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The Halfway Mark



*Anita*Anita Joseph

Editor

e've crossed the first half of 2021 with the pandemic showing no signs of letting up and people determined to overcome the crisis and get back to life as it used to be. In the midst of this conundrum, we thought it would be worthwhile taking note of those

who have been steadily and silently leading the way-business leaders who made it a point to keep carrying on despite the many challenges, committed to their customers and adapting to the new normal.

The IT industry, in particular, played a critical role during the crisis by utilising its technological nous and deploying solutions to maintain business continuity and produce an array of new innovations and opportunities, which, in turn, created an environment that allowed businesses to flourish and the economy to recover.

The Transformational Leadership (TL) Awards we organised last month was a testament to the resilience of the human spirit. We honoured the best in the business, who have helped enterprises transform and adapt to the challenges of the digital economy by leveraging technology and next-gen solutions.

In this issue, we re-live the awards and salute their recipients who have transformed the business landscape of the region with their extraordinary vision, farsightedness and creativity. Those who dared to dream, those who braved the bleakness around them and fought adversities bravely. Those who steered their businesses to new heights and thought outside of the box. Those who reinvented, re-strategised and reshaped. The innovators, the thinkers, the who's who.

In addition, we have interviews with industry frontrunners such as Trigon, Raqmiyat, Sophos and DME Prolink, as well as insights and perspectives about the different ways of doing business. We also have the top headlines and newsmakers from the channel industry. In short, this is one issue you mustn't miss-we've enjoyed putting it all together for you. So, sit back and enjoy. Happy Reading!



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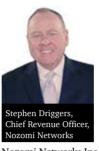
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TOP STORIES

NOZOMI NETWORKS LAUNCHES ADVANTAGE PARTNER PROGRAM





Ivan Foreman, Senior Director of Global Channel Sales at Nozomi Networks

Nozomi Networks Inc., the leader in OT and IoT security, has announced it has enhanced its channel program to fully mobilize its global network of partners for aggressive growth and success. The new Nozomi Networks ADVantage partner program rewards top partners that commit to building successful business with Nozomi Networks with unparalleled margins, go-to-market tools and programs, and certifications.

"We've tuned this new program to emphasize our commitment to our partners as they're critical to our future," said Nozomi Networks Chief Revenue Officer Stephen Driggers. "The demand for Nozomi Networks' OT and IoT security solutions has skyrocketed as networks converge

......

and high profile cyberattacks increase in intensity. There couldn't be a better time to double down on our channel investments. The ADVantage program equips our loyal partners with resources and incentives to capitalize on that demand."

In addition to supporting high performing partners with generous profit margins, Nozomi Networks' new ADVantage partner program includes increased presales support, streamlined processes for deal registration and protection, advanced training and certification, and partner-exclusive demo accounts of Nozomi Networks' flagship SaaS product Vantage™.

"Loyal partners are central to our business, our customers' success, and our long-term growth goals," said Ivan Foreman, Senior Director of Global Channel Sales at Nozomi Networks. "By combining Nozomi Networks' expertise and ongoing innovation with the energy and resources of channel partners who share our commitment to excellence, the ADVantage partner program is tuned for growth as we help industrial and critical infrastructure organizations around the world thrive in a world of digital transformation."

TOTAL ECONOMIC IMPACT STUDY FINDS COMPANIES USING DATAIKU'S GLOBALENTERPRISE AI PLATFORM SEE A 423% RETURN ON INVESTMENT



Dataiku, the world's leading platform for Everyday AI, has released a Total Economic Impact™ study showing that an enterprise cohort of Dataiku customers realized a 423% Return on Investment (ROI). The study,

commissioned by Dataiku and conducted by Forrester Consulting, details the financial impact customers may realize by implementing Dataiku.

The study showcases the benefits of user productivity gained by those using Dataiku — in particular for data scientists and engineers, whose productivity increased by 75%. The study also highlights that Dataiku reduces 90% of the manual, repeated tasks involved in regular reporting. Forrester's assessment of Dataiku reveals a total value of \$12.89 million in Dataiku's cumulative benefits over three years versus costs of \$2.47M, propelled by the increased user productivity, reduced costs, increased operational efficiency, and increased profit.

According to Forrester, while the demand for enterprise AI continues to grow, many companies struggle to deploy, monitor, and govern AI models in production applications. Forrester asserts that data science and extended AI teams "need vendors who can provide more automation to increase productivity, model operations for smooth deployment, and a product roadmap that makes breakneck machine learning innovations accessible." Quoted in the study, a team lead from Analytics Innovation in the pharmaceutical industry said, "By having these reusable data pipelines and data products, [we have] streamlined our operational side of development. We're talking about savings in the range of \$4 million plus."

XEROX EMIRATES SIGNS EXCLUSIVE GCC DISTRIBUTION RIGHTS WITH V-HEALTH PASSPORT



Xerox Emirates, the industry experts in cutting-edge digital solutions, has entered into an exclusive strategic partnership holding all distribution rights with V-Health Passport Ltd. to launch V-Health Passport™, a Secure ID & contact tracing platform.

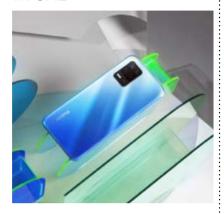
The ambitious collaboration will see Xerox Emirates bolster its already impressive portfolio of intelligent and innovative services by offering the V-Health Passport™ in addition to its advanced VCode® and VPassport® products to clients around the UAE and the wider GCC.

The V-Health Passport™ is a secure global mobile solution built on the VPassport® platform that uses VST Enterprises revolutionary patented VCode® technology.

This multi-functional platform has a onestep registration process via the V-Health Passport™ portal or app (available on both Android and iOS) and uses an ID system to provide a chain of evidence displaying various health information about the user such as vaccination status, recent tests as well as other items such as boarding pass, travel and event tickets. This advanced technology is accessible via mobile or printed lanyards/tickets and allows the user's status to be shared from a safe distance using a scannable VCode® or mobile phone.

Being a test and vaccination agnostic platform, this solution empowers the healthcare sector with details related to all testing regimes including PCR, LAMP, rapid antigen and antibody tests for COVID-19. Healthcare professionals can register, create and add an item to a passport in five easy steps starting with locating a public user via their V-Health ID, email or scanning their passport.

REALME 8 5G OFFICIALLY RELEASES IN UAF



realme the world's fastest growing smartphone brand, has announced the release of its new smartphone realme 8 5G to raise the bar in the 5G phone market, with the Dimensity 700 5G Processor being brought into the price segment to achieve an extraordinary 5G performance. Realme 8 5G realizes an 8.5mm super slim design for a perfect feel, continuing to lead the tech-design field of the industry. 90Hz Ultra Smooth Display and 5000mAh massive battery are also equipped to make realme 8 5G more powerful than ever before.

realme 8 5G is the thinnest 5G smartphone in the market. It has an 8.5mm super slim body, being as light as 185g, while still feeling great in the hand. Delivers a comfortable experience with every grip.

To achieve this design concept, realme used a high-gloss indium plating process on Supersonic Blue to restore a glossy sense of light; on Supersonic Black, we used a lenticular pattern process to present a premium mirror effect to bring out the sense of light better.

The realme 8 5G adopts the latest 5G processor - Dimensity 700 5G Processor, the most powerful processor in the market.

As a leading new-generation 5G processor, the Dimensity 700 mixes two highly capable Arm Cortex-A76 'Big' cores in its octa-core CPU, operating up to a speedy 2.2GHz, as it benefits from a leading 7nm production process

The realme 8 5G Smartphone is officially available in UAE starting from July 2021 for EUP 899 AED.

INGRAM MICRO OFFERS WIRELESS CONNECTIVITY SOLUTIONS FROM CAMBIUM NETWORKS



Ingram Micro announced it has expanded its business relationship with Cambium Networks, a leading global provider of innovative endto-end wireless

connectivity systems.

With this agreement, Ingram Micro is authorized to sell and promote its wide variety of wireless connectivity solutions in the UAE, Saudi Arabia, Kuwait, Qatar, Oman, Bahrain, Yemen, and Pakistan.

Cambium Networks delivers wireless communication solutions that work for businesses, communities and cities worldwide. More than 10 million radios are shipped globally to connect people, places and things with a unified wireless fabric that spans multiple standards and frequencies of fixed wireless and Wi-Fi, all managed centrally via the cloud.

Dr. Ali Baghdadi, SVP & Chief Executive Ingram Micro META Region and EMEA Cyber Security, said: "We are pleased to start the distribution of Cambium Networks' platforms. Its network solutions align with our current wireless communications portfolio and deliver more comprehensive connectivity solutions. The ongoing support and expertise Cambium Networks gives its partners are also extremely valuable, and we look forward to helping to connect currently unconnected enterprises of all size and verticals across the region."

ACRONIS INTRODUCES ADVANCED FILE SYNC AND SHARE, ENABLING MSPS TO STRENGTHEN THEIR WORK COLLABORATION SERVICES



for managed service providers (MSPs) that deliver IT to small- to medium-sized businesses, the challenge is that traditional file sharing solutions

do not address the data protection concerns of modern organizations – including control over storage locations, access to data, and what people can do with that data.

"Every survey and trend indicates remote work is here to stay, so MSPs need a way to keep client employees productive and safe when accessing and sharing valuable company data," said Jan-Jaap "JJ" Jager, Board Advisor and Chief Revenue Officer at Acronis. "Unlike traditional file sharing solutions that are not built for service providers, Acronis Cyber Protect Cloud with Advanced File Sync and Share delivers a secure work collaboration service that empowers MSPs with multi-tiering and multi-tenancy. And since it's integrated with our full range of backup, cybersecurity, and endpoint protection management, partners can deliver it all through a single management console."

Acronis, the global leader in cyber protection, has announced a new advanced protection pack for its service provider solution, Acronis Cyber Protect Cloud. The new Advanced File Sync and Share pack builds on the essential file-sharing capabilities included in Acronis Cyber Protect Cloud, layering additional data security capabilities such as blockchain-based data notarization and electronic signatures so service providers can strengthen their workplace collaboration services.

Demand for secure file sync and share services has skyrocketed during the past 18 months as 88% of organizations worldwide required employees to work from home and the same percentage of employees expect to keep working remotely to some degree. As a result, 67% of businesses spent more on remote tools and web conferencing.

While those trends create opportunities

NUTANIX ANNOUNCES ORGANISATIONAL CHANGES TO ITS EMEA LEADERSHIP TEAM



Sammy Zoghlami, Senior Vice President of Sales for EMEA (L) and Andrew Brinded, Worldwide Sales Chief Operating Officer at Nutanix (R)

Nutanix, a leader in hybrid multicloud computing, has announced a number of organisational changes to its senior leadership team across EMEA.

Sammy Zoghlami will resume his role as Senior Vice President of Sales for the EMEA region. In his role, Mr. Zoghlami will continue to lead sales and customer support, strategic business development and strategy, management of Nutanix's offices and operational teams in each EMEA country, as well as the company's

partnerships, alliances and channel activities.

