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TACKLING THE DATA CHALLENGE

SÉBASTIEN PAVIE, VP SALES SOUTHERN EMEA, DATA PROTECTION SOLUTIONS AT THALES, TELLS RME ABOUT THE COMPANY'S COMPREHENSIVE RANGE OF DATA SECURITY SOLUTIONS WHICH AIM TO PROTECT SENSITIV DATA REGARDLESS OF THE ENVIRONMENT.

PUBLICATION LICENSED BY BAI PRODUCTION CITY, DCCA



INTERVIEWS

- ***** CISCO
- ***** HP
- Cloud Box Technologies

PRODUCTS

- * D-Link DCS-8300LHV2 Full HD Wi-Fi camera
- HP Pavilionx360 14 laptop

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We bring you the latest, most important news from the channel business in the region.

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Data-centric



Quita

Anita Joseph

t's a data-driven world. Today, it's clear that data has the power to propel a new era of business innovations with its ability to back up ideas with evidence, restructure operations and refine goals. Firms all over the world are investing handsomely in data management solutions and hiring expert data-crunching talent. Yet, for many, a comprehensive data-led work culture remains out of reach, and data is very rarely the foundation for key decision making.

According to analysts, there's no "right" way to becoming a data-driven organisation. Some firms focus on building the right talent, while others focus on incorporating the right technology, combined with the relevant analytics tools.

This issue of your favourite magazine attempts to understand this all-important data phenomenon-if not completely, at least part of it. We try and figure out how data is managed and why businesses find it so difficult to manage it. We also try to fathom why a data-centric mindset remains elusive and why the right skills are hard to come by.

In our features section, we speak to business leaders to understand how they lead the way in navigating the challenges that data management brings. Our cover story deals with another important aspect-that of data protection.

Apart from this, we also have the regular opinion pieces, news highlights, insights and the ever popular 5-in-5 sections. As usual, our exclusive interviews bring you upand close with key decision makers to understand how they stay ahead of the game.

So, there's some power-packed reading for you in here, make sure you don't miss a word. Sit back and relax. Happy Reading!



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TOP STORIES

SIMPLIFAI ENTERS STRATEGIC PARTNERSHIP PLAN FOR THE MIDDLE EAST WITH VAD TECHNOLOGIES







implifai has signed a long-term cooperation and development agreement with VAD Technologies (VAD) that has been designed to fast-track the market penetration of Simplifai's AI solutions and lay the foundation for a permanent presence in the Middle East.VAD Technologies (VAD) is one of the largest distributors of IT and technology services in the Middle East. VAD's strategic partnership agreement with Simplifai covers Saudi Arabia, UAE, Kuwait, Bahrain, Qatar and Oman.

"The purpose of the deal is of course to drive sales in the Middle East, but there are additional mechanics in the agreement that incentivises both parties to contribute towards building up a permanent Simplifai subsidiary in the region. It allows us to set up an immediate presence and fast-track market penetration, but

without incurring substantial costs while doing so," says Bård Myrstad, CEO of Simplifai.

Simplifai develops automation solutions using artificial intelligence to help clients across numerous industry sectors to grow and cut costs. "In sum, this is a strategic partnership where both parties can benefit significantly from making it a success. We have spent the past eight months probing the Middle Eastern market to test market acceptance and readiness for Simplifai's technology and solutions. The response has been excellent, which is why we want to enter this strategic partnership," said Mario M. Veljovic, general manager at VAD Technologies.

STARLINK IS NOW THE GLOBAL DISTRIBUTOR FOR GETVISIBILITY DATA CLASSIFICATION PRODUCT SUITE



Nidal Othman, CEO, StarLink and Patrick Ramseyer, director operations, Getvisibility

tarLink, the fastest growing
"True" Value-added Distributor
in the META region, announced
the signing a global distribution
agreement with Getvisibility. Getvisibility,
a leader in data visibility and control,
uses state-of-the-art AI to classify and
secure unstructured information allowing
organisations to quickly visualise their
data footprint where new and changing
data risks have become evident, thus
allowing for proactive data management
and security.

Nidal Othman, CEO, StarLink said: "Organisations are yet to streamline their IT policies, procedures and infrastructure to ensure a seamless adoption of the long-term, remote work norm. Opportunists threat actors are on the lookout for such organisations and moreover disgruntle employees due to the shift in the work patterns can pose a threat to the business operations. Getvisibility brings in the unique AI powered Data Classification process that will assist organisations to secure and transform data security and we are excited to be part of this partnership."

Getvisibility has positioned Patrick Ramseyer, Director of Operations, Central Europe/ MENA, who is based out of Dubai. to lead the sales operations and to work closely with StarLink to plan Getvisibility's growth strategy for this region.

Patrick Ramseyer said, "I'm very excited to be working with StarLink as our partner in the Middle East. StarLink's "True Value-added" approach complements what Getvisibility are trying to achieve."

"I see the data Governance and Data classification market here as being ready for an innovative new solution and I'm very encouraged by the appetite for our game-changing offer," he added.

EMT DISTRIBUTION ANNOUNCES PARTNERSHIP WITH G DATA CYBER DEFENSE AG





mt Distribution, a specialty
IT & IT Security product
distributor based around
security IT Management, a

security, IT Management, and analytic solutions, has announced its partnership with G DATA Cyber Defense AG for Cybersecurity offerings

"We are very pleased to have found a strong partner for security "Made in Germany" in emt Distribution. For this purpose, emt will distribute our entire excellent solution portfolio for companies and consumers. Through this cooperation, we want to grow further in the EMA region and expand our market position", said Hendrik Flierman, Vice President Global Sales and B2B Marketing at G DATA CyberDefense.

"Our strategic Partnership with G DATA aims at providing complete end point protection to our valued partners and customers.

"G DATA developed worlds 1st
Antivirus software and comes with
rich expertise over 30 years. G DATA's
products offer cross platform protection
in all devices against all types of
malware and offers patch management,
MDM, and Gateway security to
complement complete end point
protection," said Sujith Sudhakaran,
Cloud & MSP Business Development
Manager-APAC & META for Emt
Distribution."

TOP STORIES

INVENIO BUSINESS SOLUTIONS ACCELERATES GROWTH WITH USA-BASED LSI CONSULTING DEAL





nvenio Business Solutions and LSI Consulting - the market leading SAP solutions providers - have announced they are merging, in a move which will deliver significant benefits to existing customers and drive growth globally. Invenio is a global provider of SAP enterprise solutions and consultancy for the public sector focused on tax and revenue management and for the private sector focused on media and entertainment, manufacturing and pharmaceutical domains. US-based LSI Consulting is a leading provider of SAP enterprise solutions to government, utility, healthcare and educational institutions.

Arun Bala Group CEO of Invenio commented: "We're delighted to join forces with LSI, a well-respected SAP based provider in public services with a track record of delivering success in the North American market. Our customers will now benefit from an expanded end-to-end solution and service portfolio to help them succeed with their digital transformation goals. Our remarkable alignment in values and culture will help the combined organisation deliver even greater value to our customers, markets and employees."

Steve Roach CEO of LSI added:
"Invenio is a highly regarded player in the tax and revenue management space and shares our commitment to solution-oriented customer partnership and a superlative customer experience. We will leverage our collective history and complementary solutions to enable our customers' success and ultimately to improve the lives of constituents around the globe. We're proud to join forces with their first-class team and to continue our journey together."

ACRONIS EMPOWERS RESELLERS AND SERVICE PROVIDERS WITH NEW CLOUD-FOCUSED #CYBERFIT PARTNER PROGRAM

cronis, a global leader in cyber protection, has unveiled the details of its new Acronis #CyberFit Partner Program. This update to the company's existing program places increased emphasis on supporting partner development, particularly for cloud-based services, while rewarding service providers and resellers for their expertise, commitment, and growth with Acronis through performance-based benefits and financial compensation.

Based on feedback from its partners, Acronis provides a partner program that supports forward-thinking go-to-market strategies – enabling partners to earn more while deploying cloud-based solutions that are uniquely suited to meet their clients' modern protection challenges.

"Acronis makes profitability of our partners a priority. Since the launch of Acronis Cyber Protect last year, we received overwhelmingly positive feedback from partners about the ability to scale their business and increase their IT professionals' productivity by orders of magnitude. Acronis Cyber Platform enabled partners to automate, customize and deliver cyber protection at a level that was not possible before," said Serguei "SB" Beloussov, Acronis' Founder and CEO.

"Now, with the introduction of the new #CyberFit Partner Program, focused on Cloud business, partners have all the tools to steadily grow their business and introduce new cyber protection services to their customers."

Reimagined as a unified program for service providers and resellers, the Acronis #CyberFit Partner Program now includes:

- Financial incentives that increase as partners advance within the program's levels, including rebates and proposal-based market development funds (MDF).
- Marketing and sales assets, with additional marketing automation tools and renewal tools coming in March 2021.
- Account management assistance that increases with program level, with dedicated marketing support available to Platinum partners.
- Enhanced technical support to enable faster response times.
- Sales and technical training via the Acronis #CyberFit Academy, with courses available both live and online.

Acronis' existing partner Ingram Micro have welcomed the announced changes. Dr. Ali Baghdadi, SVP & Chief Executive Ingram Micro META Region; and EMEA Cyber Security said "As today's pandemic surges on, we value our partnership with Acronis, and with the launch of its new Partner Program, we can jointly deliver significant value to our customers and partners. Not only do we value Acronis' innovative and award-winning cyber protection solutions to keep systems safe, we also value Acronis as a trusted partner that can be reached 24/7."

HILLSTONE NETWORKS BREAKS BARRIERS FOR DATA CENTRE SECURITY

provider of enterprise network security and risk management solutions, has announced a breakthrough for data centre security with the Hillstone Networks X8180. "Security continues to be the #1 concern of the enterprise. It's mission critical to secure the datacentre, but equally important to deliver to today's customer reality", says Tim Liu, CTO and cofounder at Hillstone Networks. "We listened to our customers and proudly introduce the x8180, a robust platform



without the robust price tag".

The X8180 reduces CAPEX and OPEX, without sacrificing on enterprise-grade features. 3RU delivers high throughput per RU and low power consumption per Gbps of throughput, with a power-to-throughput ratio of 2.9 at under 1000W maximum power consumption. Ideal for service providers, large enterprises, governments and carrier networks, the X8180 is fully distributed and supports many virtual systems with a full complement of features to protect data center networks.



ybereason, the leader in future-ready attack protection, has announced a partnership with Oxygen DMCC, the Dubai-based leader in AI-powered cybersecurity and mobility solutions, enabling enterprises across the Middle East and North Africa (MENA) region to detect and end cyber-attacks on endpoints anywhere on their networks.

Oxygen has built a reputation across the region as a flexible, fast, reliable, and responsive solution provider. The company has been able to forge a strong base of committed channel partners and established lasting relationships with end-users through its customer-focused approach to sales and presales.

As part of the agreement, Oxygen has committed resources to support Cybereason's growth, both in channel

CYBEREASON PARTNERS WITH DUBAI'S OXYGEN TO EXPAND SERVICES IN MENA MARKETS

reach and technical expertise. Initial presales support will include in-depth demos as part of a series of product-awareness campaigns to promote Cybereason solutions in the MENA region.

"Cybereason was among the first vendors in the region to deliver a viable endpoint protection platform," said Tarek Kuzbari, Regional Director for the Middle East and Turkey at Cybereason. "We also delivered great value for organizations with our endpoint detection and response solution, made available through Oracle's Second-Generation Cloud in Jeddah and Dubai. The cloud-based platform addressed key issues of scalability, data residency and compliance with which MENA organizations had been struggling. Oxygen has both the track record and expertise to boost our go-to-market strength in the region."

"Partnering with Cybereason — a company with an enviable track record in endpoint protection and incident response — will allow enterprises to take an operation-centric approach

to detecting malicious activity earlier based on subtle chains of behavior that stop malicious activity before they escalate to a major security event," said Khalid Laban, CEO at Oxygen DMCC. "We are starkly aware of the volatility of the threat landscape, and we know that to face threat actors on an equal footing requires strategic partnerships between expert entities."

Oxygen's territories under the agreement will be the GCC, North Africa, Levant, and Turkey, targeting all scales of business, including telecoms providers and managed security service providers (MSSPs). Key verticals to be targeted include government, FSI, oil and gas, healthcare, retail, and hospitality.

"Cybereason recognizes that defenders are in a daily battle for their privacy and security," Kuzbari added. "Trust is a chain that we work diligently to strengthen, and we shall continue to ally ourselves with fellow specialists that can deliver peace of mind to the region."

MINDWARE SIGNS VAD AGREEMENT WITH GOOGLE

Mindware, a regional leader in Value Added Distribution, has announced that it has signed a distribution agreement with Google. The VAD will promote and market the vendor's innovative thermostats product line in the United Arab Emirates (UAE) through its extensive channel partner ecosystem.

Elaborating on this latest vendor partnership, Nicholas Argyrides, General Manager – Gulf at Mindware commented, "Being a leader in web services since its launch over two decades ago, Google is now an established household name. Over the years, the company has developed a high degree of expertise in artificial intelligence, an area that is radically and positively impacting the way we live and work. Accordingly, the vendor has been regularly introducing a highly successful portfolio of consumer

devices, featuring the confluence of AI and of IoT. The Google Nest Thermostats are a flagship product line, providing an unmatched experience to users at home."

"Our partnership with Google is in line with our commitment of introducing best-of-breed technologies into the Middle East market. Needless to say, such exceptionally unique products are bound to capture the imagination of technosavvy consumers across the country. We are eager to work closely with the vendor and our partners in putting together a strategic action plan, aiming for the same success that Google has experienced in other markets across the globe," he added.

