Lenovo to develop new virtual worlds

Lenovo group to showcase commercial virtual worlds Omniverse and X-Verse at GITEX GLOBAL 2022.

At this year’s GITEX GLOBAL, Lenovo Group will take visitors on a journey that explores how smarter technology can solve problems, create opportunities and transform the way we all live, learn, work, and play, under the theme of “Smarter Technology for All”.

Infor leads at 2022 Gartner Magic Quadrant

Infor, the industry cloud company, announced that Gartner Inc. has positioned Infor, for the second consecutive time, as a Leader in the 2022 Gartner Magic Quadrant for Cloud ERP for Product-Centric Enterprises.

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Located in (Hall 6, A50), Lenovo will showcase how the evolving consumer

AIR signs MoU with Aruba

Aruba signs MoU with AIR to modernise and transform network infrastructure.

Aruba, a Hewlett Packard Enterprise company, signed a Memorandum of Understanding (MoU) with AIR (Advanced Inhalation Rituals) to provide seamless connectivity and simplified operations and pave the way for the Group’s digital transformation strategy.

AR is a global market leader with the aim to revolutionise inhalation rituals through constant innovation. Geared for the future, the Group’s pioneering spirit is

Honeywell and Avaya to improve Smart Cities

Honeywell and Avaya collaborate to advance emergency response in Smart Cities across the Middle East.

Honeywell and Avaya have signed a memorandum of understanding (MoU) to help advance the emergency response capabilities of regional law enforcement and smart city organisations.

The agreement supports the integration of the Avaya OneCloud experience platform with the Honeywell City Suite to help regional governments accelerate their smart city initiatives. The combined platforms will not only improve citizen engagement but
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Omniverse Enterprise and X Verse demonstrate Lenovo’s continued commitment to delivering innovative solutions and intelligent technologies.

As we expand our horizons and look to digitise our infrastructure, we were keen to implement the best technology available today. Infor strives to deliver prescribed industry processes as part of our products, which accelerates our customers’ time-to-value.

Lenovo’s booth at GITEX GLOBAL, the company’s IT team will be able to effortlessly manage Al Fakher’s vast infrastructure, which includes the power of Aruba ESP (Edge Services Platform), the industry’s first cloud-native solution for automating, unifying, and securing the Edge, EdgeX platform, and Aruba ClearPass solution that proactively addresses network issues before they lead to business impact. The company will also deploy Aruba CX 6200F and CX 6000 series switches, and indoor and outdoor Wi-Fi 6 access points; all managed via Aruba Central. Through a single centralised management console, the company’s IT team will be able to maintain Aruba’s devices, applications, devices usage, location and time of day to streamline network operations across the health. The solution can be seamlessly integrated with various third-party ecosystem partners of AR, and enable us to make informed decisions on the basis of historical data and a deeper understanding of the market. As a sign of Aruba’s commitment to partner with and support AIR, the vendor presented an award of appreciation to Mr. Harish Kumar, CIO at AIR during GITEX.

The future of our world lies in cities that provide a better experience by emphasising safety, sustainability and liveability for their citizens. Through this collaboration, we will demonstrate our end-to-end value proposition showcasing the full range of our device to cloud capabilities in infrastructure solutions supported by our strong network of alliance with technology and business partners. This year we are taking a special look at how the commercial METAVERSE space will be used by NVIDIA Omniverse Enterprise and X Verse to provide capabilities and demonstrate Lenovo’s continuing commitment to delivering innovative solutions and intelligent technologies that help our customers solve humanity’s greatest challenges. Showcased at Lenovo’s booth at GTE GLOBAL, the company will bring new technology life through several interactive activations and explore collaborative simulation platforms, including the NVIDIA Omniverse Enterprise. This is an end-to-end collaboration and simulation platform that fundamentally transforms complex design workflows, creating a meaningful environment for creative teams. The solutions enable enterprise teams to achieve seamless 3D design collaboration, or design and operate real-time physically accurate digital twins. Lenovo will also be showcasing “X Verse”, a best-in-class Professional XR platform together physical and virtual worlds to deliver the latest immersive experiences for the latest advancements in VR/AR/XR technology. Lenovo’s complete solution equips professionals to learn, train, collaborate, and hone their skills with unparalleled systems. We are thrilled and accuracy with photo-realistic mixed-reality experience support in pixel-perfect real-time occlusion and 3D world reconstruction.

