Avaya supports global business with Startek

Avaya partners with Startek to support global businesses through packaged CX offerings. This collaboration will enable businesses to deliver better experiences to their customers through an all-inclusive, easy-to-manage, subscription-based service.

Changing channel dynamics

Maya Zakhour of NetApp tells Anita Joseph how the channel dynamics have changed since the pandemic and how NetApp's partners have experienced a seamless digital transformation journey since then.

Logitech has big plans for the region

Veronica Martin caught up with Angelos Stefandis, Head of B2B Sales - Video Collaboration & Personal Workspace - Emerging Markets (AMECA, India & SouthEast Asia) to discuss GITEX 2022 and the company’s plans for the region.

The cloud story

Khaled AlShami, Infor senior director of solution consulting for MEA at Infor, tells Tahawultech.com how the company stands out from the rest of the competition by being ‘in’ the cloud vs being ‘on’ the cloud.

Can you tell our readers about some of the solutions and partnerships during GITEX this year? This year we are trying to elevate a discussion about Logitech moving to enterprise facing solutions and we are showcasing four flagship products. One is the B camera 505, which is certified by all the major video platform providers such as Zoom and Microsoft. The camera has the unique feature of being able to capture the best experience that they anticipate, which will allow them to do what’s essential for their business instead of trying to manage their infrastructure.

If you look back, say five to ten years ago, the cloud was not as mature as it is today—everyone was talking about how it’s the next best thing. However, not everyone realised the true definition of the cloud—you could be in the cloud, but you could be a hosted solution where the server is located somewhere outside other than your organisation. But when you’re on a true SaaS multi-tenant solution, you have the best availability, the best performance, the best uptime when you get these together, you give customers the best experience that they anticipate, which will allow them to do what’s essential for their business instead of trying to manage their infrastructure.
Transform your future

Today’s fast-changing world demands smarter operations and a more resilient supply chain. Infor cloud solutions, with built-in industry-specific functionality, provide manufacturers and distributors with the data insights they need to not only remain competitive—but thrive.

Be future-ready.

Visit the Infor booth H7-E50 at GITEX Global, the largest technology show in the Middle East and Africa.
Today, the journey into the digital realm. Market needs and come up with new excellence is key for us at the core of what customers are always to share with them. We take this opportunity to reinforce that customers are always at the core of what we do, and customer excellence is key for us and for our partners. Keeping this in mind, we always have to come up with new solutions that address market needs and help ease the journey into the digital realm. Today, the journey is different with different customers but when they come to GITEK they are able to understand their journey better. There’s a lot of talk at the moment about virtual reality, and what this basically means is that there is a lot more data now than ever before. The future will be centered around data and the more we have the right solutions, the better, GITEK helps reinforce these solutions. So, it’s not only the Metaverse and upgrade windows on monthly basis. The last thing I tell my customers is that they need to make a call whether they want to be in the cloud or on the cloud—there’s a huge difference between the two—living in the cloud on an application designed for the cloud, for the Internet architecture and an application that is just sitting on a server somewhere else.

Why is GITEK important?

GITEK is an opportunity where you can see the strategy of the country: how companies are aligning themselves to serve the government’s vision. It’s also a very good opportunity to meet our customers and to showcase to them the latest developments that we have made this year, with a clear focused message that we are an industry-specific cloud solution provider and that makes a big difference. Everyone is now looking for specific solutions for specific needs. This is what we’re good at and we can help our customers embrace the digital life well. What about Infor’s approach to being an industry-specific? The approach is very simple. You need to understand your customer’s business. This is what we do. So, if you look at our industry CloudSuites, you will see years of experience, best practices in the domain. We have made every effort to make sure that we shorten the time to value for our customers – we need to reduce the cost of implementation for our customers, and you need to work with them to generate quantifiable business outcomes that they are aspiring to. So, it’s not about just installing a new business application; it’s about making sure you are helping your customer achieve success.

In short, Infor’s innovative cloud technologies, which work seamlessly with the world-class capabilities of AWS, can give your organisation the power and responsiveness they need to stay ahead in a business environment that’s fiercer than ever.

Infor’s cloud technologies can give your organisation the power and responsiveness they need to stay ahead in a business environment that’s fiercer than ever.

With cloud, everything is becoming more sustainable and easier.

