

# 60 MINUTES

## GITEX TECHNOLOGY WEEK

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DAY 5

## Dell highlights the increased need for digital transformation at GITEX

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



Raed Hajar, technologist and AI specialist at Dell

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 Hajar, a product technologist and AI specialist at the

US-headquartered multinational.

He said the company's technology was particularly suited to 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 it's going to be more impactful," he said, citing advances in algorithms, helped by investments by major players who are making software open source, and AI 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.*



Ankabut, 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

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## 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.*



Mohammed Al Tamimi, Rubrik's Regional Sales Director for MENA

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 now 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

► CONTINUED ON PAGE 3

## Navigating the new normal

*Husni Hammoud, Managing Director Barracuda Networks, Ivanti 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.*



Husni Hammoud, Managing Director Barracuda Networks, Ivanti and ESET Middle East (part of Midis Group)

**How has the ongoing pandemic impacted attitudes and investments around security?**

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

ensure business continuity and communicate with our clients in more effective ways than before. In fact, the pandemic even forced us to re-orient our thoughts as well. All this created a new way of life and brought with it its own share of risks. These risks go back to the basic concepts of security, which are: availability, which means I 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 fulfil all these requirements. The IT people need to have the capabilities and tools in order to manage remote working, their cloud infrastructure, and most importantly, their end point environment. So, the pandemic has pushed all these requirements exponentially in a just few months.

**Over the last few months, we have seen a spike in threat actors targeting employees**

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► CONTINUED FROM PAGE 1

## Dell...

of AI applications.

“It’s driven by data. Data through this technology will enable these businesses to unlock value and ensure business continuity.

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

The need to work remotely is a key factor in favour of digital transformation, Hijar said, with AI and virtual reality both “important in this regard”.

“We see some sectors are adopting more than others – healthcare and life sciences, education with distance learning to keep the students engaged and using virtual technologies to better enable more personalised education.”

Other sectors he said were moving fast towards digital transformation included financial services, banking and the public sector.

“Within Dell we realise these demands and we realise the technology will



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

be critical for moving to a new normal,” said Hijar, who joined Dell in 2013 and has a background in neural networks and machine learning.

“We provide the right platform to accelerate their journey to become a digital enterprise. Within Dell we’re well positioned because we have end-to-end, whether it’s edge to core to cloud.”

At GITEK this year, Dell is highlighting its latest Data Science Workstation, which employs AI to help users carry out their work more effectively.

The Data Science Workstation was particularly suited to students, said Hijar, with everything configured so that the device required little setting up.

“It’s a purpose-built

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 security 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 hardware, typically high end,” he said. “It’s designed for AI work and it has some specific enhancements for AI.”

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## Rubrik...

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 this infrastructure to have a proper back-up and you still need back-up software. Many enterprises have been trying to improve their back-up infrastructure by changing these silos – they 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 removed it to introduce their converged appliance that scales out. Customers visiting Rubrik’s booth at GITEK 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 it 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 sophistication of ransomware attacks on a global scale since Rubrik was formed in 2014. The financial damage of ransomware attacks globally in was \$300m in 2015, but that rose to \$12 billion last year and is being projected to reach \$20 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 many businesses are extremely vulnerable in the current climate. Each



**In just over 3 years we now have between 400-450 customers that are using Rubrik technology across the Middle East region.”**

appliance of ours has built in flash and we give you 30,000 IOPS to be able to restore your data faster. In our appliances our intelligence is not in the hardware it is in the software,” said Al Tamimi.

Al Tamimi illustrated the nuances in its enterprise solution compared to that of their rivals – and said its ability to encrypt its metadata differentiated Rubrik from others in the market, which is what is being highlighted all through GITEK 2020.

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## Navigating...

**working remotely. How can organisations ensure that their workforce is security aware and is practicing good cyber hygiene while working outside corporate networks?**

Most of the companies dealt with this aspect by focusing on training and awareness. People are not used to having everything online and communicating so much electronically. A lot of risks rose from this sudden spurt in online activity because now all websites look legitimate. So, if I click any website, and input my details, it becomes easy for hackers to access all our secure data and compromise on sensitive company information. Web conferencing and videos became important during the days of the pandemic because people had the time to train themselves with new and challenging developments. Companies and IT teams braced for the challenge by working

on new solutions, so that everyone was ready by the time we emerged out of the lockdown. So, the sales of the infrastructure components from networking, servers and cloud subscriptions went up because people wanted to make sure their information is secure.