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Al Zubair Group launches region’s first-ever hybrid work lab

Al Zubair Group launches Middle East’s first-ever hybrid work lab featuring audio, visual and furniture to create a wholesome experience. With hybrid work fast becoming a necessity, Al Zubair Group, Microsoft gold partner and meeting rooms partner, launches the region’s first Hybrid Work Lab. Al Zubair Group, leading Microsoft gold partner along with the Microsoft (EMEA) team, created the Hybrid Work Lab experience which ties everything from audio, visual, and furniture to create a wholesome experience using top technologies from around the world including Microsoft, Poly, Lenovo, Yealink, Neat, Epson, Jupiter, Sennheiser, Q-Sys, Epics, Logitech, Biance — thus bringing collaborative and certified solutions under one roof. Hybrid Work Lab is spread over 1000+ sq ft and is smartly divided into sections showcasing different meeting scenarios in the hybrid work environment and giving a real and visual sense of how the experience is going to be. The pandemic has unearthed the “new next.” Microsoft research shows that long-established norms and benefits of working have been debunked. While our ways of working have been redefined and rethought, our technology and setups also have. As one of the Microsoft Work Trend Index 2022 Report states “hybrid work is already up seven points year-over-year (to 38%), and 53% of people are likely to consider transitioning to a hybrid model in the year ahead.” Companies globally are implementing hybrid work solutions, which has undoubtedly led to more demand for video-enabled meeting rooms. With this Hybrid Work Lab, Al Zubair showcases the art of the possible for all these scenarios. This will, in turn, inspire every employee and demonstrate how to equip their meeting rooms with the right solutions for every meeting scenario. Ultimately, it will ensure inclusivity, collaboration and productivity,” said Ambrett Steen Andersen, EMEA Director, Teams & Teams Devices, Microsoft. Created in collaboration to enhance the holistic experience! The past two years have made a lasting impact on work and life; there is no denying the long-term impact. Professionals are becoming more flexible at work and from working from anywhere is becoming more commonplace, which leads to a shift in the traditional notion of being present in the workplace. Employers find value flexibility and well-being, and these new but growing expectations create an opportunity for every organisation to reimagined hybrid work environments. Giving people the right tools and the environment to do their best work is not only in their best interest—but critical for the organisation’s growth & survival. It is now evident that “hybrid” has a firm place in the modern workplace.

“Today employees are defining hybrid work, they are supporters of organizations, which offer more flexibility to work and support them with the right technology tools. So, organizations need to go up hybrid. Weak link to stay competitive, building the right hybrid work environment and transforming the organisation is just the beginning. While investing in technology, making decisions is not easy and that is where the Hybrid Work Lab comes in and removes the complexity by offering highly recommended reliable choices and a place to experience. We are glad to have launched one of the first in Dubai,” said Jose Thadayus, MD, Al Zubair Group. Anyone can book a visit to the HHL and experience solution demonstrations across various meeting scenarios including different types of conference rooms, flexible spaces, training areas, executive rooms and work from home. The demo and experience will showcase how to manage collaborative solutions with ease.

Design your cloud architecture with CloudQuarks 2.0

CloudQuarks by Redington at GITEX Global 2022 will present CloudQuarks 2.0, integrated with enhanced features and services to drive cloud journeys.

