

GITEX TECHNOLOGY WEEK 60 MINUTES

Show dates: 10-14 October 2022, Dubai World Trade Centre | Exhibition hours: 10am-5pm

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DAY 3 PM

Lenovo to develop new virtual worlds

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



Loubna Imenchal

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".

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

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Infor leads at 2022 Gartner Magic Quadrant

Infor positioned, for the second consecutive time, as a leader in the 2022 Gartner Magic Quadrant for cloud ERP for product-centric enterprises.



Soma Somasundaram

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.

Learn more about Infor's industry specific cloud-based software solutions for distribution and industrial manufacturing at GITEX Global, in Hall 7, stand E50

Infor also announced that Gartner, in its 2022 Critical Capabilities for Cloud ERP for Product-Centric Enterprises, a companion report to the

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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.

AIR 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

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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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Next-Generation
CyberSecurity Analytics

A woman is shown in profile, wearing a VR headset and interacting with a complex, glowing red digital network visualization. The network consists of numerous nodes connected by lines, with several nodes highlighted by small red padlock icons. The background is dark, and the overall color scheme is dominated by red and black. A large, stylized red arrow graphic points from the top left towards the bottom right, partially overlapping the main image.

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Lenovo...

behaviour of a tech-savvy population, paired with exponential gains in both speed and productivity, has allowed digital adoption to be a vital contributor to growth and success. As many companies are beginning to make the jump from Web 2.0 to Web 3.0, the development of both software and hardware to support these new systems are flourishing – and Lenovo is at the tip of the spear.

As the metaverse presents businesses with new opportunities and more complex technological

challenges, such as the need for more computing power, better integrated hardware, and simpler and more flexible IT solutions - visitors to GITEX GLOBAL will be able to explore how systems from Lenovo’s Infrastructure Solutions Group (ISG) work together with Lenovo’s PCs and Smart Devices (PCSD) business unit, to address the evolving needs and deliver real-time virtual remote work capabilities.

Alaa Bawab, Lenovo General Manager Middle East and Africa said: “Lenovo Group is very much committed to driving digital change within the regions we operate. GITEX

once again has given us the platform to 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 partners and local business partners. This year we are taking an alternative look of how the commercial METAVERSE space will look like. The NVIDIA Omniverse Enterprise and X Verse are the kind of cutting-edge initiatives that demonstrate Lenovo’s continuing commitment to delivering innovative solutions and intelligent technologies that help our customers solve

Omniverse Enterprise and X Verse demonstrate Lenovo’s continuing commitment to delivering innovative solutions and intelligent technologies”.

humanity’s greatest challenges”.

Showcased at Lenovo’s booth at GITEX GLOBAL, the company will bring the technologies to life through several interactive activations and experiences including the NVIDIA Omniverse Enterprise. This is an end-to-end

collaboration and simulation platform that fundamentally transforms complex design workflows, creating a more harmonious environment for creative teams. The solution enables 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 solution that fuses together physical and virtual worlds to deliver the most immersive experiences ever constructed with the latest advancements in VR/XR technology. Lenovo’s complete solution equips professionals to learn, train, collaborate, and hone their skills with stunning detail and accuracy with photo-realistic mixed-reality experiences for pixel-perfect real-time occlusion and 3D world reconstruction.

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Infor...

Magic Quadrant, scored Infor highest in three Use Cases – including the ERP for Midsize Enterprises Use Case, the ERP for Process Manufacturing Use Case, and the ERP for Discrete Manufacturing Use Case. In addition,

Infor received the second highest score from Gartner in the ERP for Distribution of Goods Use Case.

Infor’s position as one of the Leaders in this Gartner Magic Quadrant was based on the Gartner evaluation of Infor’s Ability to Execute and Completeness of Vision.

Download a complimentary copy of the 2022 Gartner Magic

Quadrant for Cloud ERP for Product-Centric Enterprises, published Sept. 26.

“We are honoured to again be recognised by Gartner as a Leader in this Magic Quadrant – and to receive the highest scores in three Use Cases evaluated in the companion Critical Capabilities report”, said Soma Somasundaram, Infor Chief Technology

Officer and President of Products. “As a company with deep vertical industry

expertise, Infor strives to deliver prescribed industry processes as part of our products,

which accelerates our customers’ time-to-value. Following this prescribed delivery approach cuts down on customisations, variability, time to implement, and cost,” he noted. “Our customers can deploy industry-specific, out-of-the-box cloud solutions and uptake new functionality quickly and easily”.