The other thing is that companies had to secure their communications, so a lot of virtualisation and

includes multiple vendors like Barracuda, ESET and Ivanti. We were ready from day zero to adapt to the pandemic situation. Firstly, we were ready with solutions to provide customers with the necessary tools required during this time. So, we have a list of products that are available which cover all key aspects of modern technology such as cloud back up, patch



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

network access solutions were introduced.

**Can you please share some of the highlights at the company over the past year?**

I am managing a sub-group of local offices in MIDIS group which

management, remote management-all of which being part of our product portfolio. Overall, I think the pandemic period was a hectic one for everyone, but thankfully, we had the proper team and proper processes in place that helped us to be ready.





# Dubai Economy launches Unified Payments Network at GITEX

Launched at GITEX technology week, this inclusive platform will enhance cashless transactions and the digital infrastructure in UAE. UPN also empowers existing players in digital payment while bringing onboard under-served individuals.

Dubai Economy has announced the launch of the Unified Payments Network (UPN), an inclusive platform that will bring together all payment service providers to facilitate cashless transactions. Launched at the GITEX Technology Week currently under way in Dubai, the platform is a subsidiary of the flagship ‘EngageDXB’ initiative of Dubai Economy to 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 society. UPN is an infrastructure solution that will enhance the current service offerings for all local wallets and payment service providers. The platform offers zero onboarding cost to encourage merchant adoption, while providing an end-to-end digital payment acceptance solution, capable of processing any digital payment, including

micropayments, from cards to wallet, locally or internationally issued. UPN will boost the 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 channels on the go. UPN allows all payment service providers to offer their service through its network

and empower the merchant with the ability to choose the right provider, based on their fee structure. His Excellency Sami Al Qamzi, Director General of Dubai Economy commented that: “We are pleased to launch UPN on behalf of the Government of Dubai, particularly for the benefit of the under-served merchants and individuals, while also empowering the existing players in the digital payments ecosystem. UPN will enable and accelerate

the digital and cashless initiatives aimed to enhance the competitiveness of Dubai and UAE 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 constituted recently.” Mohammed Shael Al Saadi, CEO of the Corporate Strategic Affairs sector in

Dubai Economy, remarked: “UPN will further reduce the time, efforts and the investment to market 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 investing further 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

Daniel Bardsley spoke with Ahmed Fasih Akhtar, CEO and founder of iWire Group, about their expansion across the region and future plans.



Ahmed Fasih Akhtar, CEO and founder of iWire Group

The Internet of Things communications and infrastructure provider iWire is enjoying brisk growth as it looks to expand its operations across the region. After providing infrastructure across the UAE, the company is now moving into Saudi Arabia, Bahrain, Kuwait, Jordan, Turkey, India, Tunisia, Algeria and Morocco. “We’re an operator for Sigfox and we provide the infrastructure for low power, high area IoT projects,” said Ahmed Fasih Akhtar, the founder and CEO of iWire Group. The company’s customers include government departments, such as municipalities, plus utility companies, transport and logistics providers and facility managers. Akhtar said there was “a huge repertoire of solutions out there in the market”, many of which are being showcased by iWire at GITEX. “It’s our third consecutive year in GITEX. We made a

big entry in 2018, and 2019 was great,” he said. “Now we have a much bigger stand with a lot of government visitors and international visitors coming in as we expand our footprint across nine countries.” IoT is going to “have a major impact on almost all industrial areas, all domains”, according to Akhtar, with its generation of data a key benefit. “With low-cost sensors, with low costs for storing data with the cloud, it’s opening up new vistas for companies to monitor assets, for revenue and cost optimisation, for security, for customer services. All of these are being delivered by IoT in a highly effective way,” he said. It will prove valuable for everything from monitoring assets in the field to tracking containers to running streetlights. “For example, with the technology we’re able to switch on and switch off streetlights. You can dim streetlights in the middle of the night. You can sense when waste bins are full,” said Akhtar.