At GITEX Global 2022, Redington Value, the leading digital aggregator in the Middle East and Africa, is reinforcing its efforts on helping partners power customers’ cloud journeys. At the five-day trade show, the digital aggregator will be delivering the strengths of its cloud commerce and marketplace platform CloudQuarks. Since its launch a few years ago, the company has seen a consistent increase in the number of partners leveraging the intelligent cloud management platform. Redington’s channel partners have notably grown their revenues and played an important role in helping regional customers begin their cloud transformation by offering dedicated professional and managed services through CloudQuarks. Now Redington has embarked on a journey to release an improved and enhanced version of CloudQuarks. With many features added, the enriched version has been updated with feedback from partners. Organisations are in pursuit of practical guidance to develop comprehensive and long-term cloud-first strategies. There are several factors in the deteriorating cloud adoption in the region — from cybersecurity issues, cost management, data sovereignty and governance concerns to lack of resources, inadequate expertise, and legacy infrastructure. Customers are looking for consultants to help them embark and embrace their cloud transformation journey. Sayantan De, President, Redington Value, said “While the discussion to transition workloads to cloud has intensified, especially over the past two years, organisations are continuing to figure out how to take the first step and how to best optimise solutions to keep up the momentum of their cloud journeys. At Redington, our vision is to be the most valued consulting technology aggregator to simplify cloud adoption globally. CloudQuarks offers a cohesive platform that coalesces our unique competencies, extensive offerings, large partner ecosystem and world-class vendors to drive cloud transformation across sectors. At GITEX this year, we will be showcasing our strengths as a cloud aggregator and how we can meaningfully help you achieve business outcomes.” At GITEX Global, reach out to senior executives at the Redington stand A1 in Hall 5 to discover your cloud potential and soar your business to new heights.
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Ashish Das is one of the most prominent and respected technology evangelists in the Middle East, and he spoke to CNME Editor Mark Forker, about the positive impact digital supply chains have on the global supply chains and how businesses can benefit from them.

The COVID-19 pandemic and the geopolitical issues, has created a major impact on the global supply chains which has affected our day to day lives adversely. The disruption in supply has led to a significant customer dissatisfaction, inflation going over the roof, primarily due to a simple imbalance created between supply and demand. It’s a crisis.

One of the concepts that have come from the disruption is the idea of digitisation. Digitisation this brings major changes in the way organisations do business, and everything in life comes with a cost. Whether it’s an EV or a normal gas/electric car, it does not matter. The way it works is that a car manufacturer either makes the car based on what the customers want or outsource them to 3rd party vendors who are then finally used to assemble and make your car ready.

Any delay in this chain creates an ineffectiveness in the full supply chain delivery and things start to fall apart. The result being price fluctuation, inflation, dissatisfaction in the customers resulting in economy being adversely affected. This is true for most industries.

We know that a combination of the COVID-19 pandemic and Geopolitical issues has placed huge strain on the already stretched global supply chain processes. Can we now tell our readers how the digital supply chain offers a remedy to the headaches facing many businesses in relation to shipping and receiving goods?

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Intel accelerates developer innovation

Intel Accelerates Developer Innovation with Open, Software-First Approach. Intel puts turnkey solutions into developers’ hands for AI, security, quantum computing and more.

On Day 2 of Intel Innovation, Intel illustrated how its efforts and investments to foster an open ecosystem catalyse community innovation, from silicon to systems to apps and across all levels of the software stack. Through an expanding array of platforms, tools and solutions, Intel focuses on helping developers become more productive and more capable of realising their potential for positive social good. The company introduced new tools to support developers in artificial intelligence, security and quantum computing, and announced the first customers of its new Project Amber attestation service. “We are making good on our software-first strategy by empowering an open ecosystem that will enable us to collectively and continuously innovate,” said Intel Chief Technology Officer Greg Lavender. “We are committed members of the developer community and our breadth and depth of hardware and software assets facilitate the scaling of opportunities for all through co-innovation and collaboration.”

