



# 60 MINUTES

## GITEK TECHNOLOGY WEEK

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DAY 3 AM

## 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.



Avaya, a global leader in solutions to enhance and simplify communications and collaboration, has signed a memorandum of understanding (MoU) with Startek,

a global customer experience (CX) solutions provider, that will see the two companies partner to make it easier for global businesses to meet the ever-

evolving needs of their customers. As part of the MoU, Startek will explore hosting a range of Avaya

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## 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.



Maya Zakhour

**Tell us about NetApp's participation at GITEK this year?**

It's always a pleasure to be a part of GITEK, connecting again

with our partners and customers. This year, it is even more special because now that all pandemic restrictions have eased much more, we

feel like getting closer to our partners, in particular, and also to our customers, and we feel like we have a lot

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## Logitech has big plans for the region

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



Angelos Stefanidis

**Can you tell our readers about some of the solutions and partnerships during GITEK 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

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## 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.

**How is Infor doing things differently?**

Let's begin with the Infor cloud story which is, indeed, unique because of our partnership with Amazon Web Services. We consider that as a strategic partnership for many years. We bring the best of both worlds- we bring industry-specific solutions fit for purpose and we get from Amazon web services 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.

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 application, with a public cloud provider, then you get the best availability, you get the best SLAs that are possible, and this is key.

Customers today realise the difference between being on a

hosted, single-tenant solution vs being on a multi-tenant solution, because that's the insurance policy they have to sustain their business operations with minimal disruption and to secure the projects that they have in the future.

What we tell our customers is that is that when they move with us on our true SaaS application journey, this is going to be your last upgrade project. This is not just sales or marketing talk, it's truly the last upgrade project. From there on, we take care of every upgrade that is happening with a pre-defined maintenance

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The Infor logo consists of the word "infor" in a white, lowercase, sans-serif font, centered within a solid red square. A small registered trademark symbol (®) is located at the bottom right corner of the red square.

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## Avaya...

OneCloud portfolio solutions with the intent of making them available to businesses in a compelling package that includes contact centre agents and institutional expertise in customer experience. This one-stop solution will be made available through a subscription-based pricing model, enabling organisations to purchase the capacity, services and people they require, as and when needed, without large upfront costs.

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 Abhinandan Jain, Chief Digital Officer,



## 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 opportunity for emerging enterprises to benefit from market-leading CX delivered through a bundled data, people and technology solution – all at a fixed monthly cost".

"We're coming together to address a market need - namely, to make it easy for businesses to consume a technology platform, along with market-leading people and processes. Working together, we're able to extend the benefits of the reliability and

expertise that industry leaders such as Avaya and Startek bring to the market", said Nidal Abou-Ltaif, President, Avaya International.

This collaboration will enable businesses to deliver better experiences to their customers through an all-inclusive, easy-to-manage, subscription-based service. This will help them roll out new services faster and significantly reduced total cost of ownership to deliver a better return on investments.

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## Infor...



Khaled AlShami

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 GITEX important?

GITEX 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 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



## 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".

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.

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## Netapp...

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 GITEX 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 centred around data and the more we have the right solutions, the better. GITEX helps reinforce these solutions. So, it's not only the Metaverse and



## 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 GITEX 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 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-the supply chain challenges, in particular. All this pushed them to

start adopting new technologies and this is why it is 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.



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**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



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

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.



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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.



Aruba, a Hewlett Packard Enterprise company, today 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.

Saudi 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 Jumeriah, Damac Hills and Damac Hills 2, with further facilities being added with a Centre of Excellence opening soon in Dubai and a hospital in Mirdiff. "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 they are looking for from their partnership with Aruba is the ability to innovate together. He also adds that one of the many

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

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 empowering 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 move 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 that. We're applying the same concept to our health systems, which means our patients can access their files in any of our hospitals, or clinics. Our collaboration with Aruba and Megamind (our digital transformation group company) is so important to us, because it is also going to support our digital transformation going forward", concluded Shah.