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Aruba...

backed by state-of-the-art labs and factories in the United States, the United Kingdom and the UAE. AI Fakher is one of the key brands under the Group’s portfolio. The company began as a quality-driven tobacco manufacturer in 1999. Today, it is present in over 100 countries, gaining the trust and loyalty of shisha lovers all over the world. While retaining its absolute commitment to product quality, it is also focused on finding new ways to delight their customers. Quality, consistency, and

As we expand our horizons and look to digitise our infrastructure, we were keen to implement the best technology available today”.

innovative, are the key aspects of AI Fakher.

The agreement was

signed today at GITEX Global 2022, the region’s top technology trade event. AIR will leverage the power of Aruba ESP (Edge Services Platform), the industry’s first cloud-native solution for automating, unifying, and securing the Edge, all driven by advanced AI that proactively addresses network issues before they lead to business impact. The company will also deploy Aruba CX 6200F and CX 6100F 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 effortlessly manage Aruba CX series switches and Wi-Fi 6 network that is spread across the entire campuses. Advanced AI will monitor the health and performance of the infrastructure.

AIR will also implement Aruba ClearPass solution across its multiple offices to have control over the complete enterprise and guest network. ClearPass connectivity will transform user-based experiences, allowing secured access for employees and guests and providing comprehensive visibility, granular control, and automated policy enforcement. AIR’s IT team can view, control

and populate contextual data about user roles, devices, application use, location and time of day to streamline network operations across the networks. The solution can be seamlessly integrated with various third-party ecosystem partners of AIR.

AIR has chosen CADD Emirates LLC, an Aruba platinum partner, based on the system integrator’s years of experience, knowledge and expertise at implementing networking solutions, with full confidence that the company will comply with AIR’s high standards and successfully deliver this project.

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.

“As we expand our horizons and look to digitise our infrastructure, we were keen to implement the best technology available today. Aruba is an established industry leader in wired, wireless and security networking solutions. We are excited to work with the vendor and look forward to the company’s support in helping us navigate our digital transformation journey”, says Mr. Kumar.

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Honeywell...

also deliver the means to support community safety efforts though improved emergency response capabilities.

This integration is already being rolled out in Egypt’s New Administrative Capital, a greenfield smart city 45 kilometres east of Cairo. Once completed, the New Administrative Capital will be the new home of the country’s parliament, presidential palaces,

government ministries and foreign embassies, as well as major private firms operating in Egypt.

Using the Honeywell City Suite Platform, integrated with Avaya OneCloud, city authorities will be able to monitor the city’s activities from an integrated Command and Control Centre. The centre also includes advanced video analytics solutions that can monitor crowds and traffic flow, track suspicious behaviour, and subsequently trigger automated emergency responses.

“Avaya and Honeywell

are helping Middle Eastern cities to deliver the citizen experience of the future. In situations where every second counts, having a unified communications environment that capitalises on the availability of critical data can mean the difference between life and death. This collaboration will enable us to make these capabilities more widely available to governments across the region”, said Nidal Abou-Ltaif, president, Avaya International.

According to GlobalData research, global spending

The future of our world lies in cities that provide a better experience by emphasising safety, sustainability and liveability for their citizens”.

on smart cities will grow from \$221.1bn in 2019 to \$442.6bn in 2022 - at a compound annual growth rate of 12%.

“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 create a more secure, dependable and effective way for emergency centre operators in the region to manage crisis responses”, said Sultan

Chatila, chief commercial officer, Honeywell Building Technologies, Middle East, Turkey and Africa.

To see the collaboration between Avaya and Honeywell come to life, visit the Avaya stand at GITEX Global. Avaya’s presence at GITEX Global comes in partnership with Alcatel-Lucent Enterprise, Uniphore, Verint Systems, GS Lab, Imperium, Konnect Insights, LumenVox, Nectar, Sestek and TOPAZ. Visit Avaya at its stand in Zabeel Hall, at Dubai World Trade Centre between October 10 and 14, 2022.

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Digital supply chains

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 are having in terms of driving new growth and increasing efficiency in key industry verticals.



Ashish Das

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

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 chain has led to customer dissatisfaction, inflation going over the roof, primarily due to a simple imbalance created between supply and demand. It's simple economics.

Let's take an example of automobiles. You would be seeing a major imbalance in the region between the delivery of new cars and their wait time.