Empowering Developers with Openness
In its keynote to kick off the second of the two-day developer-focused event, Lavender emphasised Intel’s commitment to openness, choice and trust, beginning with oneAPI—cross- industry, open, standards-based programming model that allows developers to choose the best architecture for the specific problem they are trying to solve. Building on oneAPI adaption and implementation progress, the initiative is shifting to a community forum to shape the future direction of oneAPI and address the working needs of developers, software vendors, national labs, researchers and silicon vendors. Codexplay, an Intel subsidiary with expertise and a track record of driving open standards and providing cross-platform implementations of SYCL and oneAPI tools, will now assume responsibility for the oneAPI development community. Intel will continue to deliver developer tools and easy-to-access tools based on those oneAPI specifications. The Intel oneAPI 2023 Book will ship in December with support for Intel’s latest and upcoming CPUs and FPGA architectures, and include tools like the open-source SYCL (Open Computing Language) assist library, which developers may not realise 90% of developers are using software developed or optimised by Intel, according to a Global Development Survey conducted by Evans Data Corp in 2022. Among many examples, Intel has been a top contributor to the Linux kernel for over a decade, and recently helped integrate the oneDNN performance library to Tensorflow, automatically bringing up to 3x performance improvement to the missions that use the popular framework.

New Services Made available with Intel Security: E-Prescriptions and Remote Care
At the intersection of open computing, software, hardware solutions and business need lie enliven new opportunities — like the many e-prescriptions project, Intel developmental’s architecture documentation, disease prediction and medical imaging diagnostics. Cloud-driven infrastructure - all as a service - are the four frills released in July. “Your goal is to make it easy for developers to get the best software technology through the open source ecosystem or as an Intel-delivered products”, Lavender said in Med Thought through which they may not realise it, 90% of developers are using software developers developed or optimised by Intel, according to a Global Development Survey conducted by Evans Data Corp in 2022. Among many examples, Intel has been a top contributor to the Linux kernel for over a decade, and recently helped integrate the oneDNN performance library to Tensorflow, automatically bringing up to 3x performance improvement to the missions that use the popular framework.

Making communication simple
Veronica Martin caught up with JS Wong, CEO at SendQuick to discuss GITEC 2022 and the company’s plans for the region.

Can you tell us about some of the key trends and partnerships during GITEC this year?
We are based in Singapore, but we have been working in the Middle East for the last couple of years and we have been focusing on mastering our solutions, doing lots of sending messages to your mobile phones. We offer on-premises, cloud-based, on-premises and even virtual machine deployment options for our mobile messaging solutions. This enables us to tailor our enterprise mobility solutions to your unique company requirements. The channels of informal and external communication are greatly simplified by our strong SMS gateway and connectivity with all major service providers, enabling your business to immediately address the concerns of all stakeholders.

In the last 12 months, how has your company performed in the mobile messaging industry?
The last 12 months were difficult as everyone was still recovering from the ‘COVID-19’ pandemic, but everyone is happy to see the excitement and vibrancy happening again in Dubai, so in the next year we look forward to more developments and sales in all the GCC countries.

Which technologies and IT trends are the forefront of driving innovation for your business?
There are many areas of technology that can be used in our business, such as AI, which we provide dependable enterprise mobility management services to help our customers keep on top of issues and enhance communications across the business. Better communication speeds up problem solving. Employees may cooperate and interact with their co-workers, suppliers, and clients in real time thanks to our mobile messaging solutions and SMS gateway.

Can you tell us how your business model has driven key business outcomes for your customers and what differentiates your company from your market?
We have a couple of business models in our business, which are extremely fast to launch. We work with all the systems, provide the features that all IT managers require for operations and all types of messaging formats.
Proven Multilayered Security

Modern Endpoint Protection
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Full Disk Encryption
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ESET MIDDLE EAST at GITEX 2022 - Hall 1, Stand H1-E1
A platform for success

CNME Editor Mark Parker spoke to Sascha Giese, head of Security at SolarWinds to find out how their Hybrid Cloud Observability platform is equipping IT leaders with the tools they need to solve and mitigate security issues in their IT environment.

Sascha Giese, is one of the most respected IT thought leaders and in a candid interview with CNME, he talks about their Secure by Design concept, the key findings from their IT Trends Report, the unique capabilities of the Hybrid Cloud Observability platform – and what’s next on the strategic roadmap for SolarWinds.

Can you tell us about Secure by Design and the questions about how SolarWinds hopes to achieve it?

