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He spoke passionately about how Lenovo was fully committed to helping their customers achieve what he described as 'intelligent transformation'."

INTELLIGENT TRANSFORMATION

ransformation is a term that we have become very accustomed to over the years, and transformation is once again a recurring theme throughout August's edition of CNME.

On the front cover of this month's magazine are all our award winners from the Transformational Leadership Awards, which were held at the fabulous Taj Exotica Resort & Spa last month.

We acknowledged the role played by key stakeholders from every facet of our IT ecosystem, who have demonstrated remarkable foresight and leadership to continually push the boundaries of what is possible when it comes to fostering new innovations and creativity across the Middle East region.

All our winners are a glowing illustration of what can be achieved when you leverage the capabilities of new disruptive technologies to drive positive change in our society for all who inhabit it — with many of our winners recognised for developing outstanding sustainable solutions designed to combat climate change.

Remaining on the topic of transformation, CNME spoke to Antonio Bocigas, Telecom Director for the EMEA region at Lenovo.

He spoke passionately about how Lenovo was fully committed to helping their customers achieve what he described as 'intelligent transformation'.

In addition to this, he shared details of a unique partnership between Lenovo and Parlem Telecom, that helped transform one of the oldest markets in Barcelona into a modern retail experience fit for the new digital economy.

Moving on from intelligent transformation, CNME's next port of call was an exclusive interview with Huawei executive Vanness You on cloud transformation

The Vice-President of Huawei's Middle East Carrier Business Group pleaded with telecommunication operators across the Middle East to seize on the plethora of opportunities that currently exist if they fully embrace cloud transformation.

The Huawei executive was adamant that the future of operators lies in cloud transformation.

In a fascinating opinion-editorial, Toufic Derbass, Managing Director MEA at Micro Focus believes that businesses are now starting to suffer from a lack of human connection.

In the 'work from anywhere' world that we now operate in, most meetings are conducted online and not in a face-to-face capacity, this has led to an increase in productivity and employee wellbeing.

However, Derbass has said that it is becoming increasingly evident amongst many businesses that a return to more face-to-face meetings is the 'need of the hour'.

He stressed the importance of physical meetings to cultivate and build stronger relationships and partnerships. He's not advocating for a return to the old days, but believes a better balance can be struck between online and physical meetings.

Bally Singh, CMO of Everdome sheds new light on the future of the Metaverse in an utterly compelling interview, describing the nascent space as a 'new technological frontier'.

In addition to this, there are some excellent analysis and op-eds from HPE Aruba, Heriot-Watt University, FTFT Capital, Saxo Bank and Juniper Networks.

Enjoy August's edition of CNME.

Mark Forker Editor









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News

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NVIDIA Highlights GeForce RTX 30 Series Laptops

Ahead of the forthcoming academic

year, NVIDIA is advising students looking for a new laptop to opt for models equipped with GeForce RTX 30 Series GPUs. Laptops with these GPUs offer advanced features and technology that makes them ideal for a variety of student-centric use cases over the new school year and beyond.

A student's computing needs are diverse; the laptop must pack potent performance when tackling the latest applications (general productivity, STEM focused etc.) and games, and be rugged yet compact and light enough to travel with for the current school year and beyond. The laptop will also need to offer substantial battery life and useful ancillary features (webcam, surround audio etc.).

These requirements immediately disqualify low-spec, inexpensive machines that will inevitably develop problems or answer so few requirements that it would have to be replaced mid-way through the school term — an unnecessary additional expense.

It makes far more sense to invest in the right laptop right from the get-go. This is where NVIDIA GeForce powered laptops come into the picture, particularly those with the potent, feature rich and efficient GeForce RTX30 series GPUs.

Enjoy The Events By The New Sandbox Game Garena Blockman GO



Garena has launched its first game

creation sandbox title, Garena
Blockman GO. The free-to-play
game invites players to discover their
own fun through the discovery of
minigames and explore their creative
side to content crafting. Offering
accessible high-quality content
localised for communities across
the world, Garena Blockman GO is
published by Garena in several markets

globally, including Southeast Asia, Latin America, Middle East, Africa among others.

Garena Blockman Editor, a freeto-use (PC) game editor platform, has also been launched to support and grow the Garena Blockman GO creator ecosystem. The easy-to-use interface is designed to cater to a wide community of users - from casual players interested in trying their hands at game development to professional studios and expert developers seeking to create high-quality UGC games and gain exposure. Selected games have also been published and promoted on Garena Blockman GO, enabling locallyinspired games to reach a global community of players.

Lookout Named a Strong Performer in 2022 Gartner Peer Insights

Lookout, a leader in endpoint and

cloud security solutions, today announced it has been named a "Strong Performer" in the Gartner Peer Insights "Voice of the Customer" for Security Service Edge (SSE). Gartner Peer Insights is a reviews and ratings platform for technology end users to provide candid customer feedback and for technology decision makers to learn about a company's products and services. The "Voice of the Customer" is a document that synthesises these user reviews into insights for IT decision makers.

Gartner defines SSE as a technology that "secures access to the web, cloud

services and private applications.

Capabilities include access control, threat protection, data security, security monitoring and acceptable use control enforced by network-based and API-based integration. SSE is primarily delivered as a cloud-based service and may include on-premises or agent-based components".

Lookout's SSE solution, the Lookout Cloud Security Platform, safeguards an organisations' data, identifies and mitigates threats and facilitates secure access to the web, private apps and cloud services (SaaS) deployed in a multi-cloud environment.



Wipers & IoT Botnets dominate threat landscape

The latest OT/IoT security report

from Nozomi Networks Labs finds wiper malware, IoT botnet activity, and the Russia/Ukraine war impacted the threat landscape in the first half of 2022.

Since Russia began its invasion of Ukraine in February 2022, Nozomi Networks Labs researchers saw activity from several types of threat actors, including hacktivists, nationstate APTs, and cyber criminals. They also observed the robust usage of wiper malware, and witnessed the emergence of an Industroyer variant, dubbed Industroyer2, developed to misuse the IEC-104 protocol, which is commonly used in industrial environments.

Additionally, in the first half of 2022, malicious IoT botnet activity was on the rise and growing in



Roya Gordon, OT/IoT Security Research Evangelist, Nozomi Networks

sophistication. Nozomi Networks Labs set up a series of honeypots to attract these malicious botnets and capture their activity in order to provide additional insights into how threat actors target IoT. In this research, Nozomi Networks Labs analysts uncovered growing security concerns for both hard-coded passwords and internet interfaces for end-user credentials.

"This year's cyber threat landscape is complex", said Roya Gordon, Nozomi Networks OT/IoT Security Research Evangelist. "Many factors including increasing numbers of connected devices, the sophistication of malicious actors, and shifts in attack motivations are increasing the risk for a breach or cyberphysical attack. Fortunately, security defences are evolving too. Solutions are available now to give critical infrastructure organisations the network visibility, dynamic threat detection, and actionable intelligence they need to minimise risk and maximise resilience".

AXIS Live Privacy Shield edge analytics camera software now available with optional face blur feature

With AI-based masking - supported

in selected Axis cameras with a deep-learning processing unit (DLPU) – the application analyses live video for human forms and gives users the choice of masking humans, faces or the background in restricted places. It enables users to schedule when the privacy application should be applied

and removed, such as using the new functionality on weekdays and removing it during weekends.

AXIS Live Privacy Shield compares a live camera view to a set background scene and applies dynamic masking to areas of change—essentially, moving people and objects. Users can choose between transparent colour or



mosaic masking, the level of masking required, and how often the background automatically updates. Colour masking provides the greatest privacy protection, effectively eliminating the collection of personal data while enabling movements to be seen. Mosaic masking shows moving objects in very low resolution and allows users to better distinguish forms by seeing an object's colours.

AXIS Live Privacy Shield is suitable for remote video monitoring or recording in indoor areas where surveillance is otherwise problematic due to privacy regulations. With dynamic masking functionality, it is ideal for near-range indoor and outdoor scenes in places like hospitals, elderly care homes, hotels, schools, offices, and stores.