Artificial Intelligence that’s really trendy now, but the journey to the cloud is also becoming advanced. A lot of partners and customers are confused about the journey to the cloud and GITEK helps them understand what this is all about.

How has the channel dynamics changed post the pandemic and the rapid digital transformation that’s happening all around?

It’s amazing to see how the pandemic changed all of us—not just in the way we do business and work, but it also pushed our partners and customers to think differently about how they wish to evolve, cope with the future, be a perfect cloud partner, leverage the benefits of the cloud for their customers, how they can still maintain their business dynamics with the many challenges they face—supply chain challenges, in particular. All this pushed them to start adopting new technologies and this why is it important for partners to discuss and understand how they can bring their customers closer.

Coming to NetApp, we did a lot of acquisitions recently and all of this is helping to shape our cloud data services for our partners, so that they can resonate better with their customers. With cloud, everything is becoming more sustainable and easier.

We create the opportunity for emerging enterprises to benefit from market-leading CX delivered through a bundled data, people and technology solution.

Startek. “In today’s economic climate, small and medium-sized businesses want to avoid large upfront costs and make the best use of their internal resources by outsourcing non-core activities. By partnering with Avaya, we create

The agreement will aim to create a packaged solution of both technology and services that can be extended to Startek customers globally, with the technology built on the Avaya OneCloud experience platform.

“Startek enables brands across the globe to build long-term customer relationships through the delivery of human-centric experiences”, said Abhijit Jain, Chief Digital Officer, Netapp.

Avaya, we create

Infor...
CONTINUED FROM PAGE 1

Logitech...
that when you inflict the camera, you can put an object inside and then you can showcase the object.
The second is the MX keyboards for the ones who are traveling and want to have on the go a mouse and keyboard with them. All of our features are ergonomic made for people who are working long hours behind the desk and want to feel more comfortable.
Our third is the zone vibe 125 which is the newest of the headset lines we have. It’s wireless, fully customisable, has very easy navigation buttons on the headset and you can flip it for the microphone to be muted.
The last one is the larger Logi Dock, which is for the consumers in the workspace, but also the ones at home who want to have a decluttering option, which is the only one docking station.

In the last 12 months, how has your company performed in the MENA market? The overall market has been booming after the pandemic and there is a lot of demand for new products in the professional workspace. There is a lot of transformation going now in the market and everybody is moving to relearn everything about how the workspace will be. Our performance was great and all of our customers and partner are speaking very positively about us.

Which technologies and IT trends are the forefront of driving innovation for your business? The hybrid workspace, connectivity from everywhere, equity in the meeting rooms, where people will feel inclusive whether they join from a meeting room or remotely. Security is also a major trend and a threat at the same time.
Besides, we have recently run a survey with UAE participants who are mostly working remotely and more than three quarters of them said that they don’t feel equity when they join a meeting.

What are the key messages you would like to communicate to the people who are attending GITEX? We are here with the mission that we want everyone and the organisations they are working for to feel inclusive, to feel that they can work and collaborate more effectively from everywhere, anytime.
We really believe we can meet that promise. Our innovations are around that theme and we are developing technologies, solutions for the enterprises.

Can you tell our readers what differentiates your company from your market rivals? All our products are made with the customer in mind in the personal workspace. Recently in the unified communication video collaboration solution that we offer, we have achieved great results meeting our customer needs. Most of our recent line-up of products are environmentally eco-friendly, we help organisations to transform the way they do business and we work with them on how the solutions should be implemented.

We want everyone to feel inclusive, to feel that they can work and collaborate more effectively from everywhere, anytime”.

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Aruba aids Saudi German Health to provide world class care

Aruba’s Networking Technology Enables Saudi German Health UAE to Deliver World Class Healthcare Services.

Saudia German Health UAE is a beacon of excellence and professionalism when it comes to healthcare across the Middle East. It is a premium brand that has earned a reputation for its commitment to the health and wellbeing of the community and people it serves, by caring like a family.

In the UAE, it has hospitals in Dubai, Ajman, Sharjah, clinics in Al Ain, Damac Hills and Damac Hills 2, with further facilities being added with a Centre of Excellence opening soon in Dubai and a hospital in Mindif.

