RESE I MIDDLE EAST

THE VOICE OF THE CHANNEL

ISSUE 293 | JANUARY 2022

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How will technology impact business this year? We find out.

HIGHLIGHTS:

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CDV-70QT Connecting with Smartphone

INTELLIGENT MONITOR

Do you open the door inconveniently?

Anytime, anywhere, you can talk to visitors and open the door with your smartphone.





·Answer video calls and open doors by mobile app ·Wi-Fi based Cloud connectivity

·7inch large screen ·HD high resolution ·LCD touch screen

·Save image by motion detection ·Save visitor's image and video

·128GB SD Card Slot





·Modern Sleek design

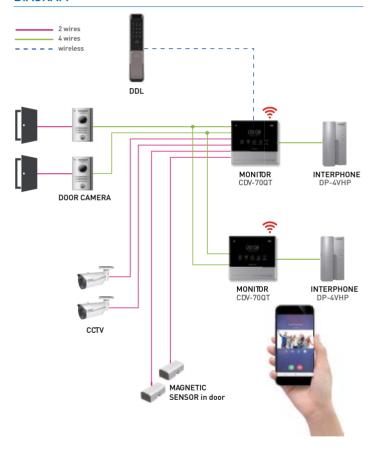
·Premium metallic color

·Crystal clear glass window





DIAGRAM



CONNECTABLE PRODUCTS







DRC-40KHD DRC-40K



DRC-4CPHD DRC-4CPN3



DRC-40QHD DRC-40QV

PRODUCT COLOR TYPE



Neo silver



Gold



Bronze

PRODUCT FEATURES

- User friendly UI/UX
- Answer video call and open door by mobile app. (Wi-Fi based)
- Connectable with 2.0MP AHD door camera
- Save the images by motion detection
- Built-in memory (50cuts, 640x360), SD card slot(128GB)
- Audio phone connectable (DP-4VHP)
- Digital door locks connectable (RF 447 MHz module option)
- 2 door cameras connectable 2 CCTV cameras connectable
- Magnetic sensor connectable for security mode (Mobile alarm function)
- Save the visitor's image and video

PRODUCT SPECIFICATION

Power source	AC 100-240V, 50/60Hz (To SMPS)
Display	7 inch Full Touch LCD
Mount type	Wall mounted type
Memory	Built-in memory(50cuts, 640x360), SD card slot (128GB)
Resolution	1024 X 600
Network	Wi-Fi 2.4Ghz
Camera	Up to AHD 2MP
Wiring	Door camera : 4 wires x2 Magnetic sensor(in door) : 2 wires x2
Dimension (mm)	184(W) x 171(H) x 22(D)

All products, product specifications are subject to change without notice to improve. The color of the product&UI may differ from the actual product due to the process.







The Linksys LAPAC1300CE delivers 802.11AC Wave 2 MU-MIMO WiFi 5 technology to provide data rates up to 1300 Mbps and includes Linksys Cloud Manager 2.0 for remote management or Zero Touch Provisioning.

- Dual-Band 802.11AC Wave 2 MU-MIMO (2.4GHz + 5GHz)
- 2x2:2 for AC1300 Speeds (400Mbps + 867Mbps)
- Four (4) Removable Antennas (SMA)
- IP67 Rated for Outdoor Applications

- 802.3af/at PoE or PoE+ Support
- Limited Lifetime Cloud Management
- TAA Compliant

Linksys Managed Gigabit Switches

As your business network grows, you may require a more sophisticated system to securely handle increased traffic loads. Our LGS300 Series managed switches offer you even more control over data streams so you can minimize network traffic jams and mitigate security risks.

LGS310C 8-port LGS328C 24-Port LGS352C 48-Port





Quality of Service (QoS)

Advanced QoS (per-flow) features ensure the proper prioritization of traffic to deliver the best possible user experience.



Advanced Network Security

Port authentication along with advanced DHCP snooping and IP-MAC-Port binding protect your network and data.



1G SFP and 10G SFP+ Uplinks

Speed up your network with dedicated SFP/SFP+ uplinks back to your core.

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While the publishers have made every effort to ensure the accuracy of all information in this magazine, they will not be held responsible for any errors therein.

NEW BEGINNINGS...



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Instagram: @TahawulTech t's a new year, time for a new start, time to chart fresh growth plans, time to move on from whatever was and create a new reality. For the channel industry worldwide, 2021 was a year of survival and recovery-a year of the new and unexpected, a year of great changes, a year of uncertainty and unpredictability-yet a year of hope and confidence in the future

In the last 12 months, Reseller Middle East has been fortunate enough to stay on top of industry trends and bring you news and views that matter-we've been able to offer you the very best of insights, expert opinions, interviews and perspectives from industry frontrunners. It's been a wonderful ride-from exclusive features to in-depth conversations to identifying new trends, to new and exciting innovations-it's been a ride to remember and cherish.

But now that's past and we're ready to begin a new journey. An exciting adventure ride where we're sure we'll give you the best of the best. Take a look at what we have this month: Our cover story is a journey of exploration and discovery-we speak to experts about what the technology landscape will look like in 2022 and identify a few key trends that businesses, especially in the region, cannot afford to miss.

We also have an exclusive opinion piece from David Sweenor about scalable strategies for SMBs to turn data into problem-solving insights. He says that there is a significant perception disconnect where people simultaneously believe that data science is both unattainable and yet supremely valuable. There exist a range of supposed myths against the use of data analytics that desperately need to be dispelled.

Lieven Bertier, Segment Marketing Director Workplace at Barco, tells us the secret to realising the potential of a hybrid work model. In his opinion, such hybrid models should, in effect, offer white-collar workers the best of both worlds – that is, more time to work productively and stress-free from home, as well as more opportunity to catch up with colleagues, and make use of the professional backdrop of the office for important meetings.

In a very special tete-a-tete, Infobip's Hussein Malhas, VP Revenue MENA, Turkey & Pakistan, takes us through the tech landscape in the region and describes how the company is helping organizations accelerate their digital transformation journey.

Our product of the month is the Logitech Signature M650 mouse-a comfortable and personalized mouse with two different sizes and a left-handed option, offering a better experience for more people. This wireless mouse is designed to upgrade any desk setup and improve the overall work experience with features like SmartWheel scrolling, nearly silent clicks and a contoured comfort design that enables faster, more comfortable work than ever before.

In addition to all of this, we have our regular news roundup, insight and perspective columns, and some exciting technology and channel developments. This is a sure-fire way to kickstart the new year, and we promise it will only get bigger and better. So, Happy New Year, readers, and HAPPY READING!

TOP STORIES

XOPA AI RAISES \$4.2 MILLION IN SERIES A FUNDING TO SCALE AI-POWERED OBJECTIVE B2B HIRING & SELECTIONS SOLUTION





XOPA AI, a leader in AI-powered objective hiring solutions, has announced \$4.2 million USD in Series A funding. The investment was led by ICCP SBI Venture Partners (ISVP), with additional funding from SEEDS Capital, AI8 Ventures, XCEL NEXT VENTURES, and SASV Investments. "Recruitment and selections can have significant bias, inequity and inefficiencies. We are looking to change the game in equitable hiring and selections by reducing unconscious bias and subjectivity leading to more diverse workplaces and better selection outcomes. We also want to continue to capitalise on our sophisticated algorithms and intelligent automation to make the entire process

efficient hence saving considerable costs and time while ensuring the ideal match between the employers and candidates," said Nina Alag Suri, Founder and CEO of XOPA AI. XOPA offers a range of ethical AI-powered

products, developed on Microsoft Azure, that look to reduce manual recruitment and selection processes, increase inclusion, and solve people sourcing problems for enterprises, academia and government. The new round of funding is led by ICCP SBI Venture Partners (ISVP), a joint fund between two of the oldest operating VC firms in Asia. ISVP's seasoned partners and advisors from the Philippines, Japan and Silicon Valley invest in rapid-growth technology companies from Asia and the US. ISVP's MD, Miguel Encarnacion, has been focusing on the Future of Work, with XOPA being his 6th investment in the vertical over the last 3 years.

CLOUD INDUSTRY VETERAN BRIAN GOLDFARB JOINS TENABLE AS CHIEF MARKETING OFFICER



Tenable, the Cyber Exposure company, has announced that it has appointed Brian Goldfarb chief marketing officer (CMO). Goldfarb will spearhead Tenable's global marketing organization, positioning the company for its next phase of growth across all areas of its portfolio, especially cloud security, risk analytics, OT, and identity.

Goldfarb is a widely respected industry veteran who has held senior executive roles at some of the most important categorydefining companies in the world including Splunk, Salesforce, Google and Microsoft. He joins Tenable from Amperity, the world's number one enterprise customer data platform. Goldfarb was CMO and senior vice president of business development at Chef Software, which was sold to Progress Software. He led Splunk through a major digital marketing transformation, serving as chief marketing officer for critical years in the company's growth. Prior to Splunk, he was senior vice-president of marketing for Salesforce, leading a global marketing team responsible for generating more than \$1 billion in revenue.

"Brian has a history of developing marketing strategies that drive extraordinary growth and widespread brand awareness," said Amit Yoran, chairman and CEO, Tenable. "His experience will be critical as Tenable continues to aggressively differentiate its core VM capabilities while bringing new products to market in some of the most exciting segments of the security space, especially cloud & infrastructure as code."

SECURELINK SIGNS DISTRIBUTION PARTNERSHIP WITH IMMUNIWEB



SecureLink, the Trusted Risk Advisor and subsidiary of StarLink announced partnership with the global cybersecurity leader – ImmuniWeb SA for commercial development and distribution of the ImmuniWeb® AI Platform in the MEA region. Manish Pardeshi, Director, Cybersecurity Practices, SecureLink said, "As a Risk Advisor, SecureLink has been bringing in robust cybersecurity technologies to this region to empower enterprises stay ahead of the emerging cybersecurity risks and threats. Onboarding ImmuniWeb fits

within this strategy and jointly we will plan and deliver value-add solutions and services for application security testing, uninterrupted monitoring and policy compliance to enable businesses strengthen their IT infrastructure."

Khrustaleva, COO at ImmuniWeb, said: "We are delighted to continue our successful expansion to the MEA region. SecureLink's experience, reputation and ongoing business success in the flourishing region will ensure rapid growth and synergized value-creation for our customers. We are eager to bring our award-winning technology to new clients to enhance their cybersecurity, prevent supply chain attacks and help comply with the complicated landscape of data protection and privacy laws."

TOP STORIES

2022 SAMSUNG QLED & LIFESTYLE TVS RECOGNIZED BY TOP GLOBAL CERTIFICATION INSTITUTES FOR EYE COMFORT. SAFETY AND COLOR ACCURACY



Samsung Electronics Co., Ltd. has announced that its 2022 QLED and Lifestyle TVs have been recognized by leading global certification institutes for eye safety and color technology. The news comes as the company announced its newest QLED and Lifestyle TVs at CES 2022.