Google's Nest Thermostat is a smart appliance that is user-friendly and can save considerably on electricity and cooling bills. The thermostat which takes 30 minutes or less to install, is easy to



control and program from anywhere with the Google Home app. The revolutionary Nest Learning Thermostat is the first thermostat to get "ENERGY STAR" certified. It learns what temperature ranges an individual typically chooses and automatically adapts, building a schedule based on personal preferences and user habits.

SOPHOS TO PROVIDE INTERCEPT X ENDPOINT PROTECTION FOR QUALCOMM SNAPDRAGON 5G PCS



ophos, a global leader in nextgeneration cybersecurity, has announced its plans to provide Sophos Intercept X endpoint protection for 5G PCs powered by Qualcomm® Snapdragon™ compute platforms from Qualcomm Technologies, Inc. The combination of Sophos Intercept X with Snapdragon compute platforms will provide users next-generation security through an always on, always connected PC environment.

Snapdragon compute platforms enabling 5G connectivity build on smartphone technology to deliver premium performance and efficiency to 4G and 5G cellular-connected thin and light fanless laptops.

"An always on, always connected, interactive computing environment that combines smartphone and PC technology delivers unique security capabilities and opportunities," said Joe Levy, chief technology officer, Sophos. "Mobile

devices historically have experienced far fewer security incidents than PCs powered by traditional architectures. It's certainly not because they aren't ubiquitous, but rather because of their modern architecture that offers overall predictability relative to PCs, enabling application vendors to design high-performance and secure software.

"Snapdragon compute platforms mark a major step forward because they provide all the utility and performance of a PC, but with many of the benefits associated with modern mobile computing devices. Security loves predictability, and Sophos is excited to be a part of securing this next-generation computing platform," he added.

TENABLE LAUNCHES EXPOSURE PLATFORM FOR RISK-BASED VULNERABILITY MANAGEMENT OF DYNAMIC ASSETS



Renaud Deraison, co-founder and chief technology officer, Tenable



Maher Jadallah, regional director – Middle East, Tenable

Tenable, Inc. the Cyber Exposure company, has launched Tenable.ep, the industry's first, all-in-one, risk-based vulnerability management platform designed to scale as dynamic compute requirements change. Tenable.ep combines the company's industry-leading products — Tenable.io Vulnerability Management, Tenable.io Web Application Scanning, Tenable.io Container Security and Tenable Lumin - into one platform, enabling customers to see all of their assets and vulnerabilities in a single dashboard alongside key threat, exploit and prioritization metrics. Moreover, Tenable.ep's single, flexible asset-based licensing model frees organizations to dynamically allocate licenses across all asset types according to their unique attack surface and modify as their environment

changes.

The ability to quickly spin up and connect modern assets to the corporate environment is critical to digital transformation and work-fromhome initiatives. But cybersecurity

pricing models designed for on-premises computing can force enterprises to choose between assessing one asset type over another, frequently charging premiums for assessing cloud assets or web applications. Tenable.ep solves this challenge with a single license that gives customers unrivaled flexibility to take a holistic, rather than piecemeal, approach to vulnerability management.

"Attackers don't differentiate between asset types and neither should defenders. So we designed Tenable. ep to give organizations the power to identify every asset and exposure, predict which vulnerabilities are most likely to be exploited and act to address critical risks," said Renaud Deraison, co-founder and Chief Technology Officer, Tenable. "Tenable.ep delivers risk-based vulnerability management within a single, unified solution without the need to purchase separate products and manage different licensing models."

"The last twelve months has seen organisations morph to adapt to a change in working practices. Security needs to be equally as adaptable," said Maher Jadallah, Regional Director – Middle East at Tenable. "With Tenable.ep our customers can allocate resources based on their specific needs, with the ability to modify that allocation as their attack surface evolves."

"Organisations faced unprecedented challenges in 2020, putting pressure on all parts of the business," said Guy March, Channel Director – EMEA.

"The flexibility afforded by Tenable.ep helps address this. At a time when budgets are stretched, rather than relinquishing one area or asset type to prioritise another, our partners can offer a solution that adapts to customers' dynamic attack surface in a single, flexible asset-based licensing model for greater simplicity and efficiency."

Tenable.ep is now available for all new and existing Tenable customers. Tenable products will also continue to be sold as separate solutions.



SANS Institute, the global leader in cyber security training and certifications, announced its upcoming live online training program titled the 'Gulf Region Spring 2021' to be held from March 13-18th, 2021. The program will include courses on security and incident response and forensics.

"The Middle East continues to be targeted by both global and regional threat actors. As the number of high net-worth families and professionals continues to rise in the region, specifically in the UAE and Saudi Arabia, as well as with continuing geopolitical tensions, there is continuous rise in sophisticated cyber threats and attacks."

"The amount of financial damage suffered from a data breach continues to rise in the region, and there is an immediate need to increase the skills and number of certified resources available in cyber security," says Ned Baltagi, Managing Director – Middle

SANS INSTITUTE ANNOUNCES LIVE ONLINE SPRING TRAINING FOR THE GULF

East and Africa at SANS Institute.

"The hybrid mode of remote working is here to stay and looks like we will continue with remote logins and virtual private networks for much of 2021. With the process of securing the organizations networks, endpoints, applications, and data centres in the post pandemic world, the "new normal" looks more challenging than ever before. SANS is committed to increase the level of cyber security skills and the number of skilled and certified professions in the region, through our Live Online courses and training programs in 2021," Baltagi adds.

The instructors for the courses for the upcoming Gulf Region Spring online event are Keith Palmgren for SEC301: Introduction to Cyber Security GISF; Chris Christianson for SEC566: Implementing and Auditing the Critical Security Controls In-Depth GCCC; Francesco Picasso for FOR508: Advanced Incident Response, Threat Hunting, and Digital Forensics GCFA; and Kevin Holvoet for FOR578: Cyber Threat Intelligence GCTI.

By registering for Gulf Region Spring 2021, participants can advance their career, develop skills to protect their organization and can take advantage of

live online training with world class cyber security practitioners.

Participation at Gulf Region Spring 2021 will also help them make contact and network with like-minded security professionals from the region, who are facing similar career and organizational challenges.

The Live Online classes begin at 12 noon and end at 8PM, Gulf Standard Time. Most important, registering at Gulf Region Spring 2021 also includes complementary participation in SANS' renowned NetWars Tournament.

NetWars Tournaments allows participants to apply what they have learnt during their SANS classes, while also learning new skills and tricks playing against peers.

With their Gulf Region Spring 2021 registration, participants are eligible to join the SANS DFIR NetWars Tournaments to be held on 25-26 March. DFIR NetWars is an incident simulator packed with forensic, malware analysis, threat hunting, and incident response challenges designed to help give proficiency, without the risks associated when working in real life incidents.



Nutanix, a leader in private, hybrid and multicloud computing, announced that it will continue its successful Cloud Bundles channel initiative for the commercial market segment. The initiative will provide commercial customers with access to Nutanix cloud solutions and hyper-converged infrastructure software. Commercial customers can thus modernise their data centers and IT environments at attractive prices, drive digital transformation and support their business by becoming a

NUTANIX LAUNCHES CLOUD BUNDLES FOR SECOND YEAR RUNNING TO HELP SUPPORT CHANNEL ECOSYSTEM

faster and more flexible IT organisation. This is a seamless continuation of the successful initiative previously known as Nutanix Cloud Bundles.

"Accelerated digitisation is one of the key strategies for commercial customers to cope with the economic consequences of the pandemic and ideally to emerge from the crisis stronger than before. However, digitisation is taking place against the background of a general shortage of skilled IT people. For this reason, this is not solely a technology question of obtaining right technology, but also and above all, one of economic efficiency," said Aaron White, Sr. Sales Director, METI at Nutanix. "Against this

background, automation is the key to make IT teams more flexible and more productive. The role model here is the cloud, but not as a location, rather as an operating model. With our commercial packages, we are bringing the cloud and its operating model to commercial customers more easily and cost-effectively than ever before."

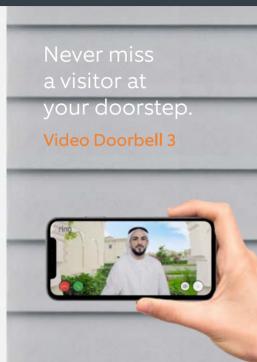
Nutanix Cloud Bundles help enable commercial companies to manage virtual machines (VM) and containers, files, computing resources, storage capacities and network services in a unified way. With these packages, Nutanix extends the access to its solutions and meets the requirements and budget restrictions of commercial customers.

Whole Home Security. Inside and Out.

























FORTIGUARD LABS REPORTS DISRUPTIVE SHIFT OF CYBER THREATS



ortinet, a global leader in broad, integrated, and automated cybersecurity solutions, has announced the findings of the latest semiannual FortiGuard Labs Global Threat Landscape Report. Threat intelligence from the second half of 2020 demonstrates an unprecedented cyber threat landscape where cyber adversaries maximized the constantly expanding attack surface to scale threat efforts around the world. Adversaries proved to be highly adaptable, creating waves of disruptive and sophisticated attacks. They targeted the abundance of remote workers or learners outside the traditional network, but also showed renewed agility in attempts to target digital supply chains and even the core network.

Derek Manky, Chief, Security Insights & Global Threat Alliances, FortiGuard Labs, said:

"2020 witnessed a dramatic cyber threat landscape from beginning to end. Although the pandemic played a central role, as the year progressed cyber adversaries evolved attacks with increasingly disruptive outcomes. They maximized the expanded digital attack surface beyond the core network, to target remote work or learning, and the digital supply chain. Cybersecurity risk has never been greater as everything is interconnected in a larger digital environment. Integrated and Aldriven platform approaches, powered by actionable threat intelligence, are

vital to defend across all edges and to identify and remediate threats organizations face today in real time."

The highlights of the report are as follows:

Onslaught of Ransomware Continues: FortiGuard Labs data shows a sevenfold increase in overall ransomware activity compared to 1H 2020, with multiple trends responsible for the increase in activity. The evolution of Ransomware-as-a-Service (RaaS), a focus on big ransoms for big targets, and the threat of disclosing stolen data if demands were not met combined to create conditions for this massive growth. In addition, with varying degrees of prevalence, the most active of the ransomware strains tracked were Egregor, Ryuk, Conti, Thanos, Ragnar, WastedLocker, Phobos/EKING and BazarLoader. Sectors that were heavily targeted in ransomware attacks included healthcare, professional services firms, consumer services companies, public sector organizations, and financial services firms. To effectively deal with the evolving risk of ransomware, organisations will

need to ensure data backups are timely, complete, and secure off-site. Zerotrust access and segmentation strategies should also be investigated to minimize risk.

Supply Chain Takes Centre Stage: Supply chain attacks

have a long history, but the SolarWinds breach raised the discussion to new heights. As the attack unfolded, a significant amount of information was shared by affected organizations. FortiGuard Labs monitored this emerging intelligence closely, using it to create IoCs to detect related activity. Detections of communications with internet infrastructure associated

with SUNBURST during December 2020 demonstrates that the campaign was truly global in nature, with the "Five Eyes" exhibiting particularly high rates of traffic matching malicious IoCs. There is also evidence of possible spillover targets that emphasizes the interconnected scope of modern supply chain attacks and the importance of supply chain risk management.

Adversaries Target Your Online Moves: Examining the most prevalent malware categories reveals the most popular techniques cybercriminals use to establish a foothold within organizations. The top attack target was Microsoft platforms, leveraging the documents most people use and consume during a typical workday. Web browsers continued to be another battlefront. This HTML category included malware-laden phishing sites and scripts that inject code or redirect users to malicious sites. These types of threats inevitably rise during times of global issues or periods of heavy online commerce. Employees who typically benefit from web-filtering services when browsing from the corporate network continue to find themselves more

exposed when doing so outside that protective filter.

The Home Branch Office Remains a Target: The barriers between home and office eroded significantly in 2020, meaning that targeting the home puts

adversaries one step closer to the corporate network. In the second half of 2020, exploits targeting Internet of Things (IoT) devices, such as those existing in many homes, were at the top of the list. Each IoT device introduces a new network "edge" that needs to be defended and requires security monitoring and enforcement at every device.

TO EFFECTIVELY DEAL WITH THE EVOLVING RISK OF RANSOMWARE, ORGANISATIONS WILL NEED TO ENSURE THAT DATA BACKUPS ARE TIMELY, COMPLETE AND SECURE OFF-SITE.

VMRAY SIGNS DISTRIBUTION AGREEMENT WITH MULTIPOINT GROUP TO EXPAND INTO ISRAELI MARKET





Ricardo Resnik, founder and managing director of Multipoint GROUP

MRay, a provider of automated malware analysis and detection solutions, has announced that it has signed a distribution agreement for the Israeli market with Multipoint GROUP, a leading distributor

of IT security and Internet technology solutions in the Mediterranean region.

"Our business is built on identifying the most innovative, best-of-breed solutions in the market that will

help organizations to meet their most pressing cybersecurity challenges," said Ricardo Resnik, founder and Managing Director of Multipoint GROUP. "As one of the original pioneers of malware sandboxing technologies, VMRay is well recognized among security practioners as one of the gold standards in its category. We see great potential in partnering with VMRay."

For Multipoint's channel partners, the agreement with VMRay represents an excellent opportunity to expand their portfolio with solutions that can drive immideate value by addressing their customers' concerns regarding advanced malware detection.

"We are proud to be working with Multipoint GROUP and its team of security experts to establish our presence in the Israeli market and build an ecosystem of local channel partners," said Dimitris Raekos, Business Development Manager MEA at VMRay. "We are looking forward to leveraging Multipoint's long-established expertise to deliver our leading-edge technologies for advanced malware detection to the market."

VMRay's global channel partner ecosystem includes Distributors and VARs across EMEA, APAC, and the Americas.