“Our primary objective during our transformation was to maintain the world-class service we deliver. I believe that technology is at the very heart of the world-class service that we have been providing all over the region. To be able to achieve this, you need a very strong, robust and reliable network to make sure that all your medical devices are connected, and your applications are connected, because top-class patient experience is fundamental for us. It’s non-negotiable. Aruba’s architecture supported the delivery of all these services – and we are confident that the high-performing network will also support our future requirements as we look to expand across the UAE and the rest of the Middle East,” said Mr. Abid Shah, CIO at Saudi German Health UAE.

Mr. Shah also disclosed that with future-proof technology now on offer, there are numerous use-cases that they can adopt, and one of the key things that they are looking forward for from their partnership with Aruba is the ability to innovate together. He also adds that one of the many benefits of partnering with Aruba is that the company’s network infrastructure is robust and the security is very strong.

Saudi German Health implemented Aruba ESP (Edge Services Platform) which is the industry’s first cloud-native platform designed to automate, unify, and secure the Edge – using AI to spot and fix problems before they impact your business. The Group has also leveraged Aruba’s WiFi 6E technology that has played a key role in ensuring the institution’s infrastructure. All the WiFi access points installed have a built-in Zigbee, Bluetooth and a provision to take third party USB dongles. They also have a GPS built into them, which is an industry-first and the solution is called Open-Locate that will open up various location services use cases.

When you have all that capability built into the access point, then the potential business outcomes really open up.

“We want the patient experience to be consistent and seamless throughout all our facilities. In the UAE, when our patients travel from our Dubai hospital to Ajman, or Sharjah, we want them to have the same level of experience, and the Aruba platform will help us achieve this.”

We are applying the same concept to our health systems, which means our patients can have access in any of our hospitals, or clinics. Our collaboration with Aruba and Megawatt (our digital transformation group company) is so important because it’s also going to support our digital transformation going forward,” concluded Shah.

We want the patient experience to be consistent and seamless throughout all our facilities.”

GCG inaugurates first-of-its-kind centre in Dubai

GCG-Enterprise Solutions inaugurates the first-of-its-kind “Regional Experience Centre For Kyocera Document Solutions” in Dubai.

The key to sustained growth lies in being flexible enough to identify and adapt to the changing needs and expectations of the marketplace.

GCG Enterprise Solutions, which serves as a member of Ghobash Group, recently announced that it has provided network infrastructure technology to Saudi German Health UAE, that has underpinned the Group’s digital transformation and enabled it to drive new innovation in the healthcare space.

Situated on the ground floor of Ghobash Group’s Makeen Building headquarters in Dubai, the purpose-designed demo-facility will showcase Kyocera’s highly-anticipated TASKalfa Pro 15000c line of high-speed production printers, demonstrating the innovation, productivity, efficiencies and benefits, which the range uniquely delivers.

The official inauguration ceremony, held on October 12th, witnessed senior leadership and management teams from Kyocera, Ghobash Group, as well as GCG Enterprise Solutions, hosting a notable guest list, comprising GCG-Enterprise Solutions’ clients and other associated partners.

Kyocera is committed to driving the digital shift within the printing industry, as a means of boosting overall productivity and promoting sustained value generation and organisational growth for its customers. The new TASKalfa Pro 15000c Commercial Printers range represents the pinnacle of inkjet print production capabilities, enabling enterprise teams to benefit from unbeatable reliability, flexibility and consistency, resulting in minimised downtime and optimised workflows. The high-speed production inkjet printing range also sets new benchmarks for outstanding image quality. Expressing Kyocera’s commitment to regional clients and reiterating their brand philosophy at the event, Marcel Ebbenhorst, Manager Production Print stated that “We are focused on creating exciting new products and solutions that transcend the traditional paradigm of the office workplace. What is clear today is that the demands for quicker production and turning times is increasing. Inkjet will continue to disrupt the market. The key to sustained growth lies in being flexible enough to identify and adapt to the changing needs and expectations of the marketplace. We use this knowledge to create new forms of value. With the combined resources and expertise of the Kyocera Group, we are very pleased to supply a range of exciting new products designed to promote the digital shift driving productivity and growth in the printing industry.”