# 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.



GCG-Enterprise Solutions, which serves as a member of Ghobash Group, recently announced that its successful, long-term partnership with KYOCERA Document Solutions "Kyocera" - the premier developers of Commercial Inkjet Printers, MFPs, and Enterprise Content Management Solutions - has resulted in another milestone achievement, with the opening of their Regional Experience Centre in Dubai.

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 Inkjet Commercial Printers, demonstrating the innovation, productivity, efficiencies and benefits which the range uniquely delivers.

The official inauguration ceremony, held on October 11th, 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 facilitating 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 Pro15000c 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

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

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 as the landscape shifts rapidly, 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, Naser Darwazeh, 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, present a huge opportunity for us to answer to changing customer demands for quicker turnaround times, shorter job lengths and the personalisation of print materials. Kyocera delivers the cutting-edge, when it comes to quality, affordability and higher productivity, unlocking the full growth 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 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. People have 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 10 admitted that they did surf social media, check emails etc during hybrid meetings, but during in-person meetings too, this happens. So, it is just not 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 6/10 felt that their inputs and discussions will be valued if they meet in person. Around 75% of the people still believe that hybrid meetings can be productive, if they are points are valued. What we infer from this is that they need high quality audio and video technologies to ensure that there is a meeting equity.

**What are the challenges to a well-connected hybrid working environment?**

The challenges that I see is technology. Every vendor here is looking at helping companies to be future proof. The way we



Zon Tay-Lim

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 benefits and opportunities of a hybrid work model. The only challenge is that even the 75% I mentioned

earlier need technologies to help them be more productive. For example, 6/10 are still using built-in mike in their laptops. I used to do too, before I joined Logitech. But what happens if one camera or mic doesn't work? So, we need constant

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



Arun George

**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 cyber-attack 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, Voltage 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 Oregon Systems as our Value-Added Distributor for this region. We're happy to be present here and be part of the OT Cybersecurity blueprint they have put together, which brings many OT cybersecurity vendors under one roof, offering customers defence-in-depth, layered security and an Operational Technology Security Operations Centre (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 by reducing the time to detect and time to respond. Galaxy is different from other TIPs in that it tracks threat campaigns and also associates each threat campaign with Annual Loss Expectancy (ALE) to show 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 contains detailed techniques on how to detect and how to respond, thus reducing the overall exposure time.

For Galaxy, we have a community edition which is free for everyone regardless of whether they are an ArcSight customer or not. So, anyone with a corporate email account can create a login to the Galaxy portal, filter down to the threat campaigns based on region, industry vertical, threat severity etc. and decide to download the content. If you are an ArcSight customer,

# Intelligent security

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 cyber-attack surface.

the entire process can be automated with a click of a button. We've also launched CyDNA or Cyber DNA, which serves the purpose of becoming a Cyber Dome to detect and respond to far space cyberattacks at the nation level.

The second offering is through our partnership with CrowdStrike to offer User and Entity Behavior Analytics (UEBA) to customers. CrowdStrike is an undisputable leader when it comes to the EDR space with their lightweight-agent architecture that provides immediate time-to-value. Along with CrowdStrike's cloud-native Falcon platform, ArcSight Intelligence UEBA combines unsupervised machine-learning based Analytics with Falcon's Analysis capabilities. Our UEBA offering is differentiated from others in the market by the unsupervised machine learning, where it is based on Data Models. For others, which is based on supervised machine-learning, they need to define labels or load pre-defined rules, which is not true Artificial Intelligence. Our cloud based ArcSight Intelligence UEBA combined with CrowdStrike's Falcon platform provides customers a wide range of insider threat detection & prevention capabilities like indications of data exfiltration, IP theft, ransomware and sabotage.