Whether it's an EV car or a normal gasoline car, it does not matter. The way it works is that a car manufacturer either makes the car based on parts they manufacturer themselves or outsource them to 3rd party vendors which are then finally used to assemble and make your car ready.

Any delay in this chain creates a ripple effect 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.

Ukraine

The war in the Ukraine has placed a lot of stress on the availability of wheat and engineering products from Ukraine.

Many countries were heavily dependent on them. However, those organisations who did their sourcing using Digitally agile systems, were able to find alternatives in Australia or Argentina and much faster.

A large flour milling business in Nigeria was a sitting duck when Ukraine stopped supplying Wheat, however its Wheat Purchasers were able to quickly route Argentinian wheat through the Wheat network they had subscribed to.

Similarly, when a Ship ran aground in the Suez Canal a few years ago and blocked the Shipping lanes for weeks, many suppliers were caught off guard, there were other alternatives that quickly opened up, like shipping across the Bearing straights via the Siberian coast.

Those with good online visibility could negotiate and get the deals sorted.

A digital supply chain provides cost effective alternatives to each bottleneck that we come across, faster and cheaper than others.

Hence, optimising the supply chain has become a hot topic for every CEO of every company. It has reached a stage that business continuity is now given more importance than just cost alone.

Statistics say that 85 % of CEO's think that digitalising the existing supply chain will enhance cash flows and drastically reduce DSO (days sales outstanding)

So, what is digital supply chain? Simply put, digital supply chain is automating all your analog supply chain processes to a seamless digital way.

This means automating your data entry to your current ERP systems whether its inside your organisation or data coming from outside your organisation (Like markets trends and fluctuations). Simply put, this basically means automating your planning side, manufacturing side and the logistics side.

There are a lot of interdependencies in supply chain and automating them itself is a challenge and needs to be taken one step at a time.

Imagine a world where you can predict your customer demand based on trends of the past (internal data inputs from historical data) and future (external data inputs), plan your sourcing or planning your manufacturing to address the demands and fluctuating trends of the market.

In the logistics & Shipping industry, timely decision making is critical and establishing a balance between demand and supply is key because the volumes are high, and demand and supply fluctuates which has an adverse effect to your cash flows, inventory carrying costs and eventually the bottom line.

Analyzing massive amounts of data and predicting the right balance is key. Some of the systems and functions used to automate supply chain are advanced Forecasting, Predictive analysis, demand and supply planning, intelligent logistics and warehousing, advanced MES systems and advanced asset management systems which use IOT (Internet of things), Advanced Robotics, Machine learning & advance analytics to name a few.

Logistics from over last 30 years is moving from



A digital supply chain provides cost effective alternatives to each bottleneck that we come across, faster and cheaper than others."

just an operational function to an independent supply chain function and many companies now have a dedicated leader called chief supply chain officer whose job is to make the chain more efficient and reliable.

We live in a fast-paced digital economy, that is being constantly disrupted by nascent technologies. If we learned one thing from the pandemic, then it is the need to be 'agile'. How does the digital supply chain improve efficiency for enterprises in our complex and evolving marketplaces?

The 4th Industrial revolution also called Industry 4.0 is the movement from manual processes to using computers and automation to start making the operations more efficient and business more predictable.

The supply chain today is a series of largely silo based business functions which are loosely connected to each other, primarily due to a lot of manual inputs.

Right from planning, forecasting, marketing, product development, manufacturing, and finally delivering to the customer.

Digitisation this brings down those silos and the chain becomes a completely integrated ecosystem which is transparent to all involved right from suppliers to manufacturers to the distributors and hence improves efficiency.

One of the concepts that have come from the

Digital Supply Chain is called the "Digital Twin". It's nothing but a virtual model of a physical product or a process.

This technology enables the business to make a "digital copy" of its supply chain and use it to model what-if scenarios. In an example of a product A one vendor might cost 20% more than from another, but meeting demand will require product from both (or more).

Buyers might be able to ask, "what if we drop our three most expensive providers" and the model will predict if demand will still be met. Machine-learning algorithms allow the technology to perform predictive modeling and make recommendations on how to respond to changing conditions.

A digital twin simulates the processes in a manufacturing Unit and can predict when something will fail or what are the consequences.

If modelled well, maintenance and repair costs can be substantially lowered. A digital twin can also be used to improve safety, as certain hazardous scenarios can be avoided if we simulate it first.