Also elaborating on the partnership as well as the new product offering was GCG Enterprise Solutions’ General Manager, Nasar Darwazah, who thanked the attendees for their support and expressed great optimism for the success of the latest product line. “With Kyocera, we continue to grow from strength to greater strength, as we share in their values and vision for the market’s future. This natural alignment has led to the ongoing growth of our market penetration efforts, as well as our market share. Inkjet technology in general and TASKalfa Pro 15000c range in specific, presents a huge opportunity for us to answer to the changing customer demands for quicker turnaround times, print quality, and the personalisation of print materials. Kyocera delivers the cutting-edge, high quality and affordable productivity and higher productivity, unlocking the full potential of our customers’ businesses. We are very excited to be playing our part in this ongoing success story.”

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**Poised for the future**

**Zon Tay-Lim, Head of Marketing at Logitech, on the need for effective collaboration and solutions to power the future of work.**

A recent survey conducted by Logitech observed that meeting participants are prone to multitasking, such as emails, social media, hybrid work etc. Is that a surprising find? Can you share your thoughts?

For the past two-and-a-half years, hybrid meetings have been the trend, especially for collaboration and increased productivity, with people having been working remotely, anywhere, and although offices are often open, they go back but it’s not in full force. So, when people are in hybrid meetings, they tend to get distracted, so we did a survey, with 500 smart workers across the UAE, and truth be told, five out of 20 admitted that they did surf social media, check emails etc. during hybrid meetings, but during in-person meetings there’s no chance. It’s not just limited to hybrid meeting participants; it’s just that they have a higher tendency to be distracted and we need to keep this in mind, because hybrid meetings are here to stay.

How can this problem be resolved about this habitual distraction? We found out in the survey that around 40% felt that their inputs and discussions will be valid if they meet in person. Around 75% of the people still believe in meetings to be productive, if their points are valued. What we need is to make sure that they need quality audio and video technologies to ensure that there is a meeting equity.

What are the challenges for people working remotely in hybrid working environments?

It’s really about how we meet, I see it as technology. Every vendor here is looking at helping companies to be future proof. The way we look at Logitech looks at it is that the world is defining the future of work and it is hybrid work. The last few years have clearly shown the challenges and opportunities of a hybrid work model. The only challenge is that even the 75% I mentioned earlier technologies to help them be more productive. For example, 6/10 are still using built-in mikes in their laptops. We use devices to JOIN Logitech. But what happens if one camera or mic doesn’t work? So, we need constant connectivity, a backup solution.

We are proud to partner and collaborate with SISD in their efforts to enable the most meaningful education digitalisation initiatives.

**Olga Ilyina**

**Artificial and Machine Learning in Cybersecurity**

**Arun George**, International SecOps Sales Leader, CyberRes, a Micro Focus Line of Business on the company’s participation at GITEX and how it is helping customers address the expanding cyberattack surface.

Can you tell our viewers about some of the products, solutions, and partnerships that you have announced at GITEX 2022?

CyberRes, a Micro Focus Line of business, has four security pillars offering Fortify on Application Security, Inteся on Data Security, NetIQ Identity & Access Mgmt and ArcSight on Next Generation Security Operations or SecOps.

In terms of partnerships, the most exciting is our collaboration with Dragon Systems as our Value-Added Distributor for this region. We’re happy to present here and also of the OT Cybersecurity blueprint we have put together, and we see a lot of OT cybersecurity vendors under one roof, offering customers defence in depth layered security and Operational Technology Security Operations Center (SOC). From a product and solutions perspective, I would like to speak about three unique offerings around intelligence.

The first one is about CyberRes Galaxy, which is a threat intelligence platform. We launched Galaxy in line with our SecOps mission of reducing the exposure time to reduce the time to detect and time to respond. Galaxy is different from other TP’s in that it tracks threat campaigns and also associates each threat campaign with external news, hence it has a higher Exploitability (EAU) to identify the financial impact of such threat campaigns. This makes it easy for security professionals to explain the business impact to businesspeople. Also, the content developed is based on the MITRE ATT&CK framework and hence it is transparent and comprehensive.

