Dell highlights the increased need for digital transformation at GITEX

Daniel Barsley spoke with Raed Hijar, technologist and AI specialist at Dell, about their efforts on improving the digital transformation experience for organisations across multiple industries.

The computer technology company Dell is working with organisations across multiple industries as they speed up their digital transformation during the pandemic. Healthcare and education are two sectors that have seen a particular need to shift to digital, according to Raed Hijar, a product technologist and AI specialist at the US-headquartered multinational.

He said the company’s technology will particularly suit digital transformation because much of it was “AI ready” at a time when the field was advancing fast. “AI is an emerging technology with greater interest from industry and academia in the last decade. Going forward if it’s going to be more impactful,” he said, citing advances in algorithms, hardware accelerators, which improve the performance.

CONTINUED ON PAGE 3

Ankabut partners with Huawei for cloud & software defined data centre expansion project

With a memorandum of understanding signed at GITEX technology week, the two organisations will seek to provide innovative solutions to more universities and academic institutions across the Middle East.

Rubrik showcases advanced data management and backup solutions at GITEX 2020

Mohammed Al Tamimi, Rubrik’s Regional Sales Director for MENA, speaks on the increased importance of data management for organisations and what their GITEX showcase entails.

Data is being created at exponential rates accelerated by social media and mobile devices among other factors. Organisations today understand the significance of data and treat it as a prized asset. However, with data overload, customers are now seeking efficient data management solutions. Rubrik is proudly showcasing its most trusted data management and backup solutions at GITEX 2020.

“We had no customers, no partner networks or distributors. But in just over 3 years we have between 400-450 customers that are using Rubrik technology across the Middle East region. The growth we’ve enjoyed has been phenomenal,” said Mohammed Al Tamimi, Regional Sales Director, Middle East, Turkey, North Africa, Rubrik.

Al Tamimi pointed out that the pandemic has pushed all these requirements exponentially in a just few months.

Rubrik, the UAE’s Advanced National Research and Education Network, will be working with Huawei to expand one of the leading education clouds in the UAE and the Middle East. The two organisations signed a memorandum of understanding during GITEX Technology Week 2020 outlining their future cooperation. The partnership confirms Huawei as Ankabut’s long-term cloud solution provider.

CONTINUED ON PAGE 3

Navigating the new normal

Husni Hammoud, Managing Director Barracuda Networks, Iwanti and ESET Middle East (part of Midis Group) speaks to SAME about the new security landscape post the pandemic and how innovation continues to remain the key to future growth.

The coronavirus has had a big impact on all of us, so much so that it has affected our way of doing business. At the same time, it created new opportunities that had never been considered before, like remote working. It forced us to re-orient our thinking and bring with it its own share of risks. These risks go back to the basic concepts of security, which are: availability, which means we need to always be reachable, and at the same time ensure the security of communication between my company and the client. Additionally, I need to ensure that the right people have access to the right information. On top of that, we have the IT infrastructure that needs to be adapted in order to fulfill all these requirements. The IT people need to have the capability to manage their data, work on their cloud infrastructure, and most importantly, their end point environment. So, the pandemic has pushed all these requirements exponentially in just a few months.

Over the last few months, we have seen a spike in threat actors targeting enterprises.
Hikvision
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Contact-free
Multi-person detection
1s measurement
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Thermographic Cameras
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out that the evolution and progress of data management from the 90’s until now has been very slow and that there has been a lack of innovation in this area. “Nothing much has changed. You still need to have the infrastructure to have a proper back-up and you still need back-up solutions. Many enterprises have been trying to improve their back-up infrastructure by changing technology and IT teams switch vendors hoping that will improve performance but end up encountering the same pain points,” said Al Tamimi. Al Tamimi disclosed how Rubrik took all this infrastructure and remodeled it to produce their converged appliance that scales out. Customers visiting Rubrik’s booth at GITEX 2020 will get a glimpse of how organisations can plan their data management strategy most efficiently with the vendor. “It is a hyper-converged back-up solution which means that inside if you have four nodes. We have one appliance and within that we have the back-up software already built-in from Rubrik, which also eliminates the concept of licensing,” said Al Tamimi. The Regional Sales Director also highlighted the exponential growth and advantage in one appliance of how many tactical ransomware attacks on a global scale since Rubrik was formed in 2014. “The number of ransomware attacks globally was in 2016, it was $300m in 2017, $600m in 2018, $1 billion last year and is being projected to reach $2 billion by 2020. “The main reason we do back-up is to be able to restore, either following a ransomware attack, disaster recovery — or maintaining business continuity. Ransomware recovery is critical — and attackers are attempting to further capitalise on the ongoing COVID-19 pandemic as organisations that are extremely vulnerable in the current climate. Each platform that ships from the factory with the latest hardware, but it has the latest software and tools so the student can start their projects from day one,” he said. “That’s the beauty of the Data Science Workstation – it comes with the installation guide. It takes a couple of hours and you have all the software that is secure and compatible.” He said Mohammed bin Zayed University of Artificial Intelligence in Abu Dhabi was using Data Science Workstations, and “students and professors are using the latest flagship tower”. “It has a curated set of tools for data science, typically highly-end”. he said. “It’s designed for AI for all. One appliance and it has some specific enhancements for AI.”