Key benefits:

- Safeguards privacy
- Reliable, real-time dynamic masking at high frame rates
- Cost effective, high-performance edge-based solution
- · Easy to install, configure and manage
- · Choice of colour or mosaic masking



Dell Technologies announces its newest Precision Powerhouse

Dell Technologies has unveiled the

Precision 7865 Tower, uniting performance and computing power in the first Precision system to feature AMD's Ryzen Threadripper PRO 5000 WX-Series processors. This professional workstation is maximised for demanding, multi-application workloads and brings together immense power, flexibility and reliability in one system, whether for VR and AI initiatives, analysing massive data sets, graphic design, or imaging.

The Precision 7865 Tower comes with up to 64 CPU cores, up to 56TB storage, optional Thunderbolt 3, up to 1TB of DDR4 ECC memory with RMT Pro and a full suite of professional graphics (up to 16GB AMD Radeon Pro W6800 or up to 48GB NVIDIA RTX A6000 graphics), allowing users to create and render simultaneously, without sacrificing performance.

The newly designed chassis also supports dedicated air channels for critical components, enhancing both thermal efficiency and acoustic performance. Servicing and upgrading are also made simpler with convenient front and side access, with tool-less interiors and organised, color-coded components that make it more intuitive to upgrade memory, storage or graphics cards as power demands increase.

Tenable announces transformational additions to its cloud security

Tenable, the Cyber Exposure Management

company, has announced transformational additions to Tenable Cloud Security that represent the industry's next step in assessing threats related to cloud vulnerabilities and misconfigurations. With the introduction of Tenable Cloud Security Agentless Assessment paired with Tenable Cloud Security Live Results, Tenable is helping organisations not only remediate vulnerabilities faster but also prevent threats like zero-days from being exploited.

"Tenable Agentless Assessment represents a monumental step forward in cloud vulnerability scanning technology", said Glen Pendley, CTO, Tenable. "As the period from vulnerability disclosure to exploitation shrinks, cybersecurity teams have even less time to respond. Tenable Cloud Security is an Easy Button that takes the time-consuming manual labour out

of the equation, proactively detecting and assessing vulnerabilities in near real time. This enhanced visibility and continuous assessment on a single platform enables customers to improve risk prioritisation and zero in on remediating the vulnerabilities that matter most".



Glen Pendley, CTO, Tenable

TPV Technology announces new partnership with Sariya

TPV Technology Gulf DMCC,

manufacturers of Philips and AOC displays, have announced a new partnership with Saudi-based IT distributor Sariya Company LTD. This will extend business prospects in the Kingdom of Saudi Arabia for both the brands.

"Saudi Arabia has always been a key market for us, and our new

(L-R) Hisham Tolba, Sales Manager-MEA at TPV Technology Gulf & Dr. Amjad Fathi Al Omar, GM for Sariya Company.

partnership with Sariya Company Ltd ensures that products, particularly the AOC and Philips monitor line-up, will reach every customer in KSA. We look forward to a successful journey together with Sariya Company Ltd", said Hisham Tolba, Sales Manager-MEA at TPV Technology Gulf.

"We are excited to bring some

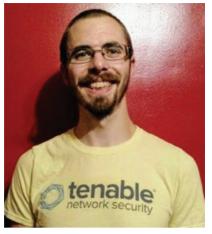
of the best monitors in the market for all our Saudi customers thanks to our partnership with TPV Technology. We believe this ongoing relationship will bring a new level of success for both parties", said Dr. Amjad Fathi Al Omar, GM for Sariya Company.

Tenable study finds utilities inside Microsoft Azure are exposed

Tenable Research has discovered

that the Jumpstart environments for Microsoft's Azure Arc do not properly use logging utilities common amongst other Azure services. This leads to potentially sensitive information, such as service principal credentials and Arc database credentials, being logged in plaintext. The log files that these credentials are stored in are accessible by any user on the system. Based on this finding, it may be possible that other services are also affected by a similar issue. Tenable's technical blog post published on Medium is available here.

"The Arc Jumpstart environment is intended to be used as a demo environment, which ideally lessens the impact of the revealed



James Sebree, Principal Research Engineer at Tenable

credentials — provided that users haven't reused the service principal elsewhere in their environment", said James Sebree, Principal Research Engineer, Tenable who discovered this issue. "That said, it isn't uncommon for customers to use these types of Jumpstart environments as a starting point to build out their actual production infrastructure. For that reason it's worth being aware of this issue in the event that other logging mechanisms exist elsewhere in the Azure ecosystem, which could have more dire consequences if present in a production environment".

Microsoft has patched this issue and updated their documentation to warn users of credential reuse within the Jumpstart environment.

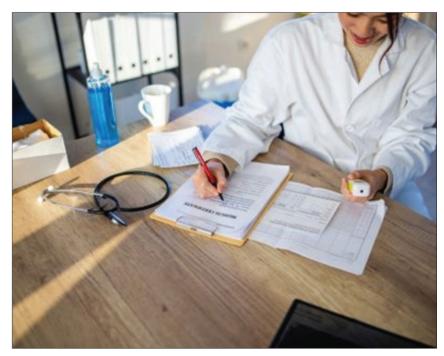
Tenable's advisory, which includes the discovery timeline, is available here.

Women in Pink campaign pledges to raise awareness on breast cancer in the UAE

Novartis, ranked among the world's

top pharmaceutical companies, has announced the roll out of its new Women in Pink campaign which aims to raise awareness on Breast Cancer for a better quality of life for women across the UAE.

The campaign forms part of



Novartis' ongoing commitment to raise awareness and create solutions across the continuum of breast cancer care, and it encourages women in the UAE, and across the region, to become change-makers in their own health. It will also empower women by providing them with the right information to make the best choices for their treatment plan through partnerships with the Emirates Oncology Society and non-profit organisation, Friends of Cancer Patients.

"Statista observes that in 2020 alone, the UAE reported 1,030 new breast cancer cases among women, while the total number of new cancer cases in the general population currently sits at more than 4,800. That's why it is vital that we work together to improve public health education and awareness around prevention, early detection, diagnosis, and treatment of breast cancer through initiatives such as the Women in Pink campaign", says Professor Humaid Al Shamsi, President of the Emirates Oncology Society.

LENOVO

INTELLIGENT TRANSFORMATION

CNME Editor Mark Forker spoke to **Antonio Bocigas**, Telco Director for EMEA at Lenovo, to find out how the company is positioning itself to be a leader in edge computing in a bid to drive real value for their customers.

ocigas has enjoyed a distinguished career in the IT industry – and is one of the most respected thought leaders in his field.

In a candid interview with CNME, Bocigas outlined the many benefits that businesses will gain from integrating edge computing into their day-to-day operations, and disclosed Lenovo's six-pillar plan for success.

He conceded that there remains confusion with some businesses in terms of fully understanding what edge computing provides.

"Edge computing is undoubtedly going to serve as a fundamental component in the strategy of enterprises in the experience economy. I do think there are some grey areas amongst some customers when it comes to understanding what edge computing is. Edge computing is essentially a set of distributed micro and local data centres that handle local computing tasks instead of sending it to a centralised data centre thousands of miles away," said Bocigas.

According to Bocigas, some of the immediate benefits of

embracing edge computing was the autonomy over how you handle your data, and reduced costs when it comes to connectivity.

"There is a huge number of benefits to edge computing, but one of the most tangible is the fact it empowers you to have better data management. Customers



have full autonomy on how they choose to handle their data, and can decide what data goes to the cloud, which could be outside of the country, or under their control. In addition to this, they are also going to significantly reduce the cost of connectivity, because they no longer need to send a lot of information outside of their offices. One other benefit of edge computing is the ability to increase and bolster your security practices," said Bocigas.