The second offering is our cloud-based ArcSight, which is one of the world’s largest SIEM. As an IT security provider, we count 90% of the industry as an ArcSight customer, and we’re an indispensable pillar because when it comes to the EDR space with their lightweight and cloud-based architecture that provides immediate time-to-value. Along with CrowdStrike’s Cloud-Native Falcon platform, our own cloud-based Falcon Intelligence UEMA combines an unsupervised machine-learning approach with Falcon’s Analytics capabilities. Our UEMA offers fast detection and prevention from other than in the market by the unspecified machine-learning algorithms, and partners on DataModels. For others, which is based on a supervised machine learning, they need a higher threshold or a one-defined rules, which is not true Artificial Intelligence. Our Falcon Intelligence UEMA combined with CrowdStrike’s Falcon platform and CrowdStrikes security teams in a wide range of insider threat detection & prevention capabilities like indications of data exfiltration, IP theft, ransomware and sabotage. Hence, our Falcon Intelligence and FTalco’s CrowdStrike platform provide the coverage for attack surface.

In the 12 months that have elapsed since GITEX 2021, how has your company performed in the MENA market - and can you disclose some of your biggest business successes during that period?

CyberRes provides solutions to customers around 4 security pillars and we are part of Micro-Focus, which is one of the world’s largest enterprise software vendors. CyberRes, over the last one year, has grown significantly in the region, both from a customers perspective and partners perspective, and we’ve secured new customers and an employee perspective. In terms of customers, we’ve secured new customers and new markets in the region, also having a successful expansion on their investments and adding new channels. We have also partnered with CrowdStrike, which will increase the coverage for attack surface.

We know that technology is growing at rapid speed and that the IT ecosystem is constantly evolving. However, along with that the ‘attack surface’ also is expanding into other commercial environments like OT, IoT and Telecom. How do you see CyberRes solutions helping customers address this expanding attack surface?

Gartner predicts that by 2025, cyber attackers will have weaponised Operational Technology environments to successfully harm or kill humans. A few examples are the recent Next Generation Security vendor Herakles (2022), Mudd/Water APT (2022), Saudi Potash’s Triton attack (2021), the Iranian Nuclear plant Stuxnet attack (2010 etc.). Operational Technology or OT refers to a category of computing and communication systems (hardware and software) to manage, monitor and control the physical components of industrial equipment, assets, processes and events they use. In the past, OT environment used to be disconnected or areGap from IT environments and security through obscurity was relied upon. However, with industry moving towards Industry 5.0, where it focuses upon the re-humanisation of the human to automate, OT environment cannot be isolated from one another, especially when it comes to cybersecurity. This gives us an opportunity to rethink the way we work with our customers and partners, and also have plenty of technology discovery. With the pandemic, which has dealt a huge blow to human lives and this year we witnessed and faced all of that. Hence, we are looking forwards meeting our customers and partners in person again.

We also showcasing a new attack cycle demo here. We have two PCs to simulate OT customers environments and show how attacks are made against Cyber Security vendors from Level 1 to Level 2. We leverage ArcSight’s SIEM and OT solutions to provide the most comprehensive environment threat monitoring. Here, we’re using a real-life attack and defence, showing how our controls and the solutions are in place to mitigate, identify, and respond to cyberattacks. The impact of such attacks can be severe, as it can harm human lives.
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Ring lets you monitor every corner of your property, no matter where you are. With a Video Doorbell at your door and Security Cams around the house, you can create a Ring of Security around your entire home.

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Stand Z3-B10
Veronica Martin caught up with Jose Menacherry, Managing Director at Bulwark Technologies to discuss GITEX 2022 and the company’s plans for the region.

Delivering high-end enterprise security solutions

Veronica Martin caught up with Jose Menacherry, Managing Director at Bulwark Technologies to discuss GITEX 2022 and the company’s plans for the region.

Can you tell our readers about some of the solutions and partnerships during GITEX this year?

We are the leading supplier of IT Security and ICT (information, communications, and technology) products, providing technological advancements for more than 20 vendors and collaborating with more than 500 partners to bring the best security solutions (cloud security, small security management and security training) to the Middle East.

The value-added distributor delivers the appropriate solutions to and customers by collaborating with a large network of resellers and system integrators. We offer information security solutions that include network security, cloud security, OT/full security, robotic process automation (RPA), and other specialised solutions for cyber security.

In the last 12 months, how has your company performed in the MENA market? Has your company ventured into any new markets/countries?