A study by a leading management consultancy firm Bayne & Company says investments made to enable more resilient supply chains deliver several benefits:

- Accelerate Revenue Growth between 40% and 60%.
- Customer satisfaction increases by as much as 30%.
- Inventory turns increase 10% to 40%, cutting costs and increasing cash flow.
- Lead times are significantly reduced while costs stay under control.

What are the fundamental key characteristics that you need to in a functioning 'digital supply chain' - and what are the main differences between a digital supply chain and a traditional supply chain?

The key difference in traditional supply chains and digital supply chain is that in traditional supply chains, humans are making decisions based on machine inputs, while in digital supply chains, machines are driving the decisions with human oversight, thus getting the best of breed.

A supply chain network is across multiple suppliers and customer chains, in-fact a series of them. With Digital Supply Chain, information flows from each level of supplier to the next Customer through the interlinked system, thus reducing surprises, errors and bottlenecks.

Some main characteristics of a

functioning supply chain are intelligent planning, accurate forecasting, Product Life cycle management, product development, intelligent manufacturing, and intelligent logistics that finally deliver to the customer

"Sourcing" a key functionality of Supply Chain, has been drastically altered with greater visibility, and more agile options with Digital Supply Chain.

Supply Chain managers can now source products and services across much larger Geographies and markets than before, much greater access to newer products and cheaper products due to availability of technology.

Can you tell our readers what are the main risks associated with the digital supply chain - and how can businesses better protect themselves when using a digital supply chain?

Because it leverages new technologies and "turns on" systems on the shop floor that were never meant to be connected to the Internet, for all its promise, the digital supply chain can introduce risk like any other new venture or technology that you use.

One area of focus is the potential for Internet of Things (IoT) security issues. Part of the real promise of IoT lies in the so-called industrial IoT realm, in which assets and machines share data via sensors and software that enable advances, like predictive maintenance.

Sensors can monitor the temperature of a machine, its noise level or how much it vibrates. Increases in any of these factors could point to an imminent failure. Accurate monitoring lets maintenance teams fix issues before they become critical.

In the manufacturing process, this is a keyway to reduce downtime. Yet because of the increased connectivity this digitisation necessitates, risk can propagate across the supply chain network all the way through to — or from — the customer.

Bad actors ranging from overly zealous competitors to criminals seeking to hold processes hostage could corrupt data or even instruct machines to operate unsafely. Shipments could be misdirected, or orders could be intercepted.

Bottom line is that everything in life comes with a risk; the wise thing is to look at the risk and plan the mitigation.

There are enough mitigations available in the digital supply chain function which if planned well can reduce and eliminate the risk. Hence adoption of digital supply chain functions should always be done a step at a time.

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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 is focused 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 his 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: a 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 adoption and implementation progress, the initiative is shifting to a



community forum to shape the future direction of oneAPI and address the evolving needs of developers, software vendors, national labs, researchers and silicon vendors.

Codeplay, 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 toolkits based on those oneAPI specifications. The Intel oneAPI 2023 toolkits will ship in December with support for Intel’s latest and upcoming new CPU, GPU and FPGA architectures, and include tools like the open source SYCLomatic compatibility tool. SYCLomatic assists converting CUDA source code to SYCL source code, thus giving developers choice in computing architectures.

Intel also announced six more education and research institutions that have formed oneAPI Centers of Excellence to expand oneAPI support in important applications and extend oneAPI educational

curriculum development. The new COEs include School of Software and Microelectronics of Peking University, Science and Technology Facilities Council in the UK, University of Utah in collaboration with Lawrence Livermore National Laboratory (LLNL), University of California San Diego and the Zuse Institute Berlin.

For developers looking to build new AI solutions in a fast, efficient and industry-specific manner, Intel released three new AI reference kits for healthcare: document automation, disease prediction and medical imaging diagnostics. Developers can find them on GitHub, alongside the four kits released in July.

“Our goal is to make it easy for developers to get the best software technology through the open-source ecosystem or as Intel-delivered products”, Lavender said. And though they may not realise it, some 90% of developers are using software developed or optimised by Intel, according to a Global Development Survey conducted by Evans Data Corp. in 2021. 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 a 3x performance improvement to the millions that use the popular AI framework.

New Services Made Possible with Better Security: E-Prescriptions and Remote Care

At the intersection of open software, hardware solutions and business need lie entirely new opportunities — like Germany’s e-prescriptions project, with the roll-out in progress.