The third offering around intelligence is Debricked. Debricked is a developer-centric open-source intelligence company we acquired, and it is aimed at innovating how organisations secure their software supply chain for today and the future. This

acquisition further fortifies our drive towards software resilience and DevSecOps. Nearly 90 percent of companies are developing software using open-source components to accelerate their development speed to keep pace with business demands, which comes with accelerated risk. Debricked helps in providing open-source intelligence, automatically identifying & fixing security vulnerabilities in open-source dependencies and also maintaining open-source license compliance.

**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 providers. CyberRes, over the last one year, has grown significantly in the region, both from a customer perspective and an employee perspective. In terms of customers, we've secured new customers (new logos) and have also seen existing customers expanding on their investments and adding technologies from other CyberRes pillars to 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 environments like OT, IoT and Telco. 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 Nord Stream Sabotage (2022), MuddyWater APT (2021), Saudi Petrochem Triton attack (2017), 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 operations with a focus on industrial equipment, assets, processes and events they use. In the past, OT environment used to be disconnected or air-gapped 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 race towards automation, OT environment cannot be an isolated environment from IT and within OT, lot of modern IT equipment providing AI and automation have started to appear. With this, the attack surface started extending into the OT environment and these networks became susceptible to cyber-attacks. The impact of successful attacks on the OT environment is severe, as it can harm human lives.

connectivity, a constant backup source.

We need enterprises to understand that for hybrid meetings to be effective, it is about technology and building a culture receptive to change. If companies don't see the endgame, they will fall behind.

ArcSight NextGen SecOps solution from CyberRes addresses OT cybersecurity by integrating with OT OEM providers like Schneider, Honeywell, Siemens, Rockwell etc. and OT cyber security vendors such as Nozomi, OWL, SIGA, Dragos, Forescout etc. We already have existing customers in Oil & Gas, Utilities, Transportation who are using ArcSight SIEM to monitor and protect the IT+OT/IoT/Telco environment through OT & Telco use cases. Since ArcSight also is a multi-tenant complaint solution, we can provide a unified IT + OT/IoT/Telco SOC solution to customers with a lower TCO.

**GITEX is the region's flagship IT conference and has been for decades. However, considering we now live in a 'work from anywhere world' - is GITEX now more important than it ever was, as it enables us all to meet, engage and network in a face-to-face capacity?**

I've been part of GITEX since 2003. GITEX has always been an exciting venue to meet with people and discuss about the latest technology trends, especially when it comes to cybersecurity. This gives us an opportunity to network with customers and partners, and also have plenty of technology discussions. The COVID-19 pandemic dealt a huge blow to human lives and this year we have risen from all of that. Hence, we are looking forward to meeting our customers and partners again in person.

We are also showcasing a live OT Attack cycle demo here. We have two PLCs to simulate OT customer environments and show casing various OT Cyber Security vendors from Level 0 to Level 5. ArcSight SIEM the centrepiece of the SOC architecture providing a Unified IT + OT SOC.



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# 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,

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

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 (802.11.ax) infrastructure has helped set up a fully functioning digital learning environment for SISD. Aruba’s Edge Services Platform simplifies network operations, delivering the always-on and secure experience that students and administrators require.

# 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.



Jose Menacherry

**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, email security management and security training) to the Middle East.

The value-added distributor delivers the

appropriate solutions to end customers by collaborating with a large network of resellers and system integrators. We offer information security solutions that include network security, cloud security, OT/IoT 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,

where we have opened an office recently.

**Which technologies and IT trends are the forefront of driving innovation for your business?**

If we look at the whole situation, most of companies went for remote secure access, digitalisation and cloud adoption in the past, but after the pandemic, they had to add security into that.

We have training labs providing high end solution training and partner enablement, a dedicated & active 500+ reseller network in the region, a diverse customer experience giving us an edge to understand different industry verticals & their requirements and a strong technical knowledge base & back-end support

We also have excellent recognition with all leading vendors as we promote and market their product and provide local support.