PALO ALTO NETWORKS REPORTS FISCAL SECOND QUARTER 2021 FINANCIAL RESULTS

Palo Alto Networks, the global cybersecurity leader, announced financial results for its fiscal second quarter 2021, ended January 31, 2021.

Total revenue for the fiscal second quarter 2021 grew 25% year over year to \$1.0 billion, compared with total revenue of \$816.7 million for the fiscal second quarter 2020. GAAP net loss for the fiscal second quarter 2021 was \$142.3 million, or \$1.48 per diluted share, compared with GAAP net loss of \$73.7 million, or \$0.75 per diluted share, for the fiscal second quarter 2020.

Non-GAAP net income for the fiscal second quarter 2021 was \$154.2 million, or \$1.55 per diluted share, compared with non-GAAP net income of \$120.3 million, or \$1.19 per diluted share, for the fiscal second quarter 2020. A reconciliation between GAAP and non-GAAP information is contained in the tables below.

"The momentum in the business continues to be strong, with second quarter revenue growth of 25% year over year to over 1 billion USD, driven

by strong execution across the board," said Nikesh Arora, chairman and CEO of Palo Alto Networks. "Events like the SolarStorm attack highlight the importance of cybersecurity, and Palo Alto Networks is well positioned to protect our customers with best-of-breed solutions. We are excited about the bets that we have made in SASE, Cloud and AI. Our three-platform strategy is paying off."

For the fiscal third quarter 2021, the company expects:

- Total billings in the range of \$1.22 billion to \$1.24 billion, representing year-over-year growth of between 20% and 22%.
- Total revenue in the range of \$1.05 billion to \$1.06 billion, representing year-over-year growth of between 21% and 22%.
- Diluted non-GAAP net income per share in the range of \$1.27 to \$1.29, which incorporates net expenses related to the proposed acquisition of Bridgecrew, using 100 million to 102 million shares.



For the fiscal year 2021, the company is raising guidance and expects:

- Total billings in the range of \$5.13 billion to \$5.18 billion, representing year-over-year growth of between 19% and 20%.
- Total revenue in the range of \$4.15 billion to \$4.20 billion, representing year-over-year growth of between 22% and 23%.
- Diluted non-GAAP net income per share in the range of \$5.80 to \$5.90, which incorporates net expenses related to the proposed acquisition of Bridgecrew, using 99 million to 101 million shares.
- Adjusted free cash flow margin of approximately 29%, which includes net expenses and acquisition transaction costs attributable to the proposed acquisition of Bridgecrew.

KODAK ALARIS WINS BLI PICK AWARD FOR OUTSTANDING DEPARTMENTAL SCANNER

Keypoint Intelligence, the world's leading independent evaluator of document imaging software, hardware and services, has recognized the Kodak S3000 Series Scanner with its Buyers Lab (BLI) Winter 2021 Pick Award for Outstanding Departmental Scanner. The award is based on rigorous testing, including an extensive durability assessment, and evaluation of key attributes such as usability, image quality and value.

BLI commended the S3000 Series for outstanding value, excellent reliability and OCR read rates, superior media handling capabilities, and software– Kodak Capture Pro Software and Kodak Info Input Solution – that helps businesses extend automation to the point of capture.

According to Len Wolak, Senior Test Technician at Keypoint Intelligence, the Kodak S3000 Series is among the most reliable and accurate scanners in its class. "Each device was perfect during reliability testing and was 5% to 10% more accurate than the competitive average," he said.

Key features highlighted by Keypoint Intelligence include:

- EasySetup, a unique feature that enables administrators to configure device settings by scanning an easy setup page;
- Secure boot, which prevents malware and unauthentic firmware from loading on the scanner, so



Kodak S3000 Series

Outstanding Departmental Scanner

cybercriminals cannot take control of or steal information from the machine;

And an integrated A3 platen-flatbed scanning surface, a feature BLI said was rare for devices in this class.

"We were impressed with the EasySetup feature and the secure-boot solution. Together, these features will help IT departments save a lot of time and protect their scanners," Wolak concluded.

KINGSTON TECHNOLOGY TO SELL HYPERX GAMING DIVISION TO HP INC.



Kingston Technology Europe Co LLP, an affiliate of Kingston Technology Company, Inc., a world leader in memory products and technology solutions, today announced a definitive agreement to sell HyperX, its gaming division to HP Inc. The acquisition supports HP's strategy to drive growth in its Personal Systems business, where gaming and peripherals are attractive segments. HyperX's award-winning product portfolio spans a range of gaming peripherals, including headsets, keyboards, mice, mouse pads, USB microphones, and console accessories.

"HyperX is a leader in peripherals whose technology is trusted by gamers around the world and we're thrilled to welcome their outstanding team

to the HP family", said Enrique Lores, President and CEO, HP Inc. "We continue to advance our leadership in Personal Systems by modernising compute experiences and expanding into valuable adjacencies. We see significant opportunities in the large and growing peripherals market, and the addition of HyperX to our portfolio will drive new sources of innovation and growth for our business".

PC gaming continues to be one of the most popular forms of video gaming, with the PC hardware industry anticipated to be worth \$70 billion by 2023. The global peripherals market is expected to grow to \$12.2 billion by 2024, with gaming peripherals representing a disproportionate share of this growth.

"HyperX products are designed to meet the most rigorous demands of all gamers – from casual to the most hardcore – giving them a winning edge and helping them stay on top of their game", said John Tu, Co-founder and CEO, Kingston. "Both of our companies thrive because we focus on our employees and share the same core values and culture. David Sun (Co-founder and COO) and I saw the

possibilities for the HyperX business and its employees and we both realised that this change brings a brighter future for HyperX".

HP has built a large and growing global gaming portfolio in recent years, led by its OMEN brand and a world-class ecosystem of hardware, software, content, and services. The company continues to push progression in gaming with powerful devices like the OMEN 15 gaming laptop and the HP Pavilion Gaming 16 laptop. Beyond devices, HP is driving software innovation with OMEN Gaming Hub, a destination for players to connect, customise, and explore their gear and games. Adding HyperX to HP's broader gaming ecosystem will deliver innovative new experiences across everything gamers see, hear, and touch.

Under the terms of the agreement, HP will pay \$425M, subject to customary working capital and other adjustments, to acquire HyperX's gaming peripherals portfolio.

Kingston will retain the DRAM, flash, and SSD products for gamers and enthusiasts. The acquisition is expected to be accretive on a non-GAAP basis to HP in the first full year following closing. The transaction is expected to close in calendar Q2 2021, pending regulatory review and other customary closing conditions.

HUAWEI LAUNCHES NEW SOLUTIONS TO STIMULATE GROWTH IN THE DIGITAL ECONOMY



t MWC Shanghai 2021, Kevin Hu, President of Huawei Data Communication Product Line, announced the "five ones" new capabilities of the Intelligent cloud network solution — one hop to cloud, one-network wide connection, one-click fast scheduling, one fiber for multiple purposes, and one-stop integrated security. This solution helps carriers

build cloudoriented service networks and core capabilities for DICT transformation.

According to Kevin Hu, the cloud network is the key enabler in the digital economy, bringing new impetus for

the fourth industrial revolution. The cloud network provides continuous computing power for numerous industries, stimulating new growth in the digital economy.

During the event, Huawei also launched the OptiX SuperSite solution for global operators. Richard Jin, President of Huawei's Transmission & Access Product Line, said, "OptiX SuperSite is how industry and home users get connected at a high-speed level. It also presents an opportunity for operators to benefit from the enterprise market and enhance home broadband experience."

Separately, Xinyan Coal Mine, Shanxi Mobile, and Huawei jointly released a 5GtoB kite-like solution for public network integrated non-public networks (PNI-NPN). The solution provides high-performance, high reliability 5G networks that function through a combination of private and public networks. It also aims to accelerate the development of the 5G industry and increase the value of 5G for businesses, ultimately creating momentum in the digital economy.

Additionally, during the summit, China Mobile and Huawei jointly unveiled the 5G New Calling solution. This solution harnesses IMS data channel architecture and provides an enhanced voice experience with HD, visual, and interactive services. By using this solution, operators can refine the 5G service experience, satisfy industry customer requirements, gain advantages, and achieve business success.

CORPORATESTACK ENTERS INTO STRATEGIC PARTNERSHIP WITH BASHARSOFT

CorporateStack, a software company that digitally transforms businesses through its diverse solutions, announced that it has entered into a strategic partnership with BasharSoft, a technology firm specialized in developing innovative web-based online employment marketplaces and platforms in Egypt and the Middle East

BasharSoft owns and operates WUZZUF, an online recruitment platform for professionals, and FORASNA, Egypt's first and most reliable online employment marketplace for Arabic speakers.

As per the partnership agreement, CorporateStack will offer WUZZUF and FORASNA silver annual package as value-added service on top of its online cloud base CRM, HRMS, and ASSETS products to its Small Business and Enterprises Customers at a special rate on both WUZZUF & FORASNA platforms. In order to support startups in Egypt, CorporateStack will lend its support to WUZZUF's Startup Program, where the company will extend a special discounted price for all the participants of the program.

CorporateStack's CEO and managing director, Osama Mortada said "We are very excited to partner with BasharSoft, a distinct leader in the online recruitment and online employment marketplace in the Arab world. Both WUZZUF and FORASNA provide us with excellent platforms to reach out to the business community and enable us to become the preferred cloud solution provider for the Small, medium and enterprise customers in Egypt."

CorporateStack redefines the workflow and processes into a seamless experience, which helps companies drive their organizational efficiency to make them more productive, flexible,



and scalable at an affordable price. The company's solutions serve a wide variety of organizations ranging from 5 to 1000 employees spread across various industry sectors of the economy.

Moaaz Soliman, Senior Partnerships Executive at BasharSoft said "We at BasharSoft are keen on building and enhancing the employment ecosystem not only through our recruitment services offered by WUZZUF and FORASNA but also through our strategic partners like CorporateStack. I am impressed by how they are able to compile such a menu of high-end services without compromising the quality factor."





AX1800 Whole Home Mesh Wi-Fi 6 System



COVR-X1873







Covr your Whole Home in Seamless Mesh Wi-Fi



Next-Gen Wi-Fi 6 Speeds



Enhanced Profile Based Parental Controls



Performance



Coverage



One Seamless Network











MU-MIMO Technology













WPA3™





MANAGING DATA

Cloud Box helps organisations get more insights to their data by providing them with proven, modern and integrated technology. Sajith Kumar, General Manager – Enterprise at Cloud Box Technologies, explains how.



ata management is a huge challenge for organisations today. What are some of the new age data backup options and disaster recovery solutions that Cloud Box offers?

Digital Transformation has changed the way we do business and in the era of Big Data & Internet of Things (IoT) and Virtualization, data production is growing exponentially, hance effective data protection strategies are being devised accordingly.

In this new era, conventional methods of backing up data or disaster recovery will not be effective. Given the environment, we offer new age data backup solutions for effective data protection and data management. These include:

- Tape Alternate based backup Solutions like NAS, On Premises, Objective based Storage
 - · Cloud storage
 - Backup as a Service (BaaS) Solution
 - · Ransomware Resiliency
- AI and machine learning Nextgen enterprise backup, recovery and DR solutions

We understand that security is critical for our clients and have partnered with global vendors for data backup and protection and we have vendor certified engineers ready to develop and design best of breed solutions that meet our customer demands. We also customise these solutions to suit individual needs and this helps in getting them on their data protection journey quickly and with highly efficient turnaround time.

What kind of enterprise solutions does Cloud Box provide, to help organisations extract more value from their data assets?

Data volumes continue to grow at an alarming rate in many organisations with much of the data growth coming in unstructured or semi-structured data repositories. Often, organizations have little visibility into this data. As much as on an average of more the 50% of data in any organisation is "dark" –

that is, its value is unknown. We help organisations get more insights to their data by providing them with proven, modern, and integrated technology that brings together data availability, protection, and insights and provide valuable data assets. We are adept at providing a host of solutions including, Data and Email Archiving, Data Insight, Disaster Recovery, Data Resiliency

Platform, Long Term Retention (LTR) DLO and SaaS based Solutions.

What are some of the important technology trends driving the market today?

Integrating AI and Machine Learning are few of the technology trends to ensure predictable availability, application resiliency and storage efficiency across multi-cloud, virtual and physical environments. Deep Analytics tools are providing predictable and actionable insights into customers data backup, storage, cloud and hyper converged environments.

Data regulations like GDPR continue to evolve across countries and it is imperative that companies understand the importance of protecting business data to ensure that they don't face extensive penalties and reputation damage associated with noncompliance. What is also evident is that protecting the enterprise from the unforeseen and ensuring that data is always secure, compliant and available—no matter where it resides is also of primary focus.

IN THIS NEW ERA,
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GIVEN THE ENVIRONMENT,
WE OFFER NEW AGE

BACKUP SOLUTIONS

FOR EFFECTIVE DATA

MANAGEMENT."

PROTECTION AND DATA

How has the company helped build traction in digital transformation especially at a time when 'Work From Home' is becoming the norm?

Post pandemic, inperson meetings
has reduced while
more digital
transaction and
virtual platforms
are being used to
conduct business,
and employees
working from
home has become
the present
day norm. Our
experienced teams
are developing

and designing best of breed solutions where we assist our clients in meeting their Digital Transformation goal.

We support in upgrading existing IT infrastructures, Remote access solution (VPN or VDI) based, bandwidth optimisation (SDWAN), video conferencing and conducting virtual meeting from anywhere and any device. One of the focus areas that we work with our customers is in strengthening their IT Security needs at both office and remote locations for more efficient, secured and reliable functioning of day today business transactions.

What are the company's growth plans in the region?