Bocigas pointed out that by 2025, Gartner is predicting that 75% of the data being generated will be processed at the edge – and Deloitte are projecting that next year around 70% of enterprises will be using edge computing.

That's an extremely high number and illustrates clearly that edge represents the future, but Bocigas highlights that many customers will encounter teething issues — and stressed the importance of having a rock-solid security architecture in place.

"It is evident that edge is the future, but that doesn't mean there is not going to be some challenges for



customers. One of the biggest challenges for businesses is the fact that they will be using edge computing in different environments. They really need to have a robust and compact device, and they really need to place a huge emphasize on security. However, it's not just the security of device, which of course is important, but the security of the data they have inside these devices, which we know is going to be sensitive data," said Bocigas.

In addition to this, Bocigas added that customers really need to know how to deploy this infrastructure and understand how they are going to manage it because they are

going to move from a few sites to thousands of sites.

Lenovo are one of the world's most innovative IT companies, and it's in their DNA to empower their customers with the tools, devices and solutions they need to be a success.

Edge computing is undoubtedly going to serve as a fundamental component in the strategy of enterprises in the experience economy."

In terms of edge computing, Bocigas revealed that Lenovo has a six-pillar plan to achieve their business outcomes.

He gave us a brief overview of each pillar, the first of which was solutions.

Solutions:

"The first of our six pillars are solutions and products. At Lenovo, we have an unwavering commitment to deliver real value to our customers. We have a diverse portfolio of solutions and products that cater to the different needs of our customers, and varying usecases they may have," said Bocigas.

Manageability

"The second critical pillar is all about the manageability. At Lenovo, we have a solution which is called open-cloud automation, which will help businesses to have automation on the deployment of all this physical infrastructure that is required to deliver their business outcomes and goals using edge computing," said Bocigas.

OPEX Model

"We know some customers want a CAPEX model, but in some markets, it is simply not possible for them because of other priorities and needs that they, so they quite frankly don't have the money to invest in a CAPEX model - and this is where our third pillar comes into play. We have an OPEX model called TruScale, and that gives customers the chance to pay a monthly fee for the infrastructure they need instead of making a large initial investment. Ultimately, this gives them the autonomy to take it step-by-step and scale at the speed they are most comfortable with," said Bocigas.

Security:

"The fourth pillar of our strategy that we are focusing on at Lenovo is ThinkShield, which is a security framework for all our products and software, and that enables us to equip all our customers with the security that they need to be always protected. We know that cyberattacks have grown exponentially and are continuing to become more sophisticated, so it is



crucial you have resilient security products," said Bocigaas.

Applications:

The fifth pillar is all about how we are going to deploy applications, because the fact of the matter is when the customers have all this infrastructure in place and have some initial use-cases, you can bet your bottom dollar than in a few years they are almost certainly going to have new use-cases. It's our job to help provide them with the tools needed to orchestrate

all of their solutions into a centralised location to deploy all these applications, without touching any server today, or in the future," said Bocigas.

Ecosystem:

"Last but not least, our final pillar is all about the ecosystem. We are working with a very, very wide ecosystem of internet service providers in a bid to bring all these applications to the fore, and solve the challenges faced by enterprises in every industry vertical, whether it be healthcare, education,

transportation, construction, or smart cities. In summary the big value that we are going to provide to our customers is going to be around three big things. Being easy to deploy, increasing the security of the solution — and the ability to manage all this infrastructure, because ultimately that's going to be a key component in the future," said Bocigas.

Lenovo has also recently partnered with Spanish telecommunications firm Parlem Telecom on a unique 5G Trial in Barcelona, designed to help traditional retailers transform the services it provides to their customers.

"We are working closely with the City Hall of Barcelona to create different use-cases. We have created a consortium that is comprised of different ISPs and stakeholders to create and develop eight different use-cases. The use-cases range from transportation, education, mobility, telecommunications and in this particular use-case with Parlem Telecom was focused on the retail sector," said Bocigas.

As Bocigas points out their innovative project with Parlem Telecom, was focused on transforming the retail experience of shoppers at Mercat de a la Boqueria, which is one of the world's oldest and most famous traditional markets.

"This project was culturally and historically very important, as the use-case was focused on the intelligent transformation of Mercat de a la Boqueria, which is a traditional market that was

constructed all the way back in 1840. In fact, prior to that, the location was used for farmers to sell their produce dating all the way back to the 12th century, so it is a place of real significance and importance to the Catalan people – it's not just a market, it is also a tourist attraction," said Bocigas.

It has been well documented that many traditional retailers are feeling the pinch, as a combination of COVID-19 and an increase in online shopping had changed consumer behaviours, as Bocigas highlights there is an acceptance from retailers that they have to transform.

"What we did was create an immersive experience. In today's climate we know that retailers are facing challenges due to a reduction in footfall, and an increase in online shopping. As a direct result of that, retailers are cognizant of the fact that they need to transform. We created a 5G private network, and harnessed the capabilities of augmented reality glasses and a few other applications to provide customers with a

We have an OPEX model called TruScale, and that gives customers the chance to pay a monthly fee for the infrastructure they need instead of making a large initial investment."

hyper-personalised shopping experience regardless of their location, so for example if I'm based in Madrid, I can see all the produce at Mercat de a la Boqueria by using my Lenovo smartphone, but crucially I'm also getting all the information I need on the products as if I was physically there," said Bocigas.

Highlighting the efficiency and the real-time nature of this immersive retail experience, Bocigas disclosed that he will get same day delivery on the products that he selects at the market as they'll be immediately shipped to him.

Bocigas concluded a wonderful interview by reemphasising the role Lenovo is playing in really delivering intelligent transformations across industry verticals like retail.

"These immersive experiences in retail are really helping these retailers to gain more customers and generate more revenue, and it is something completely different to the traditional experience, but again you are giving customers choice and flexibility, and that is what they not only want, but demand in the digital economy. Businesses need to have the ability to adapt and adopt, and what we call it is an intelligent transformation, and Lenovo will be on hand to leverage our knowledge, expertise, products and solutions to empower our customers to achieve this intelligent transformation," said Bocigas.

MICRO FOCUS

THE HUMAN CONNECTION

Toufic Derbass, MEA Managing Director at Micro Focus, believes more and more businesses need a return to face-to-face meetings in a bid to reconnect with people and cultivate better relationships in an exclusive op-ed for CNME.

he COVID-19
pandemic got all of
us used to the idea of
working from home.
The transition from the
physical to the virtual provided
a welcome break and we all
warmed to the idea of blurring
professional and personal lives
and the flexibility that remote
work gave us.

During the lockdown, in particular, there was a need for technology to step in and connect people, and so businesses managed to hold on and witness growth despite everyone being at home.

However, now that the worst of the pandemic is behind us, businesses continue to grapple with what the future of work should be like-whether to continue with the remote work/online trend, or revert to physical meetings as they were before.

Undoubtedly, digital meeting platforms such as Zoom and Teams brought in greater efficiency and reduced costs incurred for physical meets, such as for commuting and arranging physical meeting venues.

However, as we re-examine the conversation around business outcomes, it becomes increasingly clear that the absence of the 'thrill' of meeting and connecting with people in a physical scenario has hit companies hard.

The emotional void created by a lack of human interaction has definitely impacted customer-facing organisations and it has become amply clear that a return to face-to-face meetings is the need of the hour.

For most of us, a physical return to the office is for 'social' reasons—the chance to connect with friends, interact with customers and get feedback real—time.

It's also about a definite structure to everyday activities—a clear demarcation between home and office life. However, there are other definite advantages to business outcomes if face—to—face meetings are encouraged, especially those that involve direct interaction with customers.

To begin with, businesses are built on relationships, and there's no better way to develop a strong rapport with clients and connect with them on a deeper level, than physical meetings. Although digital communication has taken huge strides and evolved significantly in recent years, the power of face-to-face interactions can never be discounted.

This is where the importance of non-verbal communication comes in-the physiological changes, body language, feelings, facial expressions and sitting postures of people that provide instant cues about what a customer is thinking.