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

iWire can trace its history back to 2008 and originally provided IT services before refashioning itself as a digital transformation company in 2018, rebranding and focusing on next-generation technology such as IoT and automation. Headquartered in Deira in Dubai, the company has its own innovation lab. “We have a beautiful innovation lab where we have a lot of technological solutions to demonstrate, from street lighting to container traffic to metering,” said Akhtar. There are about 30 staff currently, but as the company rolls out into new countries, the headcount is expected to grow, reaching about 120 by the end of 2021. Akhtarsaid the expectation was that as many as 25 to 50 billion IoT devices could be in operation in the years to come, which is multiple times the number of mobile phones in use and an indication that a breathless pace of growth was likely. iWire is itself expecting to deliver between seven and 11 million connections across different verticals in the next four to five years. “We estimate revenues just from the UAE in the hundreds of millions of dollars in the next five years,” said Akhtar. “We have a huge number of opportunities to get this entire world transformed digitally. The core of that is the communications backbone.”



Adel Qahwash, GM of AI Jammaz Technologies

AI Jammaz Technologies, the leading value-added technology distributor in Saudi Arabia and the Middle East, has signed a distribution agreement with LogRhythm, a world leader in NextGen SIEM. Through this agreement the two organisations plan to jointly develop, engage, inspire and enable IT channel partners to provide the latest cyber security solutions to customers in the region. LogRhythm empower organisations on six continents to successfully reduce risk by rapidly detecting, responding to and neutralizing damaging cyberthreats. The LogRhythm platform combines user and entity behaviour analytics (UEBA), network traffic and behaviour analytics (NTBA) and security automation & orchestration (SAO) in a single end-to-end solution. LogRhythm’s NextGen SIEM Platform strengthens the maturity of an organisation’s security operations, aligning the people, processes, and technology in a single, unified platform for rapid detection, response, and neutralisation of threats. The platform provides visibility into activity across an organisation’s entire IT/

# AI 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.

OT environment, revealing potential issues before they become significant risks. By automatically detecting malicious behaviour, companies can quickly and easily identify threats to mitigate potential breaches. Adel Qahwash, GM of AI Jammaz Technologies, said, “Being a leading value-added technology distributor in Saudi Arabia and other Middle East countries, our focus is at identifying, aggregating and distributing cutting-edge cyber security solutions for the channel partners and their customers. Distribution partnership with LogRhythm a Gartner recognised leader in the Security Information and Event Management (SIEM) Magic Quadrant, is a testament of our commitment to channel partners, empowering them to offer a comprehensive suite of value-added security solutions.” Qahwash continued, “Defending any enterprise comes with great responsibility in today’s digital world. Tactics and sophistication of modern cyber threats are ever-increasing, which means it is important for us to offer partners a comprehensive suite of value-added

security solutions. LogRhythm brings 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 SOCs worldwide “ “We’re excited about our partnership with AI Jammaz Technologies and look forward at expanding our channel footprint across a broader ecosystem of partners. With its vast experience and resources, the AI Jammaz Technologies team will assist LogRhythm to recruit new partners whilst empowering and enabling existing resellers across the Middle East. It is a great opportunity for AI 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 Mazen A. Dohaji, Vice President – (iMETA) India, Middle East, Turkey & Africa, LogRhythm.





Sam Emmanuel, Business Unit Manager

## Gulf IT on the importance of GITEX 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 GITEX technology week.*

Although the footfall maybe is lesser due to travel precautions, but it is our efforts that will eventually yield results.

### Can you please share some of the highlights at the company over the past year?

During 2020 our team strength has grown to keep up with the increased demand from the market. We've on boarded several top-notch vendors like Resolve, Swivel, Seclore and NNT for this year to add to our portfolio. We had been working with Sailpoint over the past year and all the efforts have been bringing in results for this year. Our success with the major banks in the sector has continued to soar over the past year along with the increased engagement in the government sectors.