The 2022 Samsung Lifestyle TVs won the 'Eye Care' Certification from Verband Deutscher Elektrotechniker (VDE) in Germany, one of Europe's largest technical-scientific associations with more than 36,000 members. The certification applies to Samsung's 2022 Lifestyle TV models including The Frame, The Serif and The Sero. The screens are evaluated on various categories, including 'Safety', 'Gentle to the eyes,' flicker level, uniformity, and color fidelity.

The new Lifestyle TVs were assessed for safety from blue light emission and melatonin inhibition levels based on a light hazard classification method set by the International Electrotechnical Commission (IEC). Samsung's 2022 Lifestyle TVs satisfy the IEC's standards for screen flickering, which can cause eye fatigue or headache for viewers. They were also recognized for excellence in color fidelity and picture quality uniformity, both elements of which contribute to eye comfort level while watching TV.

Additionally, Samsung's all new 2022 QLED models received the world's first 'Pantone Validated' certification from Pantone, the world-famous brand in the global color industry and creator of the Pantone Matching System (PMS).

SOPHOS PREMIERS SOPHOS SWITCH SERIES TO STRENGTHEN AND SIMPLIFY CONNECTIVITY AT THE ACCESS LAYER



Sophos, a global leader in next-generation cybersecurity, has unveiled the Sophos Switch Series, featuring a range of network access layer switches to connect, power and control device access within a Local Area Network (LAN).

... The new offering adds another component to Sophos' secure access portfolio, which also includes Sophos Firewall and Sophos Wireless.

"Sophos Switch seamlessly integrates with the Sophos adaptive cybersecurity ecosystem to extend connectivity across office LANs," said Joe Levy, chief technology officer at Sophos. "We're removing the complexities of multi-vendor deployments by providing organizations and channel partners with a single source of management, monitoring and troubleshooting."

"Sophos Switch perfectly complements the existing Sophos portfolio – it was the missing piece in our IT security offering, and now gives our business even more clout. We were already very successful with Sophos Firewall, and thanks to Sophos Switch we are now able to unleash the full power of Sophos' products and services. Our experience from the early access program proved that Sophos Switch is a game changer for us, and we were very positively surprised at how well the product worked from day one," said Patrizio Perret, chief technology officer at Avanet. "While a switch is pretty much a commodity these days, Sophos is adding the necessary spice to the hardware with the software capabilities. Sophos' adaptive cybersecurity ecosystem is the magic ingredient that will make Sophos Switch really special by enabling companies to integrate it with other Sophos security components in their network."

NETAPP ONTAP BECOMES FIRST ENTERPRISE STORAGE PLATFORM TO RECEIVE VALIDATION FROM NSA FOR SECURITY & ENCRYPTION

......



NetApp, a global, cloud-led, data-centric software company, has announced that NetApp ONTAP, the world's leading storage operating system, is the first enterprise storage and data management platform to achieve Commercial Solutions for Classified (CSfC) validation for a data-at-rest (DAR) capability package. With this, organizations across the globe can benefit from NetApp ONTAP's robust security capabilities to protect customers' information on-premises and in remote locations from

foreign actors, ransomware attacks or other data loss threats they may face.

A cybersecurity program led by the U.S. National Security Agency (NSA), CSfC is a key component of the organization's commercial cybersecurity strategy. CSfC validates commercial IT products that have met the highest level of strict encryption standards and rigorous security requirements for both hardware and software solutions. Recently, the NSA has recommended that federal agencies hosting secret or top-secret data utilize storage solutions that have been CSfC validated.

"Organizations today know that data security is paramount, whether they operate in the public or private sector," said Michelle Rudnicki, Vice President, US Public Sector at NetApp. "With NetApp's world-class data security capabilities and this CSfC validation, government organizations as well as companies in highly regulated industries like financial services, healthcare, energy or any organization with valuable intellectual property can be reassured that their most sensitive data is secure with NetApp ONTAP," she added.

NEWSMAKERS

STARLINK & ANOMALI PARTNER TO DELIVER INTELLIGENCE-DRIVEN THREAT DETECTION AND RESPONSE SOLUTIONS THAT STOP BREACHES AND ATTACKERS





StarLink, the fastest growing Cyber

and Cloud Advisor in the META region, has announced a distribution partnership with Anomali, the leader in intelligence-driven extended detection and response (XDR) cybersecurity solutions. This new partnership will provide organizations across MEA with access to the award-winning Anomali portfolio, an innovative suite of products that leverages global intelligence to empower security teams with the precision attack detection and optimized response needed to stop immediate and future breaches and attackers.

"At a time where we are experiencing rapid expansion of the threat landscape globally, where cyber threats can have major repercussions on businesses, it is imperative to replace reactive remediation with proactive

detection and response to ensure seamless operations and optimum returns on security investments." commented Zaidoun Arbad, COO, StarLink. "Advanced adversaries are launching a relentless level of cyberattacks against public and private sector organizations across the Middle East. A lack of threat detection and response solutions coupled with talent shortages is leaving many security teams at a disadvantage when it comes to defending against advanced adversaries," said Justin Coker, Vice President and General Manager of Europe and the Middle East (EMEA), Anomali.

BOOSTS EMEA CHANNEL PROGRAMME WITH NEW HIRES & COLLABORATIVE APPROACH

A10 NETWORKS



A10 Networks announced the

significant ongoing success achieved by its channel programme in 2021, with 23 new strategic partners signed up in the last year and plans to further develop channel initiatives in 2022.

At the start of 2021, A10 Networks refocused its five key strategic channel pillars encompassing building ecosystems, channel enablement, lead generation activities, deal registration and working with distribution. At the end of 2021, A10 Networks signed up 23 new partners as a result of this laser focus on its channel, which now comprises over 80 partners and 30 distributors.

Chris Martin, Channel Sales Leader for EMEA & APAC at A10 Networks comments: "We've seen real positive momentum in the channel in 2021 despite the pandemic. In fact, our virtual offering has meant that we have consistently grown with no negative impact from COVID-19. But this isn't just off the back of our offerings but also demonstrates how important the channel is in helping customers to protect against the evolving nature of cyberattacks. This increase in attacks combined with the need to operate in a new environment that encompasses both remote and office working and spans both the digital and physical world. It demonstrates just how important it is for enterprises to work with trusted partners."

RACKSPACE TECHNOLOGY AND DIGIVANTE JOIN HANDS TO DELIVER NEXT-GEN APPLICATION TESTING SERVICES



Rackspace Technology®, a leading end-to-end multicloud technology solutions company, has announced that it is partnering with Digivante, which provides digital performance analysis and continuous website and application testing services, to deliver Artificial Intelligence (AI)-powered

application testing for Rackspace Technology customers in EMEA.

Daniel Berry, CEO at Digivante said: "With little or no automation, traditional manual application testing can be extremely time-consuming, error-prone and difficult to scale, often resulting in either poor quality applications deployed to production or significantly delayed releases. Building automation into your testing and blending it with crowd testing in the right way reduces costs and increases velocity.

Mahesh Desai, Chief Relationship Officer, EMEA, at Rackspace Technology, said: "Application testing can be an unnecessary stress for businesses that already have a lot of challenges to overcome and are simply trying to deliver on customer expectations. Our joint offering with Digivante is a crucial step towards helping further augment the process for our customers and take the burden off their shoulders.

NEWSMAKERS

GULF UNIQUELY PLACED FOR AI INNOVATION AS 50% OF DATA WORKERS NOW AUTOMATE MANUAL TASKS: ALTERYX STUDY



Alteryx, the analytics automation company, has unveiled new findings showing that the Gulf is uniquely placed to drive innovation post the pandemic. A staggering 50% of employees surveyed are now able to automate their day-to-day tasks, with 58% able



to produce faster results through the use of analytics technology compared to five years ago. In comparison, just 16% of UK workers, and 24% of German workers confirm they are able to automate similar tasks. The Alteryx-commissioned YouGov research

surveyed 300+ employees in the UAE and KSA who work with data in large companies.

"While data is increasingly becoming the common language of business, few receive the training needed to deliver consistent benefit from it, with the remainder relegated to working in the dark," comments Alan Jacobson, Chief Data and Analytic Officer at Alteryx.

"Many business leaders believe that transformation and AI projects are exclusively about the technology, but any technology is only ever a tool to deliver human ingenuity," comments Kerry Koutsikos, Regional Vice President, MEA, at Alteryx. "The lack of consistent training, and subsequent lack of standardized knowledge is a core challenge for the Gulf's future technology projects – particularly new AI strategies.

VEEAM APPOINTS ANAND ESWARAN AS CHIEF EXECUTIVE OFFICER



Veeam Software, the leader in backup, recovery and data management solutions that deliver modern data protection, announced that it has appointed Anand Eswaran as its new Chief Executive Officer (CEO) and a member of the company's Board of Directors. William H. Largent (Bill Largent) will step down as CEO to focus on his role as Chairman of the Board of Directors. Veeam, which crossed \$1 billion in ARR this year and has over 400,000 customers, is at the heart of the data ecosystem and orchestrates data

movement, control and trusted protection in any environment and across Hybrid Cloud.

Eswaran joins Veeam from a successful tenure at RingCentral where he was President and Chief Operating Officer (COO), overseeing exponential growth and customer expansion. In the company's most recent financial results under Eswaran's leadership, it reported ARR of \$1.6 billion, a 39% increase year-over-year.

Bill Largent has been a key pillar of the company over the past 15 years. Under Largent's leadership, Veeam has enjoyed a record year of profitable growth in 2021, and was recognized as a Leader for the fifth time by Gartner in its 2021 Magic Quadrant

Solutions – the second year as the highest ability to execute, and with its market leading growth, secured the #2 position worldwide in terms of market share.

"The data management landscape is

for Enterprise Backup and Recovery

"The data management landscape is evolving at an exponential pace. Veeam is the unequivocal market leader, and is the most trusted partner to help customers securely navigate the complexity of protecting their data to keep their business running; to bolster this position we continue to challenge the status quo, innovate, and ensure we are anticipating customer needs," said Bill Largent, Chairman of the Board of Directors at

Veeam. "I am excited to welcome Anand as Veeam's new CEO. Anand brings extensive experience in developing new business models, executing on market expansion and driving growth with an inclusive purpose-led and people-first culture.

ESWARAN JOINS
VEEAM FROM A
SUCCESSFUL TENURE AT
RINGCENTRAL WHERE
HE WAS PRESIDENT
AND COO, OVERSEEING
EXPONENTIAL GROWTH
AND CUSTOMER
EXPANSION.

OOREDOO QATAR CHOOSES FORTINET SECURE SD-WAN TO STRENGTHEN ITS ENTERPRISE EDGE-MANAGED SD-WAN PORTFOLIO



Ooredoo Qatar, a part of Ooredoo

Group – a leading international communications company operating across the Middle East, North Africa and Southeast Asia, announced that Fortinet, a global leader in broad, integrated and automated cybersecurity solutions, has been chosen to

deliver its Secure SD-WAN solution to boost Ooredoo's Enterprise EDGE portfolio.