Secure by Design is a response to the SUNBURST incident in December 2020. We used this incident to turn each stone in our environment and spent much thought on the software design process. Until then, we followed what was considered industry best practices, like every other software company. But the incident showed such best practices could no longer deal with the changing threat landscape and state-sponsored attacks. We significantly improved the security of our software design process in many details. To give you an idea, we no longer use static resources. For instance, in IT, we are quick in spinning up a VM for a test, but once the trial finishes, we tend to keep the VM running. We forget about it and move on. There is an attack point here. Attackers who gained access to such an unmonitored VM have all the time in the world to discover the environment. To counter this, we moved away from static solutions and switched to a highly dynamic Kubernetes-based system. Each time a developer finishes a task or stops working at the end of the day, the resources will automatically destroy themselves. Also, previously we had one build pipeline, which means developers ship code to a compiler that converts the handwritten code into machine readable executable code. The next step is forwarding the executables to deployment platform for end users. Now we have multiple independent development pipelines. The first team creates code and deploys it into the Orion Platform. The Orion Platform is previously known as the Orion Platform. It is an industry-first to come up with measures to improve the security of software design. It’s something exceptional. And it is not something that is finished and done. We can’t say everything works and then set it in stone because it is a dynamic process. Whenever we discover something designed to be improved, we improve it. And we use minor incidents to test our strategies. For example, if it’s a new feature, if it’s a new technology, if it’s a new way of working, it’s usually not a big deal, but we use instances like these to test our security pipeline. Even if it’s a tiny incident, we go the whole way and evaluate our processes with notifications, alerts, etc. It’s like a fire drill that helps us prepare and keeps us on our toes.

Let’s come to hybrid cloud. The SolarWinds IT Trends report shows that the shift to hybrid cloud has only resulted in increasing IT manpower complexity which has created doubt and a lack of confidence among tech professionals as to how best to manage their IT environments. What is your take on this?

Unfortunately, there is no easy solution that works for all situations. Increased complexity is a huge problem, and if you look for the root cause of the complexity, you will see that it is very small. It’s an industry-first to come up with measures to improve the security of software design. It’s something exceptional. And it is not something that is finished and done. We can’t say everything works and then set it in stone because it is a dynamic process. Whenever we discover something designed to be improved, we improve it. And we use minor incidents to test our strategies. For example, if it’s a new feature, if it’s a new technology, if it’s a new way of working, it’s usually not a big deal, but we use instances like these to test our security pipeline. Even if it’s a tiny incident, we go the whole way and evaluate our processes with notifications, alerts, etc. It’s like a fire drill that helps us prepare and keeps us on our toes.

As our world evolves, so must our approach to environmental sustainability. Through the strategic leverage of our cloud technologies, Emirates NBD is exploring how to enhance employees’ productivity and wellbeing through data-driven, privacy-protected insights and recommendations. Additionally, Microsoft and Emirates NBD will bring the world of mixed reality and applications to the financial services market, supporting the UAE’s Metaverse strategy and establishing Emirates NBD as a financial services partner of choice for Web 3.0 initiatives. And finally, with the bank’s continuous commitment to sustainability, the program includes a manifesto on continuous innovation towards Net-Zero, and Microsoft Cloud for Sustainability will play a pivotal role in this journey.

Emirates NBD will also take a prominent place in the collaboration, addressing the high demands of hybrid work and digital wellbeing. Through the power of low-code development using platforms such as Power Apps, Microsoft empowers developers and enhances a digital mindset across the banking group to strengthen its focus on being the most innovative bank for customers, employees, and communities.

Employee wellbeing will also take a prominent place in the collaboration, addressing the high demands of hybrid work and digital wellbeing. Through the SolarWinds Hybrid Cloud Observability platform, as an evolution of what was previously known as the Orion Platform, the Orion Platform has been in the market for 15 years. It’s a modular system that grows with customers’ demands. However, in the last couple of years, we noticed that the market is changing, so we came up with the new platform. Hybrid Cloud Observability, which is easier to understand for the user. It is easier to understand the licensing, and the deployment is more straightforward. Customers get more features for the same price. The software can be deployed in any scenario, whatever the customer needs, on-prem, in a private cloud, public cloud, or hybrid. It can manage/observe any IT environment. So, the platform allows users to get different layers of insights.
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The connectivity between connectivity is more than just an added bonus. It’s crucial to understand how things work, what monitoring tools are available, and how to use them to your advantage. Without proper monitoring, you could be overlooking critical issues that could lead to system downtime.