### What do you think will be the most pertinent security solution in the new normal? And why?

Over the next few years the cloud security market will be picking up along with the vendors

in that space. We had very good demand for Imperva and NNT this year along with Resolve systems which helps large enterprises with cloud migration. We do see IAM solutions like Sailpoint playing a big role for customers in managing users in their environment. The need for MFA has increased exponentially as well and we hope to see that continue as well as customers explore options. Adaptability is key in the upcoming months; the trends have not taken the final form in terms on how customers want their business functions to take place.

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

**Adaptability is key in the upcoming months."**

### normal?

Gulf IT has been a major player in helping customers onboard the latest and the greatest in technology. Our approach to customers has always been solutions rather than products. Our products are on boarded to fill in the gaps of the solutions provided to customers. Even with our vendors we adopt a holistic approach to customer's pain points to ensure we address the roots rather than the symptoms. Especially with a lot of users logging in remotely the need to protect the data has become all the more important. For Data security Imperva, Seclore and NNT have been leading the pack and we hope to see it continue in the upcoming year. The increased team strength has helped us to gain market confidence in tackling the challenges put forward by the pandemic. Our round the clock support and technical expertise for customers has been appreciated and we intend to grow that support even more this year.

## On Call & Mitel revolutionise private cloud contact centre

*On Call, the region's first Hosted Contact Centre from Mitel, first started as a brainchild of Kheirya Elesawy and Mohamed Nadir Tahri in 2019, to offer monthly contact centre services to customers across the UAE. Future plans include Mitel cloud-based communication omni channel capabilities such as voice, email, chat, video and social media. RME spoke to Miss. Kheirya and Mr. Nadir to find out more about this unique journey.*



Miss. Kheirya Elesawy



Mr. Mohamed Nadir Tahri

### What prompted an initiative such as On-Cal?

It was the result of the realisation that we are in the customer-experience business and so the way an organisation delivers services to customers is as important as what it delivers.

COVID-19 resulted in a shift of IT priorities and ushered in the need for greater collaboration between customers, businesses and technology. Today, CIO priorities, comprise aspects such enabling new applications for customers to enable smoother and seamless digital experiences. Mitel wanted to operate a one of-its-kind hosted in-country call centre with complete omni-channel capabilities including social media, for customers offering predefined packages with agents working remotely. The Mitel contact centre business, along with MiCollab and remote working capabilities, allowed for the infrastructure to be hosted within a reliable data centre to ensure that agents are capable to deliver customer services despite the work restraints due to the pandemic.

### 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 vision is to reduce the cost to companies and Mitel has been with us in our entire journey, understanding our needs. The support was mainly on the operational side to make sure we were equipped to deal with this whole new trend.

### What were the challenges that you were facing before this initiative came about?

The main challenge for us was diversity, we had to deal with multiple cultures, multiple languages and multiple requirements. We

were also finding it difficult to cater to different industries and ensure complete customer happiness. But Mitel helped us address all challenges and reduce costs considerably. We have been able to grow with Mitel and understand the customer's needs better. We've also been able to understand our own shortcomings and rectify them easily.

### What are the benefits of this new, all-digital customer service experience?

On Call is one way to deliver first-class services to this hyper-connected generation by interacting through voice, email, chat, SMS and even social media. The idea is to keep your door, and their options open, with a cloud contact centre so they will have every opportunity to talk to you and no reason not to.

A call centre such as this one also helps to break down silos. Traditional siloed contact centres are costly to manage and complex to integrate. With Mitel's help, we are now able to let customers manage all of their customer interactions with a virtual workforce while taking advantage of the latest industry features—bringing the entire business closer to the customer. Then again, agents are able to collaborate instantaneously with experts to resolve customer inquiries on first contact, resulting in fewer interaction transfers and customer call backs.

The benefits don't end there: By running contact centre software from the cloud, customer care managers have the flexibility to find and retain top talent, regardless of location. This helps them deliver the same great customer experience anywhere. They'll also be able to scale easily, anytime, anywhere, to meet seasonality and growth requirements head-on. Not to mention cutting unnecessary costs and making the business more efficient.