We are going to GITEX to show how Middle East organisations can reinvent their cybersecurity posture and processes. “We’re not just going to GITEX to show what’s available but to help organisations to implement the latest technology in the right way. We’ve been very slow and that’s why we’re here. Our registered partners are in favour of digital transformation and remote is a key factor in this. We’re going to GITEX with the latest products and solutions and we’re going to show how, using Huawei Cloud Stack Solution & software, we’re going to change the way the UAE’s position as a leader in educational services and accelerating digital transformation. The extended software-defined data centre will enable Ankabut to provide innovative services to educators in the UAE and across the region. Fahem Al Nuaimi, CEO of Ankabut, said “Ankabut is pleased to expand its strategic relationship with Huawei as our long-term cloud solution provider and strategic technology partner. By working with Huawei, Ankabut has established the best education cloud, software-defined data centre in the UAE and the entire Middle East, while making it accessible to more universities and academic institutions. We have decided to expand the footprint of that cloud taking advantage of Huawei’s advanced technology to lead the digital transformation journey of the UAE’s education sector.” Under the slogan of ‘New Value Together’, Huawei has strengthened its commitment to the region’s technology ecosystem by confirming its largest ever GITEX Technology Weak presence at the 40th anniversary edition of the event. The company is collaborating with partners to showcase how governments and organisations in the Middle East can create new value through synergy across five tech domains.

With the pandemic we’ve seen accelerated adoption of these technologies, and companies are accelerating their digital transformation journey.

Rubrik...

Dell...

Abakutb...

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We were forced to ensure business continuity and communicate with our clients in more effective ways than before.”

Navigating...
Dubai Economy launches Unified Payments Network at GITEX

Launched at GITEX Technology Week, this inclusive platform will cashless transactions and the digital infrastructure in UAE. UPN also encourages existing players in digital payment, including merchants and individuals, to join the platform. UPN offers the digital and cashless initiatives aimed to enhance the competitiveness of merchants and individuals in the digital transformation race globally. UPN will help achieve the secure and seamless transition of Dubai towards a cashless society in line with the vision of the government and the strategic plans of the Cashless Dubai Working Group. Mohamed Shail Al Saadi, CEO of the Corporate Strategic Affairs sector in Dubai Economy, remarked: “UPN will further reduce the time, efforts and investment for merchants and promote new payment products and services. This platform will encourage payment service providers to focus on their offerings and to onboard more users, without putting new pressure on the traditional acceptance network. It’s indeed a win-win situation for payment service providers, merchants and individuals.”

iWire seeks to make a major impact at GITEX 2020

Darren Barandles, CEO of iWire Group, said: “We have a huge number of opportunities to get this entire world transformed digitally.”

“We have a huge number of opportunities to get this entire world transformed digitally. The platform provides visibility into activity across an organisation’s entire IT/OT environment, revealing potential issues that businesses are struggling to identify.”

“With LogRhythm, we can detect and respond to neutralising threats early. The LogRhythm platform provides visibility into activity across an organisation’s entire IT/OT environment, revealing potential issues that businesses are struggling to identify.”