Enterprise EDGE is Ooredoo's managed SD-WAN service that allows enterprise customers to create a network by mixing and matching services from a wide range of WAN connections. Having transformed its network to be SD-WAN ready, Ooredoo offers a new capability unrivalled by traditional connectivity services.

"Ooredoo is a problem solver with the best ICT solutions to address business challenges," said Thani Ali Al Malki - Executive Director Business at Ooredoo Qatar. "In an entrepreneurial environment faced with increasingly sophisticated security challenges, the peace of mind inherent in Enterprise EDGE built on Fortinet solution will reassure business customers across Qatar, which will then contribute to the complete customer satisfaction for which we aim.

AMD HIGHLIGHTS GROWING CLOUD MOMENTUM WITH NEW AMAZON EC2 INSTANCES FOR HIGH PERFORMANCE COMPUTING



AMD has announced that Amazon

Web Services, Inc. (AWS) has expanded its AMD EPYC™ processor-based offerings with the general availability of the new Amazon EC2 Hpc6a instances, purpose-built for high performance computing (HPC) workloads in the cloud. According to AWS, Amazon EC2 Hpc6a instances deliver up to 65 percent better price-performance compared to similar Amazon EC2 instances. Hpc6a will help customers run their most compute-intensive HPC workloads like, genomics, computational fluid dynamics, weather forecasting, financial risk modelling, EDA for semiconductor design, computer-aided engineering, and seismic imaging.

Throughout the HPC industry, there has been a growing preference for AMD as showcased by AMD EPYC processors powering 73 supercomputers on the latest Top500 list and holding 70 HPC world records1. The new Hpc6a instances bring the leadership performance and capabilities of 3rd Gen AMD EPYC processors to compute-optimized Amazon EC2 instances used for highly complex HPC workloads.

The instances powered by 3rd Gen AMD EPYC processors are available today in US East (Ohio) and AWS GovCloud (US-West), with availability in additional AWS Regions planned soon. AWS customers can visit the Amazon EC2 Hpc6a instances page to get started.

LINKSYS LAUNCHES NEW WIFI 6 CLOUD MANAGED ACCESS POINT



Linksys, a global leader in home and business WiFi solutions, has announced the launch of its WiFi 6 Cloud Managed Access Point.

"While many workers and companies embrace hybrid work solutions, offices and small businesses still need to ensure they have the latest in fast, reliable and secure WiFi connectivity," said John Minasyan, Director of Product Management, Linksys. "At Linksys we recognize both sides of the hybrid work era, and in addition to our remote work solutions we are excited to also launch our newest WiFi 6 Dual-Band access point."

As retail stores, medical offices, small businesses, and commercial spaces begin to operate at pre- pandemic levels and foot traffic continues to increase, the WiFi 6 Cloud Managed Access Point's 4x4 internal antennas deliver safer, more secure and faster WiFi for areas needing to service a high density of concurrent client connections. With the control plane in the cloud and a cloud-native operating system running on the units, zero-touch provisioning, configuration, management, and monitoring are extremely efficient and simple. With access to Linksys Cloud, users can also scale with no limit to the number of networks and devices managed.

ClickShare

Conference, Collaborate, Click!

Discover the new ClickShare Conference

Let the new ClickShare Conference transform your remote meetings. Gone are the frictions when you host a conference from your laptop, or the struggle trying to use cameras and other meeting room equipment. Simply launch the ClickShare Collaboration App or plug in the ClickShare Wireless Conferencing Button. In less than 7 seconds you are ready to go.



NEWSMAKERS

VECTRA APPOINTS EX-ADMIRAL CISO STEVE COTTRELL AS EMEA CTO



Vectra AI, a leader in threat detection and response, has announced that it has appointed Steve Cottrell as its EMEA CTO. Steve will work to strengthen relationships with customers and prospects, security communities, and government and intelligence agencies to identify key security pain points, while helping evolve security strategies in support of digital

transformation and cloud adoption.

Steve will also help security decision makers communicate the value of AI-driven threat detection and response tools to their teams and senior stakeholders.

"For decades, security teams have been hampered by information overload, and the task of finding the needle in the haystack using a traditional SIEM based approach has largely failed. Vectra's technology has the potential to radically enhance capabilities for CISOs and security teams when detecting and responding to breaches. Its industry-leading data science team, coupled with truly world-class security researchers, is a real game changer in this space," explains Steve Cottrell, EMEA CTO for Vectra AI. "I'm excited to champion Vectra's 'threat led' approach – using AI and machine learning to provide high fidelity alerts that identify potential breaches. Ultimately, this means security teams can deliver much greater value to their businesses in terms of breach resilience."

BEYONDTRUST NAMES INDUSTRY VETERAN ROB SPEE AS SVP OF GLOBAL CHANNELS



BeyondTrust, the worldwide leader in

Privileged Access Management (PAM), has announced that Rob Spee has been appointed a massive opportunity for channel growth SVP of Global Channels. He brings more than 25 years of experience leading successful channel organizations. Rob joins BeyondTrust from OutSystems where he was the RVP of Americas Channels, where he helped modernize the global partner strategy and

partner ecosystem, including resellers, regional and global system integrators, MSPs and cloud providers.

At BeyondTrust, Rob will lead the global channel strategy, with a focus on expanding market share through its global partner ecosystem. BeyondTrust will continue to build on its momentum in the channel and looking at how it engages and enables partners, utilizing intellectual property, and helping partners strategically and financially. These are attributes of a world-class channel framework and critical to BeyondTrust's commitment to the channel.

"I joined BeyondTrust because we have within the organization with our bestin-class Privileged Access Management solutions," said Spee. "I'm excited to lead the charge to modernize the partner program and be in alignment for where the future of channel is going," he added.

ENTRUST PARTNERS WITH RNTRUST TO **DELIVER RNTRUST** ORCA WITH HSM



Entrust, a global leader in trusted identity, payments and data protection, has just announced a new technology partnership with RNTrust, an expert digital security solutions provider for the EMEA region. Combining nShield Edge HSMs from Entrust with RNTrust's ORCA PKI solution, the partnership will provide an all-in-one secured solution for PKI Deployment and Offline Root Certificate Authority.

Specifically tailored to serve the SME (small and medium enterprises) market, RNTrust ORCA, with nShield Edge HSMs from Entrust, will cater to organizations in the Middle East that require high levels of data security and protection, but do not have the expertise or budget to execute a complex enterprise-class solution; providing the highest levels of Enterprise data security for their PKI deployments.

"We believe data protection is essential for every business regardless of their size or budget," said Hamid Oureshi, Regional Sales Director, Middle East, Africa and South Asia, Entrust. "With new and more comprehensive data security legislation being adopted across the Middle East region - most notably here in the UAE with the new DIFC Data Protection Law, as well as the newly launched UAE Federal Data Law and Abu Dhabi Global Market (ADGM) Data Protection Regulations - businesses of small and large scale, must equip themselves to effectively protect and manage their data."

INFOBIP MENA: MAKING A DIFFERENCE

Hussein Malhas, VP Revenue MENA, Turkey & Pakistan at Infobip, tells Anita Joseph all about the tech landscape in the region and how the company is helping to accelerate the digital transformation journey.

an you outline to our readers how the tech landscape that exists in the UAE and across the Middle East cultivates and fosters an environment for digital transformation?

Infobip is present in multiple countries across the region, and we have witnessed firsthand, the role that existing policies play in driving industries towards digital transformation. We have also noticed that the maturity level varies from one country to the next, for example the UAE, Qatar, Jordan, and Egypt, KSA are introducing policies related to public cloud adoption, AI usage, and additional elements contributing to digital transformation, whereas progress continues to be lagging for other countries.

The level of adoption additionally varies between private and public sector organizations. When it comes to the private sector, almost all countries are adopting digital transformation and are embracing a disruptive approach to cater to the evolving demands of their customers. The landscape is slightly different for the public sector; some countries are investing a lot and are partnering with global companies to introduce policies and digital transformation/AI enablement, but this observation does not apply to all.

We have witnessed widespread transformation over the last 18 months, but in your opinion what trend has emerged that has really fuelled the adoption and implementation of disruptive technologies and new business models?

In the absence of physical communication/interaction, the need for virtual communication and platforms transpired. Millennials further expedited the adoption of these trends and technologies, the disruption came much faster, for example retail moved into e-commerce, finance moved into fintech, and life shifted online completely, even in traditionally operated entities.

The past 18 months have undoubtedly changed things. In essence, the pandemic forced companies to adopt technology, including distant and virtual communication. This really fuelled the need for engagement platforms that utilize social media and OTT platforms among other communication channels, and it did the job for that time. We have also witnessed a big push towards the adoption of virtual communication and collaboration platforms as well the introduction of social media for business (WhatsApp, Instagram, RCS, IMessage) meaning it evolved from being a means for social interaction to business interaction.

How has 2021 been from an Infobip perspective, have you been satisfied by the growth that you have enjoyed and which of your products have really struck a chord and resonated with the market? Infobip is based on engagement and customer experience, and these two categories in specific have witnessed exponential growth over the past two years on a global level. Our business has also flourished in the region due to the high demand and significant transformation of companies, in addition to their willingness to quickly adapt to the latest communication trends to keep up with the pace globally and to communicate and engage with their customers.

Customers nowadays want a quick and simple response with no lag time. And this is where Infobip comes in, by providing communication channels and platforms that help bridge businesses with customers. The company has also introduced new solutions that help companies take CX to the next level through the utilization of AI and chatbot solutions; offering solutions that, for instance, provide customer segmentation and a 360 view to help better position the company.

Can you provide us with an example of a customer success story over the past 18 months?

We have witnessed many remarkable



examples, and some of the most interesting to me were examples of traditional businesses who were bold enough to embrace digital transformation and reaped the benefits.

There's manufacturer who worked with wholesale and retailers in past who suddenly decided to open a direct channel of communications with their customers. They launched an entire marketing and communication campaign and launched a contact center. Their business grew 20 percent business growth rapidly and unexpectedly. They were also able to reduce cost by eliminating two to three layers of commission. The moral of the story is that when companies opt to transform, people are eager to opt in, even in the most traditional of industries such as manufacturing.

Cloud is the future. However, many enterprises have struggled to adapt to the demands presented by cloud transformation. Why do you think businesses are struggling – and what do they need to do to ensure the seamless transition of their processes and operations?

Companies are in constant competition to gather data, yet the bigger the data, the bigger the infrastructure required to manage it, in essence, this is where the need for public cloud adoption started. The faster companies adopt

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the public cloud, the faster they are in digital transformation game, which will help business growth. However, initially only a few were courageous enough to jump on the public cloud to build their momentum and solutions, and sadly the more conservative ended up lagging behind, some beyond the point of recovery.

Digital transformation depends largely on mindset and a willingness to

change. This willingness usually comes from the CEO. To disrupt someone needs to be held accountable a risk and vision that is usually top drive.