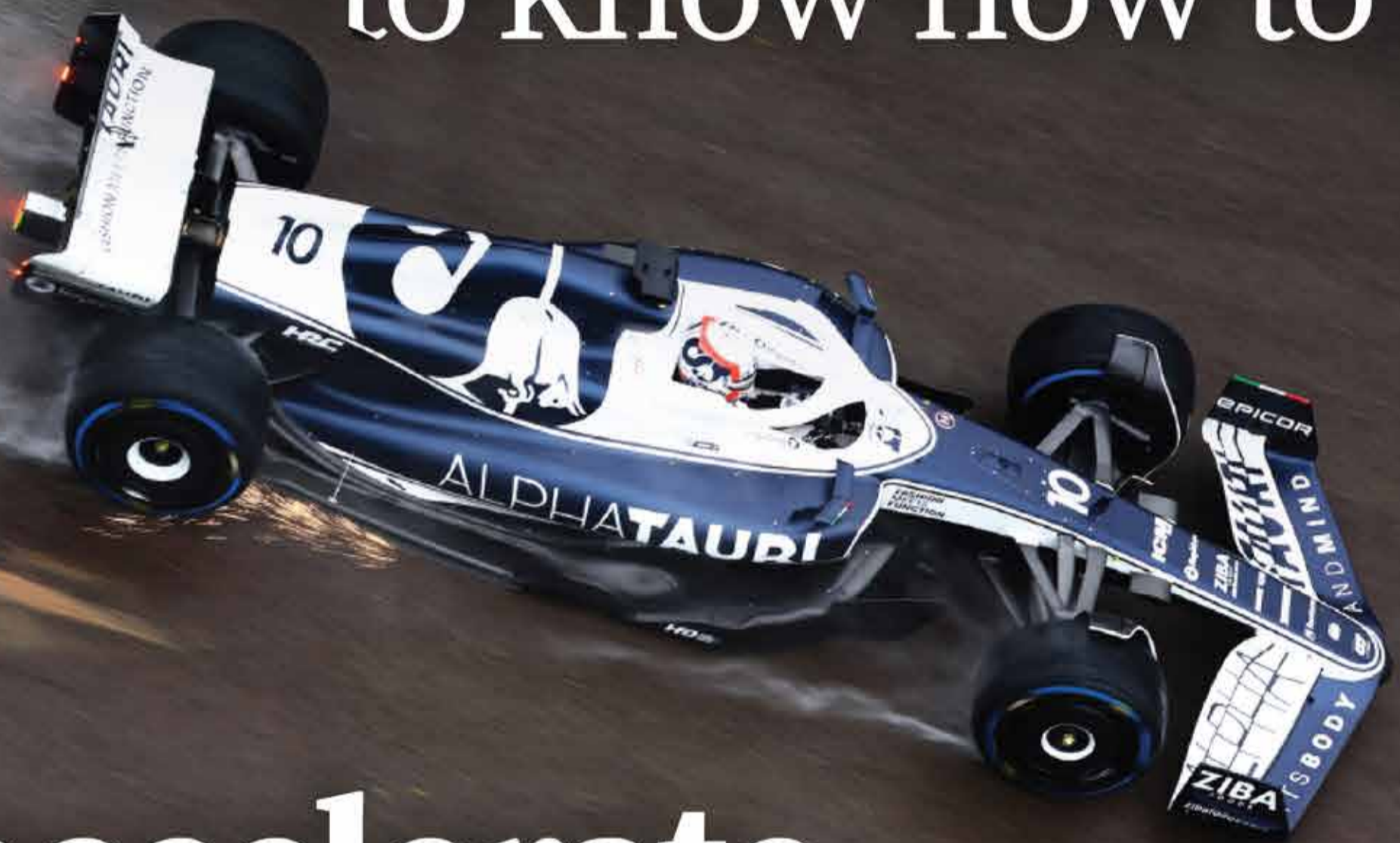
**Can you tell our readers what differentiates your company from your market rivals?**

We only sign up with the vendors after an extensive evaluation and we provide the security solutions needed for different industry verticals and types of customers.