Andrew Brinded will transition to the role of Worldwide Sales Chief Operating Officer. In this role, Andrew will be responsible for advancing Nutanix's strategic agenda, driving the implementation of its major initiatives and overseeing administrative and operational activities in support of organisational priorities.

The organisational changes also

encompass the promotion of two key leaders in Nutanix's Sales Operations organisation. Jake Hofwegen, who had served as VP, Worldwide Sales Operations is now SVP, Worldwide Sales Operations. In addition, Davud Hasan, who recently held the title of Senior Director, Worldwide Deal Support and Order Management, has been promoted to Vice President of Worldwide Deal Support and Order Management.

Commenting on the structural changes, Chris Kaddaras, Chief Revenue Officer said: "Sammy's return to Nutanix comes at a time when the company is enjoying even more interest from customers and partners alike. With his skill set, he is well placed to help maximise this as well as all of the emerging opportunities, having already played an integral role in the company's growth in Europe. As a supremely effective and popular leader with our customers, partners and employees alike, Sammy is ideally suited to fast-tracking the next stage in Nutanix's evolution. I would also like to congratulate Andrew, Jake and Davud on their new roles and I look forward to seeing them successfully apply their skills, experience and talent to them, both now and in the future."



Redinext, a cybersecurity distribution firm focusing on the Middle East region, has been launched in Dubai to provide cutting-edge defence technologies for businesses of all sizes. With a shared vision to address the cybersecurity needs of the Middle East, Redinext has forged impactful

REDINEXT CYBERSECURITY DISTRIBUTION FIRM LAUNCHES IN DUBAI

partnerships in the region to safeguard enterprises with next-generation technologies. From enterprise patch management and zero-trust

security to brand protection and privileged access management, Redinext's scalable solutions can be integrated seamlessly into the security framework of all types of enterprises.

Redinext is stepping up efforts to expand to the Middle East along with strategic

partners to focus exclusively on the biggest vulnerabilities prevailing in the region. With strong expertise in delivering high-performance and security-centric solutions, Redinext will navigate businesses to stay ahead of emerging threats, thus leveraging the cybersecurity of the Middle East region.

With its proven experience across a range of parameters in marketing, technical and finance services, Redinext is positioned uniquely in the market. By adding extra value to the customer base through future-proof solutions, Redinext goes beyond traditional distribution to tackle the unprecedented emergence of cyber threats

NEWSMAKERS

THOMSUN UAE APPOINTED DISTRIBUTOR FOR NEUMANN



Global Audio specialist Sennheiser has appointed Thomsun Trading Est, as an exclusive distributor of their NEUMANN Studio Monitor Solution line in the UAE.

NEUMANN, the world's leading manufacturer of studio monitors, has

always been recognized for technological innovation. The 90-year-old brand expanded into monitors over the past decade to top the wish list of broadcast media. To further market penetration in UAE, NEUMANN has partnered with

THOMSUN TRADING – one of the leading names in the Musical and Audio products Industry in UAE.

Mig Cardamone, Sales and Marketing Director, Sennheiser Middle East said: "We are delighted to announce the appointment of Thomsun Trading Est. as the exclusive distributor for the Neumann Studio Monitor line in the UAE. We are impressed with the strength of their team and knowledge of the studio monitor business. Thomsun has a long-lived reputation in the UAE as a distributor and MI retailer, with penetration into broadcast, music recording, and enduser (project studios), as well as system integrators that need high-quality reproduction in corporate or commercial facilities. This appointment fits well with our plans for growing our Neumann monitor business globally as well as in the UAE and the region."

There has been a growing demand for Neumann monitors in the market. This collaboration will provide several options for customers and businesses.

VFS GLOBAL STRENGTHENS COMMITMENT TO SUSTAINABILITY AND PEOPLE MANAGEMENT WITH STRATEGIC APPOINTMENTS







In view of the increasing importance of Sustainability and the Environmental Social and Governance (ESG) initiatives, VFS Global has appointed its first-ever dedicated Head of ESG. Dr. Elena Primikiri joined VFS Global in June 2021, based in Dubai, UAE and reporting directly to the CEO, Zubin Karkaria. Elena will be responsible for increasing the sustainability components and ESG initiatives of VFS Global – from strategy formulation and implementation to operational control – to accomplish the goals set in her capacity as Head of ESG.

A Greek national, Elena has done her PhD. in Environmental Technology, University of Michigan, where she also received her Master of Science degree, and a Master in Design Studies in Environmental Design, Harvard University, Cambridge MA, USA.

Nirbhik Goel joined the company in July as Deputy Chief Human Resources Officer and is based out of Dubai. Reporting to the Chief Human Resources Officer, Bernard Martyris, Nirbhik will be responsible for streamlining the HR function, ensuring greater operational synergies between the HR function across all regions and support the CHRO in strategic HR matters and policy development.

These appointments come close after Bapsy Dastur's appointment as General Counsel and Head of Corporate Risk, Compliance & Legal last year. Bapsy was inducted to the Executive Board of VFS Global in 2021, as the first woman board member. A qualified solicitor, Bapsy has a rich career experience in the legal, compliance and risk fields with diverse industry experience across Middle East, South East Asia, Africa and Australia.

MANAGEENGINE SURVEY FINDS RISE IN USE OF AI GLOBALLY AMID FEARS IT WON'T DELIVER



ManageEngine, the enterprise

IT management division of Zoho Corporation, has announced results from its recent market study, The 2021 Digital Readiness Survey, finding that 86% of organisations worldwide are using artificial intelligence (AI) more than they did two years ago. However, only 35% of the global respondents reported that their confidence in the technology has significantly increased.

The focus of the study was to

understand technological and process maturity in a post-COVID world, in areas such as remote work, security, business analytics and AI. ManageEngine commissioned Dimensional Research to conduct a survey of 1,210 qualified executives and technology professionals from small businesses to large enterprises. Researchers investigated geographical trends from North America, Australia and New Zealand, the United Kingdom, India and Singapore.

Organisations worldwide mainly increased their use of AI to improve

business analytics (63%), increase operational efficiency (62%) and enhance the customer experience (60%). While a majority of global respondents (94%) believe that AI will meet

business expectations—and 65% stated AI had delivered measurable business results—some fears remain around the technology's performance.

"The potential for AI to improve business efficiency and the customer experience was firmly on show through 2020, with AI handling everything from increased customer service volumes to oversight of self-service processes," said Rajesh Ganesan, vice president at ManageEngine. "While AI is being handed more responsibility and is applied in more business-critical use cases, our

research shows this is a double-edged sword and that more work is needed to embrace the technology and lift internal capability to ensure AI achieves its promise."

PROFITABILITY
AND COMPETITION,
PARTICULARLY IN THE
POST-PANDEMIC ERA, ARE
DRIVING ORGANIZATIONS
ACROSS THE WORLD
TO INVEST IN BUSINESS
ANALYTICS PLATFORMS
AND CAPABILITIES.

FORTINET UNVEILS INDUSTRY'S FIRST HIGH PERFORMANCE NEXT-GENERATION FIREWALL



Fortinet, a global leader in broad,

integrated and automated cybersecurity solutions, has announced the FortiGate 3500F Next-Generation Firewall (NGFW) to protect organizations with hybrid data centers against the ever-growing threat landscape and

ransomware attacks. FortiGate 3500F offers some of the industry's highest performance numbers, including TLS1.3, with automated threat protection post decryption. Additionally, FortiGate 3500F is built with zero trust network access (ZTNA) capabilities, further delivering consistent security and seamless user experience to any user at any location with its security-driven networking approach.

John Maddison, EVP of Products and CMO at Fortinet, said: "Adding to our industry-leading NGFW portfolio, FortiGate 3500F offers high performance and integrated networking and security at hyperscale for hybrid data centers. With the FortiGate 3500F, Fortinet is the only vendor that natively integrates access proxy capabilities in its NGFWs to turn on zero trust network access.

Additionally, FortiGate 3500F further enables organizations to protect against evolving threats and rising ransomware attacks, delivering the industry's highest security compute rating of 6x for performance compared to competitors - including TLS1.3 - to deliver consistent end-to-end security."

With the shift to work from anywhere. organizations are adopting hybrid data centres to increase operational agility by deploying some resources across multiple clouds while keeping other business critical applications and data in on-premises data centers for compliance and control. As the data center infrastructure becomes more distributed, however, the attack surface expands and more blind spots emerge, reducing visibility and increasing the potential for breaches and attacks. It's critical for organizations to inspect encrypted flows to detect all type of attacks, especially malware that hides in secure channels, to prevent ransomware and the disruption of command and control attacks from stealing customer and corporate data.

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THREATQUOTIENT NAMED 2021 TAG CYBER DISTINGUISHED VENDOR



ThreatQuotient, a leading security

operations platform innovator, announced that it has been recognized as a Distinguished Vendor by TAG Cyber in their Security Quarterly report for Q3 2021. TAG Cyber selected ThreatQuotient as one of only a handful of industry-leading cyber security solution providers to be featured in the report, which offers expert guidance, research and analysis, and education across the entire cyber security ecosystem.

In 2021, the frequency and scale of cyberattacks has increased and affected businesses and critical infrastructure ranging from hospitals to power plants. Amid the growing intensity and risks associated with these threats, enterprises, governments, and individuals are in need of more research and resources to protect against the damage cyberattacks can inflict on vital systems. To address security personnel shortages and an industry need for more curated and data-driven threat intelligence, ThreatQuotient recently announced two new capabilities built into the ThreatQ platform, ThreatQ TDR Orchestrator and ThreatQ Data Exchange.

"Existing approaches to security automation work for repetitive tasks, but to actually support detection and response needs, the focus of automation should be on the data and not the processes. ThreatQuotient is helping organizations focus on what is learned from their data, resulting in stronger detection and response," said Leon Ward, VP Product Management, ThreatQuotient. "ThreatQuotient is building on this approach to improve overall security operations, as well as strengthen industry threat intelligence sharing. We are pleased to be included in TAG Cyber's report as a distinguished vendor, and we appreciate their work to further educate the market on timely threats and leading solutions."

VETERAN CMO BRAD RINKLIN JOINS INFOBLOX



Infoblox Inc., the leader in cloudfirst DDI and DNS security services, has announced the appointment of cloud and cybersecurity veteran Brad Rinklin as Chief Marketing Officer and Executive Vice President. Reporting to CEO Jesper Andersen, Rinklin will lead the global marketing team to grow demand for the company's products, which enable customers to simplify, scale and secure network connectivity across their hybrid work environments.

"I am excited to join Infoblox at such a pivotal moment," said Rinklin. "We offer an elegant approach to simplifying the complexities of managing and securing core networking and security services as they extend into multiple clouds. I look forward to working with the talented team here to trailblaze initiatives that enable customers and partners to transform their businesses for an increasingly hybrid and multi-cloud world."

Rinklin brings nearly 30 years' experience in building and scaling world-class teams for fast-growing organizations. He joins from VMware's security division, Carbon Black, where he served as the global marketing leader. His previous positions include CMO at Eze Software (SS&C), where he reinvented the fintech market leader's marketing efforts, and CMO as well as SVP of Global Partner Sales at Akamai.