Cloud Box Technologies aims to be a key player in the Middle East and Africa market in the Data Management and Data protection. We are aware of the high demand for talented professionals to deploy next-generation technologies and are investing heavily in on-boarding specialists to keep pace with the market trends and to achieve extremely high levels of performance and efficiency to add value to the services we provide our customers.

DEFENDING AGAINST DDOS ATTACKS IN THE LIGHT OF COVID-19 AND 5G



ybercriminals had a busy year in 2020, with rapidly increasing numbers of distributed denial of service (DDoS) weapons, widespread botnet activity, and some of

the largest DDoS attacks ever recorded. As COVID-19 drove an urgent shift online for everything from education and healthcare, to consumer shopping, to office work, hackers had more targets available than ever—many of them under protected due to the difficulty of maintaining security best practices in an

emergency scenario. At the same time, the ongoing rollout of 5G technologies has accelerated the proliferation of IoT and smart devices around the world, making unsuspecting new recruits available for botnet armies to launch crushing attacks on a massive scale.

In our ongoing tracking of DDoS attacks, DDoS attack methods, and malware activity, A10 Networks has observed a steady increase in the frequency, intensity, and sophistication of these threats, most recently in our State of DDoS Weapons Report for H2 2020, which covers the second half of the past year. During this period, we saw an increase of over 12 percent in the number of potential DDoS weapons available on the internet, with a total of approximately 12.5 million weapons detected. The good news is that proven methods of protection continue to be effective even as threat levels rise. In this article, we'll talk about recent trends in DDoS activity and how to defend your organisation against this common and highly damaging type of attack.

Botnets drive DDoS attack levels to new heights

While organisations of all sizes fell victim to DDoS last year, two of the world's largest companies made headlines for suffering unprecedented attacks. In June 2020, Amazon

revealed a DDoS attack on its public cloud earlier that year that peaked at 2.3 Tbps, almost twice the size of the previous largest recorded attack. Soon afterwards, Google revealed details of an even larger DDoS attack that peaked at 2.5 Tbps. A10 Networks has also been privately notified of even larger attacks, underscoring the perennial threat and growing impact of this type of cybercrime.

Unlike other types of cyberattacks that depend on concealment, DDoS attacks aim to simply overwhelm an organisation's defenses with a massive flood of service requests delivered from a large number of sources. The distributed nature of the attack makes it especially difficult to repel, as the victim can't simply block requests from a single illicit source.

In recent years, hackers have evolved their methods and broadened their base of attack by using malware to hijack vulnerable compute nodes such as computers, servers, routers, cameras, and other IoT devices and recruit them as bots. Assembled into botnet armies under the attacker's control, these weapons make it possible for attacks to be sourced from different locations across the globe to suit the attacker's needs. In the second half of 2020, the top locations where botnet agents were detected include India, Egypt, and China, which together accounted for approximately threequarters of the total. Activity sourced from DDoS-enabled bots in India spiked in September 2020, with more than 130,000 unique IP addresses showing behaviour associated with the Mirai malware strain. A10's most recent State of DDoS Weapons Report explores our findings about the largest contributor to this botnet activity, a major cable broadband provider, which accounted for more than 200,000 unique sources of Mirai-like behaviour.

Blocking botnet recruiters

The identification of IP addresses associated with DDoS attacks gives organisations a way to defend their systems against questionable activity and potential threats. To protect

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services, users, and customers from impending DDoS attacks, companies should block traffic from possibly compromised IP addresses unless it is essential for the business, or to rate-limit it until the issue is resolved. Automated traffic baselining, artificial intelligence (AI), and machine learning (ML) techniques can help security teams recognise and deal with zero-day attacks more quickly by recognising anomalous behaviour compared with historical norms.

Another important step is to make sure that your organisation's own devices are not being recruited as bots. All IoT devices should be updated to the latest version to alleviate infection by malware. To detect any pre-existing infections, monitor for unrecognised outbound connections from these devices, and check whether BitTorrent has ever been seen sourced or destined to these devices, which can be a sign of infection. Outbound connections should be blocked as well. This will prevent the device from making the call required for the installation of malware such

as mozi.m or mozi.a as part of the bot recruitment process.

Amplification attacks and how to prevent them

The scope of a DDoS attack can be vastly expanded through amplification, a technique that exploits the connectionless nature of the UDP protocol. The attacker spoofs the victim's IP address and uses it to send numerous small requests to internetexposed servers. Servers configured to answer unauthenticated requests, and running applications or protocols with amplification capabilities, will then generate a response many times larger than the size of each request, generating an overwhelming volume of traffic that can devastate the victim's systems. Capable of leveraging millions of exposed DNS, NTP, SSDP, SNMP, and CLDAP UDP-based services, amplification reflection attacks have resulted in record-breaking volumetric attacks and account for the majority of DDoS attacks.

The SSDP protocol, with more than 2.5 million unique systems, led the list of amplification attack weapons exposed to the internet in 2020. With an amplification factor of over 30x, SSDP is considered one of the most potent DDoS weapons. The most straightforward blanket protection against such attacks is to simply block port 1900 traffic sourced from the internet unless there is a specific use case for SSDP usage across the internet. Blocking SSDP traffic from specific geo-locations where a high-level botnet activity has been detected can also be effective for more surgical protection. As recent trends make clear, the DDoS threat will only continue to grow as rising online activity across sectors. a rapidly expanding universe of IoT devices, and increasingly sophisticated methods offer new opportunities for cybercriminals. Organisations should take an active approach to defense by closing unnecessary ports, using AI and ML to monitor for signs of compromise or attack, and blocking traffic from IP addresses known to have exhibited illicit behaviour.

DECODING DATA

s the volume

As data continues to drive businesses forward, key decision-makers discuss how they innovate on data management strategies in order to improve business outcomes and accelerate growth.

of data being used increases significantly every day, how have the challenges of managing this data, especially in a channel-driven environment, grown? Ahmad Aljabahji (GCG Enterprise **Solutions):** When it comes to utilizing these massive new volumes of data internally and externally, GCG Enterprise Solutions has found that customers are in many different stages of maturity. As a service provider, we are therefore challenged to modify our partnership structure to fit our customer's various maturity levels and needs, not forcing them into unfamiliar territory without the right careful guidance. Whether its data mining, data visualization or even a complete enterprise setup that requires Data Mart buildup, a solutions provider such as GCG must support every customer equally - as their personal one-stopshop provider. That variation of needs has also increased the challenge of securing partners with the right experience and similar maturity levels. However, with the pandemic pushing our clients to utilize more digital business technologies, the quicker adoption of newer, more effective data management solutions will become more acceptable over time.

Amir Akhtar (VeeamSoftware): The sheer amount of data and its rapid growth is a massive challenge.

Exponential data growth can be attributed to multiple factors such as businesses driving their Digital Transformation journey, more devices being connected into the modern workplace (via Bring-Your-Own-Device (BYOD)) and more recently, the Workfrom-Home practices that organizations have been forced to implement in the past 12 months.

This significant increase in data has created challenges due to how critical it has become to every business meaning accessibility requirements have become paramount. In addition, data 'sprawl' has added more complexity due to the fact that data is spread now across multiple locations globally, located in hybrid environments and increased by the volume of devices.

As a result of this, customers have increasingly complex and demanding environments. The channel ecosystem had to adapt to this data demand, firstly focusing on the Value-Added Reseller (VAR) by ensuring their vendor portfolios have been strategically updated to support the end-user to allow them to provide the right solutions to combat these challenges. In addition, Managed Services Providers (MSPs) have had to increase/amend their capabilities to service the end-user better based on the demand, ensuring MSP Service-Level-Agreements (SLAs) are optimized accordingly and the data ingestion can be facilitated.

Giselle Bou Ghanem (Avaya): Businesses today are collecting more and more data than ever before. And

DATA MANAGEMENT // FEATURE







Giselle Bou Ghanem, Senior Program Manager for Public Cloud – International CTO Office, Avaya

the ones moving forward despite the subdued global economic outlook are using this data to improve customer insights and, ultimately, drive sales.

For example, GCC banks are synchronizing the analysis of customer feedback with CRM data to create effective CX templates – according to a research study on GCC banks commissioned by Avaya. And some are marketing personalized products and proactive messaging to drive sales in the consumer segment. And banks aren't the only ones pursuing these strategies.

As technology providers – whether on the vendor side or the channel side – it's our job to help our customers create analytics strategies that really enable that jump in sales. Analytics are useless if they are not actionable, so we're helping customers implement analytics that are fast, responsive, adaptable and flexible to enable teams to make fast decisions.

Indeed, for the partners who get this right – who put their customers' business and growth priorities at the heart of any proposed analytics strategy – this is an awesome growth opportunity. Well-implemented analytics technologies are already defining business success across different markets. The partners who understand this, and can deliver that business success, will be best placed to capitalize on the opportunity.

Maya Zakhour (NetApp):

While big data is considered as a significant game-changing opportunity in recent years, the pandemic has shown how fast it is being adopted by

businesses. With so much data being generated from across thousands of businesses and devices and across almost every imaginable subject, the need to make sense of this data for better understanding and business outcomes has become imperative. Businesses that have adapted an analytical approach have benefitted and gained an edge. However, managing so much data has become challenging; with the shift to a hybrid working environment, businesses have turned to the cloud to better manage data and drive business continuity. In a channel-driven environment, it becomes more challenging as partners struggle to help customers understand and short their valuable data and the best way to manage it. Cost of managing a private cloud and understanding the infrastructure implications is also important - which requires a specialist approach. The upside to a channeldriven model for data management is that partners must work as trusted advisors to their customer. At NetApp, we enable our partners with a comprehensive solution that aims to drive big data from machine learnings, automation, ... all the way to artificial intelligence and ensuring the use of cloud and properly managing the data no matter where it sits. NetApp's partners are changing the challenge to be an opportunity. Customers that inject big data and analytics into their operation show much higher productivity rates and profitability than those of their peers. That is an advantage no company can afford to ignore.

Ranjith Kaippada (Cloud Box):

Digital Transformation is driving customer experiences and with it comes the rise of incremental data storage and usage. Organizations find it challenging to tackle the management of data volumes. While volumes could compromise performance and speed, there is an additional challenge of securing this data. Simultaneously they are also burdened with the challenges of data accessibility. Increased data storage also adds exponential costs and topple IT budgets especially when it involves speed and security. However, one of the biggest challenges lies in being able to onboard data specialists to handle these environments where data analysis and enabling data driven decisions are key to meeting business objectives. Herein lies the need to conduct regular knowledge sharing platforms and ensure that professional training and certifications are the norm.

Syed Shahan (TouchForce):

Evolving from Terabytes to Zettabytes in 2020, visualize you store all this data in DVDs, your stack of DVDs would be long enough to circle the earth over 200 times. Fast forward 5 years with the enhancement of 5/6G, IoT, Edge Computing, Multi-Cloud delivery, Real -Time Cloud processing, AR, VR & Data from Autonomous driven vehicles are in pursuit. Organizations are under seismic pressure deciphering data as productive intel empowering profitability & Customer Experience.

TouchForce currently works with

FEATURE // DATA MANAGEMENT

the organisations which process over 2.2 Billion events per minute. Extracting meaningful data from Data Lakes within the organization, categorizing the Data correlating to customer requirement, augmenting the value of this data and presenting it as Intelligence which is absorbed as service by end customers is daunting.

Advancing from balanced data sources to Video, Audio, GPRS, Smart Devices, IoTs, Fintech to Neural n/w's & ML capped with AI creating Petabytes of data in an minute brought in a storm of Cyber-attacks which exposed 36 Billion records in 2020. Twitter & Zoom accounts, MGM's 140 Million records and a 250% increase in cyber-attack in UAE signifies that with the exponential influx of data comes cyber pandemic in a channel driven environment.

Vikas Agrawal (Emitac):

Everyone is excited about Bigdata & Analytics because the potential is big. We need to understand the actual business opportunity & how we can accelerate the growth. We need to setup correct marketing drives for long-term and short-term growth.

Emitac is engaged with Multiple system Integrators to sell & service specific IT Solutions for our customers which vary from SMB to Enterprises. We have multiple channels connecting us, vendors and customer. Each Channel is driven by different business function and captures data in different formats in different systems. This is the same situation with every channel driven organization. Multiple systems mean duplicate data everywhere, which is expensive to maintain, you need costly storage, more systems, more licenses, higher backup & restore time.

What, in your opinion, is the best way to harness data for better business outcomes and growth? Ahmad Aljabahji: In my view, data is the new oil. Most strong businesses who are trying to integrate the latest emerging tech such as AI and Machine learning into their business models are starting to realize it too. Data is an integral part of any AI model that GCG Enterprise Solutions helps our clients build for their business. The world is

so connected that harvesting the data is almost the easy part; for the best business outcome, I would recommend companies start investing into serious data analysis technologies that interpret market data to help them identify and meet their customers' needs faster. Take the UAE Government, who is breaking new ground with some excellent initiatives like Dubai Pulse, which benefits financially from a cutting-edge open data policy. There will be an increasing correlation between the way companies utilize and monetize business data and their competitive edge. Soon any business that isn't taking their data capabilities seriously will not only be losing the competition but also chasing the losers.

Amir Akhtar: It is true to say that data is the currency for the modern age. It is the lifeblood for any organization and having the ability to leverage this data to benefit the business can dramatically influence the overall business productivity, delivering products and services to market and remaining competitive. To meet modern business challenges, you need to ensure a new data management strategy that takes a holistic approach to data across its lifecycle, merging the



TO MEET MODERN
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Maya Zakhour, Director, Channel Sales, Middle East & Africa, Italy & Spain at NetApp

traditional disciplines of data backup and recovery, data protection, data security, and data management. Data can be generated in so many ways and stored in so many types of locations, this data management strategy must also address multiple data sources and multiple data repositories. Thus, a flexible storage- and cloud-agnostic approach is needed, all of which can be deployed by leveraging Veeam-powered solutions.