Emotions are expressed through body language and also through the expressions, tone and volume of what is said. These provide valuable feedback that can be suitably responded to.

Imagine a meeting where two people disagree strongly on an

peop

It has become increasingly clear that the absence of the 'thrill' of meeting and connecting with people in a physical scenario has hit companies hard."

AUGUST 2022



issue. In a physical, face-to-face setting, this disagreement can be kept to the minimum by timely inventions by the rest of the attendees and the meeting concluded amicably, with the final deal concluded successfully.

In an online meeting, however, the intervention will be minimum, where both sides will probably be allowed to present their views and then be shut down abruptly, so as to move on to the next item on the agenda.

The meeting could end in stalemate, as timely

interventions may not be possible and so the argument may not be favourably resolved. This will perhaps result in an opportunity lost to perhaps, seal a deal.

In the sales field in particular, face-to-face meetings help to remove any miscommunication between the salesperson and their prospects.

The physical presence of both sides means there is undivided attention, the direct opportunity to see the product or experience the service and receive instant feedback, as opposed to online meetings where the 'actual feel' is missed.

This doesn't mean that we should disregard online meetings altogether; it just means we should work out a balance between the two forms.

Face-to-face meetings are all about building long term relationships; it's all about strategy; it's all about opening our eyes to what's happening in the country, in the region, and staying alert and aware of the public pulse-all of which is difficult to achieve in virtual meetings.

HPE ARUBA

'HEALTHY' NETWORKS

Jacob Chacko, Regional Director - Middle East, Saudi & South Africa at Aruba, a Hewlett Packard Enterprise company, has said the key component in the future of healthcare is network modernisation in an exclusive op-ed for CNME.

here's no denying that Covid-19 had an irreversible impact across every industry, perhaps most notably the healthcare sector.

Two years ago, healthcare providers and facilities had to make huge changes in order to adjust to the influx of Covid patients.

Many of these changes involved digitisation, as between the initial uncertainty of Covid transmission and on-and-off lockdowns, digital services went from optional to mandatory overnight.

From telemedicine to patient portals, new technologies are still being deployed today to help the system fight back against the backlog of patients needing care, as well as deliver the improved and more seamless service that customers now expect.

This has meant that IoT device explosion is on the rise across the healthcare sector. In fact, Deloitte predicts that the IoMT market will grow in Europe from \$12billion to \$44billion by 2025.

As healthcare organisations continue to introduce IoT devices to their operations, their digital success stories depend on one fundamental component – a reliable network.

Resilient and secure connectivity must underpin



every institution's digital roadmap, upholding and progressing the convergence of IT, patient care and operational efficiencies.

So, just how do they achieve

Step 1: Upgrading the network

Many legacy networks that IT teams in the healthcare sector are pushed to work with were designed during a pre-Covid time where applications were static.

These outdated networks not only create their own roadblocks, but trying to adapt them to support today's demands can also result in huge operational issues.

An IT team tasked with scaling their network up to support a surge in users and devices across various locations would be faced with having to manually process every connection type and device if a network hasn't been modernised.

Fast forward to 2022 and the aforementioned shift towards personalised healthcare and increased dependence on mobile devices and applications means that this type of process is simply no longer sustainable. In order to support the surge of IoT devices, and unlock the opportunities they bring around autonomous, predictive and analytical capabilities — healthcare organisations must firstly upgrade and modernise their networks.

Here, organisations should consider opting for a cloud-centric network architecture solution, as whether it is consumed in the cloud or on-premises, this will provide organisations with much needed agility for future scale and connectivity.

On top of this, networks based on traditional VLAN architectures will struggle to accommodate huge amounts of IoT devices, so modernising WAN solutions with SD-WAN should be seen as the next step for healthcare organisations.

Offering greater efficiency and cost savings, hospitals and clinics can also opt for an approach that doesn't involve the wholesale replacement of their current infrastructures, but rather look for options that coexist with current architectures.

Here, healthcare organisations can introduce network overlays such as EVPN/VXLAN alongside existing infrastructure to learn how to adapt these protocols to current and future environments.

Step 2: Leveraging automation

With a modern network in place and now set up for scale and connectivity, health organisations must then look towards leveraging the benefits of automation.

As all these IoT devices churn out large quantities of health information, automation merged with other smart technologies such as machine learning can help turn into actionable insights that healthcare organisations can use to build new solutions.

Here, simplified workflows can also help alleviate administrative burdens and redeploy precious time so that staff can focus on patient care.

From apps that help patients manage their care themselves, to online symptom checkers and e-triage AI tools, virtual agents that can carry out tasks in hospitals, or a bionic pancreas to help patients with diabetes, adding AI to your technology arsenal can greatly enhance patient care.

Of these AI applications, some help improve healthcare operations by optimising scheduling or bed management, others aid population health by predicting the risk of hospital admission or helping detect specific cancers early enabling intervention that can lead to better survival rates; and others even help optimise healthcare R&D and pharmacovigilance.

All of this can go a long way to help hospitals make better use of their resources in an age where they're more stretched than ever. But it takes a strong and secure network to support this.

Step 3: Security

While a modern network and the IoT devices and AI solutions it can support have the potential to transform healthcare in practice, the growing use of connective devices also poses increased risk for healthcare organisations.

In a hospital setting where staff, patients and visitors are always on the go, multiple new devices are constantly joining and leaving the network.

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With a modern network in place and now set up for scale and connectivity, health organisations must then look towards leveraging the benefits of automation."

Now, securing the network is more important than ever.

The key to a secure network is visibility. This means that everything, from sensors to visitors phones, needs to be individually identified, secured and monitored.

By 'fingerprinting' every device this way, any vulnerability can be spotted and addressed immediately before it is exploited.

This level of nuance is also particularly vital in healthcare. In life-or-death environments critical-care devices that need to run continuously can't be treated the same way as those which can be disconnected if needed.

Instead, Zero Trust architectures ensure that all devices and users trying to access the network are identified and authenticated, before providing the least amount of access required through a predefined security policy.

Conclusion

The digital transformation of our healthcare system is being driven by the benefits of a truly IoT-device connected environment.

However, in order to unlock the promises of this future, it is fundamental that organisations have a network in place to support this.

By deploying a modern and secure network and leveraging automation, healthcare organisations can drive operational efficiencies, redeploy employee time and ultimately enhance patient care.

HERIOT-WATT UNIVERSITY

REIMAGINE THE FUTURE

Dr. Abrar Ullah, a professor at Heriot-Watt University Dubai, has called on the forces within the IT industry to completely reimagine the way they think about transforming IT infrastructure in an exclusive op-ed for CNME.

ollowing decades of technological innovations, the IT industry has witnessed major changes in the past few years.

Currently, with digital transformation taking center stage, the importance of IT infrastructure resilience and efficiency has become more important than ever before.

According to Mordor Intelligence, digital transformation is expected to reach \$767 billion by 2026 and work at a growth rate of 19.48% over the forecast period 2021-2026.

IT infrastructure covers data centers, IT security, communication networks and end-user technology services. It is an essential foundation, if not the main one especially in today's market, for a company's business strategy.

Not only is the IT infrastructure required to manage unprecedented scope and scale of data, but it must also be agile and flexible.

Contrary to popular belief that IT infrastructure transformation means the latest hardware and software, or cloud provider, resource and budget efficiency is its most important function.

Having the right technology is important, however, the picture is far more complex.

According to Kearney, global management consulting firm, excessive costs, limited innovation, weak performance, high turnover, lack of flexibility and management are among the top challenges within the IT industry.

This can incur significant costs and compromise the ability of companies to meet the evolving demands of the digital age.

Meanwhile, sophisticated infrastructure can not only enhance internal output and productivity, but it can also strengthen customer experiences and engagement, and lower costs over time.

In this backdrop, Dr. Abrar Ullah, Associate Professor at the School of Mathematical and Computer Sciences, Heriot-Watt University Dubai, discusses the ideal conditions that help modernize the IT infrastructure and support its efficiency to suit the demands of the digital age.