Al Jammaz Technologies signs distribution agreement with LogRhythm

The focus of this agreement is to provide the latest cyber security solutions to customers in the region, allowing for the identification and elimination of malicious cyber behaviour. LogRhythm’s suite of value-added security solutions will bring a great opportunity for our partners to build their security programs and services on a solid foundation using LogRhythm NextGen SIEM Platform, which is at the centre of thousands of SDCS worldwide.”

“We are excited about our partnership with Al Jammaz Technologies and look forward at expanding our footprint across a broader ecosystem of partners. With its vast experience and resources, the Al Jammaz Technologies team will assist LogRhythm to explore new markets while empowering and enabling existing resellers across the Middle East. It is a great opportunity for Al Jammaz Technologies partners to build their offering using LogRhythm NextGen SIEM Platform to help customers detect threats earlier and faster, automate and collaborate on investigations, and remediate threats with agility. Eliminating blind spots across the entire enterprise from endpoints to the network to the cloud” concluded Masaia A. Dohaj, Vice President – (iMETA) India, Middle East, Turkey & Africa, LogRhythm.

Dubai Economy has announced the launch of the Unified Payments Network (UPN), a pioneering platform that will bring together all payment service providers to facilitate cashless transactions. Launched at the GITEX Technology Week currently underway in Dubai, the platform is a subsidiary of the flagship ‘Engage2020’ initiative of Dubai for growth and promote engagement between the private and public sectors and aims to empower the existing players in the payment ecosystem to accelerate the transition towards a cashless and digitalised economy. UPN is an infrastructure solution that will enhance the current service offerings for all local banks and payment service providers. The platform will also onboard new players to ensure the continued growth of digital payment and ensure that no merchant or individual is left behind in the race towards a cashless society. Merchants will be able to join the platform seamlessly; they will have the choice to configure the payment acceptance channel, which will allow all payment service providers to offer their services through the network and empower the merchant with the ability to choose the right provider, based on their needs and preferences.

Ahmed Fasih Akhtar, CEO and founder of iWire Group, about their expansion across the region and future plans. “For example, with the next-generation technology, we can have a beautiful neutralisation of threats. With low-cost sensors, we can easily identify threats to container traffic or containerised flights, and neutralise them in real-time. This will be an important step for us to offer our partners a comprehensive suite of value-added security solutions.”

“We can trace its history back to 2008 and originally provided IT services before establishing itself as a digital transformation company in 2018. We’re an operator for Sigfox and we provide Sigfox low-cost solutions to customers across different verticals. The platform provides visibility into activity across different verticals in the next four to five years.”

“The collaboration originated from the UAE’s original hundreds of millions of dollars in the next five years.”

“We have a huge number of opportunities to get this entire world transformed digitally.”

“The core of that is the communications backbone.”

“My Excellency Sami Al Qamzi, Director General of Dubai Economy, commented that: “We are pleased to launch UPN on behalf of the Government of Dubai and the benefit of the underserved merchants and individuals, we are creating opportunities for the existing players in the digital payments ecosystem. UPN will enable and accelerate the digital and cashless initiatives aimed to enhance the competitiveness of merchants and individuals in the digital transformation race globally. UPN will help achieve the secure and seamless transition of Dubai towards a cashless society in line with the vision of the government and the strategic plans of the Cashless Dubai Working Group.”

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“The core of that is the communications backbone.”
Gulf IT on the importance of GITEC and GISEC

Sam Emmanuel, Business Unit Manager for Gulf IT speaks on the security challenges present in the ‘new normal’ and what the company is highlighting at GITEC technology week.

On Call & Mitel revolutionise private cloud contact centre

On Call, the region’s first Hosted Contact Centre from Mitel, first started as a branchchild of Khayra Elsesawy and Othman, co-founder and managing director, StarLink. Today, On Call & Mitel have every opportunity to be the most pertinent solution head-on. Not to.

What prompted an initiative such as On-Call? It was the result of the realisation that there are gaps in the customer experience business and so the way an organisation interacts with customers is an important aspect of what we deliver.

ON-CALL created a shift of IT priorities and shifted the need for greater collaboration between customers, businesses and technology. Today, CP practices, comprise aspects such as purchasing applications for customers to enable smoother and faster ways.

What were the challenges you were facing before the restraints due to the pandemic. Our vision is to reduce the cost to companies and Mitel has been with us every step of the way. Our success is a testament to the partnerships and our alliance with SailPoint and NNT has always been instrumental in providing the strong technical expertise for customers.