Giselle Bou Ghanem: In our field, our focus is on using analytics to create unforgettable customer experiences. We have three recommendations for going about this:

Solve the problem at its root: Make customer self-service effortless and embed virtual assistants to guide the customer journey, answer inquiries, and predict next-best actions.

Make it a win-win: Workforce engagement solutions give teams the deep, real-time insights they need for a timely resolution, every single time.

Work with the experts: Work with providers who are well-versed in the use of customer data, and how to be compliant. Experience in GDPR compliance, and business agility to quickly propose solutions for fast-changing regulatory environments, should be essential.

Maya Zakhour: The amount of data generated by smart edge devices and a large number of ingestion points can overwhelm compute, storage, and networks at the edge. We find that the deployment of AL and Machine







Learning tools greatly help analyze and make sense of all this data to enable businesses derive better outcomes and growth. NetApp's AI solutions allow edge-level analytics to process and selectively pass on data during ingest, create different tiers of data service, and accelerate data movement. The benefits of the cloud can also be leveraged for AI in several ways, including cold storage tiering, backing up, and archiving. The cloud also offers an ideal environment to begin development of AI workflows, run proofs of concept, and form a foundation to expand on. Through our partner community, we ensure that we help our customers in harnessing the power of this data by helping them building it for strategy formulation in a strong data fabric architecture that allows them to manage their data and consume it in a scalable, secure, and future connected way no matter where this data sits. Our customers own their data and manage it in an easy and seamless way.

Ranjith Kaippada: Data provides the backdrop for analysis and points organizations into areas that enable them to effectively identify work efficiencies and predict business outcomes. It helps streamline services by making them cost effective and consumer friendly. However, to begin with, for any organization to leverage this data, it is critical that the C-suite executives understand the challenges that come alongside a fast-paced IT environment and must be capable of initiating timely and

effective changes to adapt the situation for growth and survival. A top-down approach certainly helps in creating a smoother path to leverage data-based business models. And, at the centre of data management is an effective and knowledgeable team of experts who understand modern data analytics.

Syed Shahan: The statement "If you torture the data long enough, it will confess to anything" is now a reality.

AI - Predictive analytics & cognitive machine applications will significantly make a statement. Companies will have to harness supercomputing in order to increase the speed of decisions and execution, as well as decrease human error within the business. The trend would be Artificial Neural Networks (ANN) making strategic business decisions in the future.

IoB – Internet of Behaviours uses Data Dust to gain deeper consumer insights for improved business intelligence. Gaining deep level of connective behavioural insights, companies can personalize their services to an incredible extent meeting consumer need. Organisation now will have vivid panoramic consumer insights. Hyper-automation: Sophisticated form of business intelligence (BI). The invention of Digital Twin has allowed organizations to visualize and improve existing processes while helping people drive their roles to exciting new heights with advanced automation. Organizations benefit from immense increase in productivity.

Multiexperience: Creating people literate platforms or technology. The evolution of digital data dashboard where everyone within the organization can be empowered with insights which will propel the organization. Creating multisensory and multitouch points of data which can be accessed across distributed landscape of the organization helping them scale seamlessly. Inevitably, companies who choose to leave data "on the table" will be left behind.

Vikas Agrawal: Today companies with data silos have two main challenges for business growth:

- 1. How can we provide consistent experience at every touch point for our customers and Vendors?
- 2. How can I prepare data for marketing activities?
- 3. How can I reduce the cost of data storage? To overcome these challenges, we need to integrate both backend and client facing systems into a single system so employees can get the correct, Unified information in real time. First step is unifying channels, data & systems. We need to find a common platform which is based on opensource like Cassandra, Mongo DB, MySQL etc. This will reduce the license cost drastically. We need to consolidate OLTP & OLAP systems. Analytics needs to run on live data, not on 1-2 days old data.

Once data is unified & modelled, we can run analytics to find the potential business customers, run marketing promotions, offer free/paid services etc.

VEEAM RELEASES NEW V11 WITH 200+ ENHANCEMENTS



eeam Software, the leader in Backup solutions that deliver Cloud Data Management, has announced the general availability of the NEW Veeam Backup & Replication v11, enabling the most advanced data protection solution for Cloud, Virtual, Physical and Enterprise workloads. With more than 200 new features and enhancements, the single solution for comprehensive data management is powerful and flexible enough to protect each phase of the data life cycle, while handling all the complexities of a multi-cloud environment for AWS, Microsoft Azure and Google Cloud Platform.

Veeam released V10 with more than 150 new enhancements just 12 months ago, and now has more than 700,000 downloads. Being able to launch the next version -Veeam Backup & Replication v11 - with an additional 200 new and powerful backup, cloud, DR, security and automation enhancements speaks volumes to Veeam's speed of innovation, as well as our strong commitment to the needs and data reliability demands of our customers and partners", said Danny Allan, Chief Technology Officer and Senior Vice President of Product Strategy at Veeam.

451 Research reports that 69% of enterprises indicate at least 75% of their workforce can now effectively work remotely. With workloads accelerating to multi-cloud ecosystems and workers increasingly operating remotely, data is harder to manage and control than ever before. In response to the new data protection challenges customers faced in 2020 and in anticipation of those to come this year, the new V11 includes reliable security and ransomware protection that fends off increasing risks of cyberthreats now and into the future, delivering unprecedented resiliency for companies of any size.

New Veeam V11 enables businesses to leverage the following features as part of a complete data protection solution:

- Disaster Recovery with Veeam Continuous Data Protection (CDP): Eliminate downtime and minimise data loss for Tier-1 VMware workloads with built-in CDP and achieve immediate recoveries to a latest state or desired point in time providing the best recovery point objectives (RPOs).
- Reliable Ransomware
 Protection: Keep backups safe
 with immutable, hardened Linux
 repositories compliant with SEC
 17a-4(f), FINRA 4511(c) and CFTC
 1.31(c)-(d) regulations, preventing
 encryption by ransomware, accidental
 or malicious deletions; based on
 general-purpose servers, without any
 hardware lock-in.
- AWS S3 Glacier and Azure Blob Archive: Reduce the costs of long-term data archival and retention by up to 20 times and replace manual tape management with new native support for Amazon S3 Glacier (including Glacier Deep Archive) and Microsoft Azure Archive Storage through end-to-end backup life cycle management with Veeam Scale-out Backup Repository Archive Tier.
- Google Cloud Storage: New support for Google Cloud Storage for Veeam Scale-out Backup Repository Capacity Tier, providing greater choice of hot cloud object storage targets.

IN RESPONSE TO THE **NEW DATA PROTECTION CHALLENGES CUSTOMERS FACED IN 2020 AND IN ANTICIPATION OF THOSE** TO COME THIS YEAR. THE NEW V11 INCLUDES **RELIABLE SECURITY** AND RANSOMWARE **PROTECTION THAT FENDS OFF INCREASING RISKS** OF CYBERTHREATS **NOW AND INTO THE FUTURE. DELIVERING UNPRECEDENTED RESILIENCY FOR COMPANIES OF ANY SIZE.**

• Expanded Instant Recovery:

Achieve the lowest recovery time objectives (RTOs) with powerful instant recovery for Microsoft SQL, Oracle databases and NAS file shares from the pioneer of Instant VM Recovery.

• NEW Veeam Agent for

Mac: Delivers end-user data backup for any macOS device, joining existing Veeam Agents for Microsoft Windows, Linux, IBM AIX and Oracle Solaris.

• Veeam-powered BaaS and DRaaS: Leverage the services, solutions and expertise needed to maximise the value of V11 by teaming up with Veeam-powered service providers for a fully managed backup experience.

Veeam delivers Backup as a Service (BaaS) and Disaster Recovery as a Service (DRaaS) to the market thanks to partnerships with leading cloud and managed service providers in over 180

countries. To ensure these services are seamlessly integrated into V11, NEW Veeam Service Provider Console v5 offers service providers a web-based platform for centralised management, monitoring and customer self-service access of data protection operations. Version 5 now features expanded backup management for Linux and Mac, monitoring and reporting of cloud-native AWS and Azure backups and enhanced security with multifactor authentication (MFA), and powerful insider protection services.

New Veeam Availability Suite v11 combines the expansive backup and recovery features of Veeam Backup & Replication v11 with the monitoring, reporting and analytics capabilities of Veeam ONE v11, offering businesses complete data protection and visibility enabling customers to achieve unparalleled data availability, visibility and governance across multicloud environments. Furthermore, adding Veeam DR Pack, which includes Veeam Disaster Recovery Orchestrator (formerly Veeam Availability Orchestrator), to a new or previous purchase of either Veeam Availability Suite or Veeam Backup & Replication provides site recovery automation and DR testing to ensure business continuity.

New Veeam Backup & Replication v11 will be available for download today and all features are included in Veeam Universal License (VUL) - the portable, flexible, cloud-ready license for all workloads on premises and in the cloud. Universal licensing makes protecting different types of workloads easy across multi-cloud environments as licenses can be transferred between workloads at no additional cost. Veeam customers can choose to receive an additional 25 VUL licenses for six months at no additional cost to be used for AWS and Azure-native backup and recovery when upgrading to V11.

NEED FOR A COMPREHENSIVE DATA STRATEGY

Naveen Agarwal, Chief Technology Officer, Invenio Business Solutions, tells Anita Joseph in an exclusive interview how companies can use disruption to drive opportunities, especially in challenging market conditions.



ow is Invenio helping technology companies access data, integrate the IT landscape and extend ERPs to their partner ecosystem?

Today's world data is spread everywhere, it is important to understand how that can be accessed,

from where, when and in format. As data in itself is useless unless it provides useful information. A company needs to have a comprehensive big data strategy. If you look at today's scenario for everything you have best in class systems which leads to multiple systems (even multiple instances due to mergers). Due to the competitive market, we have too many partners as everyone has their own unique proposition. So, to make sure that our customer is able benefit from technology, we do various assessments on the spread of data, IT landscapes, ERP systems and data exchanges with partner ecosystem. Based on the outcome of the assessments we propose how to utilise the data, how to consolidate IT landscapes and define integration with partner ecosystems, which are reusable and extendable to other partners as well.



Invenio & LSI have joined hands. What does this mean for the market?

The merger brings together two well-established, high growth SAP implementation and consultancy partners with compatible SAP-based solutions for the public and private sectors. Invenio has a strong presence in Europe, the Middle East and Asia Pacific, while LSI has a strong position in the United States and Canada. Both companies are of similar size, with proforma revenues for year ending 31st March 2021 expected to be north of \$100 million. The newly merged organisation will act as the premier global SAP partner for public services. Customers will benefit from end-to-end business solution and service portfolios to help them maximise the value of their digital transformation and reach success faster in the public sector. Invenio already has a significant presence in the media, manufacturing, logistics and pharma industries and will now accelerate growth in North America.

How can companies successfully use disruption to drive opportunities, especially in challenging times? It's challenging times that creates innovation. Either be an innovator or AT INVENIO, WE
BELIEVE ANY SYSTEM
SHOULD BE AN
ENABLER AND NOT
A HINDRANCE TO
THE GROWTH OF THE
COMPANY. WE FOLLOW
THE SAME PRINCIPLE
WHILE BUILDING THE
SYSTEMS."

be an early adopter of the innovation as that will be your differentiator and will give you the competitive edge in the market. Organisations need fast and efficient ways to implement the latest technologies and seamlessly integrate them with applications. Due to a scaling ecosystem, agile business needs and increasing user demands, organisations

are finding they need more effective tools and strategies.

Today, companies need to be nimble enough to innovate quickly, while maintaining ERP or legacy systems simultaneously. How can Invenio help? At Invenio we believe any system should be an enabler and not a hindrance to the growth of the company. We follow the same principle while building the systems. We make sure that each building block is scalable, near future proof, viable, maintainable and easy to use.

How does Invenio help companies add value by boosting their productivity using Robotic Process Automation? We are conducting workshops to explain to customers how RPA helps and the benefits of RPA. Mostly businesses are trying to automate tasks which are tedious and consume time. We also demonstrate that tasks which take a short amount of time but are repeated several times within a day, should also be automated. In effect we are trying to free up businesses to do more important tasks. We are also reviewing the pre and post tasks to see if that can also be automated.



TACKLING THE DATA CHALLENGE

Sébastien Pavie, VP Sales Southern EMEA, Data Protection solutions at Thales, tells Anita Joseph, Editor, RME, about the company's comprehensive range of data security solutions which aim to protect sensitive data regardless of the environment.

mplementing Digital Transformation solutions is easier said than done. What's the biggest challenge CISOs face here? Why? All roads lead to data protection, cloud, and secure remote working. But if businesses don't have the agility to respond to future crises (as with the pandemic), they will continue to be caught out. As more organisations accelerate their digital transformation processes, they need to implement balanced and robust security both in physical and cloud environments. As a result, businesses will continue to

increasingly adopt multi-cloud and hybrid cloud environments. As we exit 2021, the organisations achieving true success will be those that have instilled an inbuilt agility and resiliency needed to succeed, no matter the size or industry.

As data breaches continue and compliance mandates get more stringent, how can organisations protect sensitive data in both onprem and cloud environments? Before the pandemic hit, the 2020 Thales Data Threat Report revealed that 50% of all data was stored in cloud environments while 47% of

COVER STORY // THALES

organisations experienced a breach or failed a compliance audit in the past year. With this number likely to have gone up dramatically since the pandemic started, this means a deluge of companies are encountering new data protection challenges while trying to get to grips with the wider environment and the challenges posed by working away from each other.

Regardless of where the data resides, there are recommended actions companies can take now to make a start on protecting data in their possession. These include:

Discover your data wherever it is and classify it. That way an organisation knows what data it has so it can apply the appropriate security policies required by legislation.