## 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.*



Nidal Othman, co-founder and managing director, StarLink

A leader in enterprise identity management, SailPoint delivers an innovative approach to securing access across enterprises with the SailPoint Predictive Identity platform, which is powered by AI and Machine Learning technologies. SailPoint provides enterprise identity governance solutions, tackling the most complex business challenges that global organisations face today as they chart their

digital transformation journey. With SailPoint, organisation have full visibility into their entire workforce and access to critical business assets needed to do their jobs both securely and effectively. All of this translates to business value and thus enables businesses to run seamlessly and confidently.

The two companies, through this robust collaboration, will aim to empower enterprises in the region with advanced capabilities to help accelerate their business while delivering adaptive security, continuous compliance, and improved business efficiency.

"The impact of cybersecurity breaches is astounding, which calls for a Zero Trust approach. What customers need today is a strong AI-driven identity strategy that can enable efficient access

without compromising on security or compliance. StarLink's solutions portfolio consists of very strong technologies within its Access Control domain and our alliance with SailPoint will further strengthen our offerings as it complements with many of the Privileged Access Management solutions," said Nidal

**What customers need today is a strong AI-driven identity strategy that can enable efficient access without compromising on security or compliance."**

Othman, co-founder and managing director, StarLink.

"Given the massive number of digital assets to which today's workforce needs access

to do their jobs, global businesses cannot afford to grant that access without properly securing and governing that access. It's akin to locking the front door but leaving the back door wide open," said Stephen Bradford, Sr. Vice President Sales at SailPoint. "Identity governance is critical to securing today's

digital workforce and we're looking forward to partnering with StarLink to provide the strong identity security controls needed to fully protect the enterprise."



## Airbus showcases the latest advances in communications technology at GITEX 2020

*Daniel Bardsley spoke with Walid Lahoud, Head of sales for Airbus MENA, about the latest communications solutions in the company's portfolio at GITEX technology week.*



**Walid Lahoud, Head of sales for Airbus MENA**

Airbus may be best known as one of the world's top aircraft manufacturers, but at GITEX the company's Secure Land Communications division is promoting comms solutions used in a variety of sectors.

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

Call establishment can take just 300 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 Airbus Defence and Space, said that while Tetra has proven itself a "very reliable" technology for 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 is on broadband," said Lahoud.

Sales in these fields are "variable" and follow what Lahoud described as waves,

rather than showing a steady pattern.

As a result of the pandemic, the sector has been in one of its busier phases and this year has been, said Lahoud, "a very busy time for us", particularly because of the technology's use in healthcare.

Airbus's communications technology is also employed in the rarefied world of Formula One, notably in Bahrain, which has just held two Grand Prix, and Abu Dhabi, which is about to hold the final race of the tumultuous 2020 season. For Bahrain and Abu Dhabi, Airbus has supplied classic PTT technology that can be used to allow rapid communication.

Airbus is also showcasing cutting-edge technology through its Tactilon Agnet which runs on standard or "ruggedised" smart devices.

This secure group communication solution ranges, says Airbus, from simple PTT capability through to "extensive group collaboration" and includes video and location sharing.

"It's reliable, it's secure, it's encrypted," said Lahoud. "Agnet can be used by classic public-security agents – policemen, soldiers, civil defence, intelligence and ambulance."

It can also be used by, for example, staff at major exhibitions who need to communicate with one another without interruption.

Airbus also offers Tactilon Dabat, which it describes as a smartphone and a Tetra radio in one. Launched three years ago, Dabat has achieved "a lot of success", said Lahoud, and is available across the region.

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

"Everybody is going towards a hybrid model where you have Tetra and broadband working together, and little-by-little moving towards the broadband technology."

He said that gradually 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.



**Majd Sinan, Country Manager UAE for Trend Micro**

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

The company – 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 created by 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 – UAE for Trend Micro.

A key development that Trend Micro has focused on at GITEX in 2020 is the migration to the cloud and the new cybersecurity needs this creates.

In line with this, the

## Trend Micro outlines the need for improved cybersecurity in cloud solutions

*Daniel Bardsley spoke with Majd Sinan, Country Manager UAE for Trend Micro, about the new cybersecurity threats that cloud migration entails and how their solutions stay ahead of the hackers.*

company is showcasing 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 journey to the cloud, which makes more challenges for cybersecurity," said Sinan.

"We're the leader in cloud security. As a consultant, [we] plan their journey to the cloud."