Security professionals often find themselves dealing with numerous alerts, but who has the time to sort through them all? This is where hybrid cloud observability comes in. It provides a single platform to aggregate data from various sources, allowing you to see the bigger picture. It’s especially useful in cases where you have a mix of private and public clouds, as it helps you consolidate tools and reduce costs significantly.

Microsoft shares its vision at GITEX 2022

Microsoft brings vision of cloud, mixed reality, and security to GITEX Global 2022.

Microsoft brought a taste of what the future of mixed reality will look like to GITEX Global 2022 today, as the region’s premier technology exhibition got underway at Dubai World Trade Centre. The company’s attendance at GITEX 2022 occurs in the third-anniversary year of its UAE cloud data centres, which continue to empower organisations on their digital transformation journeys. During the event, under the theme ‘Believe the hype’, it’s real. Enter the next Digital Universe! Microsoft’s GITEX 2022 hub, featuring 20 of Microsoft’s partners, and exhibits at DevSlam and X-Verse, will showcase cutting-edge and latest initiatives and products, with industry solutions for FinTech, retail, education, cybersecurity, smart cities, and energy and utilities. Cutting-edge sustainability solutions will also be featured. For its flagship showcase, Microsoft has partnered with Vytal to introduce a new use case for its Hololens 2 device, that utilizes advanced Metaverse technologies to create a unique and sustainable experience for tourism, allowing visitors to experience Dubai attractions virtually using Microsoft AI capabilities.

"GITEX remains the preeminent technology showcase in the region," said Naim Yazbeck, General Manager, Microsoft UAE. "It is here that we predict and project. It is here that we showcase the new, whether it be a product, a service, or an opportunity." The event will be conducted a full day Hackathon on day one of the exhibition to deliver a three-certified coding masterclass. At the Microsoft Stand, Microsoft will explore the challenges faced by start-up teams that space and how digital experiences have evolved in the FSI sector. Microsoft’s education experts will address the sector’s stakeholders on how distance learning will continue to take shape.

Let’s say, for instance, we manage a hypervisor like VMware, and the hypervisor runs with 90% CPU or 90% memory. Traditional systems will probably see 80% as a lot and instantly send an alert. However, if this condition is active for a longer timeframe and everything else is working fine, we may not have any real reason to alert. A notification will do. Now, let’s say CPU utilisation will drop from 90 to 95%. That’s an anomaly so that the AI will pick it up in real-time. And if the system sees that, for example, 20 virtual machines are running previously and now it’s 22, that’s a valid reason the CPU could go down. We wouldn’t send an alert but instead deliver a notification to an ITSM solution for change management. However, we see that we want to reduce unnecessary alerts; that’s important because if we receive too many or emails all day about stuff that’s not relevant, it’s a huge advantage. It’s a tool that could automate steps and even work autonomously in the background, it would be highly beneficial for each organisation. It doesn’t have to be a global player. Even smaller businesses see how easy Hybrid Cloud Observability is and understand that it can help with consolidating tools and lowering stress on individuals, reducing costs significantly.

What’s next for SolarWinds?

There are a few things to consider in the background that we are working on for quite some time. We’ve been focusing on Artificial Intelligence, and we’ve built our own AI, we didn’t go the way of purchasing an already-existing framework. Our data has been training the system for the last eight months. We also reached out to a few customers who were okay with providing us insights. Our AI will make it into the product and lower IT professionals’ workload.

There’s a multi-layered approach. The first thing we want to do is to reduce unnecessary alerts; that’s important because if we receive too many or emails all day about stuff that’s not relevant, it’s a huge advantage. And when something serious happens, we don’t respond because we missed it. We use AI to look into a situation, decide whatever caused an alert, and alert the ITSM solution, which would be the ITSM in this example.