SWVL, FIRST \$1.5BN UNICORN FROM THE MIDDLE EAST TO LIST ON NASDAQ



Swvl Inc., a Dubai-based provider

of transformative mass transit and shared mobility solutions, and Queen's Gambit Growth Capital ("Queen's Gambit"), the first special purpose acquisition company led by women, announced that they have entered into a definitive agreement for a business combination that would result in Swvl becoming a publicly listed company. Upon completion of the proposed transaction, the combined public company will be named Swvl Holdings Corp and is expected to be listed on NASDAQ under the ticker symbol "SWVI".

Swvl, co-founded by Mostafa Kandil in 2017 when he was just 24 years old, is transforming the \$1 trillion global mass transit market. The company's proprietary mobility solutions, powered by cuttingedge technology, are helping to solve mass transit supply and demand challenges in unchartered, emerging markets empowering massively underserved communities with transportation solutions that are reliable, convenient, safe, and affordable. Featuring diversified transit offerings that, in just a few short years, have evolved from daily commuting to inter-city retail travel, to Transport as a Service ("TaaS") offerings for businesses, schools, universities and other critical service organizations, Swvl is poised to take the next step in its evolution. With clear strategic direction, a proven management team and demonstrated business model, Swvl is ideally situated for existing and new market expansion.

NEWSMAKERS

ESET CEMENTS ITS 'CHAMPION' STATUS IN THE CANALYS GLOBAL CYBERSECURITY LEADERSHIP MATRIX 2021 The 2021 Cybersecurity Leadership ESET MSP Administrator 2



ESET, a global leader in cybersecurity,

has achieved 'Champion' status for the third year in a row in the latest Global Cybersecurity Leadership Matrix from Canalys, improving upon its 2020 matrix position with a focus on investment in enterprise services and partner training.

Canalys is a leading global technology market analyst firm with a distinct channel focus, and strives to guide clients on the future of the technology industry and to think beyond the business models of the past. The 2021 Cybersecurity Leadership Matrix assessed 19 cybersecurity vendors on their global channel and market performance over the last 12 months. The Leadership Matrix combines partner feedback from Canalys' Vendor Benchmark tool with an independent analysis of each vendor's momentum in the channel based on their investments, strategy, market performance and execution.

According to Chief Analyst Matthew Ball at Canalys, "ESET's technical support, account management and overall ease of doing business was rated the highest by its partners. It continued to invest in increasing its presence in enterprise accounts and enhanced its Global Managed Service Provider Program with the release of its EMA2 marketplace platform."

ESET MSP Administrator 2 (EMA2) is a license management system for managed service providers (MSPs) that both extends access to ESET's more advanced portfolio and integrates with third-party tools through an application programming interface.

ESET was awarded Champion status with eight other vendors. Champions have the highest scores in the Canalys Vendor Benchmark and exhibit common characteristics, including making improvements to and simplifying channel processes, and demonstrating commitment to growing partner-generated revenue. Champions must also show that they are making sustainable investments in the future of their channel models, including channel programs and initiatives.

AI TECHNOLOGY POWERS UP GOVERNMENT SERVICES IN ABU DHABI



The Abu Dhabi Government services

ecosystem 'TAMM,' a product of the Abu Dhabi's accelerator programme 'Ghadan 21,' is one of the high-profile government endeavours that leverages AI technology. The ecosystem seeks to enhance government performance by providing community members with easy and convenient access to public services on a single platform.

To make government services seamlessly accessible, TAMM has

implemented AI in some of its channels like the Abu Dhabi Government Contact Centre through its Customer Relationship Management (CRM) as well as the mobile app version to further improve customer satisfaction. The app offers more than 600 government services, which make up 80 per cent of all government digital services in Abu Dhabi. The end objective is to make 100 per cent of public services available on the app by the end of this year.

In addition, the Department of Government Support represented by ADDA has recently collaborated with various government entities in Abu Dhabi to develop use cases leveraging AI. One such use case is the development of the innovative Vehicular Attention and Safety Tracker (VAST) system in the emirate. A result of the partnership between Abu Dhabi Police and Abu Dhabi Digital Authority (ADDA), VAST aims to reduce traffic incidents, boost road safety, and raise awareness on safe driving practices.

Another recent local AI-driven project is the analytical human resource management model for the Abu Dhabi Government. In cooperation with ADDA, the Human Resources Authority - Abu Dhabi (HRA), completed the project to help government entities implement policies on unplanned absence, thus ensuring smooth business continuity, boosting productivity and business development opportunities, and developing more efficient employment schemes that safeguard both business and individual growth. The model also works by analysing and processing big data using AI technologies.

RIVERBED LAUNCHES NEW OPEN-FORUM COMMUNITY TO SERVE NETOPS, SECOPS AND IT PRACTITIONERS



Riverbed has announced the launch of Riverbed Community, where customers, colleagues and peers come to connect to share their insights on visibility, performance and security of networks, applications and end users, and current issues affecting the IT industry, as well as shared experiences with Riverbed products and solutions. Grounded in the collaborative

spirit of technology professionals and accessible to all, Riverbed Community is built on open dialogue in which tech professionals can ask and answer questions, share insights and learn from each other.

Riverbed Community is a multimedia environment in which Riverbed employees, partners, community members, and industry influencers, known as Riverbed Ambassadors, can create content, share videos, podcasts, and blog posts, and engage in technical discussions. The goal is to elevate the expertise of everyone in the community, share ideas and develop relationships that persist outside of the data center. The community is open to all and there are no prerequisites to join.

In support of the launch, Riverbed is introducing a new Riverbed Ambassador Program, an invitation-only program that provides a platform for industry-recognized technologists to share their expertise, discuss new industry developments and dive deep into current and critical issues in enterprise IT technology.

SANS INSTITUTE LAUNCHES INTERACTIVE SUMMER CYBERSECURITY COURSES FOR GULF PROFESSIONALS



SANS Institute, the global leader

in cyber security training and certifications, announced its upcoming live online training program 'SANS Summer Dunes August 2021 Live Online', to be held from 14th – 19th August. Designed to offer flexible access to cyber security training taught by real-world practitioners, the event enables Gulf professionals to protect their assets by learning critical skills in a hands-on

labs in a virtual setting.

Expert instructors will help participants develop skills in topics such as network penetration testing, advanced incident response and threat hunting to defend their organisations against ever-increasing cyber threats. 'SANS Summer Dunes August 2021 Live Online' will feature two new GIAC-certified courses: ICS410: ICS/SCADA Security Essentials, aimed at industrial cybersecurity professionals; and MGT551 Managing a Security Operations Centre (SOC), aimed at those looking to build SOCs.

"Through its ambitious vision, the Gulf is on course to become one of the world's most digitised economies. While a truly networked region will be the catalyst for exponential business and civic progress, these opportunities also mandate the need for vigilant protection of corporate and government networks," said Ned Baltagi, Managing Director – Middle East and Africa at SANS Institute.

SOPHOS UNCOVERS MALWARE TARGETING DISCORD CHAT PLATFORM



Sophos has just published new research on how malware is increasingly targeting the Discord chat platform. The cyberthreats uncovered by Sophos include information stealing malware, spyware, backdoors, and ransomware resurrected as "mischiefware."

Among other things, the research reveals how the number of URLs hosting malware on Discord's CDN during the second quarter of 2021 increased by 140% compared to the same period in 2020, according to Sophos telemetry.

Sean Gallagher, senior threat researcher at Sophos said: "Discord provides a persistent, highly-available, global distribution network for malware operators, as well as a messaging system that these operators can adapt into command-and-control channels for their malware – in much the same way attackers have used Internet Relay Chat and Telegram. Discord's vast user base also provides an ideal environment for stealing personal information and credentials through social engineering."

"These scams are not harmless - we found one malware that can steal private images from the camera on an infected device, as well as ransomware from 2006 that the attackers have resurrected to use as 'mischiefware.' Discord users, whoever they are and whatever they use the platform for, should remain vigilant to the threat of malicious content that's lurking within the service and not just leave it to the Discord platform to identify and remove suspicious files. In addition, IT security teams should never consider any traffic from an online cloud service as inherently 'safe' based on the trusted nature or legitimacy of the service itself. Adversaries could be hiding anywhere," he added.

NEWSMAKERS

APPOINTS GEOFF **GREENLAW AS VP OF CHANNEL & ALLIANCES FOR EMEAL**



Veritas Technologies, the global

leader in enterprise data protection, has appointed Geoff Greenlaw as its new VP of Channel and Alliances for Europe, Middle East, Africa and India (EMEAI). Greenlaw's first priority in the new role will be to roll out the revamped and simplified 2022 Veritas Partner Force Program, which will make it more profitable for the channel community to help customers recover from ransomware attacks and to manage data across increasingly complex multi-cloud environments.

Greenlaw's key priorities are to reward the channel community for strategically expanding Veritas footprint with new incentives and double rebates for key products that will harden customers' resilience against ransomware attacks. Greenlaw wants to ensure that the channel will benefit from a regular exchange of detailed information from a sales enablement, communication and marketing perspective. By providing greater insight into renewal opportunities and customer revenue forecasting, he wants to empower resellers to increase their profits.

An industry veteran, with over 25 years' experience of managing IT channel and sales teams across Europe, the Middle East and Africa, Greenlaw has been with Veritas for over seventeen years. During his tenure, he has previously held various roles as Head of Enterprise Sales in the UK, as Country Director for South Africa, as Head of Channel for the UK and Nordics, and as Head of Channel for Veritas' International Emerging Region, based in the UAE.

VERITAS TECHNOLOGIES DUBAI-BASED UDRIVE ONBOARDS **PROMINENT INVESTORS AND** CLOSES FUNDING ROUND OF US\$5M

With the UAE's economy opening up and mobility once again on an uptick post-pandemic, Udrive, the app-based payper-minute car rental service, is accelerating its growth — by doubling its fleet size over the next 3 months and targeting 500 percent revenue growth in the next 12 months - as it looks to continue disrupting the transportation market in the GCC. This follows a round of investment led by prominent regional business leaders and three venture capitalists who backed two of the region's most recent "unicorn" tech companies.

Founded in 2016, Udrive was the first to fractionalise mobility by introducing the rent-by-the-minute concept to the region giving consumers the benefit of paying only for what they use. The company scaled quickly by focusing on the large segment (60%) of the market, made up of a digitally-savvy driving age population that neither wants to own a vehicle outright, nor wants to lock up their income in a depreciating asset. Over the last four years, the company has empowered over a quarter of a million UAE citizens, residents and visitors to complete over 1.4 million trips, delivering estimated savings of approximately 25 percent, compared to traditional mobility alternatives.

Udrive's Founder, Hasib Khan believes the company's value proposition is more



relevant than ever before. "As people return to work, we're once again seeing an increased need for mobility. Whether for health and safety reasons, or the cost benefits, these individuals fully recognise the value of Udrive's service. Furthermore, the ability to avoid large capital costs associated with owning a vehicle while still having the convenience, and the ability to enjoy the driving experience is especially attractive to expats, which make up a large portion of the population in the UAE and broader GCC region. With EXPO 2020 around the corner, this mentality and temporary use of assets creates additional opportunities in an already large total addressable market for Udrive," he said.