How has the support from Mitel been? Mitel has been supporting us all the way with their cutting-edge solutions. This is the first time we have the complete social media integration, which will go a long way in enhancing customer experience. Our data centre to ensure that agents are capable to deliver customer service despite the work restraints due to the pandemic.

StarLink enhances IAM portfolio with SailPoint partnership

StarLink has announced a partnership with SailPoint for distribution in the Middle East and Turkey. The joint objective is to help organisations drive business efficiency with a robust Identity Management strategy.

What is the primary highlight of your participation at this year’s GISEC? Our aim at GISEC is to get back the pre-COVID momentum which was slowed down by the global lockdown. We are reconnecting with our customers and partners during GISEC. We expect the discussions to be different in terms of information security considering how the people have had to adapt over the past year.

Why is GISEC/GITEC an important event for you and how is your participation different from the previous editions? GITEC/GITEC are something that we look forward to because of the sheer size of the platform that it provides. The event is a sign of how we are effectively overcoming the pandemic safely as well.

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What is digital transformation? It is a journey. With SailPoint, organisations have full visibility into their entire workforce and access to critical business assets needed to do their jobs, globally search for and effectively. All of this translates to business value and thus enables businesses to run seamlessly and cost-effectively.

The two companies, through this robust collaboration, aim to empower enterprises in the region with advanced capabilities to help accelerate their business while delivering customer-centric outcomes, improved customer experience and continuous compliance. Mitel wanted to operate a one-stop kind hosted in-country call center with complete omni-channel capabilities including social media, for customers offering predefined packages with agents working remotely. The contact centre to business, along with MiCloud and remote working capabilities, allowed the infrastructure to be hosted in an available data centre to ensure that agents are capable to deliver customer service despite the work restraints due to the pandemic.

What was the main challenge for us? It was diversity, we had to be the most pertinent solution head-on. Not to.

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What are the benefits don’t end when you call. With Mitel’s new cloud contact centres, you’ll be able to grow with Mitel and Mitel will help you every step of the way with their cutting-edge solutions. This is the first time we have the complete social media integration, which will go a long way in enhancing customer experience. Our data centre to ensure that agents are capable to deliver customer service despite the work restraints due to the pandemic.

Gulf IT’s vision is to simplify the end-to-end journey. On Call is one way to deliver first class service to the customer as they chart their journey. With SailPoint, organisations have full visibility into their entire workforce and access to critical business assets needed to do their jobs, globally search for and effectively. All of this translates to business value and thus enables businesses to run seamlessly and cost-effectively.

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Airbus showcases the latest advances in communications technology at GITEX 2020

Daniel Bardstey spoke with Walid Lahoud, Head of sales for Airbus MENA, about the latest communications solutions in the company’s portfolio at GITEX Technology Week 2020.

Airbus may be best known as one of the world’s top aircraft manufacturers, but at GITEX the company’s Security and Communications division is promoting communications solutions used by police, firefighters and emergency services.

The company provides secure communications through its Taktilon (PTT) technology and is gradually transitioning its offerings from Tetra-based technology to broadband-based while also offering hybrid solutions.

Call establishment can take just 30 milliseconds, a speed that makes the technology of great value to the police, army and emergency healthcare services.

Walid Lahoud, Head of sales for the MENA region for AirDefence and Desktop Space, said that while Tetra has proven itself a ‘very reliable’ technology for certain voice communications, the needs of critical services had changed.

So a police officer may need to transmit a video rapidly while a paramedic may have to send information about a patient quickly. In short, they need to send data as well as having the need to talk.

“Today we’re sending the voice over Tetra, but the data on broadband,” said Lahoud.

Sales in these fields are ‘variable’ and follow what Lahoud described as waves.

You can talk on the Tetra network or on the broadband network [and you can] shift seamlessly between them,” said Lahoud. “It’s called hybrid technology,” said Lahoud.

“Everyone is going towards broadband technology,” said Lahoud. “But there is a little bit of movement in the broadband technology.”

He said that although the technology in the MENA region would continue to move towards broadband over the next five years or so,

Just as the technology is shifting, so are the sales figures, with Lahoud forecasting that the secure communications field would increase by 25 to 30 percent over the next five years.