Establish User-centric approach

The most important question that organizations should always consider is, what does the IT infrastructure enable?

Often, the answer would revolve around enabling the efficiency of users.

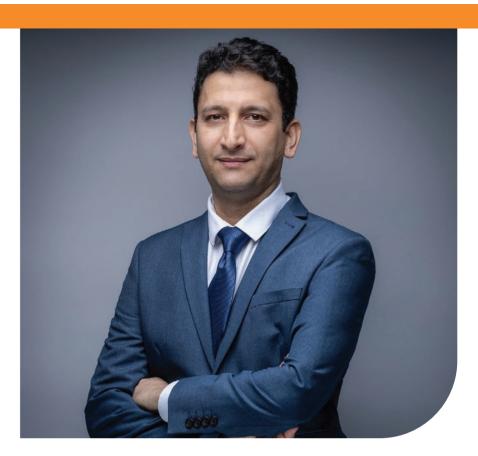
Having a user-centric approach to the IT infrastructure is key.

The IT system can have the most advanced software and cloud provider, but if it's not user-friendly, companies will not have the gains they expected.

Besides fulfilling user requirements, systems should be efficient, effective and provide satisfactory and pleasant user experience.

The lack of a user-centric design and a comprehensive design system that outlines touchpoints, user interactions and data flaws inhibit the efficiency of the IT infrastructure.

Uncertainties that arise from partial information availability and algorithmic errors can be resolved by adopting an integrated design approach that



clearly addresses the entire technological process of an end-to-end IT ecosystem.

Implement Cloud Computing

One of the many benefits of cloud computing is its attractive financial model, configuration management and availability.

Not only do companies pay substantially less up-front costs for capital investment, but cloud also resolves the burden associated with continued ownership by outsourcing the management and delivery of those services to a third party.

Therefore, the flexibility it allows, and the ease of scalability enables businesses to expand or contract their use of IT resources based on their need.

Additionally, critical services such as cloud maintenance being handled by third-party providers significantly frees up the time of IT personnel, who can focus on more pressing tasks including building better applications, and internal data management services.

Have a clear leadership strategy

IT infrastructure has evolved from supporting applications and work on-premises to "everywhere infrastructure," in data centers, in the cloud, and other combinations.

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Currently, with digital transformation taking center stage, the importance of IT infrastructure resilience and efficiency has become more important than ever before."

With this transformation, infrastructure and operations leaders ensure enough flexibility and agility to respond to these changes.

In order to gain competitive advantages in market opportunities to satisfy business demands, it is imperative that a clear and agile leadership strategy addressing decentralized operation is in place.

This requires coordination among business and IT leaders through ways including a business impact analysis to establish the right priorities based on the importance of specific products and services.

IT leaders should also create an end-to-end linkage between business products, applications and infrastructure by aligning the inventory of all IT infrastructure components and underlying costs.

Finally, companies should enable constant adaptation to changing market priorities, evolving strategies, and new technologies.

Overall, the most important element of IT infrastructure transformation is reducing the time spent on daily IT maintenance through deploying cloud services and having an aligned business strategy.

To achieve digital transformation, IT leaders should keep in mind that their department's role has shifted to a more pivotal role, one that enables new custom practices and workflows.

Digital transformation will enable companies to engage better with their customers, run business more efficiently and enter new market processes.



HUAWEI

SEIZE THE OPPORTUNITY

CNME Editor Mark Forker secured an exclusive interview with **Vanness You**, VP, Huawei Middle East Carrier Business Group to find out how the Chinese ICT leader is helping businesses 'seize' on the opportunities presented by cloud transformation.

perators have previously struggled to shift their applications to the cloud due to the complexity of communication networks. How can telcos overcome these challenges and unleash the power of the cloud?

Cloud is becoming a crucial part of industrial digital transformation and is now considered a key economic enabler because of its ability to reshape individual industries, economic structure and market landscape.

Many providers have entered a critical stage in their cloud transformation journeys, resulting in numerous new opportunities and challenges.

Data shows that 15% of operators will likely develop and fully implement a comprehensive cloud strategy by 2023, resulting in a telecommunications cloud market worth hundreds of billions of dollars.

To support this expansion and take advantage of the

new opportunities these technologies are creating, operators require building a more efficient and agile ICT infrastructure as a priority.

Huawei is excited to support operators cloud transformations by helping increase network value, accelerate service innovation, and optimize telecom operations to unleash the benefits of connectivity.

We believe operators cloud transformation plans should be based on communication technology (CT) and that they should leverage the telecom industries unique strengths and cloud transformation to magnify the value of their networks and services.

With advances in 5G, cloud computing, big data, and edge computing, cloud transformation has become the future of telecom operators."

In this case, which areas should operators focus on to seize the cloud opportunity?

With advances in 5G, cloud computing, big data, and edge computing, cloud transformation has become the future of telecom operators.

According to Gartner, operators around the world will increase their IT infrastructure investment in cloud transformation at a compound annual growth rate (CAGR) of 27% in the next five years.

Today, operators are urged to leveraging the unique strengths of the telecom industry and cloud transformation to magnify the value of their networks and services.

First, in terms of network value, operators need to expand network boundaries with the cloud and improve network value in the B2B market to ensure these advancements benefit more customers.

Second, in terms of digital innovation, operators need to build cloud platforms for digital service innovation that

they can use to launch new services quicker.

Collaborative cloud platforms that bridge telecom and digital services will further accelerate innovation and improve customer acquisition capabilities.

Third, in terms of telecom operations, operators need to use pre-integrated cloud solutions specifically designed for the telecom industry to support the sustainable growth of their primary business.

Telecom cloud transformation requires cloud platforms that have a distributed architecture able to meet the data security and management requirements of adaptive telecom service architectures.

A reasonable timeline of cloud transformation is also necessary to ensure services are robustly migrated to the cloud.

To succeed in cloud transformation and deliver quality services to customers, it is essential that operators establish strategic partnerships with technology providers with deep knowledge of the telecom industry and knowhow to leverage the strength of telecom industry.

By 2021, Huawei had collaborated globally with more than 120 operators on cloud services.

Huawei has committed to further investing in ICT and leveraging its localized service capabilities worldwide to accelerate operators' cloud transformation and unleash the benefits of connectivity. The key to operator cloud transformation lies in smarter use of the cloud for networks, services, and operations.

Huawei Cloud is committed to work with global operators to transform and open-up new growth space.

Regional operators now operate in countries where environmental protection has taken center stage. How can operators contribute to national decarbonization goals while still ensuring business success?

Every major advancement in history has been accompanied by a significant improvement in the energy efficiency of information transmission.

The increase in carbon emissions generated by exploding data traffic is today a global problem that must be tackled in the next decade. Increasing energy efficiency will be the way forward.

According to thirdparty research, data traffic generated by digital services is expected to grow 13-fold over 2020 by 2030. This means that, unless energy efficiency improvements are made, the ICT industry's energy consumption and carbon emissions will see a 2.3-fold increase.

According to ITU, the ICT industry must reduce carbon emissions by at least 45% by 2030 to meet the United Nations Framework Convention on Climate Change (UNFCCC) Paris Agreement's goal.

Sustainable ICT



infrastructure helps operators systematically build green network to simultaneously address traffic growth and support carbon emission reduction.

Improvements to energy efficiency will benefit operators in three ways.

First, user migration, site upgrades, and network power reduction will bring them OPEX savings. Second, improved energy efficiency will support migrating 2G and 3G users to 4G and 5G services.

Third, operators' efforts to reduce carbon footprint will positively impact the environment, helping them better fulfill their social responsibilities.

To help operators achieve these goals, Huawei has proposed a three-layer solution: green sites, green networks, and green operations.

First, the company has developed solutions to improve site energy efficiency by adopting a highly integrated design, using new materials, and moving main equipment and power supply units outdoors.