THREE NEW TECH PARTNERSHIPS BRING **ADIO'S TOTAL SUPPORT FOR ABU DHABI'S ICT SECTOR TO \$235M IN 2021**

Three leading technology companies

are growing their presence in Abu Dhabi, as the emirate doubles down on its focus to support the growth of innovation-focused companies. The Abu Dhabi Investment Office (ADIO) announced today individual partnerships with Callsign, Lyve and RIZEK to provide the three companies financial and non-financial incentives as part of its AED 2 billion (USD 545 million) Innovation Programme.

The partnerships further expand Abu Dhabi's thriving information and communications technology (ICT) ecosystem, which has seen a significant boost in 2021, with a raft of new entrants to the emirate. With ADIO's support, technology leaders Anghami, Bespin Global and STARZPLAY Arabia each established new headquarters in Abu Dhabi, while Amazon Web Services (AWS) will soon launch a cloud infrastructure region in the United Arab Emirates (UAE). In total, ADIO has provided more than AED 865 million (USD 235 million) of support to seven ICT companies this year to help them innovate.

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STANDING APART FROM THE CROWD

Kamran Khayal, General Manager, Trigon, tells RME that for success, a company's infrastructure & set-up must be up to a standard that supports successful execution, regardless of which growth strategy is selected.

ow would you describe the IT distribution business in the region, especially in the context of today's evolving, changing market? Over the last 4 to 5 quarters, there has been an enormous growth being witnessed in the I.T. industry. Due to the pandemic, the emergence of the work-from-home and online learning revolution is acting as a fuel to the growth of the ICT industry. A pandemic requires employees to stay home to limit exposure and to prevent or slow down the spread of the disease, requiring the activation of remote working capabilities. Companies have started investing in tools to enable personnel to work remotely and collaborate virtually. Working, learning, and entertaining from home upped overall demand for computers in 2020, with record numbers of gaming PCs, commercial notebooks and monitors sold in the region.

Does Trigon have expansion plans in the region? What can the market look forward to?

I believe that the Middle East reseller

channel is a very dynamic segment. Despite so many difficulties during the past, we continue to move forward year on year. TRIGON is one of the biggest IT distribution companies in the GCC / Middle East region and is a part of the multi-billion-dollar Dubai based Al-Ghurair Group with branch offices in KSA, Bahrain and Oman. Trigon is an authorized distributor for well reckoned IT and consumer electronics brands like Samsung, LG, Acer, Asus, BenQ, D-Link, Netgear, Brother, Transcend, Philips, AOC, PNY, Lexar, etc.

Regardless of which growth strategy is selected, a company's infrastructure & set-up must be up to a standard that supports successful execution. Trigon plans to set up a branch office in Abu Dhabi by Q4,2021. Also, Trigon has signed new distribution agreements for B2B product categories in Bahrain and as such we will be expanding the team in Bahrain as well.

Trigon has always been at the forefront of technology adoption. What are some of the newest, latest technologies that the company has incorporated?

The COVID-19 pandemic is a launching

pad for organizations to become virtual, digital-centric and agile. The last year and a half have seen the product launches and newer technology adoptions more relevant to covid-19 related solutions. During Q1,2021 we introduced D-Link temperature screening camera, DCS-F7200FT, with precise face recognition rate, large storage capacity and fast recognition, which integrates face recognition technology and non-contact temperature detection technology.

Also, during 2021, we have started marketing LG (136") All-in-one Essential Full HD DV LED Screen with 1.56 mm Pixel Pitch, 800 nit Brightness, Embedded System Controller and also Samsung Flip 2 digital flipchart with features that greatly enhance today's fast-paced and digital-centric workflow. The Samsung flip board is an interactive, touchscreen digital display that allows teams or students to hold and recap meetings or classes with incredible ease.

Besides the above products, Trigon also introduced ASUS range of commercial laptops in the UAE market.

Trigon is also in the process of signing few new distribution agreements which will be disclosed at a later stage.

How has Trigon differentiated itself from competition, what are some of the company's strengths?

Trigon firmly believes that a strong workforce with clear direction will thrive in the competition and will always surge ahead, be it the workforce of Trigon or that of its partners. Trigon has always emphasised to its partners to do things differently and has always specialised in providing timely product trainings to its resellers in partnership with Trigon's vendors. The product portfolio of Trigon is the best example of our well-planned business approach since we do carry a well-balanced mix of volume & value brands. We make a strong assessment of the partner's business capability..... how strong are they financially, what kind of business suits them, what are the markets they are addressing, etc. Based on these facts we work out various business models for different resellers. Resellers whose business is more oriented towards value add or system integration, we offer them product or



TRIGON FIRMLY BELIEVES
THAT A STRONG
WORKFORCE WITH CLEAR
DIRECTION WILL THRIVE
IN THE COMPETITION
AND WILL ALWAYS
SURGE AHEAD, BE IT THE
WORKFORCE OF TRIGON OR
THAT OF ITS PARTNERS."

solution trainings. Some resellers are more active in the showroom / retail business, we offer them POP material, do in-store promotions, and also provide promoters if business demands. Also, we do work out quarterly or annual rebatebased programs which helps our resellers to generate better profitability.

What is your advice to businesses that seek to stay resilient and keep up with market challenges?

Digital transformation is forcing companies to change their business models and adapt to the new market reality. Today, customers expect relevant content in relation to what they're doing anytime, anywhere and in the format and on the device of their choosing. And in order to keep up with this new kind of "always-connected" customer, your business must embrace technology to deliver an unmatched customer experience. To stay competitive, businesses need to adopt and incorporate online technology into their everyday business operations.



KEEP UP WITH NETWORK DEMANDS WHILE MEETING YOUR SUSTAINABILITY GOALS

By Arafat Yousef, Managing Director – Middle East & Africa, Nexans Data Network Solutions



et the most out of your LAN without overspending

A challenging balance

As the number of devices, users, applications and networks continues to grow, so does the global carbon footprint. According to IDC some 212 billion IoT-enabled devices could be connected to the internet soon. Cisco predicts that by 2021, there will be 4.6bn Internet users worldwide and 271 billion connected devices. Today, companies face the challenge of meeting increasingly strict sustainability goals, while also being required to install and power a fast-growing number of devices, from IoT (Internet of Things) sensors to Wireless Access Points. The uptake of this equipment is being driven by developments such as 5G, Cloud, and Wi-Fi 6

Which actions can you take to ensure you keep up with the network requirements of today and tomorrow while also doing your part to reduce CO2 emissions?

Using ICT to improve energy infrastructure

The Information and Communication Technology (ICT) sector generates up to two per cent of all global CO2 emissions*. However, ICT also holds the key to improving its own performance. Besides improving its own energy efficiency, ICT can also help other sectors become more efficient, using the technologies it empowers to make building, logistics, workplaces and much smarter.

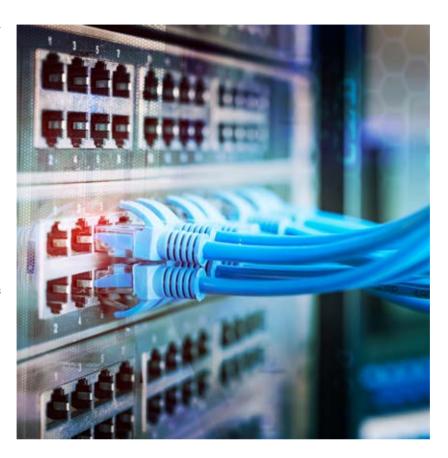
A study carried out by the Global Enabling Sustainability Initiative (Gesso) and Deloitte shows ICT can help solve a wide variety of sustainability challenges and climate change in particular. Big data, AI and intelligence built into devices and systems that consume power are essential to this. One way of reducing energy usage is by introducing 'intelligent' network components and systems. Network switches can optimize efficiency by scheduling port and wireless access, for example, and constantly adjust power usage or shutting down automatically when not in use.

The latest release of the PoE standard has found its way to numerous products, from lighting, sensors, and smart thermostats helping PoE to drive digitization in smart buildings. Building managers and owners can address the needs of building inhabitants while reducing energy consumption and supporting sustainability goals.

"Fibre To The Office" (FTTO) and power saving

Fibre To The Office (FTTO) can significantly reduce energy consumption and CO2 emissions during the use phase. FTTO solutions use fewer active and passive components than traditional network designs. The benefits of copper and fibre are combined for maximum performance with reduced energy consumption. FTTO Switches consume very little power - 4-5 Watts per switch and typically ~0.7W per port **. This is nearly half of the total power consumption of floor distribution switches in traditional networks.

FTTO network designs can reduce power consumption by as much as 70 per cent. Less energy usage means lower CO2 emissions and, therefore, increased sustainability. FTTO infrastructures may support several generations of active equipment. Both capital and operational expenditure can be entirely optimised



FIBRE TO THE
OFFICE (FTTO) CAN
REDUCE ENERGY
CONSUMPTION AND
CO2 EMISSIONS
DURING THE USE
PHASE. FTTO
SOLUTIONS USE
FEWER ACTIVE &
PASSIVE COMPONENTS
THAN TRADITIONAL
NETWORK DESIGNS."

based on new project requirements or network designs, while fibre optic networks easily accommodate increasingly higher data rates.

New sources of energy

ICT remains one of the world's fastest growing sectors, with a marked impact on other technology areas, helping them become greener and sustainable. Besides continuous self-improvement, the ICT sector also stands to gain a great deal from, using more renewable energy. According to figures shared by Ericsson, the ICT sector's carbon footprint could be reduced by more than 80 percent if all electricity consumed came from renewable sources.

* Trends in Data Centre Energy Consumption under the European Code of Conduct for Data Centre Energy Efficiency, European Commission, Joint Research Centre (JRC), Directorate C-Energy, Transport and Climate

** with Nexans Eco Mode activated 🚳

INTERVIEW // SOPHOS

STRENGTHENING PARTNERSHIP

Anita Joseph caught up with Harish Chib, Vice President, Middle East & Africa, Sophos, to find out the latest updates to their partner program and how innovation is helping partners add value to their product & service offerings.

TAT ha ar up up yo pr

hat, if any, are the latest updates/ upgrades to your partner program?

We've updated the Sophos Global Partner Program to emphasize the following key parameters:

Simplicity and Transparency: The Sophos Global Partner Program is comprehensive, but simple. It clearly defines and informs our channel partners on the registration process, enablement tools, trainings, and growth path opportunities available through the program.

Partner Profitability: Our partner program rewards commitment to Sophos. The more partners are committed, more profitability they can achieve. Partners can attain profitability under two aspects of our partner program:

Tiered Discounts: We provide tiered discounts aligned to respective partner tiers: authorized partner, silver partner, gold partner, platinum partner and sub-distributors. These discounts help partners built consistent profitability.

Margin Retention Opportunities: 'Deal Registration' and 'Incumbency' are the arrangements to provide margin retention to our partners. Deal Registration helps partners to secure upsell, cross sell and new customer opportunities. Incumbency helps them with renewing customers.