You can talk on the Tetra network or on the broadband network [and] you can shift seamlessly between them; it’s called hybrid technology,” said Lahoud.

As more companies adopt Taktilon working because of the pandemic, the cybersecurity solutions provider Trend Micro has been busy ensuring they stay protected.

The ‘cloud’ – which serves everything from SMBs up to large enterprises in a wide array of sectors – is aiming to stay ahead of hackers looking to exploit vulnerabilities that create aสวิ่ง for having more employees outside company premises.

“We need to enable our partners to secure their entire environment in the new normal,” said Dr Majd Sinan, country manager – UAV for Trend Micro, about the new cybersecurity threats that have emerged.

Airbus is also showcasing its cybersecurity technology through its Tactilon Agnet which runs on standard or ‘ruggedised’ small devices.

This secure group communication solution ranges, says Airbus, from simple PTT technology through to ‘extensive group collaboration’ and includes video and data sharing.

“It’s reliable, it’s secure, it’s encrypted,” said Lahoud. “Agnet can be used by classic public security agents – police, sailors, civil protection, intelligence and ambulance.”

It can also be used by, for example, at major exhibitions where exhibitors need to communicate with one another without information leaking.

Airbus also provides Taktilon Dabat, which it describes as a smartphone and a Tetra radio in one device, and is available across the region.

“You can talk on the Tetranet or on the broadband network [and] you can shift seamlessly between them,” said Lahoud. “It’s called hybrid technology,” said Lahoud.

“Everybody is going towards broadband technology,” said Lahoud. “But there is a little bit of movement in the broadband technology.”

He said that although the technology in the MENA region would continue to move towards broadband over the next five years or so,

This magical fluid that we have developed is not conductive, and has been developed to try and solve the challenge of cooling high-density computing fluid that is used at the edge. Edge being anything from bases stations to communication towers, to compute required by shopping malls and emergency services that require quick compute to be deployed,” said Pope.

Tactilon Technology Week 2020 represents the third time that Submer has displayed its solutions at the leading technology and IT event, but he did add that in previous years it focused mainly on showcasing its data centre technology.

“Over the last number of years we have demonstrated our capabilities deploying new technology related to data centres to help them to reduce their excessive energy costs, which can be a huge challenge especially when temperatures soar in the summer.”

“Undoubtedly in this region the most impactful metric is the energy savings, there are others like the reduction in footprint, but the most important is the energy saving. We can never pack the racks with the systems to be fully populated, because with air and it is very hard to cool a populated rack, so the recommendation is not to populate too much. With our techology we can pack the systems with extremely dense computer, and with the immersion fluid the slot is available. You need to observe our systems ans horizontal, so you might think they use up more space, but the medium rack density in the UAE it is 4-6 kW/square metre while our immersion rack can anticipate anywhere between 50-200 kilowatt,” said Pope.

“By cooling the data centre, we mitigate the threats they face, which is budget is then”, he said. The company has been busy ensuring they stay protected.

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Airbus showcases its Trend Micro Cloud One solution, which is described as an all-in-one solution that integrates with AWS, Microsoft Azure, VMware and Google Cloud.

“Customers are on their own cloud, and is available across the region,” said Lahoud, and is available as ‘waves’.

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“This magical fluid that we have developed is dielectric, which means it is not conductive, and by changing the medium you can achieve huge savings in energy costs.”

Submer have the ‘edge’ in data centre technology

CNME Editor Mark Foriker spoke to Daniel Pope, Co-founder and CEO of Submer, to find out how the smart solutions provider for next-generation data centres is continuing to innovate in this space at GITEX Technology Week 2020.

Submer is a company that was founded in 2015 and is headquartered in Barcelona. It develops our immersion cooling technology, which is essentially a technology that changes the medium around it to cool. To cool in a more efficient way - and has enjoyed huge success over the last 5 years, gaining significant market share in the US, Europe and Middle East.

The company was onsite at GITEX Technology Week 2020 to showcase their new solution that has been specifically designed for edge computing.

“We have our immersion cooling technology, because we have enjoyed humming success with the client's and we are seeing it in hot environments, and we are showcasing a product that is designed for the edge. It is an edge immersion system with fully integrated cooling and has been developed to try and solve the challenge of high-density computing fluid that is used at the edge. Edge being anything from bases stations to communication towers, to compute required by shopping malls and emergency services that require quick compute to be deployed,” said Pope.