IBM developed the e-prescription solution and integrated Intel Software Guard Extensions (SGX) with Gramine to deliver a superb customer experience while helping maintain platform integrity and the need for stringent security and privacy. Intel is a leading contributor to the open source Gramine project, which enables Germany’s national digital health agency to gain the integrity and confidentiality provided by SGX secure enclaves with minimal modification.

More examples are in the works thanks to Project Amber, a software-as-a-service offering for attestation in confidential computing, introduced in

May at Intel Vision. Leidos, a top federal government technology contractor in the U.S., is building a proof-of-concept with Project Amber to protect veterans’ health information for future use in mobile clinics.

Liz Porter, president of Leidos Health Group, joined Lavender on stage and explained that “Project Amber liberates Leidos from the need to build and maintain complex, expensive attestation systems, allowing us to focus on our core differentiation like intelligent automation and AI/ML driven analytics”. Accelerating Innovation in AI, Quantum and Neuromorphic Computing and What Comes Next

Another benefit of open technology is that it can be combined into myriad solutions from vendors and customers with varied specialties. Red Hat Chief Technology Officer Chris Wright joined Lavender on stage by video to announce that Red Hat’s OpenShift Data Science has “integrated with Intel’s AI portfolio so developers can train and deploy their models using Intel’s AI Analytics Kit and OpenVINO tools”.

Red Hat is working to make the Habana Gaudi training accelerator available on its service to deliver “cost-efficient, high-performance, deep-learning model training and deployment – all as a managed cloud service”. Wright also announced the launch of a joint Intel and Red Hat AI Developer Program, aimed to “help developers easily learn, test and deploy models using Red Hat OpenShift Data Science and Intel’s integrated AI and edge portfolio”.

For those ready to take their acceleration needs a step into the future, Intel announced the Intel Quantum SDK, designed to help developers learn how to program quantum algorithms and start bringing this nascent technology to its full

potential. The beta version is now available through the Intel Developer Cloud.

Lavender also detailed progress toward post-quantum cryptography, a part of Intel’s three-phased approach to address threats posed by quantum computers outlined at Intel Vision in May. Recent developments toward standardisation and raising the urgency of opportunities and risks “are major steps forward for our industry as it prepares to be Y2Q-ready or quantum-resistant by 2030”, Lavender said. “Many believe Y2Q will have a bigger impact than the ‘millennium bug’ in the year 2000”.

As part of Intel’s goal to bring neuromorphic technology to commercial reality, Intel Labs announced new tools for developers including Kapoho Point, a stackable multi-board platform based on the Loihi 2 research chip, updates to its Lava open software development framework and the addition of new members and eight Intel-sponsored university projects to the Intel Neuromorphic Research Community (INRC).

Another way Intel has long nurtured future innovation is through education and partnerships with academia. Today, the company announced the Intel Rising Star Faculty Award program, which recognises early-career faculty whose innovative and disruptive ideas are making significant contributions to either research or education within the semiconductor and computing industry.

This year’s winners hail from 15 institutions around the world, chosen for demonstrating advancement not only in research from AI to quantum materials but also innovative teaching methods and inclusion of underrepresented minorities and women in computer science and engineering.

Making communication simple

Veronica Martin caught up with JS Wong, CEO at SendQuick to discuss GITEK 2022 and the company's plans for the region.



JS Wong

Can you tell our readers about some of the solutions and partnerships during GITEK 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 focused on mastering our solutions, particularly sending messages to your mobile phones.

We offer on-premises, cloud, hosted service, 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 internal and external communication are greatly simplified by our strong SMS gateway and corporate mobility services, enabling your business to immediately address the concerns of all stakeholders.

In the last 12 months, how has your company performed in the MENA market?

The last months were difficult as everyone was still recovering from the pandemic, but we are 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, and we provide dependable enterprise mobility management services to help you keep on top of issues and enhance communications across the entire business.

Better communication speed 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 our readers how your business model has driven key business outcomes for your customers - and what differentiates your company from your market rivals?

We have a couple of business models in our organisation and systems solutions to fulfil all the requirements of our customers. We are very focused in the IT notification space, where there are very few failures and it’s very comprehensive. We offer compatibility with all the systems, provide the features that all IT managers require for operations and all types of messaging formats.



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ESET MIDDLE EAST at GITEX 2022 - Hall 1, Stand H1-E1

Emirates NBD enters digital partnership with Microsoft

Emirates NBD enters next phase of digital partnership for technology co-creation with Microsoft to strengthen collaboration on the hybrid workplace, low code, Web 3.0, sustainability, and employee wellbeing.