Partner Enablement: The training module under our partner program enables partners to be responsive to the changing needs of today's cybersecurity. These trainings empower our partners to tackle common trends that are impacting our industry, such as customers moving to the cloud, increased consumption of managed services across the full security spectrum, and of course the proliferation of advanced and targeted attacks.

To enable our partners, Sophos provides certification for each important role: Certified Sales Consultant, Certified

AT SOPHOS, WE
HAVE A VERY
CLEAR STRATEGY
FOR THE FUTURE,
AND THAT IS
TO FURTHER
ADVANCE OUR
NEXT-GENERATION
SOLUTIONS AND
SERVICES."

Engineer, Certified Architect, and Certified Technician.

How has your partner ecosystem been coping with the volatility and changes happening in the market since last year?

The major challenge that the partner ecosystem has faced is to continue protecting their customers amid various versions of lockdown and increased cybercrime, both in volume and sophistication. Fortunately, our cloud enabled next-generation cybersecurity solutions helped our partners to continue protecting their customers from remote locations. Sophos' solutions and services helped partners to protect their customers from sophisticated cyberattacks.

How about innovation in next-gen cybersecurity products? Considering that there are so many cybersecurity products & solutions in the market today, how is Sophos helping partners differentiate their offerings and resonate better with customers?

Many organizations still don't understand what technologies are needed to protect against exploits, ransomware and other sophisticated attacks. They require their channel partner's advice on the right kind of cybersecurity solutions and services. Sophos helps its partners to truly be security advisors who are up to date with the fast-changing threat landscape and knowledgeable about how Sophos' nextgeneration security products, services and technology better prevent, detect and stop cyberattacks.

Our partners are also empowered with Sophos' ecosystem as we create products with features designed specifically for partners, such as the Sophos Central-Partner dashboard that allows partners to centrally manage their customers' endpoints, firewalls and other Sophos security products from a single dashboard. Partners also have clear upsell and cross-sell opportunities with their existing customers, due to the broad portfolio of Sophos solutions that are available within Sophos Central.

What is your plan for the channel, going forward?

At Sophos, we have a very clear strategy for the future, and that is to further advance our next-generation solutions and services. We are also working closely with our partners to help our joint customers to achieve a secured cloud adoption and digital transformation journey.

Our threat intelligence indicates that ransomware will continue to be an attack strategy that will impact all types of organizations regardless of size and type. We will work closely with our channel partners so that they can implement the best anti-ransomware technology, like Sophos Intercept X with XDR, and threat hunting services, such as our Manged Threat Response (MTR) and Rapid Response (RR), to defend against ransomware now and in the future.

RED HAT AND NUTANIX ANNOUNCE STRATEGIC PARTNERSHIP TO DELIVER OPEN HYBRID MULTICLOUD SOLUTIONS

This partnership brings together Red Hat's industry-leading cloud native solutions with the simplicity, flexibility and resilience of the Nutanix Cloud Platform.

ed Hat, the world's leading provider of enterprise open source solutions, and Nutanix, a leader in hybrid multicloud computing, have announced a strategic partnership to enable a powerful solution for building, scaling and managing cloudnative applications on-premises and in hybrid clouds. The collaboration brings together industry-leading technologies, enabling installation, interoperability and management of Red Hat OpenShift and Red Hat Enterprise Linux with

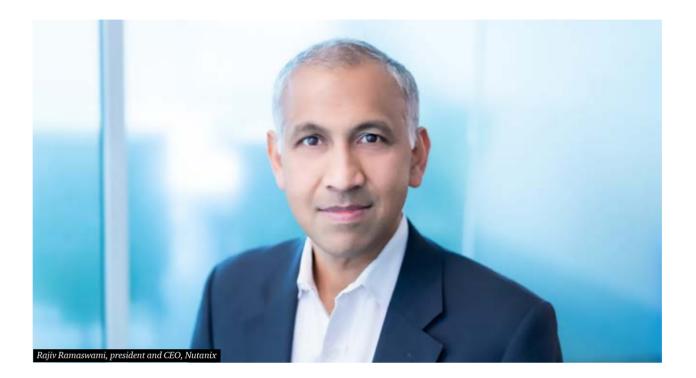
Nutanix Cloud Platform, including Nutanix AOS and AHV.

Key elements of the partnership include:

- Red Hat OpenShift as the preferred choice for enterprise full stack Kubernetes on Nutanix Cloud Platform. Customers looking to run Red Hat Enterprise Linux and Red Hat OpenShift on hyperconverged infrastructure (HCI) will be able to use an industry-leading cloud platform from Nutanix, which includes both Nutanix AOS and AHV.
- Nutanix Cloud Platform is now a preferred choice for HCI for Red

Hat Enterprise Linux and Red Hat OpenShift. This will enable customers to deploy virtualized and containerized workloads on a hyperconverged infrastructure, building on the combined benefits of Red Hat's open hybrid cloud technologies and Nutanix's hyperconverged offerings.

• Nutanix AHV is now a Red Hat certified hypervisor enabling full support for Red Hat Enterprise Linux and OpenShift on Nutanix Cloud Platform. The certification of the Nutanix built-in hypervisor, AHV, for Red Hat Enterprise Linux and



OpenShift offers enterprise customers a simplified full stack solution for their containerized and virtualized cloudnative applications. This certification delivers Red Hat customers additional choice in hypervisor deployments, especially as many organizations explore innovative, modern virtualization technologies.

- Joint engineering roadmap providing robust interoperability. Red Hat and Nutanix will focus on delivering continuous testing of Red Hat Enterprise Linux and Red Hat OpenShift with Nutanix AHV to provide robust interoperability. The companies will also collaborate to deliver more timely support by aligning product roadmaps.
- More seamless support experience providing faster resolution times for joint customers. Customers will be able to contact either company with support issues. The two companies are collaborating to deliver a bestin-class support experience for the interoperability of the certified products.

Because of its distributed architecture, Nutanix Cloud Platform delivers an IT environment that is highly scalable and CUSTOMERS
LOOKING TO RUN
RED HAT ENTERPRISE
LINUX AND RED
HAT OPENSHIFT ON
HYPERCONVERGED
INFRASTRUCTURE
(HCI) WILL BE
ABLE TO USE AN
INDUSTRY-LEADING
CLOUD PLATFORM
FROM NUTANIX,
WHICH INCLUDES
BOTH NUTANIX AOS
AND AHV."

resilient, and well-suited for enterprise deployments of Red Hat OpenShift at scale. The platform also includes fully integrated unified storage, addressing many tough challenges operators routinely face in configuring and managing storage for stateful containers.

Rajiv Ramaswami, president and CEO, Nutanix, said: "This partnership brings together Red Hat's industry-leading cloud native solutions with the simplicity, flexibility and resilience of the Nutanix Cloud Platform. Together, our solutions provide customers with a full stack platform to build, scale, and manage containerized and virtualized cloud native applications in a hybrid multicloud environment."

Paul Cormier, president and CEO, Red Hat, said: ""We have a vision to enable open hybrid clouds, where customers have choice and flexibility. Our partnership with Nutanix brings a leading hyperconverged offering to the open hybrid cloud, driving greater choice for our joint customers in how they deploy their containerized workloads and backed by a joint support experience."



Leaders Of Transformation

CPI Media Group hosted their first physical event since the COVID-19 pandemic at the Habtoor Grand Resort in JBR, and it was a phenomenal success with over 100 key figures from the IT industry in attendance at the glitzy event.

The awards were designed to celebrate the businesses and IT decision-makers that have helped enterprises to transform and adapt to the challenges of the digital economy by leveraging technology and next-gen solutions.



Best Mobility Solutions Provider of the Year:

Raqmiyat



Best Cloud Wireless Solution of the Year:

Nuclias by D-Link





Cloud Solutions
Provider of the Year:



Best System Integrator of the Year:



Best Email Security Vendor of the Year:

Huawei

CNS Middle East

Seclore



Best Evolved Cybersecurity Vendor of the Year:

Forcepoint



Industrial Digital Transformation Vendor of the Year:

AVEVA



Cloud Solution of the Year:

Avaya for its Avaya OneCloud
CCaaS solution





Multi-Cloud Solutions Provider of the Year:

Rackspace Technology



Best Technology Vendor of the Year for Hybrid Work:

Jabra



Digital Transformation Partner of the Year:

HUA:

| Special Section of the Control of the Contr

Most Innovative Healthcare Initiative of the Year:



Best E-Learning Program in Higher Education:

Huawei

Zulekha Hospital

Emirates College of Technology



Most Innovative Solution for Border Control and Public Safety:

Monitoring and Control Centre



Best Deployment of Machine Learning in Healthcare:

Prognica Labs Tech



Best Self-Service Initiative in Optimising End-to-End Solutions:

Dubai Aviation Engineering
Projects



Best Self-Service Initiative in Optimising End-to-End Solutions:

Emirates Airline



Best Al Transformation in Customer Experience:

Etisalat



Best Smart Mobile Application in Banking:

Kuwait International Bank



Best Facility Management Services Customer Value

Enova Facilities Management Services Middle East



Best Incorporation of Next-Gen Technologies for Exported Goods:

Abu Dhabi Customs



IT and Compliance Manager of the Year:

Jayesh Nandanan, Mediclinc Middle East





Best Customer Service in Investment Banking:

Al Masraf Bank



II Leader of the Year:

Ebrahim Kamalzadeh, Al Nabooda Automobiles





Technology Visionary of the Year:

Hatem Hariri, CNS Middle East



Government IT Leader of the Year:

Shakeeb Fellan, Fujairah E-Government



Best Mission Marketing
Team of the Year

Avaya Marketing

Best Customer-Centered Digital Portal:

Mashreq Bank

Best ERP Driven Strategy for FMCG Innovation:

Basamh Trading Company

Best ERP Migration
Strategy:

RAK Ceramics

Best Blockchain Focused Document Authentication Initiative:

DIFC Courts

Leader in Transformative Decision Making for BI Implementation:

Adyard Abu Dhabi

Best Online E-Trading Platform of the Year:

International Securities

Most Innovative Health Management Program of the Year:

Emirates Health Services
Establishment



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FINANCING THE WORKPLACE OF TOMORROW — HYBRID OR OTHERWISE

By: Lars Koelendorf, EMEA Vice President, Solutions & Enablement at Aruba, a Hewlett Packard Enterprise company



n unprecedented ability to connect, collaborate and work from anywhere. Enterprise-level connectivity and equipment at home. New workspaces, automated systems and cognizant buildings at the office. The hybrid workplace, with all its incredible features and possibilities, is undoubtedly something to look forward to.

But mixed with this excitement must also be apprehension. This new model cannot function without fast, reliable wireless connectivity and a unified, automated and secure network. And for most organizations, this will mean investing in their IT infrastructure.

Given the current economic circumstances and ongoing unpredictability of what comes next, it's understandable that organizations may feel that they will struggle to finance these investments, or that they are simply not in a position to consider any upgrades beyond what's immediately necessary for the return to the office.

The good news, however, is that with a few smart, strategic moves, I firmly believe it is possible for organizations to leverage their current budgets and resources to create a network that delivers both short- and long-term value. Here's what you need to think about to put these moves into motion.