Apart from that, a solid infrastructure needs to be in place for transformation that goes well beyond IT readiness. Tech culture and language needs to be inducted in all segments and verticals of the company and all heads of entities need to be pushed from sales and security to marketing and finance.

Can you tell us what your main goals and objectives are for 2022?

We are going to continue what we started for sure! We believe there is a huge demand for our solutions and companies need the differentiation that Infobip's solutions offer to stay ahead. Differentiation comes with knowing your customer, getting the right channels of communication with customers, and providing your costumers with a personalized experience, these three factors define who we are and what we do as a company. Speaking of differentiators, Infobip's is that we have people on the ground to help companies transform fast and to help them improve CX in all our offices, which will increase their revenue and reduce their cost. In terms of market development, we will focus on the GCC in addition to Egypt, Jordan, Turkey and Pakistan. 🚥

FOUR SCALABLE STRATEGIES FOR SMBS TO TURN DATA INTO PROBLEMSOLVING INSIGHTS

David Sweenor, Senior Director, Product Marketing at Alteryx



here exist a range of myths against the use of data analytics that need to be dispelled. While many small business owners might think that harnessing data science is out of their reach, and that analyzing data is supremely difficult unless they can justify hiring an expensive data analyst, anyone can become a citizen data scientist. It's a bold claim, and one that many small business owners would question but, in today's digital environment, it's hugely achievable. The ability to take data and turn it into a problem-solving insight is no longer exclusively within the realms of those with years of experience or a specific university degree.

With that democratization of the action of converting data into insights, we also see a correlation with the type of problem being solved. Without the need to justify the huge salary of a data scientist, business leaders can focus on small irritations, using existing data for insights, and leveraging existing staff to build incrementally from there. This, combined with the right tools and data, effectively opens up the benefits of data science for anyone who has a problem to solve.

There is, however, still a significant perception disconnect where people simultaneously believe that data science is both unattainable and yet supremely valuable. There exist a range of supposed myths against the use of data analytics that desperately need to be dispelled. With this in mind, there are four key areas of any data project – areas that can easily scale up or down regardless of the size of the business or the size of the challenge:

1. Identify the right problems to solve Any business leader embarking on an analytics journey will undoubtedly have a problem in mind to solve. Just as the automatic telephone exchange was invented due to the irritation felt at misrouted calls, so too must your business begin the process of change by asking: "what irritates us most?".

That problem itself may not have an immediate solution, but with the right data and analysis tools in place, it becomes far more achievable. A challenge can be something as simple as inputting emails into an analytic process to find which addresses are most likely to be spam and blocking those domains. In retail, it could be as simple as checking previous years' sales data against seasonal trends and using that to inform staffing level guidance.

It's important to consider the specific business outcome you want before working backwards to achieve it. By assessing the potential risk versus the benefit of the insight generated – being understaffed versus being sufficiently staffed, for example - we can begin to formulate a wider use case.

As with any journey, the early stages of data analysis features a number of steps. The key here is to start small and work up to larger challenges. Developing the right processes, role responsibilities, and baseline standards – the core facets of data governance – is a core next step of scaling this process into something that delivers far more consistent business benefit.

2. Assess what data and tools you have, and how you want to use them

A key early-stage challenge for any business looking to get started on their analytic journey is finding out what data and tools they already have. All businesses – in one way or another – have datasets that can be used for insights



JUST AS THE AUTOMATIC TELEPHONE EXCHANGE WAS INVENTED DUE TO THE IRRITATION FELT AT MISROUTED CALLS, SO TOO MUST YOUR BUSINESS BEGIN THE PROCESS OF CHANGE BY ASKING: "WHAT IRRITATES US MOST?"

that can significantly impact business decisions. It's likely that most businesses are already using some form of analytics, too... even if that is as simple as the VLOOKUP function in a spreadsheet.

In the early stages it's wise to start small and build a bank of replicable successes. Some believe that in order to pull useful insights, you need to have huge amounts of data to work on; however, many data projects use relatively small datasets to deliver disproportionate value. The key consideration is the quality of the data - not the quantity. With a small highquality dataset in place, even data from legacy systems is often sufficient to get started. As the insights needed from data becomes more complex, more processes and more user-friendly tools can be layered on when a specific need arises.

3. Setting up for, and building on, success In the early stages of any project - whether you are a business owner or report into someone senior – demonstrating small, easily replicable, and scalable successes is the key to being able to continue driving benefit. By positioning these successes as both financially viable and easily repeatable, we can begin to generate the political capital and buy-in needed to expand a data project further.

With early-stage proof of concept work successfully completed, more complicated projects can be tackled. Again, beginning with a simple question, businesses can begin to explore highervalue questions: who the most valuable customers are, and when the best time is to introduce new products, for example.

The true value of successful analytics work, however, comes from automating these insights – freeing up the project leader to focus on newer and higher-value projects in tandem. The actual adopters of these insights know the business process they relate to and therefore including them is essential to the design and rollout of such projects. The ability to integrate new data points into an analytic process to deliver real-time insights – and the ability to rapidly adapt to changing market demands - is what separates digital-native businesses such as Netflix and Amazon from more legacy organizations buried in technical debt.

4. Implement, expand, and replicate Once this preparation process has been completed, and processes put in place to ensure the right – clean – data is collected, businesses can begin to democratize the access to that data and begin transforming it into business insight. Training those closest to the problem to provide quick answers to questions is one of the most significant benefits of implementing a data-driven strategy. It's also a benefit that is highly achievable.

The new question is now not whether your business is ready for analytics, but whether you have equipped your employees to help your business thrive with analytics. With a firm foundation based on assessment, preparation and identification, we can begin to expand the remit of the work that is done with data.

This is what we mean by the development of a data culture – assessing, implementing, expanding and replicating the creation and facilitation of core data insights. By preparing your resources, tools, and staff for the task ahead, and by amplifying that human intelligence so the person closest to the problem can solve complex challenges, you're paving the way to an efficient and pain-free analysis process.

While the road to a fully realized data and analytics strategy is a long one with numerous potholes, exits and turns, the end goal is a far more effective and replicable way to make effective and valuable business decisions. Even the simplest irritations – once fixed – can deliver a disproportionate benefit.

WHY SECURING TODAY'S HYBRID WORKPLACE NEEDS AN ECOSYSTEM APPROACH

Krupa Srivatsan, Director of Product Marketing at Infoblox tells Reseller ME that there is a lack of data sharing, different interfaces, and duplicate alerts that overburdens already strained security operations teams.



WHILE THERE MAY NOT BE MUCH THAT CAN BE DONE ABOUT SILOED REPORTING STRUCTURES OF SECURITY AND NETWORKING TEAMS (ALTHOUGH THERE ARE INDICATIONS THAT THIS IS CHANGING), INTEGRATING SECURITY TOOLS AND NETWORKING TOOLS PROVIDE A PATHWAY TO SHARING DATA THAT CAN BE CRITICAL TO SPEEDING UP INVESTIGATIONS AND RESPONSE TIMES.

he way we live and work today has significantly changed over the last two years. Gartner forecasts that 31% of all workers and 47% of all knowledge workers worldwide will continue to be remote in 2022. This hybrid workplace model puts huge digital demands on enterprise networks including things like ensuring remote connectivity, increased scalability and modernizing the underlying infrastructure. In addition to enabling remote work, enterprises are undergoing other network transformations like accelerated adoption of multi-cloud environments, SaaS and SD-WAN enabled branches. This greatly increases the attack surface causing security headaches, limits visibility of network connected assets and limits the control that IT teams have across on-premises, cloud, branch and home environments.



Challenges with security silos

One of the ways that organizations secure their networks is through a defense in-depth strategy, implementing NGFWs, web gateways, email security, and endpoint security tools. The unintended consequence of defense in depth is the proliferation of disparate security tools that lack interoperability among themselves and with frequently used network tools. There is a lack of data sharing, different interfaces, and duplicate alerts that overburdens already strained security operations teams. This problem is more pronounced for larger enterprises that may be distributed and undergoing transformations such as WFA, multicloud adoption, SAAS and SD-WAN.

It's no wonder that the average time to identify a breach is still more than

200 days, according to a Ponemon study, and 53% of security operations teams take more than 8 hours to investigate a threat, according to a recent Forrester survey.

Breaking down silos starts with integrations

While there may not be much that can be done about siloed reporting structures of security and networking teams (although there are indications that this is changing), integrating security tools and networking tools provide a pathway to sharing data that can be critical to speeding up investigations and response times.

SIEM and SOAR – Networking services like DNS, DHCP and IPAM (DDI) hold a goldmine of contextual information around network assets

and tapping into that data by integrating SIEM/SOAR tools with your DDI platform helps SOC teams gain unprecedented visibility. This includes information such as where the asset is located in the network, what type of OS it is running, who it is assigned to and an audit trail of all destinations accessed by the device. This information can be used for efficient event correlation and for making threat intelligence actionable.

Triggering
a scan – DNS
security provides
a first line of
defense against

a lot of known bad threats including ransomware, phishing, exploits and other malware, blocking DNS resolution to destinations that may be hosting malware. In addition, the solution can integrate with a vulnerability scanning solution to trigger a scan in real time when a device makes a C&C communication so that it can be cleaned up. This minimizes dwell time for threats since we are not waiting for the next scan window to detect the compromised asset.

Raising an IT ticket – Similar to triggering a scan, when the DNS security solution detects bad DNS requests, it can automatically raise an IT ticket by integrating with the ITSM solution so that the IT admin is made aware of the threat in real time. This again minimizes dwell time.

'PAC-MAN COMMUNITY' BRINGS THE ICONIC FRANCHISE TO FACEBOOK GAMING

The game also includes a Watch tab, powered by Facebook Interactives, which will feature Facebook Gaming creators streaming the game live.



or more than 40 years, PAC-MAN™ has been a cultural icon in the world of games and beyond, including television, music, and film. And today, we're excited to share the next step in the franchise's evolution with the launch of PAC-MAN COMMUNITY, exclusively on Facebook Gaming.

This isn't your parents' PAC-MAN (though the entire classic PAC-MAN is playable as an Easter egg). Developed by Genvid in partnership with BANDAI NAMCO Entertainment, PAC-MAN COMMUNITY connects players, gaming video creators, viewers, and world builders together in fun new ways. Play solo or through real-time coop multiplayer in groups up to four, working together to complete each maze while still competing against each other for the highest point total. In addition to PAC-MAN COMMUNITY's built-in mazes, players can create their own

levels and challenges through the Maze Creator tool for endless replayability.

The game also includes a Watch tab, powered by Facebook Interactives, which will feature Facebook Gaming



THROUGH THE NEW PLAY WITH STREAMER FEATURE, FACEBOOK GAMING CREATORS CAN INVITE THEIR COMMUNITIES DIRECTLY FROM THEIR LIVESTREAM TO JOIN THEM IN-GAME TO PLAY OR SPECTATE. creators streaming the game live. Watch mode turns mazes into 3D streams powered by Unreal Engine, where viewers can interact directly with the video player to pick a side and power up the AI PAC-MAN or Ghosts in competition with each other. Think of it as a perpetual interactive PAC-MAN watch party. Coming later in the beta, by interacting with a streamer's session, viewers can work collectively toward global unlocks for the Maze Creator tool. When a streamer isn't live, the watch tab will feature AI characters, just like an arcade machine that isn't being played.