We specialise in high-end enterprise security solutions and deploy them via influential system integrators in the area. We also have a strong track record of providing world-class products and first-rate customer support. Our broad product line has everything a business needs to secure its data.



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# 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.



Sayantan Dev

At GITEX Global 2022, Redington Value, the leading digital distributor in the Middle East and Africa, is putting the spotlight on its recent launch 'DigiGlass by Redington' – its brand-new Managed Security

Services practice. As organisations march their operations into a digitally empowered world, cybersecurity concerns continue to be a big challenge. With cyber-attacks common to every layer of operations and in

every step of processes, customers are seeking subject matter experts to help them mitigate threats and focus on achieving their core objectives.

True to its tagline 'Digital Security Reassured', the new dedicated consulting

and managed security services 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, rethink technological solutions and Reframe practices for unified cybersecurity strategies.

Redington Value's President Sayantan Dev, said, "Cybersecurity resilience is vital for digital success. The threat landscape is continuously changing, with new risks emerging every day. It requires

breadth and depth to build a comprehensive and successful cybersecurity practice that caters to all the areas of an enterprise's business. Cybersecurity has become too expansive, and organisations must rely on managed services and the expertise it brings to thwart cyber criminals. This year, the theme of GITEX is around entering the 'next digital universe' and this will not be possible without secure digital architectures. This is where our latest brand – DigiGlass by Redington will come into play.

"Our specialists will help customers

on core operations. At Redington we are committed to simplifying and accelerating customers' digital journeys, and DigiGlass is one big step towards this overarching aim. While there are several security partners, there is a clear gap in capacities in the market when it comes to MSSPs. We will continue to remain true to our route-to-market, and support channel partners in leveraging DigiGlass's scalable engine and competencies. We look forward to meeting you at GITEX and discussing how we can strengthen your security stance and

**The theme of GITEX is entering the 'next digital universe' and this will not be possible without secure digital architectures".**

to renovate their cybersecurity postures and make them stronger against evolving threats. Businesses can rely on DigiGlass for their holistic security needs, allowing them to focus

embrace modernisation".

At GITEX Global, reach out to senior executives at the Redington stand A1 in Hall 5 to know more about how the distributor can empower your digital journeys securely.

## The power of AI

Veronica Martin caught up with Taj El-khayat, Managing Director - South EMEA at Vectra to discuss GITEX 2022 and the company's plans for the region.

### Why is Vectra pivoting to Attack Signal Intelligence?

Traditionally the threat detection response has been viewed as a product that just goes 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 what that means is that for the last 10 years since we created our company, our AI algorithm has been learning, so we've trained our AI to the 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. We

don't want organisations to think that by adding more tools to cover the surface, that's the way to go. We want to give them a better way to cover the surface by using our multifaceted platform.

Clarity is also important because we don't want the tool just to basically give detections and put data on dashboards. We want them to be meaningful. Our AI does the protections to avoid human error and, more importantly, when those detections happen.

AI provides better visibility on the real attacks to make sure that it's automated and it's driven without the human intervention. Our aim is to highlight the power of AI and how our AI has been trained, leveraging the fact that we give better coverage, clarity, and control.

### What are some of the trends and threats pushing Vectra towards this?

Attackers are becoming very smart creating breaches and damage, so for us it's crucial to have



Taj El-khayat

the ability to stop those attackers from being able to use sophisticated threats. One of the biggest threats facing any organisation is not just the known threats, but also the unknown ones, and thanks to AI we can defend from the unknown ones.

We also really care about monitoring techniques. We don't really care what type of threat is, if we can identify the techniques that are happening by that attacker and use our algorithms to make sure that we stop it, detect it, and address it.

### Can you tell our readers what differentiates your company from your market rivals?

We were the first that created AI enabled for detection response. Our AI is very powerful, and

of internet with the exact same level of technology. No differentiation whatsoever.

We also have our own data scientists and cybersecurity researchers that we use as part of our detection and response solutions.