While large enterprises are "focused on the cloud", Sinan said that small and medium-sized enterprises too were enthusiastic about the technology.

"They're adopting the cloud because it's more cost efficient at this time," he said.

Just as the migration to the cloud is creating new areas where Trend Micro can offer protection, so the growth in operational technology (OT) too is leading to new vulnerabilities that have to be dealt with.

"We're seeing more

threats targeting the operational technology," said Sinan. "It's where the industries and factories and services have industrial control system, like telecommunications, like oil and gas, like factories.

"Since this OT infrastructure starts to become more connected to the internet, it becomes more attractive to the hacker to exploit and to ask for ransomware and to steal data."

While the cybersecurity market as a whole is "extremely competitive", Sinan said there was "business for everybody" because "the demand is large".

"The demand is bigger than the offer," he said. "We're still trying to catch up to the hackers. They're fast, flexible. They exploit vulnerabilities faster.

The demand is there, the competition is there, but the demand is bigger."

Even in the difficult economic climate created

by the pandemic, in which many companies are having to curtail spending, Sinan said there remained a willingness to invest in cybersecurity.

"For cybersecurity, and to mitigate the threats they face, the budget is there," he said.

The number of visitors at GITEX this year may have fallen because of the pandemic, but Sinan, like some other attendees this year, said the quality of discussions was high. In 2020 the event has attracted "more focused people", he said.

"I wasn't expecting to have this number of serious talks with the customers," he said.

"In 2020 GITEX is very important to assure our customers that we're available to them, that we've got their back."

"In 2020 it's a difficult year, a challenging year, for all the customers.

We're trying to make the cybersecurity challenges easier for our customers."

## Submer have the 'edge' in data centre technology

*CNME Editor Mark Forker 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.*



**Daniel Pope, Co-Founder and CEO of Submer**

Submer is a company that was founded in 2015 and is headquartered in Barcelona. It develops immersion cooling technology, which is essentially a technology that changes the medium around IT equipment to cool in a much 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 are here at GITEX Technology Week 2020, because we have enjoyed humongous traction with the challenge of cooling in hot environments, and we're 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 at the edge. Edge being anything from bases stations, communication towers, to compute required by shopping malls and emergency services that require quick compute to be deployed," said Pope.

GITEX Technology Week 2020 represents the third time that Submer has displayed its solutions at the region's 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 in relation to

our data centre technology – and it is quite impressive when you see it for the first time, because it is essentially electronics submerged in a liquid, which is something we've always been taught is something that you just simply don't do! 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. In a typical IT infrastructure environment, you can reduce your energy costs by anything up to 50-60%," said Pope.

Pope pointed out that in the Middle East the primary objective for many companies deploying new

technology related to data centres is 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 saving, there are others like the reduction in footprint, but the challenge in a data centre or IT environment is cooling. You 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 to not populate it too much. With our immersion solutions we pack the systems with extremely dense compute, and we fill in every single slot that is available. You need to view our systems as horizontal racks, as you might think they use up more space, but the medium rack density in the UAE is around 4-6kilowatt, while our immersion rack can anticipate anywhere between 50-100 kilowatt," said Pope.

**You can talk on the Tetra network or on the broadband network [and] you can shift seamlessly between them; it's called hybrid roaming."**





Keerti Melkote, Founder and President of Aruba

While the world is dealing with the worst health and economic crisis of the past century, there's been a subtle shift in the public narrative.

We've moved from the shock of the pandemic to thinking about how to ease back to some sense of normalcy with a phased approach to reopening economies. But if you're a business owner, how do you prepare for recovery?

#### One thing is certain:

It's unlikely we'll all head back to work at the same time. And even when we do, our physical workplaces will look different. How will we reconfigure office buildings to maintain social distancing while ensuring productivity? And what about the schools that educate our children? What will learning look like in our near-future? These are all things we will need to consider as we shift into recovery mode.

At Aruba, we have begun talking to customers and community leaders about these challenges. I wanted to share our thoughts on things to consider as we emerge from this global business disruption.