Through the new Play with Streamer feature, Facebook Gaming creators can invite their communities directly from their livestream to join them in-game to play or spectate. Player-created mazes will be featured inside the game daily, and community-oriented challenges plus mazes curated and cultivated by streamers' communities are coming in the near future.

We believe games bring people together in powerful ways, whether that's playing games together, watching gaming videos, or connecting around games in Facebook Groups. Individually, these three pillars - Play Watch Connect — offer a world of possibility, and they're even more powerful together. With new products like Facebook Interactives and Play with Streamer we're exploring experiences that bridge these pillars to build community and social connection around games on Facebook, including with PAC-MAN COMMUNITY. Click here to learn more, or play PAC-MAN COMMUNITY instantly here. 🚥





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he beginning month of any year is characterised by many articles listing the technology trends that will shape industry sectors in the next one. But over the years, one can see a pattern develop, a roadmap that reveals the sentiments, and technologies we should be prioritising.

In this case, the keyword is 'trust', which is an interesting one. The 2021 Edelman Trust Barometer shows that among online survey respondents in 28 countries, trust in the technology sector is declining globally, along with concerns of climate change, job losses, and cyberattacks. Worries that are all valid to the global security and surveillance sector.

In the pursuit of realising a smarter, safer, and more sustainable world built on the back of a trustworthy and reliable ecosystem of innovation, these are the technologies and insights that will continue to transform security in 2022 and beyond.

A post-pandemic world

The impact of the COVID-19 pandemic continues to be felt in multiple ways. We see its physical manifestation in the challenges to supply chains, with global manufacturing brought to a near standstill and companies having to re-evaluate where and how they source key components and equipment for their respective products and services. We also see it in deployed technology – how intelligent solutions in video and monitoring are used to enforce social distancing and implement public health strategies.

A global shortage of semiconductors has also seen companies explore inhouse manufacturing and the potential of system on a chip (SoC) for relevant sectors. While this may be a very specific trend, combined with the substantial shifts caused by the pandemic, more businesses will consider SoCs for their security solutions going forward.

Embracing a sustainable future

Sustainability is no longer just a trend, nor should it be deemed as such. With a global focus and push towards environmentally friendly principles and practices, exemplified by initiatives such as the UN Sustainable Development Goals towards industry, human settlements, and

consumption and production, a business must exhibit sustainability in its offerings and examine new possibilities through a sustainable lens.

Companies must pay closer attention to their processes from end to end. They need to scrutinise their products and services in terms of sustainability factors, such as power efficiency, building materials, and ethical deployments. These discussions are already taking place at events like Expo 2020, where the conversations have taken on a more forward-thinking position, and real progress is being made for long-term impact. More conversations like this need to be had, and it's up to companies to facilitate them.

Healthy scepticism equals effective cybersecurity

We don't always think of scepticism as a positive trait, but in relation to cybersecurity it can be a prudent one. In a highly connected world with an increasing number of interconnected systems, comprehensive security strategies must ensure that if one area is compromised, the rest of the system won't collapse.

A trend that's emerged from taking a sceptical eye towards technology is zero trust networks. Built on the fundamental assumption that no device or entity connected to a network can be trusted, the deployment of these architectural setups is likely to accelerate and become the default approach. In turn, this will dramatically impact video surveillance in the form of encryption, identification, and hardware and software maintenance. COVID-19 has also played a role in forming this approach, as remote working solutions call for more connected devices in a wider context.

5G is connecting the world

What is commonly used as a buzzword for the next era of internet connectivity is starting to see real-world applications. With 5G networks projected to cover one-third of the world's population by 2025, this technology is starting to make its way into the security and network video surveillance sectors, hinting at it being more than just a trend.

A specific 5G-related trend that is likely to grow in leaps and bounds is the deployment of private 5G networks –

wireless networks that use 5G-enabled technology and dedicated bandwidth to serve as a closed solution for a company. They are faster than public networks, more reliable, and offer an ideal situation for specific industries. These networks also present security benefits which, when applied to the sector, could potentially streamline and improve solutions of varying size.

Artificial intelligence, formalised

No trends piece for the next decade would be complete without mentioning artificial intelligence (AI). In the case of security and surveillance, this ranges from image quality and analytics to camera configuration and performance. By taking a simple process and applying AI to it, you optimise that process to its full potential. With more widespread use comes the need for regulation. specifically for the applications of AI. The solution is legislation on multiple levels of governance, ensuring AI is being used ethically and without bias. With a common agreement on local, regional, and international levels, we will be able to lay the foundation for the next industrial revolution and the growth of other technological trends, most notably smart cities.

Increased authentication measures

With the question of trust and increased scrutiny in cybersecurity, authenticity is becoming the next big hurdle in the age of data manipulation. This is valid for both hardware networks and video surveillance itself. How can you trust surveillance when you assign no value to its authenticity?

Deepfake technology is a growing threat. With improved methods of manipulating and altering images and videos, the authenticity of captured realworld events and people is compromised. This is not a problem exclusive to the security sector, but it is one that requires comprehensive solutions to overcome, such as applying digital signatures and verifying the source of data to specific hardware. The application of AI also shows promise in being able to detect when manipulation has occurred. Regardless, this is a challenge that multiple sectors have to contend with and work harder to combat.

HOW CHATBOTS CAN SOLVE THE REGION'S 'EXPERIENCE' CHALLENGES

Manish Mishra, Head of MEA Business at Freshworks, tells Anita Joseph, Editor, Reseller ME, how chatbots can help enhance the customer experience in a seamless, cost-effective manner.

CHATBOTS HAVE
BECOME A POPULAR
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THE REGION
TO ALLEVIATE
THE BURDEN
ON CUSTOMER
SERVICE AGENTS
IN INDUSTRIES
RANGING FROM FSI
TO UTILITIES.

or business leaders, it may be hard to quantify the pace or extent of change over the past two years. But let's try. Many UAE businesses recognised the changes in their customers' habits and responded, leaning into the wind and rolling out digital experiences during the pandemic that added genuine value for those stuck at home. KPMG's Customer Experience Excellence report for 2020 showed the UAE to have increased its CX metrics by 7% since 2019. And in the same report, KPMG referred to its Worldwide CEO Outlook survey, where it found that 70% of senior executives believed the acceleration of digital transformation caused by the pandemic had directly resulted in more seamless experiences that have delighted consumers.

Customers want availability and flexibility. They want to engage when

they want to engage. They want to engage how they want to engage. They want accuracy. And they want the actions and advice of the agent with whom they are dealing to reflect a deep knowledge of them as an individual. To provide these kinds of experiences, businesses have turned to AI for its ability to deliver faultless function at a (now) reasonable cost.

Chatbots - not just for cost saving

Chatbots have become a popular focus across the region to alleviate the burden on customer service agents in industries ranging from FSI to utilities. Chatbots leverage natural language processing (NLP) and natural language understanding (NLU) technologies to deliver the accuracy and individuality today's consumers seek, on any channel they choose – web, mobile, social – at any time of the day or night, anywhere in the world.



Often when we think about chatbots, we think of manpower displacement or loss of jobs. For example, in making the case for how chatbots could contribute to Dubai's smart city ambitions, a 2018 Research Gate paper cited the estimated salary savings in the US because of chatbots, which ranged from 29% in customer service to 60% in insurance sales.

But the full chatbot story is far more employee-oriented and hopeful than this. How we use technology is a choice and augmenting rather than replacing employees can pay dividends. What follows are four ways chatbots can improve the lives of both customers (CX) and employees (EX).

1. Better service

Who doesn't want to provide faster, flexible, flawless service at a lower cost? The cost savings here are not salaries, they are on resources. Using a human employee to do something so humdrum it can be done easily by a machine is wasteful and inefficient. Bots answer accurately within seconds and free up humans to perform more meaningful and innovative tasks. When bots discover complexity within a customer engagement, they will forward that interaction to a human agent, ensuring that all relevant information is attached. No omissions; no oversights.

2. Better availability

When using bots, suddenly 24x7, 365-day service becomes less problematic. Bots do not need sleep or holidays. And another aspect of availability, waiting times, is eliminated. Bot populations serve the needs of interaction volumes. If one customer is on the line, one bot is instantiated; if 20 customers are making enquiries, 20 bots are on hand to help. And if the organisation's business model permits it, bots can

create tickets for follow up during business hours by human-staffed service desks. Such flexibility will be vital in the post-COVID reality of increasingly demanding employees who expect to never have to work at unsociable times.

3. Improved satisfaction - for customers and employees alike

Unburdened by their more tedious duties, customer service agents will have more drive and motivation to become the kind of business ambassadors alluded to in corporate training videos –knowledgeable, inventive, and empathic. Bots will give them contextual information that will allow them to treat the customer as they would want to be treated – as an individual.

4. Increased efficiency and cost savings

Chatbots' ability to field multiple calls simultaneously while reducing resource costs is an attractive proposition for businesses. Bots can also accurately sift valuable data that emanates from interactions, tagging and categorising it for the purposes of rich business intelligence. This too adds value because it allows the business to better arm both bots and human employees with richer information that allows them to further improve the customer experience.

CX that delights

Much like human employees, there is a chatbot for every organisation – one that fits the needs of business models, employees, and customers. They are not threats but rather augmentations for the workforce. Humans supervise them, help them improve, and act as points of escalation for more complex customer issues. Bots are an opportunity for accuracy and efficiency to get together with empathy and innovation to deliver outstanding CX that truly delights consumers.

LOGITECH SIGNATURE M650 MOUSE: MORE PERSONALIZED AND LEFT-HAND FRIENDLY

ogitech has introduced the new Signature M650 wireless and Signature M650 for Business mouse, a comfortable and personalized mouse with two different sizes and a left-handed option, offering a better experience for more people. The wireless mouse is designed to upgrade any desk setup and improve the overall work experience with features like SmartWheel scrolling, nearly silent clicks and a contoured comfort design that enables faster, more comfortable work than ever before.

"There are more than a billion knowledge workers in the world, and around half of them don't use a mouse or have an entry level or corded mouse with limited functions," said Art O'Gnimh, vice president of the mainstream business for creativity and productivity at Logitech. "The Signature M650 offers a true Logitech signature experience with simple

productivity functions that make working all day easier and faster."

Whether working on a document or browsing through a website, the Signature M650's SmartWheel helps to deliver precision when needed and speed in an instant. The Signature M650 and larger size Signature M650 L also feature SilentTouch technology, reducing click noise by 90% compared to the Logitech M185 Mouse, ideal when clicking during a video call. Enjoy a strong wireless connection and a battery that lasts up to two years, giving you complete peace of mind.