Miguel Rio Tinto

Emirates NBD, a leading banking group in the MENAT (Middle East, North Africa and Turkey) region is to venture on a new wave of digital and technology initiatives in collaboration with Microsoft. The initiatives follow the bank’s recently concluded IT transformation program and will further enhance the bank’s vision to be the most innovative bank for its customers, people and communities.

In 2022, Emirates NBD enhanced its digital partnerships and fintech engagement operating model, as a framework for strategic collaborations to tackle the challenges of today and envision solutions for the future. The collaboration framework

with Microsoft operates across five streams: Technology, Customer Experience, Leveraging existing investments, Partners eco-system and Innovation to Net-Zero.

“As our world evolves, so do our digital priorities”, said Miguel Rio Tinto, Group Chief Information & Digital Officer, Emirates NBD. “As a digital pioneer in the region’s banking sector, Emirates NBD is deeply committed to technological advancement so we can deliver innovative digital banking services to our customers, in addition to enhancing internal employee productivity and wellbeing. As we advance in our digital transformation journey, we are delighted to work with Microsoft, as our technology partner on these initiatives as well as emerging spaces like the Metaverse and for conducting business sustainably”.

Emirates NBD and Microsoft will explore ways to leverage

We can deliver innovative digital banking services to our customers, in addition to enhancing internal employee productivity and wellbeing”.

the power of low-code development using platforms such as Power Apps, empowering citizen developers and enhancing a digital mindset across the banking group to strengthen its focus on being the most innovative bank for customers, people 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 strategic leverage of Microsoft 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 the financial services partner of choice for Web 3.0 initiatives. And finally, with the bank’s continuous commitment to sustainability, the program includes a stream on continuous innovation towards Net-Zero, and Microsoft Cloud for Sustainability will play a beneficial role to its “record, report, and reduce” approach to environmental impact.

Emirates NBD will also adopt AI technologies to enhance customer engagement systems for both institutional and individual customers.

A platform for success

CNME Editor Mark Forker spoke to Sascha Giese, Head Geek at SolarWinds to find out how its 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 its Hybrid Cloud Observability platform – and what’s next on the strategic roadmap for SolarWinds.

Can you tell us about Secure by Design and 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 practice, 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 hand-written code into machine readable executables. The next step is forwarding the executables to download platforms for end users. Now we have multiple independent development pipelines. The first team creates code and documents every single step, the second team rebuilds the code from the documentation, and the third team checks the integrity and authenticity of both code versions. That way, we can bypass many security problems. These changes improved our security, and we also shared it with other software vendors because what happened

at SolarWinds happened elsewhere a few months later. We want to help the software community prevent such situations from happening again.

SolarWinds has said that it has been on a journey towards becoming Secure by Design, but how much has this goal been accelerated post the pandemic?

Everything happened during the pandemic or before. I don’t think there were any significant changes post the pandemic. For us internally, for the engineers, it wasn’t easy initially because so many things changed. But eventually, everyone got used to it. So, it’s working exactly the way we expected; we’re very proud of the system.

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’s finished and done. We can’t say everything planned is sorted and set 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,

imagine a user doesn’t log out of a workstation. It’s usually not a big deal, but we use instances like these to test our security policies. 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 2022 indicates that the shift to hybrid cloud has only resulted in increasing IT management 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’s 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 have to look back - it’s a chain that starts with the human attention span.

We, as humans, no longer want to wait. So, businesses must adapt and change their requirements, leading to significant IT changes. Today, IT is no longer just supporting the company; it is running it, and correctly implementing new technology is a great way to gain a competitive advantage. This is how increased complexity starts. You could probably



Sascha Giese

say it’s a homemade problem, but businesses must evolve to stay alive and competitive.

How to fight complexity? It would help if you had the expertise and various ways to gain it. It requires giving your IT teams enough time to learn and develop new skills, or you increase headcount and hire additional IT professionals with the necessary expertise. But that’s not always possible, given the global shortage of IT professionals.

Another way would be to get third parties into the business for a while, maybe a contractor who sets up a multi-cloud environment, for instance. There are solutions to every complexity, but there is no one-size-fits-all solution.

In this context, can you tell us more about the SolarWinds Hybrid Cloud Observability platform?