Protect sensitive data in motion and wherever it is stored using encryption. Encrypting network traffic and data in the cloud and data centres ensures that unauthorised users cannot read the data.

Control access to the data by securing the use and storage of encryption keys throughout their lifecycle. That way, the company in question owns the keys, not the cloud provider.

Tell us something about the multi-cloud data security solutions that Thales provides. What are the key benefits? One of the biggest challenges in data security today is the rapid growth in complexity of the average enterprise IT infrastructure. An organization's IT infrastructure is no longer limited to desktop computers and servers. Instead, there is a clear growth in the adoption of multi-cloud services. According to the 2020 Thales Data Threat Report - Global Edition, organizations use 29 different cloud services on average. With increasingly blurred security perimeters, organizations are challenged to implement and manage consistent unified policies to their distributed IT resources.

Every business has a mix of legacy and new platforms. However, with new platforms come new risks. Each new environment that an IT security team



needs to learn to configure, monitor, and secure is one more opportunity for an oversight or mistake that can easily result in a data breach. This is further complicated by the increasing number of global and regional privacy regulations with differing compliance requirements. To effectively comply, organizations can no longer rely on siloes and traditional approaches to secure their sensitive data.

All of these factors combined is putting sensitive data at risk. And a lack of visibility and operational complexity has resulted in organizations not knowing where all of their sensitive data is stored. Thales' new CipherTrust Data Security Platform also reduces total cost of ownership for organizations of all sizes by simplifying data security, accelerating time to compliance, and securing cloud migrations.

Built on an extensible infrastructure, the new platform enables IT and security departments to discover, classify and protect data-at-rest in a uniform and repeatable way. Additionally, data security administration is simplified with a 'single pane of glass' centralized management console that equips organizations with powerful tools to combat external threats, guard against insider abuse, and establish persistent controls.



What, in your opinion, are some of the best practices for secure cloud migration? What are organisations missing/overlooking?

We recommend organisations apply controls to what matters most, their sensitive data, and follow the following best practices:

Step 1 – Know your data: Where is your sensitive data and on which platforms, who has access to it?

Step 2- Take Control of Your Data: Identify and classify your data, then sort it according to importance. Make sure the important data are secure and the correct security policies are adhered to. Use encryption to anonymize your data.

Step 3 – Managing Access to your Data: Ensure that you can effectively manage who has access, what they have access to and from where they can get access.

Step 4 – Adequately Secure your Data: Ensure that all sensitive data is encrypted and you have control over the keys lifecycle. If your Cloud provider is natively encrypting, make sure you control the keys with secure BYOK or HYOK.

Step 5 – Protect your Keys: Separate the access to your critical keys across different roles and ensure you know who has access to keys and when. Make sure your keys are secured in an HSM and they are auditable to help you with your compliance.

Step 6 – Think ahead to Future Needs: Consider your potential need for hybrid models in the case you need to pull data back on-premises. Consider your policies and architectures carefully. Think multi-cloud with security that follows the data.

What are the data protection products that Thales offers and how do they ensure protection against evolving threats, cost-effectiveness and compliance/best practice requirements?

Thales offers a number of data security solutions, which aims to protect sensitive data regardless the environment: on-premises, hybrid, cloud or multi-cloud. Some of these include:

Our Thales Data Discovery & Classification solution helps organisations discover their data and classify it based on how sensitive it is;

CypherTrust Transparent Encryption offers data-at-rest encryption delivering granular encryption, tokenization and role-based access control for structured and unstructured data residing in databases, applications, files, and storage containers.

CipherTrust Cloud Key Manager combines support for cloud provider BYOK APIs, cloud key management automation, and key usage logging and reporting, to provide cloud consumers with strong controls over encryption AS MORE
ORGANISATIONS
ACCELERATE
THEIR DIGITAL
TRANSFORMATION
PROCESSES,
THEY NEED TO
IMPLEMENT
BALANCED AND
ROBUST SECURITY,
BOTH IN PHYSICAL
AND CLOUD
ENVIRONMENTS."

key life cycles for data encrypted by cloud services

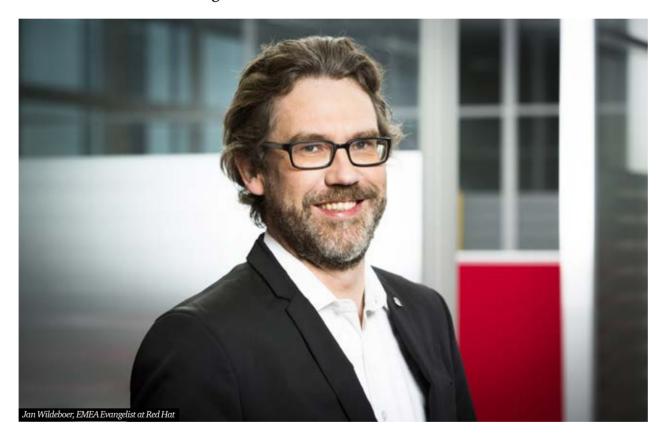
Thales High Speed Encryption provides customers with a single platform to 'encrypt everywhere'— from network traffic between data centres and the headquarters to backup and disaster recovery sites, whether on premises or in the cloud.

Luna HSMs are purposefully designed to provide a balance of security, high performance, and usability that makes them an ideal choice for enterprise, financial, and government organizations.

SafeNet Trusted Access helps organisations streamline cloud identity management, eliminate password hassles for IT and users, provide a single pane view of access events across your app estate and ensure that the right user has access to the right application at the right level of trust.

CULTURE-AS-A-SERVICE DRIVING CHANGE

Jan Wildeboer, EMEA Evangelist at Red Hat explains how companies can only develop and drive innovation with the right communication and Culture-as-a-Service is the answer.



ompanies will soon
be spending more
than half of their IT
budgets on digital
transformation.
According to
the "Digital
Transformation
Spending Guide" by market researchers
from IDC, spending is expected to reach

a value of 2.3 trillion US dollars in 2023. The figures are promising, but many new technologies are introduced without feedback from the people who will later work with them.

Even within a company, new applications are developed and built without input from other stakeholders. However, the fault does not lie with the IT department – rather, it is

a fundamental problem: the lack of communication between all stakeholders and the unwillingness to learn from each other.

So how can companies foster a culture of shared responsibility? The answer lies in an open and honest environment that facilitates discussion and collaboration to achieve change. Red Hat's open source ethos is all

about communities. In this sense, grassroots developer communities drive creativity that leads to new ideas, new applications and new solutions.

Companies are communities as well, and this is true in every industry, from automotive to retail to finance. Instead of working together, however, one often encounters a strong sense of competition between the individual departments, especially in large companies – which is sometimes even explicitly encouraged by management.

Open source principles change cooperation

However, creative solutions and ideas only emerge through close cooperation and constant exchange. Particularly in the implementation of digitisation projects, a comprehensive and shared understanding of the processes to be transformed is one of the crucial success factors. If this basis is not created, misunderstandings and consequential errors will run through the entire project.

It becomes particularly tricky at the point where the technical requirements are to be translated into solutions that can be implemented by the developers. After all, they will ultimately develop the software in the way they understood the specification.

One method to prevent dissatisfied customers and stakeholders as well as a lot of wasted budget and wasted time is the "event-storming" modelling approach. Equipped only with heaps of sticky notes, developers and users meet to exchange their visions of the planned software. The key is that the group works together to find a solution and create a shared understanding of how the software will support business needs.

Event-storming is an example of a new business philosophy and strategic process that runs as Culture-as-a-Service (CaaS). IT-as-a-Service is an operating model where a company purchases turnkey IT services on an as-needed basis. CaaS, in turn, creates a holistic framework that facilitates

CAAS OFFERS
COMPANIES THE
OPPORTUNITY
TO ANALYSE THE
PERFORMANCE OF
PROPRIETARY THIRDPARTY SYSTEMS &
USE THIS DATA TO
DEVELOP A NEW
BREED OF SERVICES &
APPLICATIONS BASED
ON OPEN STANDARDS."

inclusion, discussion, knowledge sharing and best practices.

This creates an open organisation where new ideas emerge and collaboration becomes the norm. CaaS also finally dispels the notion that IT is nothing more than a cost centre: IT is at the heart of absolutely every area and process in a modern enterprise. With the new framework, the IT department can realise its full potential and become the centre for innovation. However, this requires a fundamental shift in thinking: individual division heads need to collaborate with their IT colleagues, while developers and technical teams need to shed their introversion and cultivate a more open culture.

Encourage the constant exchange of ideas

In practice, this means that the IT department involves its colleagues from the business departments in the software development process, using the group modelling methods already mentioned. The result is that both parties are equally involved in the development of a solution that drives

a new business process. With one key advantage: the business stakeholder, i.e. the customer, feels so involved in the new process that they support it and promote it throughout the company.

The approach is reinforced by closed feedback loops and decentralised systems that encourage a constant exchange of ideas. Both also ensure that diverse voices from across the organisation are heard, successes and failures can be discussed equally, and the performance of specific processes and applications can be measured. As a result, projects can be cancelled if necessary, others implemented instead, or older ones revived – this time with a new perspective.

Companies will continue to invest in proprietary applications and services. But most of them are suitable for basic tasks, so companies should rather think about developing and creating business-specific applications themselves. Or supplement solutions with compatible, internally developed functions that benefit all parties involved.

CaaS offers companies the opportunity to analyse the performance of proprietary third-party systems and use this data to develop a new breed of services and applications based on open standards. In turn, they can choose open source development tools that are right for their needs and create the infrastructure needed to build new applications.

The result is an open corporate culture

CaaS takes process management and people management to a whole new level. Companies that already use open source solutions and participate in communities have a clear starting advantage and are well prepared for the future. From Infrastructure-as-a-Service with a focus on the operating system to Platform-as-a-Service for the development and deployment of applications, the evolutionary line leads directly to Culture-as-a-Service and thus to an open corporate culture as lived by Red Hat – and as it is finding its way into more and more organisations.



PUTTING CUSTOMERS FIRST

Nabil Elwattar, Head of Services Sales, Gulf Region, Cisco, tells RME how CISCO's Customer Experience (CX) Services have been helping partners develop a strong focus on customer success and a lifecycle-first approach to sales.

isco has always followed a very structured approach in terms of its partner programs. Can you highlight how the CSPP can benefit the partners? The Cisco Services Partner Program (CSPP) provides a globally consistent framework that defines our services relationship with partners. This past year we have been focused on simplifying the program and driving closer alignment with Cisco. Here are a few of the changes we've made to the program.

- We've moved our partners from an existing renewal rate metric to an In-Quarter Renewal Rate Metric (IQRR), a more precise measurement to track renewals aligned to Cisco's own measures.
- We've also introduced a new Multiyear reward to assist partners in establishing a robust life cycle strategy with customers thereby helping lower cost for partners.
- Partners who have attained either the Customer Experience Specialization or Advanced CE Specialization will have greater benefits, given their investments in customer success with rebates across the CX Success tracks and Business Critical Services 3.0

There is a lot of focus from Cisco on LifeCycle Management. Can you highlight how the lifecycle approach Lifecycle Management provides a reason to interact with customers with greater frequency and lends insight into a customer's state of mind and upcoming purchase decisions delivering enhanced outcomes. We incentivize partners to upsell, cross-sell, and otherwise grow an existing customer relationship,

while identifying opportunities

equation at key points in time

for adding value to the customer

can help end users and partners?

With our partners' input we designed our Lifecycle Incentives reward for customer engagement at every step – Use, Adopt, and Expand for partners deploying software solutions across a customer's network, then supporting them from adoption through to business outcomes.

Can you share the details about the recently launched Customer Experience Specializations and how they benefit the Customer Experience specialized partners? To take full advantage of the software, SaaS, and services opportunity, deep technical expertise is absolutely critical. Partners already have that covered with our existing architecture specializations.

To truly thrive, partners also need a strong focus on customer success and a lifecycle-first approach to sales. That may mean shifting current business models and/or developing new capabilities.

The new Customer Experience Specialization is designed with that in mind. Our goal is simple: to help partners develop a customer success practice with the right people, tools, processes, and infrastructure to best support customers throughout the lifecycle.

With the CX Specialization partners can not only differentiate their value but receive better rebates in CSPP across the new Customer Experience (CX) Portfolio and leverage lifecycle incentives.

What are the focus areas/ priorities for Cisco services / Success Tracks in the new year?

Technical Support Services (TSS) has always been a differentiator for Cisco. As we continue to accelerate our customer experience focused services, our TSS are evolving to the recently introduced Success Tracks with its various levels augmenting the customer experience, even at our entry services, with knowledge-rich and proactive insights add-ons. **Business Critical Services (BCS)** help customers succeed with Cisco technologies throughout their lifecycle journey. It takes the combination of people, process, and technology to a whole new level in order to give an organization what it needs to achieve extraordinary outcomes and meet the IT requirements of today's fast-paced, complex technologies.

REMOTE WORK KEY TO ATTRACTING AND RETAINING TALENT

ew research from Citrix has confirmed that remote work is here to stay, with 82% of all respondents agreeing that it will be more common post-pandemic. The study shows that remote and flexible work options are now key to attracting and retaining talent, with 55% saying that businesses will miss out on top talent if they do not offer flexible work options, and 45% saying that if they were to change jobs, they would only accept a role which offered flexible and remote work options. Over half (53%) of all respondents go a step further and would like remote work policies to be regulated by the Government.

Remote work during pandemic has improved work and personal lives

Surprisingly, only 21% of all respondents feel that the pandemic has had a negative impact on their working life and career, and 28% even say it has had a positive impact, in terms of time management, flexibility and overall performance. In addition, 41% believe their personal lives have been positively affected as the lack of a commute has given them a chance to spend more time with family (17%), take on a hobby (12%), or simply to get extra sleep (15%).