During the pandemic, the market was quite slow, but in the last month activities have really picked up and we have been very active in the GCC. Through our network of partners, we provide value-added services around the clock in the Middle East and Indian subcontinent and we have also expanded our business to Saudi Arabia, Middle East, Saudi South Africa at Aruba, a Hewlett Packard Enterprise company says, “Aruba’s technology for the education sector removes the boundaries of campus and creates a fully integrated, secure learning environment that enables anywhere, anytime teaching and learning. We are proud to partner and collaborate with SISD in their efforts to enable the most meaningful education digitalisation initiatives”. SISD has already been working successfully with Aruba. The vendor’s Wi-Fi 6 (802.11ax) infrastructure has helped set up a fully functioning digital learning environment for SISD. Aruba’s Edge Services Platform simplifies network operations, delivering always on and secure experience that students and administrators require.

We are proud to partner and collaborate with SISD in their efforts to enable the most meaningful education digitalisation initiatives”.

Aruba signs MoU with Swiss International

Aruba signs MoU with Swiss International Scientific School to enhance learning experiences.

Aruba, a Hewlett Packard Enterprise company, today reinforced its commitment to collaborate with Swiss International Scientific School (SISD), ranked as one of the top 100 private schools in the world, and provide reliable and best-in-class connectivity that will serve as a platform for innovation for the institution. SISD, situated in Dubai Healthcare City, is a leading international day and boarding school where future generations are inspired to become confident and enthusiastic lifelong learners, ready to embrace the opportunities and challenges of a global world.

“As an IB world school, SISD shares a commitment to high quality, challenging, and international education. Teachers, students, school administration, parents and other stakeholders increasingly rely on connectivity and digital processes to seamlessly carry out their day-to-day work. Documentation and learning materials have moved online, and stakeholders access them on multiple devices from multiple locations. We rely on Aruba as a digital transformation partner, to help us create stronger, smarter networks so as to enhance learning experiences”, says Mr. Manoj Mohan, ICT Team Lead at SISD.

As a sign of Aruba’s commitment to partner and support with SISD, the vendor presented an award of appreciation to Mr. Mohan during GITEX Technology Week.

Jacob Chacko, Regional Director, Aruba, says, “As an IB world school, SISD shares a commitment to high quality, challenging, and international education. Teachers, students, school administration, parents and other stakeholders increasingly rely on connectivity and digital processes to seamlessly carry out their day-to-day work. Documentation and learning materials have moved online, and stakeholders access them on multiple devices from multiple locations. We rely on Aruba as a digital transformation partner, to help us create stronger, smarter networks so as to enhance learning experiences”, says Mr. Manoj Mohan, ICT Team Lead at SISD.

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The know-how
to know how to
accelerate performance
Redington spotlights MSSP at GITEX

Redington Value Spotlights New MSSP Brand at GITEX Global 2022. During the five-day tech show, customers can gain insights on how DigiGlass by Redington delivers best-of-breed, bespoke solutions for different verticals.

Why is Vectra pivoting to Attack Signal Intelligence?
Traditionally, threat detection response has been viewed as a product that just gets into a data centre and starts doing its thing, so we really wanted organisations to really understand that there is a lot more than just having that product do what it’s supposed to do, as the techniques behind it and why we’re changing our whole concept of conversation into something that would become more meaningful to those organisations. Our platform is AI-powered, AI-enabled, and that means is for the last 10 years since we created our company, our AI algorithm has been learning, so we’ve trained our AI at that point where it now addresses the way that attackers think, it understands the techniques, threats, and procedures that attackers go for.

What we have discovered is that the platform itself can give better coverage to the entire estate that is required to be covered for us to stop threats from becoming breaches.

At GITEX Global 2022, Redington was thrilled to welcome its leading digital distributor in the Middle East and Africa, putting the spotlight on its recent launch ‘DigiGlass by Redington’ – its brand-new Managed Security Services practice. Services practices and managed security service provider (MSSP) will solve new-age cybersecurity challenges through three pillars – highly proficient people, pioneering technologies, and automated and resilient processes. During the five-day technology show, customers can interact with key executives from DigiGlass by Redington and gain insights on how the MSSP can deliver best-of-breed, bespoke solutions for different verticals. DigiGlass by Redington aims to help organisations to respond to threats in a scalable and cost-effective way that is required to be covered for us to stop threats from becoming breaches.

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