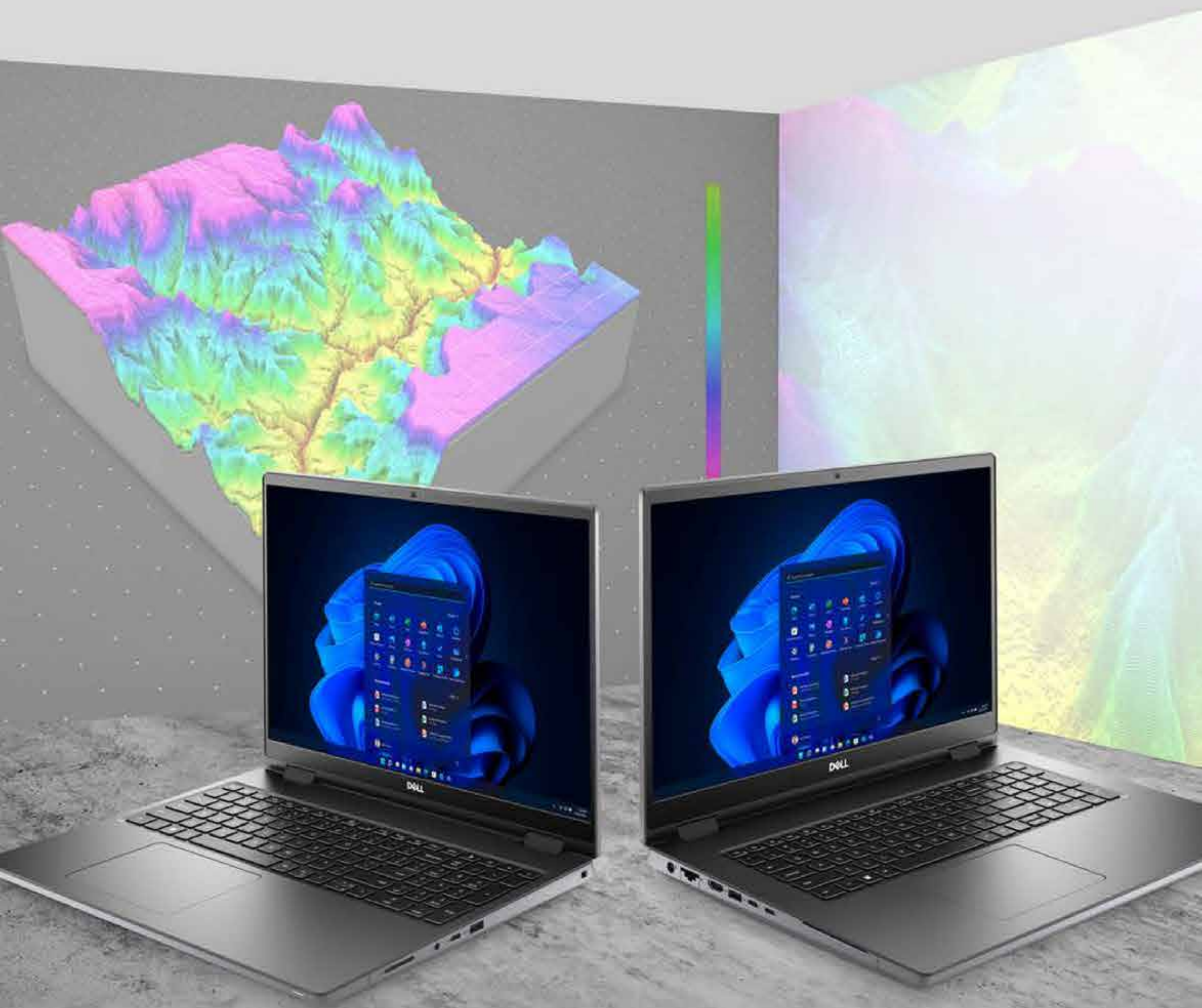
The Hybrid Cloud

Observability platform is 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 grew 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

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Solarwinds...

of information into one system, enabling them to perform a faster root cause analysis. Keep in mind, when something breaks in IT, the first question is not how to fix it but who has to fix it.

With Hybrid Cloud Observability, we allow different groups - the network team, server admins, and cloud architects- to use the same tool and access the same data. The solution has some features that help users identify the root cause of problems. That, in a nutshell, is the new platform.

Today, the focus is on business resilience, continuity, and growth. How does multi-cloud observability help organisations with all of these?

