology, and more choices in product line for customers to benefit from Kioxia’s memory solutions. Kioxia’s mission is to create an uplifting experience online and change the world by evolving “memory.” Kioxia also provides an uplifting experience realised by a new look and feel of the memory products. Product and packaging design feature a fresh and modern colour design that reflects Kioxia’s vision for design leadership and the future of flash technology, with the same excellent quality, performance and reliability standards that consumers are used to from the formerly known Toshiba Memory products line up dedicated to the development and production of innovative class-leading flash storage solutions that meets the ever-changing customer demands.

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Santoshi Varghese, Vice President, Toshiba Qimonda FZC said: “We will be marketing Kioxia products in MENA region (including South Africa). A sense of continuity and trust of our brand will be amongst our dedicated stakeholders is what we endeavour to establish primarily. We have a history of building great brands over the past few decades and we are confident that in a short time, Kioxia’s brand equity will be that narrative. We will invest a lot of effort and resources to build the brand. We have a strong network of distributors across the region and our products are available in all major retail outlets.”

Kioxia puts great emphasis on retaining the customers and offers a wide range of products that reflects Kioxia’s vision for design leadership and the future of flash technology, with the same excellent quality, performance and reliability standards that consumers are used to from the formerly known Toshiba Memory products line up dedicated to the development and production of innovative class-leading flash storage solutions that meets the ever-changing customer demands.

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STANDS TO WATCH

Logic
Stand: H4-F24
Trend Micro
Stand: H2 - A10

THE ART OF CYBERSECURITY
STANDS TO WATCH

SUBMER
Stand: H6 - E10
UNINTERRUPTIBLE POWER FOR YOUR BUSINESS

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