#### Workforces will continue to work remotely:

Several large companies—including HPE—have said

## President of Aruba examines the digital future

*Keerti Melkote, Founder and President of Aruba, a Hewlett Packard Enterprise company, has compiled an exclusive op-ed for December's edition of CNME, that examines what our 'new normal' is going to look like.*

that while businesses begin to ease back to normalcy, they will not require team members to return to the physical office.

In a recent article, Antonio Neri, CEO of HPE, said, "Our work-from-home guidance will not be lifted just because government orders are removed; we will only reopen sites when we feel we are in the best position to welcome back team members safely.



**As the Edge footprint increases, our ability to reach out and touch it has vastly diminished."**

We will modify our sites to ensure physical distancing can be maintained, and we won't all return at once. Most importantly, returning to the office will be voluntary."

These words echo sentiments across the global business community, which means that remote work is here to stay—at least for a while.

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. No need to VPN in to work, so to speak. Simply turn on your device and start using it like you naturally do at work.

The connectivity and security are taken care of for you just like it is at work. Also, IT gets to have visibility into this remote work environment in order to troubleshoot, maintain and monitor for security compliance.

#### Rise of the automated edge:

As the Edge footprint increases, our ability to reach out and touch it has vastly diminished. All due to COVID-19.

Everything at the Edge must be done remotely from an IT standpoint, which means Edge infrastructures at homes, branches, stores, warehouses, or other places 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-managed solutions with advanced AIOps capabilities will play a large role in how these distributed environments will be deployed and managed.



VM Manu, General Manager, Avientek

#### 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 India market as well. Our highly qualified staff deliver outstanding support and unmatched relationships to our vendors and channel partners, including technical expertise, solution design, sales consultancy, logistics and integrated marketing as well as availability of inventory of products for 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 strength stayed the same and that we didn't reduce the headcount. In fact, we focused on our strengths by increasing our marketing activities and hiring more people! We thought of this time as a great opportunity to consolidate our position and get ready for 2021. We decided to clear all the

## Distributors play a key role in the channel market

*VM Manu, General Manager, Avientek, describes the company's strategy in 2020 and plans for the coming year.*

backlogs of this year and use our increased staff strength to begin 2021 with a clean slate. We also enhanced our backend processes and reassessed 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



**Technology cannot be ignored; it is everywhere and we need to adapt with the changing trends."**

tend to prefer a direct relationship. In this context, the distributor plays a key role in keeping adequate stock to support partners, also manage cash flow and ensure local availability of products. That is the reason we have our local offices in Qatar, and stock points in Kuwait and now opening an office in Saudi. The next point is to become a one-stop-shop. For example, if you take Avientek products, you can see that each product compliments the

other. So, if you come to us for smart classroom products, our partners get almost 80% of system for smart classrooms from one place. So, we do system engineering, then we help partners approach customers with tailor-made explanations for their credit and financial support.

#### Keeping up with technology

Technology cannot be ignored; it is everywhere and we need to adapt with the changing trends. In fact, we have seen how big technology majors have sunk miserably because they failed to keep up with the market. The Middle East region is very proactive where technology is concerned, it is very responsive and accepts changes very quickly. However, everything is relationship-based and everyone likes to have a personal touch to everything. They use technology to maintain relationships; to build bonds and the region still likes to 'see' what they are getting into. So, I think the hardware and physical kind of business will continue to be there in the Middle East. While it will go ahead with latest technology, there is very little chance that there will be a 100% complete and absolute transformation to the virtual world. It might happen with time, but not in the foreseeable future.



Ali Bahlooq, General Manager at Esharah Etisalat Security Solutions

Esharah is a system integrator for TETRA networks with a diverse range of skills in wired and wireless telecom networks. It provides full turnkey services for public safety telecommunication systems used by government, semi government and private organisations.

In an excellent discussion with CNME at GITEX Technology Week 2020, the charismatic General Manager of the company, Ali Bahlooq outlined the

## 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.*

solutions it was displaying at the region's leading IT and technology conference.

"At this year's GITEX Technology Week, we are showcasing three solutions mainly, and they are the smart integrated operations center, an unmanned drone, and an AI-powered tracking solution. Essentially, the tracking solutions can track people in certain areas without using additional technologies. The modern is installed using existing 4G technology and this type of technology rather inevitably is very beneficial for law enforcement agencies," said Bahlooq.