Multi-cloud isn't new, but it's still a complex construct. There are many variables and moving parts, and it's crucial to understand workloads, application delivery, and connectivity. However, the connectivity between different clouds isn't that basic and can be pretty complicated. What is not understood can't be observed, and what is

not observed can't be managed. Multi clouds are complex, and a platform like Hybrid Cloud Observability is more than beneficial to know how things work. Most customers mix AWS and Azure globally. And those are supported out of the box by our product. It's a question of attaching a security token, and then we retrieve all the information straight from the cloud provider. It's pretty easy to use.

With security being a huge concern and priority today, where does the security aspect come into play in this observability scenario?

Our annual IT Trends Report discovered complexity as the biggest problem, and it's the same for security. I'd probably say that security and IT operations have one least common denominator: lack of visibility.

If you don't see or understand a performance problem, you can't fix it. And if you don't see or understand a risk, you can't mitigate it.

Security teams and security professionals use different tools than operational teams. Still, it would be beneficial for them to understand data flow and how applications

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."

talk to each other, and observability allows them to gain complete insight into the environment. So yes, it is helpful for security teams, too.

Do you believe that the Hybrid Cloud Observability platform could remedy many of the issues facing IT teams today as the shift to hybrid IT continues to accelerate?

The short answer is yes. I briefly touched on this example: in IT, multiple teams, like networks, and applications, work in silos and use their toolset. If you have a unified platform that brings the groups together, brings humans together, that's a huge advantage. It's probably something that an individual in IT doesn't see as a crucial topic. But the IT Director or the CIO, someone with the big picture in mind, will instantly understand the benefits for the whole IT

department and what it means to the business. But sometimes, it's also about the simple fact that such a tool gives people more time during their workday.

An IT professional spends more than half of the day fixing broken things. We call this firefighting, and it's usually a waste of time because that is time that can't be spent on improving IT, can't be spent on gaining a competitive advantage, and can't be spent on learning how to deal with new technology. So, firefighting is a waste of time, but unfortunately, as we know, things break, and things misbehave in IT. The need for firefighting remains, but if a tool 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 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; 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 with 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 reduce unnecessary alerts; that's important because if we receive text messages or emails all day about stuff that's not relevant, we tend to ignore it. And when something serious happens, we don't respond because we missed it. We use AI to look into a situation, discover whatever caused an alert, and relate it to all previously collected information.

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 90% as a lot and instantly send an alert. However, if this condition is active for a longer timeframe and everything else is working fine, there's no real reason to alert. A notification will do.

Now, let's say CPU utilisation increases from 90 to 95%. That's an anomaly so that the AI will look into the reasons. And if the system sees that, for example, 20 virtual machines were running previously and now it's 22, that's a valid reason the CPU would go up. We wouldn't send an alert but instead deliver a notification to an ITSM solution for change management.

If, however, we see that the increase in the CPU is coming from a single machine, maybe a database, we'll look deep into the database, collect all information and send it to the resolver group only, which would be the DBAs 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 many plans here at SolarWinds; one could say we're on a mission!

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 digitisation journeys.

During the event, under the theme 'Believe the hype, it's real. Enter

the next Digital Universe' Microsoft's GITEX 2022 hub, featuring 26 of Microsoft's partners, and exhibits at DevSlam and X-Verse, will jointly showcase 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 Kagool to introduce a new use case for its HoloLens 2 device, that utilizes advanced Metaverse technologies to create a unique experience for tourism, allowing visitors to experience Dubai attractions virtually

It is here that we showcase the new, whether it be a product, a service, or an opportunity".

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. Microsoft has been the UAE's partner on this journey for more than three decades and our involvement in GITEX Global 2022 will see our biggest presence yet as we look ahead towards a digital, connected future".

Throughout the exhibition, the company will also share its thoughts on Web 3.0 and the role metaverse technologies, including

the recently launched HoloLens 2 device, Mesh and Teams, will play in the future of hybrid work. Microsoft will also take a deep dive into cybersecurity and what it means in the multi-cloud era, covering the latest developments in the threat landscape and the implications of the multi-cloud reality for issues such as identity and data protection.

Microsoft speakers will feature at AI Everything to explain the existing trends that are driving culture changes across the region in preparation for low code, no code, and the integration of smart solutions. At DevSlam, experts will be conducting a full day Hackathon on day one of the exhibition and deliver a three-day certified coding masterclass. At the Fintech Summit, Microsoft will explore the challenges faced by start-ups in that space and how digital experiences have evolved in the FSI sector. And Microsoft's education experts will address the sector's stakeholders on how distance learning will continue to take shape.



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