Make data your top priority

The enterprise data that is available today has tremendous potential to deliver significant cost savings – but it must first be turned into actionable insights. That's why organizations need to prioritize network investments that will improve their ability to analyze the data at their disposal.

This means investing in Edge technologies. Not only are organizations dealing with unprecedented amounts of data, that data is increasingly being generated outside of the traditional data centres. Instead, it is being created by user devices and IoT sensors at the Edge of the network – the place people, devices, and things connect to the digital world.

Processing data at the Edge is the only way to reduce latency, minimize transmission costs and unleash its full potential for optimization and innovation. The ability to unlock and leverage their data in real-time will enable organizations to take actions that deliver long-lasting benefits, such as improved operational efficiency and costs, opportunities for greater profitability, and new revenue streams.

Explore flexible consumption models and as-a-Service options

At a time when resources and budgets are tight and yet change is more pervasive than ever, organizations need to choose solutions that offer simple pay-as-you-go subscriptions, and financial and consumption flexibility across hardware, software, and management operations.

These solutions, which turn infrastructure expenses from CapEx investments into OpEx costs, represent benefits for both cost-efficiency and business agility. They ensure that payments can be aligned to budgets, revenue and cash flow – making them suitable for whatever the financial situation is at any given moment. They also provide the freedom to test, adapt, build and possibly rebuild without the fear of exhausting already strained budgets, as you'll only ever pay for what you're currently using.

Essentially, they are the foundations of a bespoke, flexible, and scalable

network that can adapt rapidly to changing needs and circumstances.

Leverage the Circular Economy

Adopting more environmentally friendly practices and leveraging existing equipment and systems has the double benefit of helping organizations maximize their budgets while also meeting their sustainability goals – something that we know is becoming more and more important across all industries.

Through the Circular Economy, which aims to extend the utility and value of resources and eliminate waste, organizations can optimize and repurpose IT assets like network equipment, PCs, laptops, servers and storage devices.

Or they can convert them into capital that funds innovation and transformation initiatives. By remarketing and reselling any unneeded equipment, organizations

ADOPTING MORE ENVIRONMENTALLY FRIENDLY **PRACTICES AND LEVERAGING EXISTING EQUIPMENT AND** SYSTEMS HAS THE **DOUBLE BENEFIT OF HELPING ORGANIZATIONS MAXIMIZE THEIR BUDGETS WHILE** ALSO MEETING THEIR **SUSTAINABILITY** GOALS."

can return significant amounts of money to their IT budgets.

They should also avoid buying new hardware unless absolutely necessary. When it comes to expanding infrastructure and making new investments, adapting preowned equipment or choosing functionally equivalent used hardware can have dramatic cost savings.

Additionally, organizations can increase the likelihood of further savings down the road by strategically choosing technology that is designed for energy efficiency, and easy recycling and removal of heavy metals for reuse.

Similarly, organizations can also rent new equipment instead of buying it outright. With vendors like Aruba offering a technology refresh as part of the monthly contract, this ensures organizations stay on the latest technology for the same price. And when upgrades happen, the vendor takes the existing equipment and uses it elsewhere – maintaining the circular economy.

Embracing the future

The reality is that a network that can support the hybrid workplace and business agility is becoming an increasingly urgent need.

We have now seen that a hybrid workplace model is the answer to the changes in how we communicate, live and work – changes that have only been accelerated by COVID-19. The mission-critical role of IT within this model means that organizations cannot afford the consequences of a poor performing network.

Organizations must invest in their IT infrastructure or risk limiting productivity, creating security threats, frustrating employees and clients, and losing their competitive advantage. At scale and over time, these issues pose a severe threat to business continuity.

I hope that the strategies above will enable you to make these investments in a way that suits your organization's budget and resources. I also hope that they will help you see beyond the challenges and stay enthusiastic about hybrid workplaces. We are entering a brand-new era of work and I, for one, cannot wait to see what it will bring.

ON THE GROWTH PATH

Rochak Vig, Director Sales- Enterprise Business Solutions, Raqmiyat, tells RME that the company is looking to expand its footprint in the Middle East region by creating value for its customers and partners.

ow would you evaluate the business opportunities in the regional market now, especially post the pandemic? How is Raqmiyat tapping into new opportunities and technologies to drive growth?

"It is not the strongest of the species that survives, nor the most intelligent. It is the one that is most adaptable to change." These words are just so relevant in today's scenario, where even some established businesses are falling apart, and new start-ups are turning out to be the winners in the unpredictable market landscape. Huge demand by businesses to innovate and address fast-paced changes has brought in the phenomena of "Digital Transformation". Pandemic has expedited this process of organizations embracing this transformation, as now it is not just a good to have an option but has become a necessity to stay relevant and at times stay ahead of the curve. To ensure that the digital journey is undertaken and not just a buzzword that is kept in the corporate showcase, it is critical for every business to identify areas where it needs to undertake such transformation, link digital innovation to business objectives and goals that need

to be achieved and then execute this journey through appropriate technology solutions available.

Technology has become an enabler and a disruptor, which helps not just survive but to optimize, address challenges and excel in different spheres of professional as well as personal life. Different verticals may have different challenges and opportunities, thus there is a huge opportunity for IT Services companies like Raqmiyat to help clients leverage technology to innovate and lead the change.

We at Raqmiyat are collaborating with various technology partners to help organizations improve their operational efficiencies, optimize costs, and enhance productivity by undertaking cloud journeys, automating their business applications - through ERP, HCM, CX, or procurement solutions, leveraging low code and no-code platforms for rapidly deploying applications, create a paperless office, harnessing and mining data through analytics, leveraging AI/ML for relevant customer/internal focussed used cases, remote collaboration, cybersecurity, API management and lastly we are helping organizations in undertaking quality assurance & engineering initiatives for various projects being undertaken to ensure superior outputs are attained with minimal defects.

Customer experience is the key to success. What are the steps that organizations are taking, to enhance customer experience and what solutions and services IT services companies are offering them to support their intent of creating happy clients?

Businesses need to be extremely close to their clients in order to keep a track of their pulse and then align their offerings to their needs, challenges, and preferences. Organizations are thereby keeping customers' happiness at the heart of their plans and strategies. The key for every business is to have a 360-degree view of their existing and potential clients to align their behavior with its marketing, sales, product, and customer service plans to ensure the clients get an extraordinary experience while procuring a product/ service and later for the post-sale service.

Every client may have a different requirement and we may need related solutions to resonate with the customer's emotional and intelligence quotients. IT services companies are partnering with these businesses by leveraging best-of-the-breed solutions to enable them to create customer delight for both internal and external stakeholders. Whether it is getting the omnichannel strategy right using diverse touchpoints like mobile apps, web and physical stores to enhance customer experience, or its leveraging

data through analytics for more informed decision making to acquire, cross/upsell, and then retain clients, or using AI/ML solutions to give the clients easy collaborative communication frameworks along with a personal touch, each of these solutions results in strong long-term relationships with them.

With digital transformation gathering so much pace, what do you think are some of the challenges that businesses face in their journey?

New niche technologies are coming and disrupting the status quo in absolutely no time. Go-to-market cycles have reduced significantly and every business needs to be agile to adapt to change within the shortened timeframes available now. Legacy systems, approaches, mindsets are becoming outdated and make the survival of business extremely difficult.

Some of the challenges they are facing include identifying what solutions are relevant to them from a market and domain perspective. Having capable/trained resources and partners to execute these initiatives successfully within allocated budgets is another area where businesses are struggling. Change management and adoption by relevant stakeholders is yet another element

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AND ENHANCE
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that puts these initiatives at risk. Finally, current market conditions due to pandemic have also left the organizations in a spot about budget allocations and the timing of making these strategic investments.

What are some of Raqmiyat's strategic growth plans and goals for the future?

Raqmiyat is looking to expand its footprint in the Middle East region by creating value for its customers and partners leveraging technology and bringing vertical knowledge coupled with the latest niche technologies. We are trying to touch every aspect of our client's business and helping them optimize operations and catalyse growth by enabling them to undertake these transformation journeys to become leaders in their respective segments.

Raqmiyat intends to become a regional IT services powerhouse with plans to double our revenue in the next 3 years consolidating its footprint in verticals like the Public sector, Banking, Utilities, Telecom, and Aviation where it has traditionally been strong and also open new avenues in certain other high growth segments by offering them cutting edge solutions along with our partners.

We are confident of making achieving set growth objectives and contributing positively to the expanding local economy nurturing longterm associations.

Any final thoughts?

"The illiterate of the 21st century will not be those who cannot read and write, but those who cannot learn, unlearn and relearn."

Learning is the quality that shapes our life – Let's keep it coming... •



EMPOWERING THE CHANNEL

Jon Bove, Vice President – Channel at Fortinet, speaks to Anita Joseph, Editor at Reseller Middle East in an exclusive interview about the updates to Fortinet's Engage Partner Program and how it is empowering channel partners to differentiate their product offerings and resonate better with customers.



ell us about the updates to the Fortinet Engage Partner Program. What's new? With hybrid workforces, highly distributed network infrastructures and new digital innovations, organizations find that securing all their environments is becoming increasingly complex if they don't have the right technology and trusted advisors to lean on. To further enable channel partners to address these customer needs, the Engage 2.0 Partner Program will now include:

New Consumption Models: Fortinet is continuing to enable MSSP and SP partners to build services and grow their business leveraging the Fortinet Security Fabric with new consumption models for FortiSIEM, FortiEDR, FortiClient, FortiSOAR, FortiAI and FortiDeceptor.

Enhanced Cloud Partner
Benefits: The Engage Partner Program
allows partners to engage as an
integrator, MSSP or cloud partner.
For cloud partners, Fortinet is adding
additional ways they can take advantage
of the various routes to market leveraging
Fortinet's Adaptive Cloud Security
offerings. Managed cloud service provider
partners are now immediately eligible for
the Engage Select Cloud Business Model.

Additional Specializations: Fortinet is

introducing new specializations focused on high-growth areas with additions including Zero Trust Access, Operational Technology and Security Operations. Specializations help partners further distinguish their expertise among current and potential customers as trusted partners who have the knowledge, services and technologies to fulfill customer business needs.

Updated NSE Courses to Meet Compliance Requirements: Fortinet's NSE training courses and eight-level Certification Program, which are free to all Fortinet partners, have been updated allowing partners to meet more compliance requirements.

With technology rapidly changing the business landscape, product differentiation, integration and diversification are critical for survival. How is Fortinet supporting its partner community in these areas? As organizations embrace digital innovation, it can also introduce network complexities and security concerns. Fortinet's channel partners play a critical role in helping customers address and navigate some of today's biggest cybersecurity challenges. The Fortinet Engage Partner Program helps partners develop the expertise needed to deliver digital transformation through customizable programs with business opportunity as well as the programs and infrastructure in place to accelerate their growth. Partners are also provided flexibility to engage on three business levels: Integrator, MSSP, or Cloud, which provide multiple opportunities to grow different segments of their business, as well as multiple ways to differentiate their offerings with specializations.

In the increasingly competitive world of cyber security, how is Fortinet enabling its partner community to enhance its profile as security leaders?