As a result, post-pandemic, half (52%) of respondents favour a hybrid model where they can work from both the office and remotely, with just 14% wanting to go back to an office every day.

Company culture must adapt to better support employees' emotional wellbeing

Despite the practical benefits experienced by many people as a result of remote work, 36% of respondents felt that their mental health had got



worse over the last 12 months. The study also shows that 89% see a company culture that promotes mental and/or physical wellbeing as important, suggesting that businesses must now redefine their company culture to provide an employee experience which ensures they are able to continue to work productively, long term.

"For all the challenges caused by the pandemic, office workers are still reporting improvements to their personal lives and careers as a result of remote working," said Amir Sohrabi, Area VP Emerging Markets, Citrix. "If people can find a silver lining in even these difficult circumstances, we have an opportunity to evolve work postpandemic, and see a new generation of happier workers that stay committed to their companies longer, having been given the choice of working wherever is best for them."

He adds: "In 2020, businesses were surviving, not thriving. In 2021, they need to look up from the operational side of the business and dedicate time and resource to identifying the core values of their organisation in a post-pandemic world, with a hybrid workforce which is looking to be supported and engaged by their employer. Culture is a key differentiator in attracting and retaining talent, and it is essential that businesses prioritise this to ensure that they are future-ready."



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REDEFINING CHANNEL PARTNERSHIP

Vishnu Taimni, MD at HP Inc., Middle East, Turkey, and East Africa tells RME how HP's Amplify Impact aims to empower partners to set bold, long-term objectives to drive positive impact.

What's in it for partners and how is it different from existing partner programs?

At HP, our mission is embedded in sustainability and we continue to work with our partners to advance a circular and low-carbon economy, by developing a supply chain that is more dynamic, inclusive and equal, while strengthening the vitality and resilience of local communities. The recent launch of the HP Amplify Impact

ell us more about

HP Amplify Impact.

This first-of-its-kind partner sustainable impact assessment, resource, and training program, provides our partners with the tools and resources required to identify potential gaps, equipping them with the guidance necessary to achieve

equitable technology business by 2030.

is a big step forward, for the region,

to create the most sustainable and

their goals. Through this program, we aspire to drive accountability throughout the IT industry guided by the following pillars:

Planet: Create a net-zero carbon, fully regenerative circular economy while building the industry's most sustainable portfolio of technology, services, and solutions

People: Respecting human rights, enabling people across the value chain to thrive; and cultivating a diverse, equitable and inclusive (DE&I) culture through initiatives such as the HP Racial Equality and Social Justice Task Force

Community: Helps eliminate the digital divide that prevents too many from accessing the education, jobs and healthcare they need to thrive

In addition, we have set an ambitious goal of enrolling at least 50% of HP Amplify™ partners in the voluntary program by 2025. The program will empower partners to

set bold, long-term objectives to drive positive impact. Partners that pledge to join the HP Amplify Impact will assess their own practices while tapping into our extensive knowledge and resources to optimise sustainability-driven sales opportunities.

How does the HP channel leadership enable partners to stay ahead, not only in profitability and growth, but also in speed & agility, as well as consistency in the delivery of products and services?

HP is and will always be a partner-

or centered business, with almost 90% of our sales generated by channel partners who are incorporated into our company's fabric. Over the years, our environment has changed, but we agree that a more substantial shift involves shifts in market dynamics and consumer behavior. We have reinvented our engagement model and laid the foundation with a fresh, modern



approach for a profitable future.

HP Amplify capitalises on our mutual success experience and rewards partners for building digital skills and tools to participate in opportunities that meet consumer needs. HP will set the benchmark for an industry-leading go-to-market model together with our partners and pave the way for improved consumer results and shared profitability. We are amplifying our future success, together with partners.

In an omni-channel sales driven world, how is HP helping partners connect better with their customers and add value to their offerings? The only way to win and retain customers is to really understand

IN ORDER TO STAY
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NEEDS OF CUSTOMERS."

them. What trends are affected by their sector? How can efficiency and productivity be driven in ways that have never occurred to them? Answering these kinds of questions is what distinguishes creative sellers from those who just concentrate on completing a transaction. The answers come from the use of data and the construction of relationships. According to Forrester research, less than half of B2B professionals say they can convert data and insights to quickly act on the needs and behaviors of clients. This is a weakness that sellers should be motivated to overcome.

There is a clear advantage for partners who embrace the importance of insights and who collaborate to make customer data as secure and applicable as possible. Partners are better able to provide a holistic solution only when they really know their customers.

One way to build that connection is to prioritise contractual services as services automatically generate additional touchpoints between customers and partners and between partners and vendors of technology. These additional touchpoints also generate more data, which in turn increases the probability of partners being able to recognise the future needs of customers. What has always been true is that customer needs will evolve—and partners have to be ready.

What, in your opinion, are some of the key technological trends driving the channel today?

In today's day and age, the biggest disruptors to the traditional sales model are cloud computing, managed services, digital transformation and customer experience. In order to stay ahead of the curb, partners must therefore invest in analytical capabilities to make the best and most secure use of data, so that they can anticipate and exceed the needs of customers.

CYBERKNIGHT BECOMES SOLE MIDDLE EAST DISTRIBUTOR FOR NETWRIX & STEALTHBITS, NOW PART OF NETWRIX



yberKnight has extended its relationship with one of its technology partners - Stealthbits to become sole Middle East distributor for Netwrix, following Stealthbits' recent merger with Netwrix, a company that makes data security easy. This partnership will enable CyberKnight customers to address

challenges related to identifying and detecting data security risk as well as protecting, responding, and recovering from cybersecurity attacks.

Gartner predicts that "through 2024 80% of information governance programs that do not include unstructured, semi-structured and structured data into the same governance program will fail, up from 30% today." In addition, fragmented

solutions in the data security market prevent organizations from building comprehensive security strategies to protect their sensitive and regulated data.

"We are thrilled about a strategic partnership with the combined entity of Netwrix and Stealthbits, now part of Netwrix. Their solutions will empower our regional customers to identify and classify sensitive information with utmost precision, reduce exposure to risk and detect threats in time to avoid data breaches – all while achieving and proving compliance", commented Vivek Gupta, Co-Founder & COO at CyberKnight.

"Solutions often overlap in functionality,



THE PARTNERSHIP WILL ENABLE CYBERKNIGHT CUSTOMERS TO ADDRESS CHALLENGES RELATED TO IDENTIFYING AND DETECTING DATA SECURITY RISK AS WELL AS PROTECTING, RESPONDING AND RECOVERING FROM CYBERSECURITY ATTACKS.

which means that organisations have to pay twice for the same features. Having merged together, Netwrix and Stealthbits are able to offer to their partners a comprehensive portfolio of security solutions. We are confident that we will continue to drive customer value with CyberKnight through their deeprooted channel partnerships, enterprise and government customer advisory relationships, strong cybersecurity expertise and local presence across the region," said Rob Billington, Channel Manager, EMEA at Netwrix and Stealthbits.

AVEVA ANNOUNCES MEA EXPANSION WITH APPOINTMENT OF NEW CHANNEL PARTNERS

AVEVA signs agreements with regional Specialist Solution Providers – Egypt-based BASS and UAE-headquartered Peritus – to cater to increased demands for its engineering portfolio across the MEA region.



VEVA, a global leader in engineering and industrial software, has announced that it has signed partnership agreements with Egypt-based BASS and UAE-headquartered Peritus, to effectively deliver the company's flagship engineering portfolio

to customers across the Middle East and Africa (MEA) region. BASS will specifically meet the increased demands for AVEVA's solutions in Egypt while Peritus will cater to customers in Saudi Arabia and Pakistan. Both companies will build awareness for AVEVA's solid portfolio and strengthen the company's channel network and presence across the MEA region.

"The MEA region is an important region for AVEVA. We are investing heavily into our resources and channel network to be able to successfully expand our customer base and address the increasing demands for our pioneering solutions," said Dr Tariq Aslam, Head of MEA, AVEVA. "Some of the most important criteria that we look at while selecting partners, who can grow together with us, include market expertise, alignment of business values and customer-first approaches. Our newest partners, BASS and Peritus not only meet these requirements but also boast unique strengths that will play a key role in helping us to achieve digital business outcomes for our customers."

BASS is a global IT company providing quality software solutions across a broad

spectrum of technologies and a wellrecognized market player in the field of software development and custom development software projects.

Mohamed Abdel Salam, Managing Director of BASS said, "AVEVA bridges a genuine gap in the Egypt market and supports our business objective to be the digital partner of choice for our customers in their transformation goals. Our extensive channel partner network will also be able to leverage all the benefits that come with working with a global leader such as AVEVA. We look forward to strengthening this relationship to create joint opportunities."

Peritus is dedicated to helping organizations in their journey towards digital transformation. The IT distributor helps companies to streamline processes, increase efficiency through innovation and modern technologies.

Muhammad Saleem, Director of Peritus said, "We are excited to begin this collaboration with AVEVA and assist our customers in Saudi Arabia and Pakistan to take advantage of AVEVA's best-inclass portfolio as they fortify their digital journeys. We look forward to building this relationship and scaling it to new heights, together with our partner ecosystem."

AVEVA provides innovative industrial software to transform complex industries such as Oil & Gas, Construction, Engineering, Marine, and Utilities. The company's integrated portfolio capability harnesses the power of technologies such as Artificial Intelligence (AI), machine learning, mixed reality, advanced simulation and cloud computing. AVEVA's software solutions and platform enable the design and management of complex industrial assets like power plants, chemical plants, water treatment facilities and food and beverage manufacturers deploying IIoT, big data and AI to digitally transform industries.

The AVEVA Partner Network today boasts over 5,000 members providing opportunities for Alliances, Systems Integrators, Distributors, Solution Providers and Technology Partners to participate in the AVEVA community.

HUAWEI'S ARRAY OF AUDIO AND EARPHONE DEVICES ARE FOR ALL OCCASIONS



Huawei has a selection of audio devices to fit all tastes and preferences.

These include the new

HUAWEI FreeLace Pro as well as the HUAWEI FreeBuds series, which features True Wireless Stereo and includes the HUAWEI FreeBuds 3, HUAWEI FreeBuds 3i and a FreeBuds Pro. There are also over-ear wireless earphones in the form of the HUAWEI FreeBuds Studio and the HUAWEI X Gentle Monster II smart glasses.

HUAWEI FreeLace Pro

If you are the active type who enjoys running with their favourite music to help you stay motivated but are frustrated by having your earphones always falling out. Then the solution is the HUAWEI FreeLace Pro. The neckband ensures they remain stable no matter how hard you work out. The Huawei FreeLace Pro is available in the UAE in Graphite Black, Sakura Pink, Spruce Green and Dawn White colours from 18th February at a price of AED399.

HUAWEI FreeBuds Pro

In fact, the premium looks and intelligent dynamic active noise cancellation of the HUAWEI FreeBuds Pro will let you take an important call in a noisy shopping mall without distracting background noise, while still allowing you to hear important announcements and conversations. It also has dual connectivity so you can quickly link the earphones with two devices.

HUAWEI FreeBuds 3i

Fashionistas who always want to look good will love the HUAWEI FreeBuds series of devices. Not only are they available in a stylish, premium design but their active noise cancellation technology ensures the music you are listening to is always immersive.

The earphones range from more affordable HUAWEI FreeBuds 3i, the midrange HUAWEI FreeBuds 3 and premium HUAWEI FreeBuds Pro.

D-LINK'S NEW FULL HD WI-FI CAMERA INTEGRATES TECHNOLOGY INTO DAILY LIFE

D-Link Corporation has launched its latest DCS-8300LHV2 Full HD Wi-Fi Camera with AI-based person detection. video in Full HD 1080p with a 120-degree field of view, but it also features 360-degree adjustable positioning and 5m night vision so that users see everything, even in the dark. The DCS-8300LHV2 provides enhanced sound and motion detection as well as two-way audio with its built-in microphone and speaker. The DCS-8300LHV2 joins the growing ecosystem of mydlink smart home devices and works with the free mydlink App for a simple, speedy setup and anytime, anywhere control and monitoring. Additional features include support for WPA3, Google Assistant and Alexa compatibility, and support for ONVIF Profile S. Quick and



easy setup is ensured with its built-in BLE technology, and support for IPv6 means that the DCS-8300LHV2 is compatible with the next generation of internet standards.

The DCS-8300LHV2 is currently available for purchase from D-Link resellers and distributors.

ACER ME LAUNCHES CONCEPTD SERIES IN THE UAE TAILOR-MADE FOR CREATORS



Acer Middle East has announced the launch of its new ConceptD Series in the UAE, purpose built to help creators unlock their full potential and unleash their creativity like never before. Included in the series lineup is the ConceptD 3 Ezel Pro convertible notebook, which will be available in UAE in March and is especially designed for creators on the move. ConceptD 7 Ezel Pro, from the same product series, is currently already available in the UAE and is perfect for those looking to take their creative game to the next level and for developers and creators who want to create without boundaries.

The innovative ConceptD 3 Ezel Pro is a convertible notebook designed to give creators flexibility and the most intuitive experience possible. Its amber-backlit keys are set against a pristine white all-metal chassis which has a stain resistant coating protecting the laptop from yellowing, and marking from materials such as dirt, markers, and coffee.

The ConceptD 3 Ezel Pro features a 15.6-inch FHD PANTONE-Validated touchscreen display that covers 100% of the sRGB color gamut and has a delta E<2 color accuracy. Furthermore, the ConceptD 3 Ezel Pro is powered by 10th Gen Intel® Core™ i7-10750H processor, NVIDIA® Quadro® T1000 and comes with 1 TB of PCIe SSD storage enabling creators to easily create, edit, and share their creations and videos faster than ever before.