We cover the entire spectrum of managed detection response services as we have our own analysts, data scientists and researchers. Every customer that signs with us an MDR service gets high end expertise available at their fingertips to help their teams enhance their ability to manage their stock operation centres and to be able to protect anomalies much quicker

We also play a major role of making sure that we do knowledge transfer, which makes us unique, and we integrate out of the box with a lot of the leading EDR and cloud providers.

During the last five years many companies have invested a lot in cybersecurity, especially during the pandemic, as they just wanted to be secure, so we came in and made sure that all these investments were properly monetised by integrating and becoming a cost reduction mechanism for them.

All these things differentiate us as a technology and AI innovator, but more

importantly, as a core component of how next generation security operation centres are being reimaged today.

### What are some of the key solutions that you are showcasing at GITEX?

We are building a live soft environment behind us here with three screens to show organisations how they can easily detect, because we are a plug and play type. We plug in our solution, we start simulating attacks, and they can see in front of them the attacks are being done live. You can see how the attacks start and, through automation and meta data visualisation, how we create response automation scripts to respond to those kinds of attacks.

### What are the key messages you would like to communicate to the people attending GITEX?

Our focus is AI enabled technologies and technology, not to replace people, but to make them better. Our mission is to make the world a safer and fairer place. We don't want to take anybody out of their mainstream but make them become an integrated part on how they do things in a better way to advance their own capabilities. Don't be fixated to traditional and take a bold step to the future.