He added that the tracking solution can be connected to the cloud

depending on a customer's requirements related to the cloud - but stressed that the innovative solution has the capability in real-time to determine and pinpoint a specific location within a proximity of just 2 meters.

He expressed his delight at the success of GITEX Technology Week 2020, and said that the conference served as a shining example of hope that physical conferences can be held safely in the 'new normal' world we now live in.

"I think GITEX Technology Week 2020 has propagated huge optimism among all our industry sectors here in the UAE, and across the region. GITEX

has always been a hub for demonstrating the latest innovations and technologies, and this year has been no different. I think the outstanding success of GITEX has only served to illustrate that physical conferences can take place by implementing guidelines around social distancing and ensuring that the



**The biggest challenge for government entities was to maintain their critical communications throughout the COVID-19 pandemic, and this is where we assisted and leveraged our technology and expertise to help them."**

strict health guidelines are upheld. GITEX Technology Week 2020 reinforces Dubai's reputation as being a leader in hosting major events," said Bahlooq.

As we know COVID-19 has impacted how we work, when we work and where we work, and Bahlooq documented how Esharah leveraged it

diverse portfolio of solutions and technologies to help its customers maintain business continuity during the global healthcare crisis.

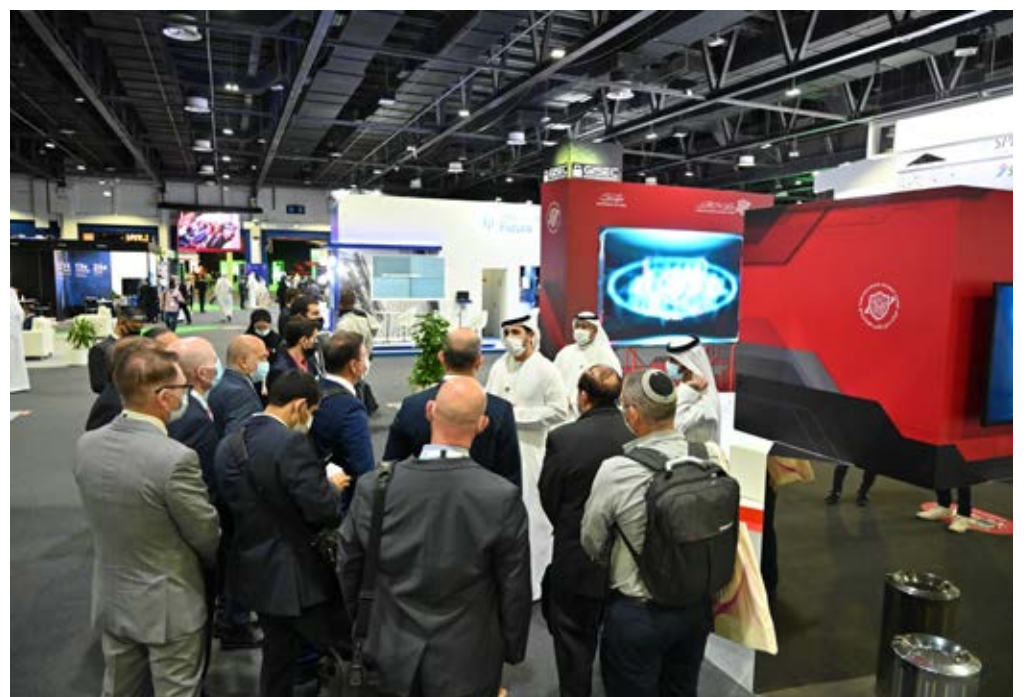
"The biggest challenge for government entities was to maintain their critical communications throughout the COVID-19 pandemic, and this is where we assisted and leveraged our technology and expertise to help them. It was important to retain that high level of service for first responders in relation to maintaining their equipment and specialised communications, and ultimately to enable them to perform in an effective and efficient way. We deployed drones that can detect heat signatures which relayed information back to the control and command center in real-time to empower the decision-maker to make accurate decisions in a timely manner," said Bahlooq.



## CPI MEDIA GROUP TEAM



## GITEX 2020 HIGHLIGHTS









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