The ConceptD 7 Ezel Pro also leverages Acer's Ezel hinge, making it ideal for all kinds of working scenarios whether it is collaborating with a team, sketching with the included Wacom EMR pen or presenting work to clients. Designers can transform the device to best suit their needs, choosing from six usage modes: sharing, floating, stand, pad, notebook or display mode.

All products within the ConceptD Series also come with a three-year carry in warranty. The first year also includes an international traveler warranty. The ConceptD 7 Ezel Pro convertible notebook is available at Jumbo starting at AED 19,999. The ConceptD 3 Ezel Pro will be available across the UAE in March starting at AED 8,999.

LOYICA LAUNCHES SAPHYTE 2.0



Loyica has launched Saphyte 2.0, a digital ecosystem that provides tools and features that streamline sales, marketing, support, and team collaboration efforts for small and medium enterprises.

The software, which was upgraded recently, will aid businesses in their quest for growth and recovery during and after the COVID-19 pandemic.

The Saphyte team has been partnering with local establishments, helping them draft their own digital roadmaps for years to come so that their businesses can stay relevant despite ongoing disruptions.

The digital ecosystem that Saphyte provides has been observed to enhance businesses' ability to target online customers as well as identify opportunities to drive up sales.

To set them apart from the competition, the team provides free implementation to partner businesses, training them to implement best practices to maximise the use of the software without additional charges.

Industry specialists claim that with the pandemic, businesses are forced to shift and adopt a more responsive business model, one that would allow them to sustain their relationships with potential and existing customers, despite the lack of "physical contact."

They said with software like Saphyte, businesses will find it easier to adapt to the new business environment, one that requires companies to have a more flexible and agile digital infrastructure.



The HP Pavilion x360 14 is perfect for consumers on the hunt for a versatile laptop that allows them to stream content or game from anywhere. The devices have been updated with a more compact, lightweight design and feature optional Wi-Fi 61 for reliable connectivity in busy households and public spaces. Also, built with the environment in mind, the PCs are HP's most sustainable consumer laptops to date.

Together with the highest screen to body ratio for an HP mainstream x360, OMEN Gaming Hub preinstalled, and Voice Assistance, consumers can experience better entertainment and a lighter weight for easier mobility.

Some other great features and specs of the new Pavilion x360 14:

Sustainable Design: Designed with the

HP LAUNCHES PAVILION X360 14 LAPTOP

environment in mind, the Pavilion x360 14 contains one ocean-bound plastic bottle in its construction. A more premium configuration features recycled aluminum in the keyboard deck, reducing production waste from the post-industry recycle process and ultimately saving over 341 tons of CO2 emissions over the projected product lifecycle volume.

Streaming Entertainment: With a foursided micro-edge bezel, these PCs have up to an 88.92% screen to body ratio4, the largest for an HP mainstream convertible PC.

Preinstalled on the new Pavilion x360 14, users can experience the popular gaming dashboard with features that allow them to check their system vitals, download wallpaper, earn rewards, and more. And with new Amazon Alexa skills, users can use their PC to drop-in on other supported devices, stay in contact with family and friends with hands-free calling, discover music through a dedicated landing page, and control their smart home devices.

The HP Pavilion x360 14-dh1025 is available now at AED 2,399 and the HP Pavilion x360 14-dh1026 is available now AED 3299.

AVITA LAUNCHES VISUALLY EXPRESSIVE NOTEBOOK SERIES



International tech innovator AVITA announces the official debut of its flagship products in the Middle Eastern. The launch series include LIBER V and PURA notebooks in the region. Keeping in line with the demand for laptops in the region, the new notebook series is best-in-class and a well-designed modern range, AVITA is all set to offer a cutting-edge experience as the launch series cater to offering a wide array of award-winning technology.

AVITA LIBER V: LIBER V offers an unprecedented visual experience with its boundless ultra-narrow bezel and post-modern aesthetic. Equipped with professional-level functionality, whether for work, school or entertainment, LIBER V meets diverse multi-tasking needs whilst showing off a notebook design unlike anything that has gone before. The LIBER V series has achieved further advancements with its 78.2% screen-tobody ratio by compacting a 14-inch screen inside the 13.3-inch body. Its 3.7mm boundless ultra-narrow bezel is at least 10% slimmer than other similar products on the market. LIBER V is equipped with multiple highly functional features. Adapting the new 10th Gen Intel® Core™ i5-10210U/i7-10510U processors, 8GB DDR4 ROM and large storage up to 1TB SSD, LIBER V can swiftly process and access files, allowing the user to work with ease, even with complex workflows.

AVITA PURA: AVITA will also launch the new PURA series. With the theme of "Simply You Need", the all-new AVITA PURA adopts a minimalistic design that takes clutter out of the equation, bringing a wholly new, smartly designed laptop for the new generation.

AVITA's flagship products are available from 26th January at competitive retail prices at exclusive retailers.

SPOTIFY EXPANDS GLOBAL FOOTPRINT, BRINGING AUDIO TO 80+ NEW MARKETS



As part of its ongoing commitment to building a truly borderless audio ecosystemconnecting creators, listeners, and content-Spotify is embarking on a sweeping expansion that will introduce the world's most popular audio streaming subscription service available to more

than a billion people in 80+ new markets around the world, and add 36 languages to its platform. These moves represent Spotify's broadest market expansion to date. Over time, the company aims to introduce the following offerings in each region:

Plans: Free and Premium plans will be available across all the markets. In select markets, Spotify will offer Individual, Family, Duo, and Student Plan options.*

User Experience: Listeners will be able to select and search from Spotify's worldwide catalog when using the product, providing a personalized experience from day one. The home screen will surface personalized playlist programming for new listeners.

Music Catalog: At launch, Spotify will offer its full global catalog in these new markets. The company will continuously work with local rights holders and partners to expand its catalog to include more local offerings.

Podcasts: In the majority of these markets, Spotify will launch with its full podcast catalog.* For the others, it will work closely with local partners to introduce more podcasts from its catalog, as well as Spotify's proprietary creator platform, Anchor.

Platforms: Upon launch, the Spotify experience will be available on Mobile and Desktop Web Player.* Similar to other features, the company will work with partners to introduce Spotify on more platforms, including TV, Speakers, Wearables, and Car in the coming months.

SONY LAUNCHES FX3 FULL-FRAME CAMERA

Sony has announced the FX3 (model ILME-FX3) camera that combines the best of Sony's industry-leading digital cinema technology with advanced imaging features from Alpha™ mirrorless cameras to create the ultimate cinematic look.

As the latest addition to Sony's Cinema Line, the FX3 delivers a cinematic look and professional operability and reliability all in one device that answers the needs of young creators who are looking for new ways to express their creative vision.

The FX3 boasts first-class focus performance, optical image



stabilisation, handheld shooting design and advanced heat dissipation for extended recording times.

HALCON UNVEILS UAE'S FIRST AIR DEFENCE MISSILE



HALCON, a regional leader in the production and supply of precision-guided weapons, unveiled SkyKnight - the first UAE designed and manufactured counterrocket, artillery, and mortar (C-RAM) missile system, at the International Defence and Exhibition Conference (IDEX) 2021.

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EDGE, the parent company of HALCON, has been developing a short-range air defence system, as has Germany-based Rheinmetall AG, which was actively seeking a missile system to form part of its Skynex air defence system. The companies decided to jointly offer a solution, with HALCON providing SkyKnight, the missile system to the highly regarded Oerlikon Skynex Air Defence System, which sets new standards with its unique open architecture.

HALCON is part of the Missiles & Weapons cluster within EDGE, an advanced technology group for defence that ranks among the top 25 military suppliers in the world.

NITE WATCHES: TOP THREE TIMEPIECES FOR ADVENTURE ENTHUSIASTS

Nite Watches, the independent British watch brand who have just landed in the UAE, has introduced an outstanding range of exceptional timepieces, expertly designed for the adventurous. Ideal for hiking and biking during the UAE's cooler months, the Hawk and MX10 watches are the perfect accessories to accompany any outdoor enthusiast during their next thrilling adventure.

Recognised as leaders in innovation, Nite Watches have been designed with meticulous craftmanship, specialising in Tritium illumination, the best and most reliable form of watch illumination available. This technology provides a constant glow throughout the night without the need for sunlight or any other form of external power.



With a myriad stunning hikes and trails to choose from across the UAE, the Hawk and MX10 series are the ideal choices for an adventure into the great outdoors, due to the perfect balance of functionality vs style.

The Nite Watches collection is made up of four watch series, each one tailored to suit the needs of their thriving community: Alpha, Hawk, Icon and MX10.

SAMSUNG INTRODUCES VITAL BP & ELECTROCARDIOGRAM TRACKING FEATURE TO GALAXY WATCH3 AND GALAXY WATCH ACTIVE2 IN 31 COUNTRIES







Samsung Gulf Electronics announced that the Samsung Health Monitor app, which helps consumers monitor their health and encourages users to meet wellness objectives, is now available in 31 countries including the UAE. Galaxy Watch3 and Galaxy Watch Active2 users can utilize blood pressure and electrocardiogram tracking benefits through the app.

Once your Galaxy Watch3 or Galaxy Watch Active2 has been calibrated with a traditional cuff, you can simply tap to "Measure" your blood pressure anytime, anywhere. The electrocardiogram function works by analyzing the heart's electrical activity via a sensor on the Galaxy Watch3 or Galaxy Watch Active2. Simply open the Samsung Health Monitor app when you are seated comfortably, and ensure the watch is fitted firmly to your wrist. Next, rest your forearm on a flat surface and place a fingertip from the opposite hand on the top button on the smartwatch for 30 seconds. The app will measure your heart rate and rhythm, classified as either a Sinus Rhythm (a normal heartbeat) or AFib (when the heart beats irregularly).



HP ANNOUNCES NEW LATEX PRINTER PORTFOLIO

HP Inc. has introduced a range of new Latex large format print solutions to help print service providers diversify their offerings and meet more challenging customer needs.

After a year of business disruption across the large format industry, the HP Latex 700 and 800 series brings a suite of features that enable PSPs to be more agile, tackle ambitious projects and take on the highest value work. The new portfolio also delivers fast workflows that help businesses hit deadlines, while sharpening their sustainability edge.

"When you think about HP Latex, imagine the unique ability to say yes to every customer request, regardless of fast-changing schedule or application demands. Help meet deadlines with indisputable operator and environmental

safety, as, with HP Latex, every signage & decor decision becomes a sustainable one", said Guayente Sanmartin, General Manager, Large Format Business, HP. The new HP Latex range consists of four devices – the HP Latex 700 and 800, and the HP Latex 700W and 800W which offer white ink capability for the first time in this category.

It is the whitest white ink available on the market that does not yellow over time, enabling print businesses to produce neater outlines and add more contrast to darker supports.

All four devices in the HP Latex 700 and 800 series use the HP Eco Carton – a cartridge made with cardboard material, reducing the amount of plastic used by 80%. HP's water-based inks are also kinder to the environment.

LAIPAC LAUNCHES WORLD'S FIRST AI RAPID ANTIGEN TEST SYSTEM



Laipac Technology Inc., of Ontario, Canada, an award-winning leader in the development of IoMT (Internet of Medical Things) is pleased to announce their partnership with UAE companies YAS Pharmaceuticals LLC and Pure Health LLC, utilising the power of the world's first Rapid Covid-19 Antigen Test System using Artificial Intelligence.

The Look SPOT solution is an intelligent and innovative way to deploy technologies to better protect the health of people across the region. Being able to have a quick and accurate COVID-19 diagnosis can interrupt transmission, aid clinical management, and help proper allocation of resources to isolation.

The European CE-IVD approved Look SPOT AI COVID-19 Antigen Rapid Test System is a smartphone-based diagnostic device with lateral flow immunoassay intended for the qualitative detection of nucleocapsid protein from SARS-CoV-2 in nasal swabs.

Look SPOT AI COVID-19 Antigen Rapid Test uses the nasal sample collected from 1 inch in the nostril. It uses Artificial Intelligence technology to deliver real-time test results within 5 to 8 minutes with 97.4% sensitivity and 98.3% specificity in detecting the SARS-CoV-2 virus.

Look PASS App can be downloaded from Apple or Google stores, to scan the Look COVID-19 antigen cassette before the test, and test results can be received on smartphones within 5 to 8 minutes. Negative test results generate a QR code on the app which may be used as a Pass to enter a facility, events, gatherings or used for transport facilities. Via Pure Health, Look SPOT will be able to provide a full API integration with multiple IT applications and travel applications for real time reporting.



Cyberattacks don't stop at your email perimeter. Your security can't either.

Phishing campaigns and business email compromise (BEC) grew by 54% and 67% respectively this past year proving that email continues to be the #1 attacked vector by cybercriminals.

Prevent Malicious Emails with DMARC

- Gain full visibility and governance across all email channels
- Authenticate email messages and improve deliverability
- Block inbound attacks and protect brands against abuse
- Publish a policy that instruct ISP's to deliver or delete emails





DMARC Resources & Free Trial

info.mimecast.com/dmarc-resources

mimecast^{*}



Huawei CloudCampus 2.0

Drive your campus networks into the intelligent, gigabit-wireless era.



── What Huawei Can Offer ──



Super Capacity: Fully-Wireless Gigabit Speed and Beyond



Intelligent Experience: Continuous Self-Organizing Networking (CSON)



Autonomous Driving: Service Provisioning in Minutes

— Huawei Star Products —



World's Fastest Wi-Fi 6



Comprehensive Campus Switches Portfolio



Al Based Intelligent O&M

Industry Applications



Finance



Transportation



Smart City



Higher Education



Healthcare



Government



Public Safety



Campus Network Solution



Twitte



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