With two sizes and a left-handed option, a contoured shape, a soft thumb



WHETHER WORKING
ON A DOCUMENT OR
BROWSING THROUGH
A WEBSITE, THE
SIGNATURE M650'S
SMARTWHEEL HELPS
TO DELIVER PRECISION
WHEN NEEDED AND
SPEED IN AN INSTANT.



area and rubber side grip, the Signature M650 inclusive design allows you to work comfortably for extended hours and gives you the ability to customize the side buttons to favorite shortcuts with Logitech Options+. The Signature M650, available in off-white, graphite and rose, works with Windows, macOS, Linux, Chrome OS, ipadOS and Android operating systems. Connect in an instant via Bluetooth(R Low Energy or Logi Bolt USB receiver.

Sustainable design considers environmental and social impacts from the moment raw materials are sourced right through to end-of-life. At Logitech, products are designed to deliver great user experiences and minimize environmental footprint, which is why a portion of the Signature M650's plastic parts are made from post-consumer recycled (PCR) plastic - 64% for the graphite, 26% for off white and 26% for rose. Logitech's PCR program illustrates the brand's commitment to designing for sustainability and ensures that plastics in end-of-life consumer electronics are given a second life. Current initiatives for scaling this commitment mean that approximately half of the mice and keyboards in Logitech's largest portfolio include some level of PCR plastic and that new product introductions will use PCR plastic, wherever possible.

Pricing and Availability

The Signature M650 mice will be available in January 2022 on Logitech.com and at other global retailers. The suggested retail price for the Signature M650 and larger-sized Signature M650 L is \$39.99. Signature M650 for Business will also be available for purchase globally. Please contact your local reseller or visit Logitech.com/workdesk.



معرض و مؤتمر الخليج العالمي لأمن المعلومات



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COVER STORY // TECH



How will technology impact business this year? We find out.

022 started with a bang and as always, technology continues its unabashed run, overwhelming everything we see and do. Like 2021, this year also promises to be tech-savvy, with rapid and unexpected developments taking the world by storm. The channel world, which drives much of the business in this region, will not be immune to the vagaries of technology and its applications and will have to keep up with speed and agility if business outcomes are to be met and growth sustained.

So, what will the technology landscape look like this year? What are some of the expected trends and where are we headed with the unexpected? Anita Joseph, Editor, Reseller ME, caught up with some of the technology frontrunners to find out what they think 2022 has in store.

There seems to be consensus about the fact that digital transformation will continue at an accelerated pace. The 'connected' ecosystem will expand and take on new forms. This will, of course, expose organizations to greater security threats and vulnerabilities, which will have to be patched swiftly and prudently. Transactional business models will change and comprehensive solutions will come to the fore, which will then drive profitable business outcomes.

David Hughes, Chief Product and Technology Officer at Aruba, a Hewlett Packard Enterprise company, says that devices will continue to outnumber people: "Today, connected devices outnumber people 5:1. Over the next three years, there will be 10x more connected devices as compared to people, making automated secure connectivity of IoT of paramount importance."

COVER STORY // TECH



He also warns that "without an automated way to onboard, provision and secure these devices, organizations will be left vulnerable to security breaches, which are continually growing in sophistication."

Hughes also says that this year, two clear paths to SASE will emerge. "As SASE deployments enter the early majority stage of the adoption lifecycle, the market will see a clear split in approaches. Small and medium size enterprises are likely to be attracted to the all-in-one SASE offerings, where simplicity and "one throat to choke" take priority over advanced capabilities. On the other hand, large enterprises will remain unwilling to compromise on security, reliability, or the quality of user experience. They will look to a dualvendor approach, pairing a best-ofbreed SD-WAN partner for on-prem security and WAN facing capabilities, with a fully-fledged cloud-delivered

David Hughes, Chief Product and Technology at Aruba, a Hewlett Packard Enterprise comp

delivering secure web gateway (SWG), cloud access security broker (CASB), and zero trust network access (ZTNA) services," he adds. Another trend to be aware of is that supply chain disruptions will accelerate cloud adoption. "The

accelerate cloud adoption. "The global supply chain has been brought close to its braking point by the COVID-19 pandemic and its impact

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on air, sea, and land travel," says Fadi Kanafani, Managing Director - Middle East at NetApp. "We predict that cloud adoption will accelerate faster as the supply chain constraints drive buyers to find alternatives to purchasing traditional on-premise infrastructure to meet demands. At the same time, optimization of production lines and business processes can help the system to become more robust in the future. Marrying IT and Operational Technology (OT), for example through digital twin concepts and technology such as IIoT and analytics, has virtually limitless potential. Companies that have done their homework in the past, e.g. by building out flexible Industry 4.0 production facilities, will be able to stay healthy much more easily," he adds.

Amel Gardner, Vice-President, Infor Middle East & Africa adds another angle. "The reality remains that a lot of the transport issues manufacturers are facing in 2021 are not going away. Be ready for plenty of supply chain news in 2022 including these important trends."

"Supply shortages will continue to keep ocean container rates high, sustainability initiatives will not be equal across the board, organizations will bring their supply chains closer to destination, safety stock levels will rise to avoid backlogs and shutdowns, companies will continue to invest in new technologies to streamline processes," she adds.

What this

means is that

companies will continue to invest in new technologies to streamline processes. "Organizations are going to have to do more with less as talent shortages impacting global supply chains continue to compound. Companies will need to adopt existing and emerging technologies that allow for cleaner data, stronger collaboration, and the automation of mundane processes so team members can focus on supply chain process improvement. This will mean expediting digital transformation already in process and moving entire systems to the cloud for

better, yet secure access to critical data

needed to implement decisions quickly

and effectively," Gardner opines.

Meg Brennan, Vice-President Global Channel Operations, at Riverbed Aternity, prefers to focus on the customers demand outcomes and ROI angle. "Over the last couple of years customers have been faced with unpredictable supply chain constraints and product availability causing them to re-evaluate their IT investments across all areas of their organization. In 2022, customers will require a clearer connection between the ROI and the considerable impact on their business. Partners will need to evolve from transactional business models to selling holistic solutions that drive measurable outcomes. To put it simply, partners must adopt outcomebased selling of end-to-end solutions, while implementing lifecycle services to improve long-term adoption of the technology," she says.

adi Kanafani, Managing Director – Middle East at NetApp

Brennan also says that with fluctuations in the market, coupled by varying buying cycles, organizations have consolidated their buying process to include more involvement at the C-level. "Selling features and functions to IT buyers Lior Div, Co-founder & CEO at Cy will not be enough, partners must learn to sell to the entire organization all the way up to the C suite. Partners must focus their attention on demonstrating value and optimizing the employee and user experience."

For Patrick Smith, Field CTO, Pure Storage EMEA, the last two years were all about survival and tentative exploration. "The need to accommodate remote work drove regional businesses to the cloud in unheard-of volumes. But the requirement for business continuity

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was soon followed by the evaluation of other technologies that would allow greater innovation both during the crisis and as/when it passes. Now that regional enterprises realize that operations are still ongoing, we expect to see innovation resume with greater confidence than ever."

He also points out that while cloud computing has proved itself an effective springboard for innovation,

COVER STORY // TECH



a rift will emerge in organizations between realists and idealists.

"Amid the regional economic recovery, the attraction of the cloud is clear — it is a great place to stage proofs of concept safely and cheaply and become an early adopter. But it is also a source of friction within organizations as the keen adopters and the cloud realists butt heads."

This is not to say that the challenges of remote work will go unnoticed. Rajesh Ganesan, Vice-President, ManageEngine, is of the opinion that following the pandemic, hybrid work will be an expectation if not the norm at most organizations across the world. "That means cybersecurity, AI, automation, and analytics will play increasingly significant roles in organizational efforts to support this way of working."

ManageEngine predicts that the following 5 trends will rule the IT management space for 2022: Organizational insights will become immediately actionable with the rise of contextual analytics, the

cybersecurity mesh model will offer better protection in the hybrid workforce era, IT operating models will continue to evolve to support the hybrid workforce, AIOps and IT automation will be critical building blocks of enterprise technology architectures and the cybersecurity skill crunch might force organizations to turn to service providers.

AMID THE REGIONAL ECONOMIC RECOVERY, THE ATTRACTION OF THE CLOUD IS CLEAR — IT IS A GREAT PLACE TO STAGE PROOFS OF CONCEPT SAFELY AND CHEAPLY AND BECOME AN EARLY ADOPTER.

Perhaps the one technology that will envelope all these trends is that of the cloud. As Patrick Smith points out, "amid the regional economic recovery, the attraction of the cloud is clear — it is a great place to stage proofs of concept safely and cheaply and become an early adopter," Smith said. "But it is also a source of friction within organizations as the keen adopters and the cloud realists butt heads."

As far as data trends are concerned, the analytics & optimization of digital services will drive change and innovation. In Fadi Kanafani's words, and example of this will be that Finops results are much easier to come by as more automation and smarter applications take hold. "This results in increases ROI from cloud investments throughout the public and private sector. Another trend concerns production environments. There is a clear move away from applications as companies deliver their services through containerized solutions and microservices."

He adds that data sharing regimes are important prerequisite for building a workable data economy on the international stage. "GAIA-X sparked an important discussion about digital sovereignty and the contributions needed to establish a secure data exchange infrastructure. In the nearterm, I don't think this results in a

sovereign "EU Cloud." However, we will see more unity about European norms, and more adherence to them from outside Europe. Lastly, specifically in data storage, NAS and SAN continue to be the technologies of choice to underpin digital innovation. Writeable storage media can still be made more efficient."

Lior Div, Cofounder & CEO at Cybereason, predicts that standardization of XDR is a trend that will have significant impact in 2022. "Hybrid work models, 5G rollouts and the increased experimentation with the Internet of Things will lead to a connected world that will be difficult to protect. However, the productivity and convenience benefits of the technologies it provides will ensure its prevalence and therefore demand measures such as Extended Detection and Response (XDR)."

However, he notes that while the cybersecurity industry is in broad agreement on its importance, there is not a uniform definition on what XDR does or should do. "In 2022, when clear leaders in the XDR field have been established, the role AI should play in cybersecurity will become more defined," he observes.

"Everybody today needs to be thinking about cybersecurity," Div says. "While the CISO and their team will undoubtedly bear the brunt of responsibility and accountability, we all have a part to play. We can educate ourselves. We can be suspicious. We can change our relationships with devices and ecosystems to ones of 'verification first' rather than 'trust by default'. As the new year rolls in, we should remember that we live digitally more than we ever have, so we should all pull together to make ourselves safer."