This is the first step. There are a couple of other things in the pipeline, but they’re further ahead. We have a large project with SolarWinds; one could say we’re on an admission...
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As we mark this grand milestone, we extend our heartfelt gratitude to those without whom, this would not have been possible - Our Dear Customers, Partners & Employees.
StarLink

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Avaya

Stand: Z1-C10
STANDS TO WATCH

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The best kind of threat management is the kind you don’t have to manage.

Sophos Managed Detection and Response

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RISK-BASED VULNERABILITY MANAGEMENT

DATA SECURITY, PRIVACY, & COMPLIANCE

DETECTION & RESPONSE

IT OPERATIONS MANAGEMENT

CYBER THREAT INTELLIGENCE

IT, OT, & IOT SECURITY

SIEM & SOAR

BIG DATA, SECURITY ANALYTICS & AI
STANDS TO WATCH

Microsoft

Stand: Hall 7 - D1
Redington
Stand: A1 in hall 5
STANDS TO WATCH

Fortinet
Stand:H7-A20
STANDS TO WATCH

Dell

Stand: H6-A1
Works with all modems and ISPs.

Multi-gigabit WiFi 6 speeds

Make the most of WiFi 6.

Linksys Atlas Pro 6 with Intelligent Mesh™ is a dual-band WiFi 6 system that delivers next-level streaming, data traffic and uninterrupted video conferencing to more than 30 devices per node simultaneously.

Access to 160 MHz — the least congested channels available on the 5GHz band — unleashes WiFi 6’s incredibly fast connectivity.

Up to 3.5X faster speeds than WiFi 5. Mesh WiFi 6 delivers true gigabit speeds — up to 5.4 Gbps with 6-stream connectivity throughout your entire home or business, inside & out.

160 MHz capable. Access to the least congested channels on the 5GHz band unleashes the true power of WiFi 6, allowing work-from-home, online learning, streaming & gaming devices to operate simultaneously without reduced bandwidth.

More WiFi Channels. Dynamic Frequency Selection (DFS) provides access to more channels, reducing interference from neighbouring networks.

Industry-leading technology. The Qualcomm™ Immersive Home 216 Platform transforms home & business WiFi to wired-like stability & speed.

Easy setup & control. It’s simple to set up and lets you manage your network or prioritise devices from anywhere, all with the free Linksys app.

30+ devices
Capacity per node.

AX5400
Accumulated speed up to 6.4 Gbps.

Covers homes with up to 2-3 bedrooms per node (±200 m² / 1 floor).

Model# MX5500
Available in 1-, 2- or 3-Pack. MX5501, MX5502, MX5503

*As compared to 802.11ac to 802.11ax.
Meet team Genesys and our partners IST Networks, Fourth Dimension Systems, CCR Group, HADEF, Al-Futtaim, Servion and Uniphore at GITEX Global 2022, **stand Z3-B35**.

Visit our Genesys demo stations Experience as a Service, CX Your Way, Rich Actionable Insights, Customer Journey Analytics and Frictionless Conversational AI and learn more about our innovative CX solutions in the Cloud, how AI can impact your customer journey, how to achieve the best personalized digital customer engagement and much more about next level customer experience solutions.

We are looking forward to welcoming you at GITEX 2022 in Dubai!
STANDS TO WATCH

LinkShadow

Stand: Hall 2
Save Energy without SACRIFICING PERFORMANCE

DGS-F1210-26PS-E
Layer 2 Gigabit Managed Long Range PoE+ Switch

Highlights

• Superior connectivity
• Maximum distance of 250m
• Plug-and-play installation
• High Availability & Comprehensive Security
• Flow control for protection against data loss
• Suitable for devices that are far from power outlets
• New Value-Engineered Series to Meet today’s Infrastructure Needs
Stand: Z3-B10
IMAGINE MORE INNOVATION

A trusted cloud for what’s next

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Dubai World Trade Centre, Hall 7-D1
October 10-14, 2022
Growing "True" Value-Added IT Distributor the Middle East regions with on-the-ground presence in 7 countries

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