Second, Huawei's simplified network architecture makes forwarding faster and supports constructing simplified, all-optical and intelligent networks.

Finally, at the operations level, Huawei offers a solution that generates and distributes optimization policies while making energy efficiency more visualized and manageable.

So far, these green development solutions have been deployed for operators in more than 100 countries.

In Germany, for example, Huawei's PowerStar solution has helped realize minute-level energy efficiency self-optimization, improving energy efficiency considerably.

In Spain, Huawei's optical cross-connect (OXC) solution has been deployed on a customer's backbone network, increasing energy efficiency by 81% and reducing costs by 29%.

In Turkey, Huawei has deployed its green site solution for a customer, where equipment rooms are replaced with cabinets, eliminating the need for equipment rooms and air conditioners. The solution is expected to save 19,000 kWh of electricity per site annually.

Can you elaborate on Huawei's value proposition for operators in their cloud transformation journeys?

Huawei has distilled its over three decades of telecom experience and cloud expertise into the following key factors for operator cloud transformation: first, the selection of a transformation strategy by factoring in an operators' own advantages; second, the planning of a transformation path considering data security, system stability, and service agility; and third, the selection of a trusted, experienced, and competent partner for win-win collaboration.

Huawei builds these three factors into its operators' cloud solutions.

First, Network + Cloud expands the scope of network monetization. Huawei's network insights and cloud-network collaboration solutions enable operators to expand their service and market boundaries for maximum network value.

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The key to operator cloud transformation lies in smarter use of the cloud for networks, services, and operations."

For enterprise customers in China, Huawei Cloud provides a Cloud + Network + Security deployment solution to expand the coverage of traditional solutions with integrated ICT for a multiplier boost in value.

Second, Service + Cloud accelerates service innovation.

HUAWEI CLOUD leverages Huawei's experience in the telecom industry and its advanced cloud platform capabilities to make operator development agile and bring innovation faster to market.

In Africa, a customer deployed the mobile wallet platform on Huawei Cloud, this had shortened service rollout from months to weeks.

The Huawei Cloud further shortened this ecosystem rollout from months to just one week.

Third, Operation + Cloud promotes operations efficiency. HUAWEI CLOUD's pre-optimized cloud solution powers basic telecom services, expands the user scale, and catalyzes the continuous growth of main services.

An Asian operator counted that only 10% of its 5G subscribers used 5G service packages and 5G network coverage.

Huawei leverages the distributed data lake solution for collaborative analysis of business support system (BSS) data, improving operations efficiency and boosting the marketing conversion for 5G provisioning by 180%.

LEADERS OF TRANSFORMATION TRANSFORMA

CPI Media Group and tahawultech.com paid tribute to the IT figures that have demonstrated incredible leadership and pioneered new technologies designed to transform over the last 12 months at the **Transformational Leadership Awards**, held at the Taj Exotica Resort & Spa, The Palm.

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EVERDOME

A NEW TECHNOLOGICAL FRONTIER

Bally Singh, CMO at Everdome, reveals all about the Metaverse, which he describes as a new 'technological frontier' in a candid interview with CNME.

ell us all about
Everdome's hyperrealistic Metaverse
3.0 experience. As
the metaverse disrupts
the existing technological
landscape, how secure
would you say is the whole
experience?

The metaverse is a new territory — a new technological frontier. As with any other frontier, it requires us to develop new tools and practices to tackle previously unheard of challenges.

We need to consider and develop a range of new safety and security measures that cover a variety of aspects across the metaverse ecosystem – such as solutions to protect assets, devices, intellectual property, users' identity and personal details.

There's even a need to address emotional, cultural and community safety and security, as all users have the right to enjoy a metaverse that makes them feel secure.

And yet despite the need and expectation for high levels of security, as users we don't want those measures to be constantly in our face. They need to feel ambient and seamlessly integrated into either the background or common processes.

We want convenient security that is reliable, allencompassing, and requires as little effort as possible with the reassurance that every aspect of metaverse safety has been taken into consideration.

One of the greatest advantages we have is that we're able to build these features in from the ground up, rather than having to retrofit them.

This gives us the opportunity to adopt a highly conscious design and compliance process, which is the best possible approach we can implement in Everdome at this stage.

Naturally though security is an ever-evolving issue. We will continue to use cutting edge technology based on the latest frameworks and best practices to provide an environment that is as seamlessly secure as possible.

Our DevOps team constantly updates all necessary components based on daily updates, and our end users will receive updates on a weekly basis.

In addition to this, our
Compliance team is focused
on constantly improving
content and experience quality.
This helps us to ensure that
emotional and cultural safety
is a priority, by ensuring that
people cannot promote, show or
share content that goes against
our general rules.

Is there a public reluctance to completely embrace all of the Metaverse excitement, owing to security concerns?

No, I don't believe so. As humans we are naturally cautious of anything new, and that includes innovations in technology and software

On the non-tech side of things, brand reputation and user trust must be built."

offerings.

You only need to look back into relatively recent history when the internet had its beginnings to see how rapidly we change our minds and embrace new technology – at first, the internet was widely criticised and came under considerable doubt, but now it's an integral part of our lives.

Building a wider understanding of exactly what the metaverse is and what it can offer is going to drive acceptance, at least in its most basic form.

There is the possibility for it to be quite a steep learning curve, because the metaverse brings together numerous new technologies — such as blockchain and cryptocurrency, for example.

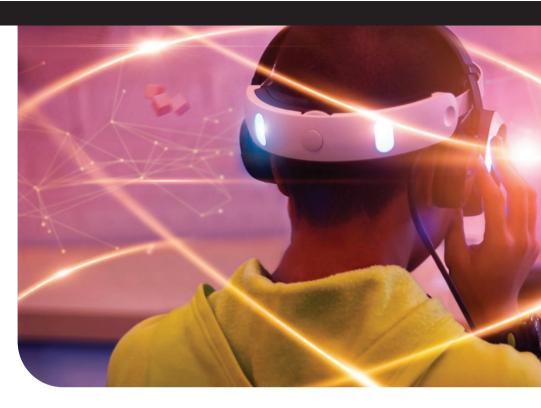
With that said though, these two technologies in particular are increasingly adopted and accepted in the world around us, which will contribute to people having a better understanding of at least two aspects of the metaverse.

The marketing and hype around the metaverse has definitely outpaced the adoption of the technology, but that tends to be the case when it comes to new tech.

Any research you find online right now about the metaverse is anecdotal, based on individuals' visions for the future.

Beyond creating more understanding, there is also the need to consider that users need to see and embrace both meaning and purpose in the metaverse.

For some metaverses, the purpose will be purely another



form of entertainment. Others will be all about community, interaction, communication or trading.

A successful metaverse will be able to deliver on its promise for meaning and purpose, with the ability to address the needs of its audience, provide technological stability and security. This will help to iron out any remaining barriers for adoption.

How does Everdome, in particular, address this issue and ensure the security of the metaverse experience?

To elaborate on what I've mentioned already, we have a DevOps team that constantly seeks new ways in which to enhance security and safety throughout our metaverse ecosystem, from a technology

and software perspective in particular.

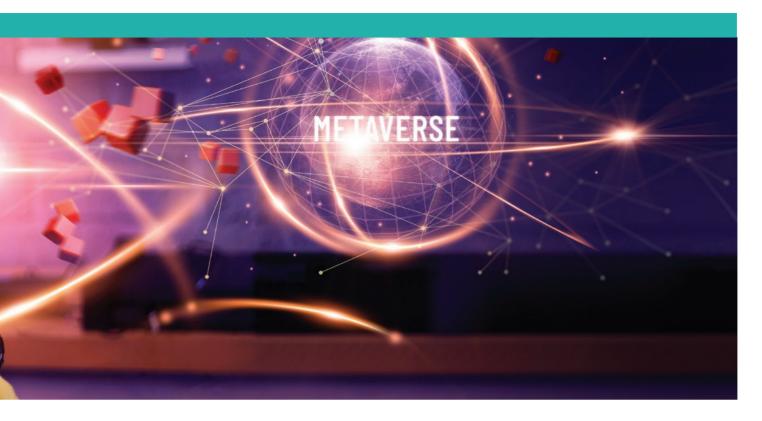
Additionally, we have a dedicated Compliance team that will work to ensure a safer community experience, so that any content that may go against our rules is handled swiftly and seamlessly.