Rajesh Ganesan, Vice-President at ManageEngine

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But that's just the tip of the iceberg. Sustainability will be the mantra for businesses in 2022, as they seek to break away from traditional models and opt for more seamless processes and procedures. In Fadi Kanafani's words: "Green topics are on the rise, as demonstrated by the 2021 Climate Change Conference, the US infrastructure deal, or the traffic light coalition coming to power

in Germany. We predict that businesses will head in the same direction. This is partly due to regulatory pressure, for example to lower carbon dioxide emissions. But enterprises will also become intrinsically motivated to deliver green innovation. One are to look at is employee experience hybrid models, which basically allow companies to recruit talent everywhere, reduce office footprint, and significantly cut work travel." Meg Brennan puts it in

perspective when she says that the future of the technology market and customer experience will go hand-in-hand. "This means organizations will need visibility into what is happening on in their network, applications and end-user devices, and being able to turn these into actionable insights. With massive volumes of data and alerts coming across numerous monitoring tools, IT teams will need to leverage Artificial Intelligence for more effective decision-making and faster time to resolution. It will be the partners who can adopt this new ethos to help reduce the noise around observability solutions and present the right platforms into the decision makers hands, which will ultimately drive value and revenue in 2022."

It's obvious that as new trends come up and the old ones accelerate to keep pace, tensions will increase as CIOs and CEOs rush to move everything to the cloud in an attempt to not be left behind. Those with a more balanced view of the cloud will find themselves at odds with the 'move everything to the cloud' mentality of CIOs and CEOs. On the other hand, cloud realists, who tend to be those lower down the food chain, risk being labelled non-believers and may be marginalized if they do not conform to the mainstream way of thinking.

FOCUS // BARCO



HOW TO REALISE THE POTENTIAL OF A HYBRID WORK MODEL

Lieven Bertier, Segment Marketing Director Workplace at Barco tells Reseller ME that for a successful digital workplace strategy, businesses will need to support hybrid meetings that are as seamless and intuitive as face-to-face collaborations.

he pandemic has irrevocably changed office culture, rapidly accelerating the trend for remote working, so that it is now core to the mainstream employee experience. While remote working is definitely here

to stay, the general consensus from employees themselves is that a return to some regular office-based interaction is important. In fact, Barco hybrid meeting research shows that eight out of ten office workers are in favour of a hybrid work model, with most, on average, willing to work from home just

one and a half days per week.

Understanding this, most businesses have already started to implement various kinds of long-term hybrid systems, which can offer a mix of office-based and remote working.

This is, of course, great news, not only for the employee experience,

but also the overall performance of businesses. Such hybrid models should, in effect, offer white-collar workers the best of both worlds – that is, more time to work productively and stress-free from home, as well as more opportunity to catch up with colleagues, and make use of the professional backdrop of the office for important meetings.

Hybrid working: the challenges

However, as with the implementation of any new system of working, there are challenges to overcome. If hybrid business models are to be productive and successful – if their potential is ever to be truly realised, then issues around meeting room technology must first be acknowledged and resolved.

CIOs and IT decision makers must, in the first instance, work out how to ensure widespread user adoption of meeting room technologies. Despite the general enthusiasm for hybrid collaboration, most white-collar workers have little-to-no inclination to give up their new-found laptop-centric approach to meetings, with 71% preferring to host hybrid meetings from their own laptops.

Since they started working from home, employees have been able to avoid complicated meeting room setups and easily host and join meetings from their laptops, using their preferred video conferencing platforms. More to the point, according to the latest Barco research, they now see no reason to do things differently, with a remarkable 70% of the 800 whitecollar workers surveyed from across the globe, insisting that they would rather use their own laptops than in-room systems. Disillusioned with current office technology infrastructures, 65% admit that they struggle with different meeting room set-ups, and a further 48% with connecting to AV peripherals, such as displays, cameras, speakers and microphones. Alarmingly, these challenges have caused a stunning 71% of workers to experience stress during hybrid meetings.

Bring your own meeting (BYOM) solutionThe widespread adoption of hybrid

meetings, it would seem, will ultimately hinge on the roll-out of a more inclusive and intuitive meeting technology solution. An overwhelming 81% of white-collar workers across every age group agree that easy-to-use technology facilitates better meetings.

According to further research1, most would also agree that the very process of ideation and innovation depends on making real connections during a meeting, with over one third (42%) believing in the necessity of having personal conversations to generate ideas.

For a successful digital workplace strategy, businesses will therefore need to support hybrid meetings that are as seamless and intuitive as face-to-face collaborations. One way to achieve this is by offering, for in-person as well as virtual environments, what the Barco ClickShare team refer to as a "Bring your own meeting" (BYOM) experience. With BYOM, users can host and join video meetings and share content using their own preferred conferencing platform in any existing meeting room or space from their own device.

High-quality audio-visual experience

Wireless presentation and conferencing systems, such as ClickShare harness the power of BYOM, enabling employees in the office to join meetings from their laptops with just one click. Instantly connecting employees to the meeting room display and its AV peripherals, such solutions boost productivity and collaboration, allowing for a more deeply immersive, high-quality audiovisual experience.

Thanks to their universal compatibility with most in-room systems, peripherals, and UC&C platforms, agnostic collaboration tools, such as ClickShare are also easy to integrate into most existing meeting room set-ups, offering a much more inclusive and familiar meeting experience for users.

Safe and future-proof hybrid collaboration

Of course, the successful transition to a hybrid style of collaboration is going



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to depend on the implementation of future-proof and secure technology. Enterprise-ready solutions, such as ClickShare are ISO 27001 certified, safeguarding against future cyber threats, and enabling data to be shared safely. As well as ensuring privacy and confidentiality online, such tools are now able to offer on-going support, providing warranties of up to five years in addition to a continuously enhanced user experience, with an ever-increasing range of features and functionality.

To facilitate the digital transformation of workplaces, CIOs and IT decision makers are also going to have to monitor adoption, as well as productivity and engagement. The best way to do this and prove return on investment is to look for conferencing systems that offer advanced data and analytics.

The future of hybrid working is already starting to take shape, but to reap the benefits of all the advantages that it brings, workspaces will have to be reimagined with intuitive, flexible and familiar meeting room technologies that employees are able – and willing – to use.

SPECTRUM NETWORKS, FORTINET PARTNER TO OFFER BEST-IN-CLASS DIGITAL TRANSFORMATION SOLUTIONS

This strategic collaboration will help refine the digital solutions portfolio of companies and provide a skilled approach to technology adoption.

pectrum Networks and Fortinet have signed a strategic partnership agreement to combine the best offerings of both companies-Spectrum Network's industry-leading technology training services and Fortinet's world class cybersecurity solutions. Accordingly, Spectrum will now be an authorized Fortinet Training Center offering Fortinet's industry-defining certification courses in countries such as Saudi Arabia, Pakistan, Bahrain, Oman, Kuwait & Qatar.

With technology becoming increasingly vital for every aspect of business, companies have recognized

the need to accelerate the development of their digital solutions portfolio. This partnership brings together the best of business & technology insights, as well as aspects such as product ideation, technology development & deployment and organizational change management, to help clients experience a seamless and secure digital transformation process.

"The Spectrum Network & Fortinet partnership is a powerful combination," said Vanessa Sider, Manager, ATC Program, at Fortinet. "Fortinet's leadership in the cybersecurity space with that of Spectrum Network's leading technology training services means that organizations in the



THIS PARTNERSHIP BRINGS TOGETHER THE BEST OF BUSINESS & TECHNOLOGY **INSIGHTS. AS WELL AS ASPECTS SUCH AS** PRODUCT IDEATION. **TECHNOLOGY DEVELOPMENT & DEPLOYMENT AND** ORGANIZATIONAL CHANGE MANAGEMENT. TO HELP CLIENTS **EXPERIENCE A SEAMLESS AND** SECURE DIGITAL TRANSFORMATION PROCESS."

region will be able to accelerate their cyber security initiatives with top class training – a much needed requirement for fraud prevention across financial, business and government organizations," said Vanessa Sider, Manager, ATC Program, at Fortinet.

""We're glad to join hands with Fortinet, one of the world's leading cyber security vendors as their Authorized Training Center, to provide their certified courses to aforementioned markets," said Pournami Nair, Vice-President-Sales & Alliances, Spectrum Networks.

"Training services have been the core focus for Spectrum right from inception, and over the years we have signed up with best-of-breed technology vendors to be their extended skilling arm in the regions that we represent. This partnership is definitely another notable feather in our cap," she added.

Fortinet, Inc. provides cutting-edge network security solutions and world-class security appliances, software, and subscription services. Fortinet systems integrate the industry's broadest suite of security technologies including firewall, VPN, antivirus, intrusion prevention (IPS), web filtering, anti-spam, and traffic shaping.

Spectrum Networks is a corporate training and professionals services enterprise serving the Africa, Middle East & Asia Pacific regions. The team

has trained over 150,000 professionals by means of a public course schedule and in-house programs - made available through classroom training as well as virtual instructor-led training sessions. The company has been instrumental in skilling up some of the leading business and government entities in the region. Spectrum Networks covers the Middle East as well as the APAC regions, with offices and training centres located in the UAE, KSA, Tunisia, India and Singapore. To know more, visit the Spectrum Network page that hosts all the Fortinet training courses: https://www.specnt. com/training-service/training-courses/ vendor-specific-courses/fortinet/

REPORT // NEWCOM





NEWCOM KNOCKS IT OUT OF THE PARK WITH SAMSUNG EXPERIENCE ZONE

Newcom intends to duplicate the success of the Experience Zone in the coming months in different venues including malls. Nitya Ravi reports.

had a chance to be at the 'Spark your Senses' with Samsung Experience Zone organized by Newcom at Al-Ain Centre, Bur Dubai. It was one of its kind and the first one ever to be set up in such a grand scale in Al-Ain Centre.

"Newcom is the authorized distributor for Samsung's monitor category. We came up with this idea of an experience zone that will give a better perspective and

feel of the products for the end consumers as well as help our resellers and customers in Al-Ain Centre to leverage out of the same,' said Aparna Chaturvedi, Marketing Manager at Newcom.

On display were the entire range of Monitors from Samsung right from their Smart Monitors M7 and M5 the gaming monitors including the star attraction Odyssey Neo G9.

The Samsung Odyssey Neo G9

Gaming DQHD Quantum Mini-LED Monitor, a 49-inch DQHD resolution gaming monitor with 1000R curvature inspired by the human eye, a 32:9 screen ration and with Samsung's unique Core Sync lighting delivers the ultimate immersion to gamers. The 49-inch DQHD resolution brings you a display as wide as two QHD monitors sitting side by side, with incredibly detailed, pin-sharp images.





There were two of them kept side to side where influencers and gamers met for a gaming tournament.

'This gaming tournament is organized by Newcom on a close invitation. Whoever wishes to play registers with us and we invite two of them for a face off every alternate day. The winners go to the semi finale and eventually to the grand finale where the ultimate winner walks off with a Samsung Odyssey Geo N9! It's quite exciting!' she added.

The next placeholder was the very sleek and award-winning Samsung Smart Monitor M7 43".

"There is a reason it's called a smart monitor. It's a versatile screen that maximizes productivity and at the same time enhances entertainment. You can use this as a computer screen to do your work and presentations and use it also as a screen to watch movies and other forms of entertainment,' said Chaturvedi.