The Fortinet Engage 2.0 Partner Program allows partners to develop the expertise needed to deliver on the promise of digital transformation through a customizable program with market-leading profitability and the programs and infrastructure in place to accelerate



THE FORTINET ENGAGE PARTNER PROGRAM **HELPS PARTNERS DEVELOP THE EXPERTISE NEEDED TO DELIVER DIGITAL TRANSFORMATION THROUGH CUSTOMIZABLE PROGRAMS WITH BUSINESS** OPPORTUNITY. **AS WELL AS THE PROGRAMS AND INFRASTRUCTURE IN** PLACE TO ACCELERATE THEIR GROWTH.

their growth. The partner program is based on three basic concepts to help them engage and succeed in today's new security environment:

Engagement – you choose what kinds of expertise you want to develop and the benefits you want to enjoy, so you have more control than ever over your success with Fortinet.

Business Model – you can choose to engage with us in any or all of our three business models: Integrator, MSSP, or Marketplace. Each one has benefits that will help you grow that segment of your business.

Specializations – Engage sets you up for success with a path to expertise for the solutions that are driving demand in today's fast-paced security environment, including SD-WAN, Dynamic Cloud, Data Center, and Secure Access and SD-Branch.

What are the opportunities you see in the market, for the channel community? Fortinet works closely with its channel

partners to untap new opportunities and expand business growth together. It does this through its Engage Partner Program – designed to better prepare Fortinet partners to effectively engage and succeed in today's new security environments - and through various enablement initiatives. Fortinet is proud to provide partners with a valuable, flexible platform to build a profitable and highly-differentiated security practice that leverages the industry's best solutions to drive customer success. Fortinet's partner enablement initiatives, along with industry-leading security products and solutions, allow partners to meet customer demands and set them up for success, regardless of their size or business objectives. Fortinet has also implemented new ways for partners to leverage Fortinet's Adaptive Cloud Security offerings. Managed cloud service provider partners are also now eligible for the Engage Select Cloud Business Model and for additional discounts on Fortinet's flexible licensing models, including BYOL and pay-as-you-go. Cloud partners now also gain access to FortiCWP and FNDN. These new benefits will result in cost savings as partners expand their cloud security services powered by Fortinet.

What are your channel plans for 2021 and beyond, particularly as far as customer relations and value-added service offerings are concerned?

Fortinet has always been committed to not only providing the security that businesses need today, but in anticipating the security needs of tomorrow. Fortinet introduced four specializations last year, including Secure SD-WAN, Data Center, Adaptive Cloud Security, and LAN Edge and SD-Branch. The introduction of these new specializations is representative of the rapidly growing market areas that customers are searching for expertise on. Fortinet's new specializations are focused on high growth areas with additions including: Zero Trust Access, Operational Technology and Security Operations. They will further enable channel partners to differentiate their skill sets and knowledge in these fast-growing areas that customers rely on trusted advisors for. 🚥

ALJAMMAZ TECHNOLOGIES SIGNS DISTRIBUTION AGREEMENT WITH HEWLETT PACKARD ENTERPRISE

Through this agreement both organizations plan to jointly develop and enable their partner ecosystem to deliver next generation edge-to-cloud empowered solutions from HPE to support digitization in Saudi Arabia



lJammaz Technologies, the leading value-added technology distributor and cloud aggregator in Saudi, GCC and the Middle East, announced

that it has signed a distribution agreement with Hewlett Packard Enterprise (HPE) for distribution coverage across Saudi Arabia.

With this partnership, AlJammaz Technologies is authorized to distribute Innovative edge-to-cloud solutions from across the HPE portfolio, including Compute, Storage, Software and Intelligent Edge.

AlJammaz will also offer solutions as-a-service via the HPE GreenLake edge-to-cloud platform, as well as a wide range of networking solutions from Aruba.

Through this agreement both organizations plan to jointly develop and enable their partner ecosystem to deliver next generation edge-to-cloud empowered solutions from HPE to support the digitization of the

economy in Saudi Arabia in line with Saudi Vision 2030.

By working with HPE, AlJammaz is looking to help accelerate its partners' digital transformation journeys and help them stay ahead of what is next.

"We're excited about our partnership with HPE and look forward to empowering our channel partner ecosystem of System Integrators, MSP's, CSP's, VAR's and local ISV's to deliver next generation edge to cloud solutions for digital transformation with market leading offerings from HPE and Aruba.

With our vast experience and resources, at AlJammaz Technologies our team will assist HPE to recruit the right mix of new partners, empower and enable existing channel partners across Saudi Arabia," said Eng.
Asim AlJammaz CEO of AlJammaz Technologies.

He further said, "HPE brings unique opportunity for our partners to provide a complete set of solutions and services via HPE GreenLake, helping customers to automate, secure, optimize, and accelerate their digital transformation initiatives. With optimized compute solutions offered as a service, a seamless cloud experience for data and data infrastructure from edge to cloud. An end-to-end networking solution from Aruba platform that are designed to convert edge data into better business outcomes and greater operational efficiencies."

"We are very excited about our partnership with AlJammaz Technologies in Saudi Arabia. There is a great opportunity for both organizations to work together and unlock the full potential of our HPE GreenLake edge to cloud platform. This is because HPE GreenLake cloud services make it easier for channel partners to drive growth and expand their expertise to deliver as-a-service solutions to their customers. Recent enhancements to the HPE GreenLake service offering will assist HPE partners in selling, billing and capacity planning," said Issa Al-khamees, Saudi Arabia & Gulf Managing Director at Hewlett Packard Enterprise.

"HPE provides a unique approach to hybrid cloud through HPE GreenLake cloud services, which combines the agility and simplicity of the cloud with the governance and control of an onpremises environment. This strategy clearly resonates with the market and offers a great opportunity for partners to fulfill the digital transformation requirements of small and medium and enterprise businesses alike with on-demand, rapidly delivered cloud services delivered on a pay-per-use basis," he added.













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DON'T GO IT ALONE — WHY PARTNERS ARE KEY IN YOUR CLOUD MIGRATION JOURNEY

By Ramkumar Balakrishnan, Partner Lead, Amazon Web Services (AWS), Middle East and North Africa (MENA)



THE PROCESS OF MOVING TO
THE CLOUD IS NOT ALWAYS
STRAIGHTFORWARD. EVERY BUSINESS
IS UNIQUE. SOME ARE HALFWAY
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OTHERS ARE STILL TAKING THOSE
FIRST TENTATIVE STEPS.

ou do not need me to tell you that we are living through unprecedented times. The pandemic has rocked the business world, emptying high streets, closing shop doors, and forcing businesses to reimagine how they operate.

It is fair to say that even before COVID-19 the world was changing fast. Customer expectations were higher than ever before, with people expecting companies to deliver real value and act responsibly during a time of severe uncertainty, and businesses were scrambling to meet them.

Technology adoption was at an alltime high as organizations laid down transformation strategies to help them become more agile, resilient, and able to offer new and exciting services. You only need to look at the boom in online grocery sales and the implementation of remote learning within education to see how even the most traditional of industries have adopted technology to survive and thrive during the pandemic.



Far from disrupting that trend, COVID-19 has accelerated it. Digital transformation plans were quickly elevated to business-critical almost overnight. Many businesses have already put plans into action, while others are still grappling with the challenge. If there is one thing we can agree on, it is the importance of cloud technology in business – both today, and in the future.

Plotting your journey

In the short term, the benefits of cloud are obvious. In an environment where employees cannot work from the office, it provides the flexibility for teams to work remotely – anytime, anywhere.

In the long term, cloud is just as

important. Only the most digitally mature will be able to successfully navigate COVID-19, so the post-pandemic marketplace will be more competitive than ever before.

Being flexible enough to respond to customer demands, leverage new technologies, and scale into new territories will become the business norm, leaving stragglers unable to keep pace.

In reality, the process of moving to the cloud is not always straightforward. Every business is unique. Some are halfway through their journey, while others are still taking those first tentative steps.

In short, every business has a unique approach to how they adopt the cloud. Because of that, there is no easy-to-follow, step-by-step guide that all businesses can use.

Few companies have the internal expertise to go it alone, so inevitably most will require third party assistance and a network of partners who specialize in helping businesses transition to the cloud. At AWS, we have the AWS Partner Network (APN) and every partner plays a crucial role in helping customers navigate through their own journey to the cloud. It's this global community of partners who have the know-how and expertise to leverage AWS to build solutions and services for customers.

The perfect partnership

Take Aramex for example, the global provider of logistics and transportation solutions. The company embarked on a multi-year digital transformation to the cloud, and selected Inawisdom, an AWS Premier Consulting Partner specializing in artificial intelligence (AI) and machine learning (ML) technologies, to help meet its digital goals on AWS.

Working together with Inawisdom using DevOps tools from AWS and Inawisdom's proprietary Rapid Analytics and Machine Learning Platform (RAMP), Aramex successfully deployed five live workloads within only nine months. Inawisdom leveraged all of AWS's capabilities to provide Aramex with a powerful platform that gave the company more visibility and control over its operations. As a result, Aramex greatly enhanced the customer experience and increased shipping accuracy by 74%.

This is just a single use to show how partners are an essential part of the journey to the cloud, providing that specific, on-the-ground expertise to overcome any hurdles. They are the ones really unlocking the potential of cloud by guiding our customers on a seamless migration journey.

And trust me, with the pace of innovation being what it is, it's a journey every business will have to take. •

PRODUCTS

INTEL ANNOUNCES NUC 11 EXTREME KIT FOR HIGH-END GAMING EXPERIENCE



ntel has announced the Intel® NUC 11 Extreme Kit (codenamed "Beast Canyon"), a highly modular desktop PC engineered to provide a phenomenal experience for gaming, streaming and recording. With the latest 11th Gen Intel® Core™ processors, support for full-size discrete graphics cards and a full range of I/O ports, the Intel NUC 11 Extreme Kit delivers high performance gameplay and smooth, immersive visuals.

Compact Intel NUC 11 Extreme Kits are designed to provide powerful, immersive gaming experiences. For performance, connectivity, and modularity, the Intel NUC 11 Extreme kit delivers massive performance with a small footprint. The highest-performing Intel NUC yet delivers a premium and size-optimized PC package for creating innovative desktops suited to gamers' unique performance needs. Packing the latest hardware components into a tiny 8-liter case, the Intel NUC 11 Extreme Kit is loaded with features typically found in much larger gaming rigs and offers customizable design options.

The sky's the limit with up to an 11th Gen Intel® Core™ i9 processor featuring eight cores, 16 threads, and up to 5.0 GHz frequency. Kits are also available with an unlocked Intel 11th Gen Intel® Core™ i7 processor. Additional features include: Two Thunderbolt 4 ports, Intel Wi-Fi 6E, a 2.5-gigabit Intel® Ethernet port, and a 650-watt internal power supply. Customize with a full-size discrete graphics card, up to 64 gigabytes of dual-channel memory and massive storage options thanks to four M.2 slots.