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President of Aruba examines the digital future

Keerthi Melkote, Founder and President of Aruba, a Hewlett Packard Enterprise company, has compiled an exclusive op-ed for Deloitte’s articles that examines what our ‘new normal’ is going to look like.

As the Edge footprint increases, our ability to reach and touch everything has diminished.

We will modify our sites to ensure physical distance can be maintained, and we won’t return at all importantly, returning to the office will be voluntary. These words echo sentiments across the global business environment in which means that remote work is here to stay—at least for a while. As more and more customers have chosen to not only provide the computing environment, but a secure networking environment at home so employees get the same network experience as they do at their workplace. Needed to VPN in to work, to voice. Simply turn on your device and start using it. Like you normally do at work. The connectivity and security are taken care of just the same as at work. Also, it gets to have visibility into this remote workforce, so arrange for us to troubleshoot, maintain and monitor for security compliance.

Rise of the automated edge

As the Edge footprint increases, our ability to reach and touch everything has diminished. All due to COVID-19. Even the Edge must be done remotely from an IT stand point, which means Edge infrastructures sustain at homes, branches, stores, warehouses, or other facilities will all need to be deployed and managed in a zero touch manner. This means everything must be instrumented for automation and remote management. Cloud-based managed solutions with advanced AIOps capabilities will play a large role in how these distributed environments will be deployed and managed.

Esharah solutions empower its customers to deal with the ‘new normal’

CNME Editor Mark Forker spoke to Ali Bahlooq, General Manager at Esharah Etisalat Security Solutions, to find out what technologies the leader in mission-critical communications was showcasing at GITEX Technology Week 2020.

From strength to strength

Headquartered in Dubai, the company, set up in 2016, is a distributor of audio visual and IT products and solutions. In a matter of four years, we made our presence felt in the Middle East and Africa regions. Later we entered the Indian market as well. Our highly qualified staff deliver outstanding service to all our customers. We have maintained our brand image of being a leader in the region.

Technological evolution

We have chosen to not only communicate with advanced technology, but also communicate with expanded relationships with our vendors and channel partners. By having a team of engineering expertise, solution design, sales consultancy, logistics and integrated marketing as well as availability of inventories, we are able to provide immediate deliveries.

Company strategy in 2020

In Q1, we planned to realign our strategies in keeping with the COVID-induced market conditions. The first thing we did was to ensure that our staff stayed strong the same and that we didn’t reduce the headcount. In fact, we focused on our people by increasing our marketing activities and hiring more people! We thought of this as a great opportunity to consolidate our position and get ready for 2021. We decided to clear all the bottlenecks of this year and use our increased staff strength to begin 2021 with a clean slate. We also enhanced our backend processes to maintain our weaknesses. Yes, there were challenges, but we were able to hit better numbers than last year, although not as much as we had originally targeted.

Distribution Market

The distribution market in the region is robust, but what is key here is relationship building with partners. Manufacturers and integrators always look for a partner who can provide a direct relationship. In this context, the distributor plays a key role in keeping adequate stocks to support partners, also manage cash flow and ensure local availability of products. That is the reason we have we have our local offices in Qatar and stock points in Kuwait and even when we do new openings and an opening in the Sudan. The next point to bestow is the ability to provide products and services to our customers to deal with the ‘new normal’.

Technology cannot be ignored; it is everywhere and we need to adapt with the changes.

We’ve moved from the environment, but a secure distributed environments will continue to play a pivotal role. Many Aruba customers have chosen to not only provide the computing environment, but a secure networking environment at home so employees get the same network experience as they do at their workplace. Needed to VPN in to work, to voice. Simply turn on your device and start using it. Like you normally do at work. The connectivity and security are taken care of just the same as at work. Also, it gets to have visibility into this remote workforce, so arrange for us to troubleshoot, maintain and monitor for security compliance.

Keerthi Melkote, Founder and President of Aruba, examined the digital future.

VMware Manager, General Manager, Avietek

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STANDS TO WATCH
Salicru offers a wide range of UPS systems, from 1 kVA to 1500 kVA, in the Off-Line, Line-Interactive, and On-Line categories.
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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