The Samsung 43" M7 Smart Monitor has in-built speakers, Office 365 and a remote control that helps simplify your chill time. You can access entertainment apps such as Netflix, YouTube and HBO without switching on your PC or laptop. It's UHD resolution allows you to watch content in amazing quality and its USB type-C port enables you to power up, transmit data, and even send display signals between devices with just one connection. With its Automatic Source Switch Plus, your

ON DISPLAY WERE THE ENTIRE RANGE OF MONITORS FROM SAMSUNG RIGHT FROM THEIR SMART MONITORS M7 AND M5 THE GAMING MONITORS INCLUDING THE STAR ATTRACTION ODYSSEY NEO G9."

monitor detects and switches to newly connected devices as soon as they are plugged in – Just Plug and See, no more switching around.

With the Bixby voice assistant option your monitor listens to what you tell it. You can switch between apps, control videos, and more through the Voice Assistant or SmartThings app. The Monitor has also won the iF design Award for 2021.

'The Experience Zone is a success,' added Chaturvedi proudly, 'We prefer calling this an Experience Zone rather than a road show. Experience is what

we intend to give to the customers be it in the gaming zone or otherwise. This will help them to choose and buy without a moment's hesitation since they have hands-on experience at the venue. Not only that, but people can also scratch and win exiting prizes on buying any Samsung Smart Monitor and Gaming Monitor. Prizes include accessories that complement the Smart Monitor or the Gaming Monitor. We have had many people walking away with gifts with only maybe one or two exceptions.'

The experience zone was accessorized by Logitech and Rapoo with their premium range high performance gaming Products.

Newcom intends to duplicate the success of the Experience Zone in the coming months in different venues including malls. For sure these zones will be an interesting experience.

Newcom Computer Systems is one of the leading distributors in UAE with 18 years of experience for well-known brands like Logitech, Samsung, Hikvision, Targus, Rapoo, ViewSonic, Norton, J5create, Tucano, HP, ESET and more. With their current presence since mid-2021 in Africa region, they are opening their doors for new brands under new categories to associate with their growing team. The company was recently awarded 'Best rising Distributor' for their Value-Added Distribution as well as channel distribution in UAE.

POST-COVID WORK PARADIGMS MAKE PAM THE PERFECT OPPORTUNITY FOR MIDDLE EAST CHANNEL IN 2022

Mark De Simone, Regional Director - MEA at ThycoticCentrify tells Reseller that offering comprehensive PAM solutions will enable channel partners to secure, manage and monitor access to their own privileged accounts as well as those of their clients, keeping the most valuable keys to their network safe.

ver the last decade, Middle East channel organisations have had to repeatedly reinvent themselves. Each step in the process – from transforming from box movers to qualified systems integrators, to then elevating themselves to the position of trusted digital transformation advisors - has exponentially increased the value proposition of these organisations. However, this evolution hasn't been without its perils. Laggards, that failed to see the writing on the wall and adapt accordingly, have fallen far behind the pack while pioneers have been rewarded with the ability to capture ever increasing portions of the total market share.

At the onset of 2022, channel organisations must therefore keep their eyes keenly on the opportunities that post-Covid work paradigms present. Of these, it is abundantly clear that supporting remote working, and protecting against cyberattacks are

among the greatest challenges that organisations face. Channel partners with a rich portfolio of security solutions are in the ideal position to facilitate flexible workforce models and provide organisations with the seamless IT support they need to connect workers securely, irrespective of their location.

At the heart of remote cybersecurity is privileged access management (PAM), the protection around privileged and sensitive user accounts, which are the crown jewels for cyber criminals. For the channel, PAM offers a new, compelling, and sustainable revenue stream. However, while having unrestricted access to clients' IT estates is part and parcel for a service provider, it does pin a huge target on their backs. Offering comprehensive PAM solutions will enable channel partners to secure, manage and monitor access to their own privileged accounts as well as those of their clients, keeping the most valuable keys to their network safe.

PAM, now a priority

Privileged accounts and privileged access are at the heart of every business today. They ensure that the IT team can administer and manage the organisation's systems, infrastructure, and software, and they enable employees to access the data that enables them to make critical business decisions. In facilitating these essential functionalities however, they also introduce substantial risk. Industry experts estimate that up to 80 percent of all security breaches involve the compromise of privileged accounts. Unsurprisingly, demand for PAM is high.

Channel organisations have a key role to play in supporting clients by managing and protecting privileged accounts in increasingly complex IT environments. This starts at the implementation stage as misconfigured PAM can make daily tasks overly restrictive and become a barrier for workers trying to access documents and data for their jobs. From there, PAM

facilitates protection through a number of features, including secure credential management, password masking and rotation, and flagging abnormal use of credentials and privileged account activity.

Having to manage thousands of sensitive credentials across the network, whilst complying with legal regulations, creates huge challenges for organisations and can be a significant drain on resources. Channel partners are key to removing the headache of managing this responsibility, plus the cyber risks that come with it. PAM solutions can improve security during the permission assignment process, as well as tracking activity within privileged accounts to ensure the right employees have the necessary access to do their jobs.

Capitalising on the need for privilege management

Lack of visibility of privileged users, accounts and assets means that teams often lose track of who still has access to what. The rapid pace of digital transformation and widespread shift to the cloud over the past year has exacerbated these security risks. In some cases, past employees are still granted access to sensitive information, greatly increasing the company's overall risk exposure. Without being able to track these privileges, businesses leave themselves open to attacks.

By adding PAM to their portfolios, channel partners can effectively arm and ready themselves to support their customers in getting these user accounts under control. There are several layers of value that PAM can offer the channel, including removing the need to store passwords and other credentials locally - which is a huge security risk - as all credentials are kept in a cloud vault with high level encryption. Softwareas-a-Service (SaaS) technologies can automatically retrieve credentials from the vault without admins ever seeing them, and identity management tools can provide role-based access controls to ensure the correct permissions are assigned. Further, service providers can deliver evidence to customers of who has access to each part of the network and at what times.



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SECURELY, IRRESPECTIVE
OF THEIR LOCATION.

Staying a step ahead

More advanced and sophisticated methods within attack vectors open up each day, as evidenced by the SolarWinds breach and the Colonial Pipeline incident, bringing with them countless numbers of criminals looking to exploit any weaknesses left unchecked. At the same time, the number of cyber attacks resulting in massive credential theft has doubled over the past five years. So the channel must be prepared to face this trend head on; just one unprotected user account could be the lit match in a dry field.

Remote working will continue to throw challenges and obstacles into the path of business security, and as custodians of their customers' digital transformation journeys, channel organisations will need to stay on top of their cyber security strategies. With identity now the main target for attackers, solutions that strengthen defences around this will remain fundamental to long-term success. To deliver the highest level of consultancy to their customers during this process, service providers must be able to advise them on these latest solutions: this not only opens up new and ongoing revenue streams but helps to position them as trusted advisors equipping clients with the most innovative solutions to protect their most sensitive and valuable assets. Adding PAM to their growing portfolio of services will strengthen partners' position when it comes to assisting businesses in their fight against cybercriminals and maintaining their trust for years to come. .

SAUDI BUSINESSES EXPOSED BY RISKY REMOTE EMPLOYEE BEHAVIOUR

The study, commissioned by Tenable and conducted by Forrester Consulting, highlights the risks introduced from employees when working remotely.



recent study, commissioned by Tenable and conducted by Forrester Consulting, has highlighted the risks introduced from employees when working remotely. The data is drawn from 'Beyond Boundaries: The Future of Cybersecurity in the New World of Work,' a commissioned study of more than 1,300 security leaders, business executives and remote employees, including 104* respondents in the Kingdom of Saudi Arabia.

When asked how confident security leaders and business executives were that employees were taking adequate measures to protect the organisation's data 47% said they were very or completely confident. However,

speaking with remote employees showed a different picture.

When asked what was important to them, 85% of remote employees said protecting customer data was somewhat or very important. However, 54% of remote employees reported using a personal device to access this information. It's a similar situation with protecting the organisation's intellectual property as 68% of remote employees said it was important while 20% will use a personal device to access it. In fact, just 47% of remote employees said they consistently follow measures to protect their organisation's data, intellectual property and systems when working from home.

Digging deeper, just 11% of remote employees strictly follow their organizations' mandates restricting access to data and systems via personal devices. Perhaps most worrying is that 34% of employees said they will ignore or circumvent their organisation's cybersecurity policies, while 21% said one of the challenges they faced is that their organisation's security policies and practices weren't clear.

"Employees want the flexibility to work from anywhere. The challenge is how they do that securely," said David Cummins, VP of EMEA at Tenable. "This study confirms what we already suspect — remote employees are connecting to sensitive corporate information from personal devices on insecure



SECURELY."

consumer-grade home networks, whether they should or not. Security teams need to accept this reality and change their perception of risk. They require visibility of their entire threat landscape, with the intelligence to predict which cyberthreats will have the greatest business impact on the organization. In tandem, they need to implement adaptive user risk profiles in order to continuously monitor and verify every attempt to access corporate data with the ability to decline requests that fail to meet the rules set."

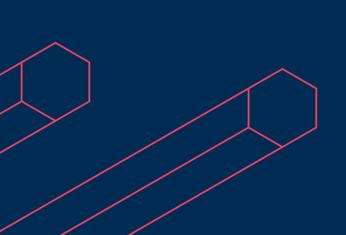
* of total respondents, 47 were fulltime employees working from home three or more days a week.

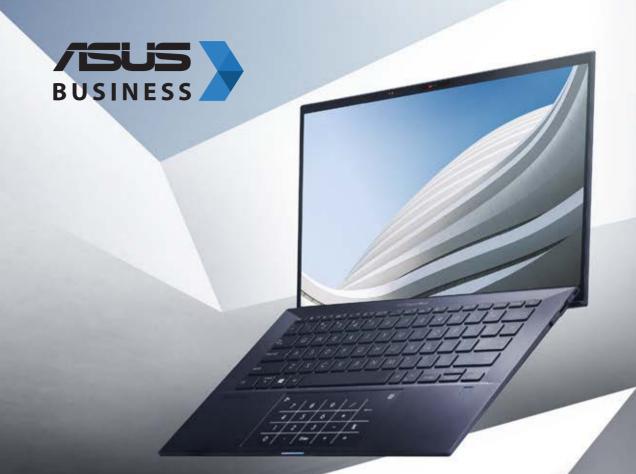


Be data ready.

Commvault is a worldwide leader in delivering data readiness. Our intelligent data management solutions work on-prem and in the cloud, allowing you to store, protect, optimize, and use your data. Always.

commvault.com





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ASUS ExpertBook B9400

- » Intel® Core™ i7-1165G7 Processor » Windows 10 Pro » 16GB 4266MHz LPDDR4x
- » 512GB PCIe® 3.0 SSD » 14" FHD (1920x1080) Anti-Glare panel
- » 2 x Thunderbolt™ 4 USB-C, 1 x USB 3.1 Gen 2 Type-A, HDMI
- » Integrated Wi-Fi 6, built-in Bluetooth™ 5.0



Powered by Intel[®] Core[™] i7 processor.

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