We will regularly monitor the Everdome environment both manually and automatically via algorithms. There will also be a public reporting tool, which will allow all users to flag content they feel is inappropriate – and it will also show them things that are blocked, along with reasons for blocking.

Beyond this, we will offer community consultations to ensure that the people-centric element of our metaverse runs as smoothly as possible for all users.

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The marketing and hype around the metaverse has definitely outpaced the adoption of the technology, but that tends to be the case when it comes to new tech."



What are some of the challenges, particularly with regard to security frameworks and technology scaling, that Everdome & the metaverse experience faces in its journey of growth and evolution?

As the metaverse is still a new concept, there are a number of challenges that we need to overcome – which may sound slightly ominous but the reality is that every new technology will go through the same processes.

Everdome has a strong, talented team that makes challenges easier to overcome; we're very confident in the team's ability and drive to deliver excellence. In fact, talent can be a challenge in itself. We've hired some brilliant people to build secure and scalable solutions.

Based on previous experiences, we knew it was crucial to have the right people in the right positions with the right technology, from the very beginning.

In terms of actual challenges, interoperability of design and security frameworks throughout the metaverse ecosystem is one example of an issue that needs to be addressed and overcome.

On the non-tech side of things, brand reputation and user trust must be built. We're considering both of these aspects in the very heart of Everdome's design and governance processes.

After all, at the end of the day Everdome is an environment for people to enjoy, so it makes sense to consider our users' needs and wants every step of the way.

This also means being rock solid in our intentions, value system and design decisions, backing them up with actual product experiences.

There are also matters such as cost optimisation. Everdome has already garnered a lot of international attention in the lead-up to its launch later this year, so we need to be prepared to handle huge traffic... which can be costly.

To be as cost-effective as possible we use Amazon Web Services. This allows us to simply up- or downscale our servers as needed, allowing us to be agile in handling traffic while saving money.

We also have the matter of smart contracts. These are based in blockchain, and are therefore relatively new.

They have to be well written and well audited, because once you deploy a smart contract there's no way back. We've invested in hiring top developers and leading agencies to audit the code, ensuring things in that department run as smoothly as possible.

So yes, there are challenges – quite a few of them – but nothing that can't be overcome. We've built a solid team of experts to take care of every aspect of Everdome, from back-end code and tech to graphics, marketing and more, so that our users can enjoy the best possible experience within our metaverse.



n 2009, Bitcoin became the first widely accessible cryptocurrency, marking cryptocurrency transfer from idea to legal operation.

Thousands of speculators became millionaires due to early Bitcoin investments; however, the recent decline in cryptocurrency prices has sparked a debate over the future of cryptocurrencies and has kept investors wondering how well cryptocurrency transactions are faring amid the current market crisis.

Despite the Terra collapse, analysts say that bitcoin transactions continue to take place despite the market uncertainties.

The fundamental basis of this supposition is the rising number of investments in blockchain gaming and Metaverse efforts.

According to the most recent statistics from Analytics -DappRadar, blockchain games have been the true winners throughout this crypto winter.

Since the first quarter, there has been a 10% growth in blockchain games. Blockchain gaming has been positioned as the industry vertical thanks to a more robust bear season performance.

Also, the analytics shows that overall engagement has remained steady.

The user's wallet activity has decreased by just 7% since Q1. Additionally, the aggregate transaction count has not altered from the previous quarter.

DeFi-related transactions, however, decreased by 15%.

Regardless of the recent decline in crypto prices, consumer interest in the industry remains high, maintained BofA analysts.

According to the survey, approximately nine out of ten crypto and digital asset users and potential users want to acquire crypto in the next six months, the same proportion as in the previous six months.

Thirty percent indicated they had no plans to sell shares in the next six months, and the same number said they had not sold any holdings in the previous six months.

Furthermore, a poll released by Bitcoin IRA, a Los Angeles-based organization, which promotes itself as the world's first and most trustworthy digital asset IRA technology platform, in their report published at the end of June, revealed that approximately 80% of respondents in their survey are contemplating cryptocurrency investments for their retirement portfolios and other investors are interested in cryptocurrency as a method to diversify their portfolios.

July was a prosperous month for Bitcoin, Ether, and other cryptocurrencies. Bitcoin increased by 27% for the month, the highest since October, while the secondranked cryptocurrency increased by 70%, its most excellent monthly performance since January 2021.

Despite the Terra collapse, analysts say that bitcoin transactions continue to take place despite the market uncertainties."

According to
CryptoCompare, overall
volumes of the Tether
stablecoin for Bitcoin and
Ether increased throughout
the month, demonstrating
that investors saw them as
safe havens inside the crypto
ecosystem.

Even while cryptocurrency prices have been on an upward trend over the last few weeks, they are still much lower than their highs towards the end of the year.

The price of Bitcoin now ranges around \$ 23,978.00 as of today, dropping from over \$69,000 in November.

Though cryptocurrency transactions are not over turbulence, researchers firmly believe that cryptocurrency transactions remain promising, and there is a strong indication that digital asset is striving amid market crises.

Before investing in cryptocurrencies, however, investors should conduct their market evaluations.

JUNIPER NETWORKS

JUST GO HYBRID

Feras Abu Aladous, Systems Engineering Sr. Manager, META at Juniper Networks, has pleaded with businesses to adopt a hybrid cloud model as it gives them the flexibility, availability and accessibility needed to thrive in the constantly evolving digital economy.

he United Arab Emirates' economy is constantly evolving. From fishing and pearls to oil and natural gas, the UAE has emerged as one of the most influential countries in the MENA region and beyond.

Nowadays, the UAE is once again in a transitional phase, shifting from an oil dependent economy to a diverse, data-led economy.

In this context, digitisation is essential when discussing either the nation's goal for a smart economy or increased value creation through technology competitiveness.

Cloud technology has been one of the drivers helping companies in the UAE inch closer to succeed in digitisation and it also plays a key role in businesses growth.

State-of-the-art communications and cloud infrastructure are at the heart of the UAE's vision of a completely digital society and economy.

It is worth noting that according to Gartner, end-user spending on public cloud services in the Middle East and North Africa (MENA) region will amount to \$5.7 billion in 2022, an increase of 19.2 percent compared to 2021.



Public vs. Private Cloud

For businesses using legacy applications, relying on a private cloud may seem like a desirable option since these applications can retain their function.

The main distinction between a private and a public cloud is that the private cloud is built using hardware owned by the organisation. In theory, increased security also results from not sharing resources with a third party.

However, in order to run a data centre, you must prepurchase all of the required capacity. The organization must also handle all hardware maintenance.

Scalability

Contrarily, since the cloud provider manages all hardware-related tasks, using the public cloud does not necessitate any purchases.

Any organisation can scale the cloud to accommodate their requirements and can take advantage of pay-asyou-go pricing. There are disadvantages, though.

For instance, you may not have access to low-level server resources and some workloads may not function properly in a public cloud environment. Not to mention organisations have been known to experience sticker shock when they start getting their monthly bills from public cloud providers.

You do not Have to Choose – Just Go Hybrid

Hybrid Cloud is essentially a combination of public and private cloud resources.

The public and private clouds are combined in a way that gives organisations the best of both worlds.

Going hybrid does not require a company to prematurely retire its current hardware, which might have been a significant investment. In a hybrid cloud system, on-premises resources are still used, but they are integrated with public cloud resources. As a result, an organisation may continue to leverage the hardware in its own data centres.