NIKAI LAUNCHES FIRST WEB-OS TV IN THE UAE

Nikai electronics, one of the fastest growing electronic and home appliances brand in the Middle East, Africa and Asia has officially unveiled the first webOS TV in the UAE, equipped with original licensed version of apps like AMAZON, NETFLIX, YOUTUBE, SHAHID apart from tons of others that are downloadable from the LG webstore!

This makes NIKAI one of the first private label brands in the region to introduce the webOS TV across the GCC Markets. The new Nikai range of 4K UHD TV comes equipped with the kernel based webOS operating system originally owned by LG. The LED's have been given a new facelift in terms of design by being more minimalistic and include a ribbon-like customizable launch bar at the bottom of the screen. The system gives viewers the access to all apps, settings, and other features of the TV in one go.



Unlike the regular Android TV's, where customers need to close an app and go to the home screen to open another one, the launch bar on Nikai's WebOS TVs can be used to toggle between screens without exiting an app that is already open.

Intuitive and simple, the interface of the WebOS is what makes it stand out from the rest. The latest WebOS TV by Nikai comes with 2 remote control devices with the additional one being a magic remote, making navigation much easier with its point and click functionality. The pointer moves on the screen as you move the remote just like you would use a mouse on a PC. This makes it much easier to type text on Nikai TV.

SAMSUNG'S 2021 THE WALL IS NOW AVAILABLE WORLDWIDE

Samsung Electronics Co., Ltd has launched the 2021 model of its boundary-pushing modular display The Wall (Model Name: IWA) globally. With the new AI processing technology, upgraded 120Hz frame rates, and versatile installation options, this year's The Wall once again reimagines display technology to give businesses boundless flexibility to showcase content.

A new Micro AI Processor instantly analyzes and optimizes every frame of the video to deliver the best picture quality possible. By using up to 16 different neural network models, each trained in AI upscaling and deep learning technology, the Micro AI Processor can optimize picture quality up to 8K resolution, enhancing contrast and removing noise.

The Wall's Black Seal Technology blankets the screen with perfect uniformity, creating a seamless canvas for purer black levels with enhanced depth delivering unparalleled contrast and immaculate detail. With 1,600 nits



peak brightness, The Wall provides clear images that stand out even in bright room environments. Ultra-Chroma technology produces narrower wavelengths that create RGB colors twice as pure1 and more accurate than conventional LEDs. Each LED is now up to 40% smaller2, increasing the pure black space between pixels for enhanced color uniformity and higher picture contrast

The 2021 model offers its most detailed picture yet with the industry's first 8K resolution with a 120Hz refresh rate and Simple 8K playback.

PRODUCTS

SONY ME& AFRICA INTRODUCES INTERCHANGEABLE-LENS CAMERA ALPHA ZV-E10 FOR CREATORS



Sony Middle East & Africa has

announced a new Alpha series interchangeable lens camera for creators, the Alpha ZV-E10. The new camera combines Sony's advanced imaging technology with extensive usability and a custom-built feature set that is optimised for creators.

At its core, the Alpha ZV-E10 features a 24.2-megapixel (approx. effective) APS-C Exmor CMOS sensor and BIONZ X image processing engine to produce high-quality imagery with high-sensitivity, detailed

texture depiction and beautiful natural bokeh. Additionally, the Alpha ZV-E10 includes the acclaimed video-specific features favored in the popular digital camera ZV-1 including "Background Defocus"1 that can smoothly switch between a blurred (bokeh) and sharp background, as well as the "Product Showcase Setting"2 mode that allows the camera to automatically shift focus from the subject's face to an object being highlighted.

The Alpha ZV-E10 features a videofirst design in a lightweight form factor (approx. 12 oz. / 343g3) and includes the popular side-opening Vari-angle LCD Screen that allows creators to connect external mics on top of the camera. This simplifies their setup while still allowing users to see the screen in selfie shooting mode and from high and low angles.

KINGSTON RELEASES FURY RANGE

Kingston FURY, a division of Kingston

Technology Europe Co LLP, an affiliate of Kingston Technology Company, Inc., a world leader in memory products and technology solutions, announced today it has begun shipping its high-performance memory: Kingston FURY™ Renegade, Kingston FURY Beast, and Kingston FURY Impact. Enthusiasts and gamers can give their systems the upgrade they need and want with modules in DDR4 RGB, DDR4 non-RGB, and DDR3.

Perfect for the gamer who wants cutting-edge performance, Kingston FURY Renegade DDR4 RGB1 allows you to crank up your frame rate, keep your streams broadcasting smoothly, and plough through your highlight reel editing. The dynamic RGB lighting utilises Kingston FURY's patented Infrared Sync Technology™ to provide smooth, synchronised lighting effects.

With its own aggressive, stylish black heat spreader and matching black PCB Kingston FURY Renegade DDR4 also provides ultra-fast speeds up to 5333MHz2, paired with quick CL13-CL20 timings. Both are Intel® XMP certified with profiles that are optimised for Intel's latest chipsets – just select the



hand-tuned profile in your BIOS and you're ready to strike fear in the hearts of your foes. It is available in single module capacities of 8GB - 32GB and kits of 2, 4, and 8 with capacities up to 256GB.

Fully equip your notebook or small form factor machine with Kingston FURY Impact SODIMM to minimise system lag and open up a world of detail. Intel XMP ready and ready for AMD Ryzen in capacities up to 64GB, Plug N Play Kingston FURY Impact DDR4 auto overclocks to the highest frequency published, up to 3200MHz3, to support Intel and AMD's latest CPU technologies. Install the sleek black PCB for a hassle-free boost, no need to tinker with the BIOS and still run cool, quiet, and efficiently, thanks to Kingston FURY Impact DDR4's low 1.2 voltage. DDR3 also available in speeds up to 1866MHz.

TECNO MOBILE LAUNCHES "PHANTOM X"



world of smartphones, has launched its new masterpiece, the Phantom X, boasting unique global specifications. This new smartphone comes as an ungrade of its Phantom O phone

upgrade of its Phantom 9 phone, which had been launched in 2019, but with an exceptional revolutionary design combining ease of use and utter elegance, with a 3D borderless screen featuring a large bending angle (up to 70°), thus making any streaming or reading experience much smoother.

The Phantom X offers a variety of outstanding and versatile specs, bringing innovation to the fingertips of photography enthusiasts and video experts, through state-of-the-art and distinctive features that TECNO puts at the disposal of its users.

This new device features a 6.7" IPS LCD curved display with curved edges and dual port, in addition to a resolution of 1080 x 2340P and a 90Hz refresh rate, with a silk glass back cover perfectly combining the delicacy of silk with the sparkle of glass. An aesthetic truly emphasized by the high quality and sleek curved design of this smartphone. The Phantom X is available in Van Gogh's Starry Night Blue and Monet's Summer.

This phone also features a dual-lens front camera, in addition to a 48MP main camera and an 8MP camera.

While the triple-lens rear camera comes in a vertical design, the first lens is a 50MP main lens with laser autofocus support, the second lens is a 13MP telephoto sensor, while the third lens comes with an 8MP 120° wide angle.

PRODUCTS

ACER MIDDLE EAST : LG LAUNCHES 4K **PORTFOLIO GEARS UP FOR WINDOWS** 11 UPDATE



Acer Middle East has announced that

it will begin shipping a wide selection of PC products loaded with the Windows 11 operating system worldwide and in the Middle East later this year.

Windows 11 aims to enhance productivity, boost student engagement and employee satisfaction while becoming the go-to platform housing Microsoft's suite of productivity tools. The rollout of the new operating system will begin during Q4'21 this year and will continue throughout 2022 across Acer's wide range of products including laptops, desktops & all-in-one PCs.

Commenting on the update, Paul Collins, the General Manager for MEA at Acer, said: "We are all looking to improve the way we connect and collaborate on a day-to-day basis. We are excited to update our portfolio with the new operating system as Windows 11 does exactly this - it intends to improve the way people interact, helps them organise their daily tasks and enhances hybrid working and learning.'

Customers can continue to buy Acer products with Microsoft Windows 10 today with confidence as all of Acer's current line-up meets the minimum requirement for a free upgrade once the new operating system is released.

Paul further added, "Customers who planned on purchasing our devices to make use of the Back to School and Summer promotions can go ahead with their plans with confidence as it will be seamless to upgrade once Windows 11 is launched later this year."

The upgrade will be available free of charge on compatible devices. Acer devices that do not meet the minimum requirements for a free upgrade will continue to enjoy the support of Microsoft Windows 10 till Oct 2025.

OLED TV LINEUP IN GULF REGION

LG Electronics (LG) has announced the availability of its latest industryleading OLED televisions in the Gulf region - a flagship TV lineup upgraded with features such as a new OLED panel, greater color accuracy and contrast, an enhanced AI processor and redesigned webOS interface for an even more seamless end-user experience.

LG's 2021 OLED TVs, spearheaded by the G1 and C1 series, represent the company's most comprehensive range of OLED TVs to date, with exciting new models that build on the brand's legacy of superior picture quality. LG's latest G1 series features OLED evo, the next step in the evolution of OLED TV technology that delivers better luminosity for higher brightness and punchy images with amazing clarity, detail and realism.

When it comes to the ultimate viewing experience of OLED, LG's C1 series boasts a host of size options, including a 48-inch TV typically favored by gamers, to the all-new 83-inch model, offering a



truly cinematic, full-screen experience from the comfort of home. Both the G1 and C1 OLED series are compatible with LG's new Gallery Stand 1 - an attractive alternative to the sleek, flush-to-the-wall Gallery Design mount LG has previously pioneered.

LG's 2021 OLED TV lineup also features Natural Language Processing (NLP) to understand voice-activated commands and questions in various languages, including English, Arabic, French, Spanish and Russian. The TVs understand context, eradicating the need to repeat a full command. For example, if wishing to check the temperature, users can ask, "What is the weather in Dubai?". Rather than repeating the full sentence for another city, they can simply say, "And in Abu Dhabi?".

STEALTH'S NEW RUGGED FANLESS MINI-PC PROVIDES UTILITY IN DEMANDING ENVIRONMENTS

Stealth, an Elbit Systems of America company, is a leader in the industrial computer and peripherals market and has released a new rugged fanless mini-PC that features Intel's® 8th Generation Celeron, Core™ i3, i5 and i7 processors. The LPC-915 fanless mini-PC is capable of supporting operations in a broad range of temperatures and is packed with robust capabilities, all while remaining quiet, clean, and reliable. "The LPC-915's versatility, along with its compact size, adds a unique offering to our LPC-900 family," said Louis Houde, Business Unit Director for Stealth.

"The capability to operate in a wide range of temperatures makes our fanless mini-PC the ideal solution for users who operate in demanding environments where size, weight, and power come at a premium." The Stealth LPC-915 fanless mini-PC is designed for use in a multitude of applications, including transportation and rail, audio and video



recording, embedded control, digital signs, interactive kiosks, Internet of Things, Industrial Internet of Things, thin-clients, and human/machine interface. Our LPC-915 fanless mini-PCs can be custom configured to meet the exact needs of the Original Equipment Manufacturer or end-user and all Stealth systems come with a standard, two-year warranty. Extended warranty options are also available. A basic configuration of the LPC-915 fanless mini-PC starts at \$1,695 USD and is now shipping.











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