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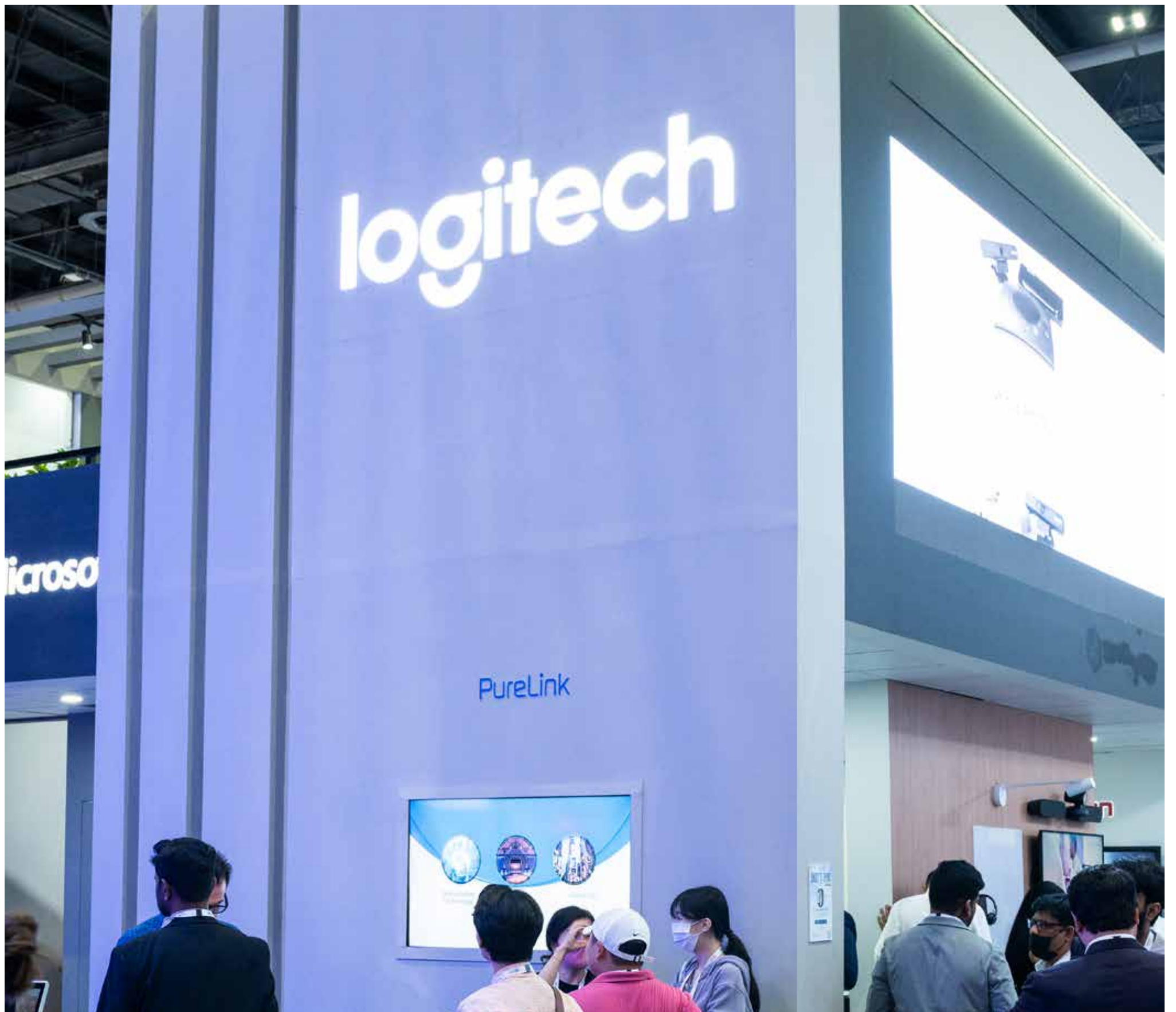
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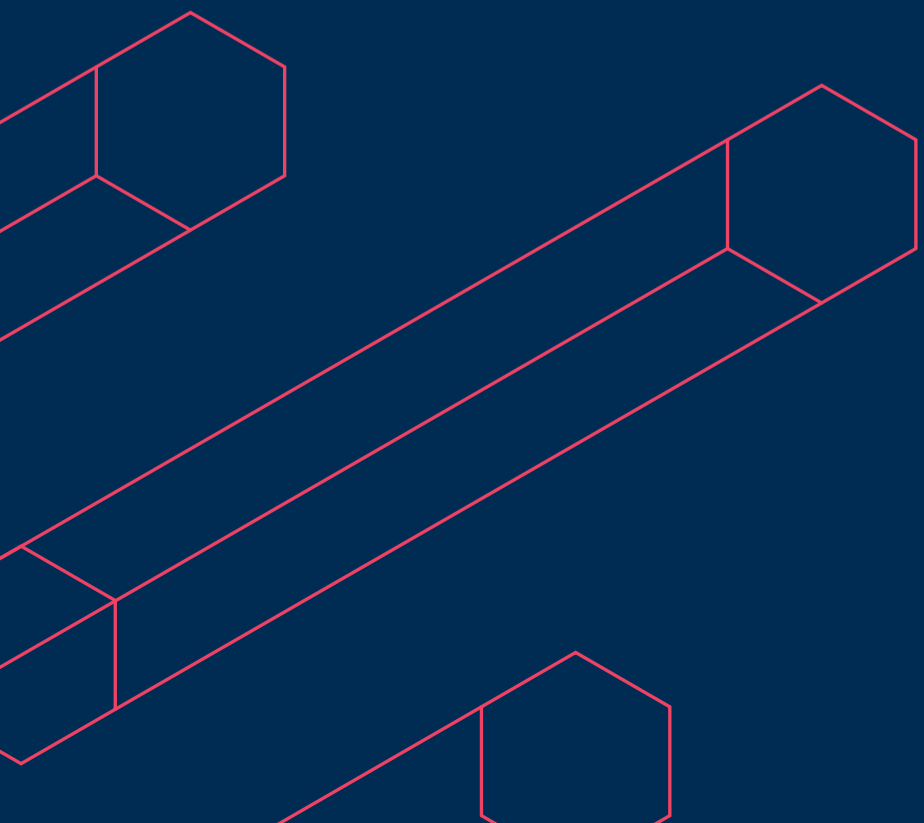


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