Juniper Public

The Advantages of Hybrid Cloud

Flexibility

The truth is that there are several compelling reasons to choose the hybrid cloud route. First of all, hybrid cloud offers unrivalled flexibility.

For example, an organisation is free to host workloads and data in the most proper location, based on a variety of factors such as cost, compliance requirements and workload logistics.

It also provides excellent ondemand scalability, without requiring any hardware investment. If there is a need to scale up a workload, organisations may simply employ public cloud resources or even purchase extra resources for a certain period.

Hybrid clouds are ideal for accommodating temporary workloads. For example, if an organisation needed to provision a new workload temporarily, going with a public cloud simplifies provisioning.

Availability

Furthermore, hybrid cloud offers high availability.

It provides resilience and protection for organisations' services and data storage against security threats and outages.

For instance, if the private cloud is inaccessible, the public cloud continues to operate and serve users. In addition, by implementing a Zero Trust security model in their hybrid cloud solution, companies can enhance their security.

Balance

Of course, hybrid cloud enables organisations to better manage their economics, by balancing capital and operating expenses, and taking advantage of pricing competition among public cloud and infrastructure vendors.

Organisations may also provide additional functionality to their customers by employing a public cloud service without having to recruit staff or spend their own time administering the service and all its dependencies.

This allows them to allocate resources for innovation to still achieve business growth during volatile times.

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The truth is that there are several compelling reasons to choose the hybrid cloud route. First of all, hybrid cloud offers unrivalled flexibility."

Accessibility

Hybrid clouds use resources residing both locally in an organisation's own data centre and in the public cloud.

And having all these resources at your disposal makes it very easy to provision and deploy new workloads at a moment's notice, thereby helping to make the organisation far more agile than it might otherwise be.

Security

Hybrid cloud can help an organisation to achieve business continuity and disaster recovery capabilities that might otherwise be out of reach.

One of the most popular use cases for hybrid cloud is to configure workloads that are running on premises to automatically fail over to the public cloud, should something happen in the organisation's own data centre.

Hybrid clouds are often also used for disaster recovery purposes. For example, workloads running on premise might be backed up to public cloud resources.

Although hybrid cloud may appear complex, there is nothing to worry about as long as a competent partner is chosen to facilitate the transition and manage the hybrid infrastructure.

Business agility, as well as network reliability and security, are required for success in the digital Juniper Public economy.

To accomplish all three, Juniper Networks can assist organisations of all sizes in modernising and automating their data centre infrastructure and operations.



AUGUST 2022

SAXO BANK

ENERGY DIVERSIFICATION

Peter Garnry, Head of Equity at Saxo Bank, believes that we need to shift to a mindset of energy diversification in a bid to overcome the ongoing energy crisis engulfing the world in an exclusive op-ed for CNME.

e are used to not thinking about the energy sector, but the galloping global energy crisis has illuminated our deficits in primary energy due to years of underinvestment in fossil fuels and renewable energy sources' inability to scale fast enough with the green transformation and electrification of our economy.

It seems more likely now that the non-renewable and the renewable energy sector will both provide attractive returns as we will need both to overcome our short-term energy crisis and long-term aspirations of a greener energy future.

The energy crisis keeps getting worse

Electricity prices in Europe are nine times higher than the historical average since 2007 as lack of investments and cutting the ties to Russia's energy supplies are severely constraining available energy in society.

Since before the pandemic we have written many equity notes on the green transformation

which involves building out renewable energy sources and electrifying everything in the economy to reduce the carbon emissions involved with our current living standard.

Switching a large part of the transportation sector to electricity or green fuels, switching the heating source from natural gas to renewable energy through electrification (air-to-water heat pumps) etc. is very difficult as our rising wealth (measured by GDP) is finely mapped to carbon emissions over the past 300 years.

We described this in our note The inconvenient truth on energy and GDP.

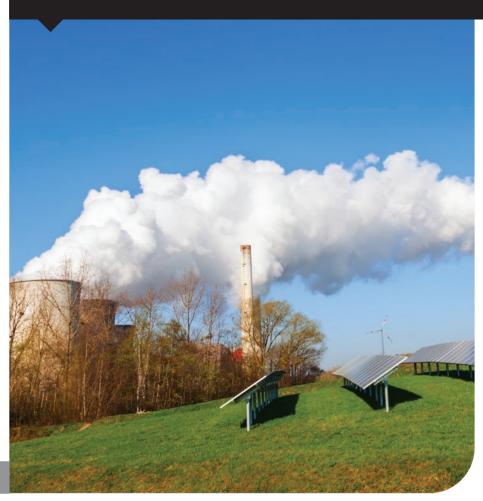
Decoupling our wealth generating function from that of carbon emissions is probably the greatest task humans has ever set out to do.

There is not 'one solution' that fixes our energy crisis

As BP's 2022 Statistical Review of World Energy pictures, primary energy demand in 2021 eclipsed 2019 suggesting the world's demand for energy is now higher than before the pandemic and the usage



Our view of the future of energy is that there is no 'one solution' to our energy problem."



of fossil fuels (82%) is only slightly down compared to five years ago (85%).

We very much still live in a fossil fuel-based economy. Things will change over time and the share of fossil fuels will likely decline, but the idea that the world can do a green transformation by electrifying everything based on renewable energy sources is naïve.

Investors should also remember that the change in primary energy demand is mostly driven by non-OECD countries.

Renewable energy does not scale fast enough for a complete transition due to the speed of electrification and recently the CEOs of Orsted and Vestas complained about bureaucracy related to get new offshore wind power projects approved.

The recent Climate & Tax Bill is acknowledging that we will need oil and gas for longer than expected just three years ago and thus our current energy crisis will allow both renewable energy and fossil fuel energy to be good investments in parallel.

Renewable energy is the third best theme basket this year while the commodities basket (which includes oil & gas and mining companies) is the best performer.

Our view of the future of energy is that there is no 'one solution' to our energy problem.

We must move to a mindset of energy diversification. We will need many different sources of energy and never rely too much on one source.

Germany's reliance on natural gas for its economic model has proved fragile. Even France's concentrated bet on nuclear power has proved to be fragile due to corrosion and now too hot rivers. The world must invest in all types of energy and thus our view is that investors must get broad exposure to energy going forward.

The easiest way to invest in the energy sector is through ETFs tracking the sector and most investors should do that.

A different approach is investing in specific parts of the non-renewable energy sector. The tables below show the top five company on market value in each of the GICS industries in the GICS energy sector.

As the five-year total returns in USD column show, the industries related only to drilling and providing equipment for drilling activities have done the worst because the decline in capital expenditures since 2015 has dried up activity for this industry.

The integrated oil and gas majors have done better due to refining and trading businesses.

Over the past five years, the best performing industries in the energy sector have been refining and marketing due to the crack spreads (the difference between crude oil and refined products) have expanded during the pandemic.

The global coal industry has also done very well which in terms of climate change and reducing carbon emissions is a sad observation, but we should be aware of that the primary fuel source for power generation globally is still coal.

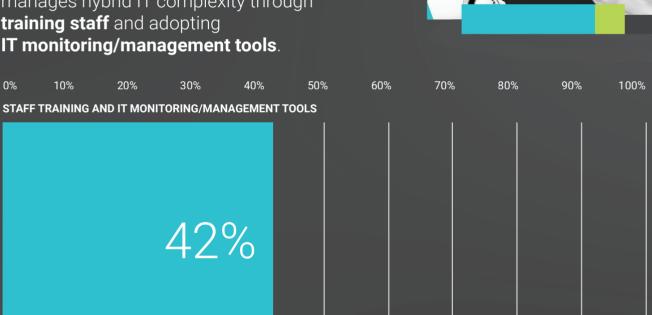


Getting IT Right

Managing Hybrid IT Complexity

The SolarWinds IT Trends Report is an annual survey that explores significant trends, developments, and movements related to and directly affecting technology professionals.

Almost half (42%) of tech pros in the Middle East said their organization manages hybrid IT complexity through training staff and adopting IT monitoring/management tools.







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