



GITEX TECHNOLOGY WEEK 60 MINUTES

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DAY 4 AM

Facilitating better collaboration

Loubna Imenchal, Head of Enterprise Business at Logitech AMECA, speaks to Anita Joseph at GITEX, about the importance of video collaboration solutions in the future of hybrid work.

How important are video collaboration solutions for innovation in the modern workplace?

It's the pillar—that's how important it is. We can't talk about hybrid work if we don't have the solutions for it. Video

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Loubna Imenchal

Managing complexities of the data era

Vangelis Lagousakos, Dell Technologies, explains how organisations can manage the complexities of the data era with as-a-service-solutions.

Businesses are looking to reinforce resilience after a year in which the hybrid cloud has asserted itself as an absolute necessity. Taking stock of cloud management efficiencies will form a vital next step. There is no doubt that digital businesses have the agility and flexibility to pivot, come what may. But the truth is we are only at the dawn of the digital era. We are setting the foundations for a faster, more complex and distributed data environment. Looking ahead, it is vital that channel partners guide businesses as they look to evolve and reinforce digital capabilities.

As a service solutions promise ultimate simplification and agility,



Vangelis Lagousakos

setting businesses up to master the oncoming data deluge. Breaking down data complexities is critical. Cloud, storage, and flexible IT infrastructure as a

service solutions are a balm for customer's data management needs. It's up to channel experts to provide business leaders

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Ring announces new regional distributor

Ring Announces Mindware as Distributor for the UAE and Gulf Countries.



Ring, the home security company, has signed a distribution agreement with leading value-added IT distributor and service provider,

Mindware. The collaboration with the UAE-based IT distributor will see greater availability of Ring's DIY home security devices

across the UAE and wider Gulf region.

The collaboration will support the company in

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Kelvin helps industrial organisations meet emission targets

Kelvin Maps Proactively Helps Industrial Organisations Meet Emission Targets for 2030 and beyond. Kelvin's collaborative control software solutions enable companies to reduce carbon emissions through Industrial Intelligence.

Kelvin, the leading collaborative control software company delivering industrial intelligence, has launched Kelvin Maps – one of the world's first industrial solutions for measuring, monitoring, and reducing enterprise carbon emissions.

Amid a backdrop of global pressure to boost corporate sustainability, Kelvin Maps intuitively presents vital production data to engineers and operators – delivering visualisation of the entire operations, including the impacts of any inefficiencies driving emissions.

This new category

of software provides a unique view into the manufacturing and production processes – allowing companies to quickly find emission source offenders and reduce carbon footprint, leading to boosted profitability and sustainability. Kelvin Maps patent-pending technology seamlessly identifies bottlenecks, prevents failures, and enables improved operations through the simulation of production scenarios.

"Global enterprises are struggling to capture emission levels across their supply chains and businesses. They

must adopt a bottoms-up approach to boost transparency, visibility and measurement inside their operations", said Peter Harding, Founder and CEO of Kelvin. "Kelvin Maps helps enterprises and their supply chain partners hit net-zero goals by visualising and optimising the entire production process in detail. Our product helps find your problems and fix them in record time".

Carbon offset prices may rise by 3,000% by 2029 under tighter rules. This Bloomberg statistic points to an increasingly stringent regulatory and investment

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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.

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you at GITEX 2022 in Dubai!**

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Logitech...

collaboration is key and the solution, something that makes people feel included and part of the online space. Without a proper technology backup, the challenges of working from home can be very serious. Today, people want the freedom to work from anywhere and this will not be possible without video collaboration technology.

Tell us about the industry verticals that Logitech is focused on.
At Logitech we would like to speak the language of

the end user and so we're focused on the specific needs of each sector. For instance, a teacher in the education sector will have a different need from a doctor in the healthcare industry. That's why our focus today is to accord priority to each segment as we focus on education, healthcare, and government.

Can you tell us about the solutions you provide for the healthcare and education sectors, in particular?

Let me start with the education sector. This sector needs meeting solutions that facilitate inclusive, easy, and more productive interactions between the teacher and the student. Having students to focus online can be very challenging and difficult. Basically, students look at the whiteboard without seeing the teacher. Our product Scribe, has a built-in AI delivers a transparency effect, allowing participants to see "through" the presenter for an

unobstructed view of the whiteboard. For the health sector, the requirements are slightly different. The products must be strong and accessible all the time with high levels of security. So, our solutions facilitate better access

to care, enhance patient experiences, and improve outcomes. Our products are unique to each segment that we focus on.

What makes Logitech unique?
Logitech always puts

the customer first. We've been studying generations and their needs and preferences. Our products are the result of extensive research, are accessible to everyone, easy to use, flexible, and cost-effective.

What's the future of hybrid work?
Hybrid work is here to stay and what we can do is to provide solutions that help facilitate this seamlessly and effectively.

Our focus today is to accord priority to each segment as we focus on education, healthcare, and government".

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Ring...

maintaining a strong presence with resellers and professional installers. This will enable greater engagement with key channel stakeholders, through regular touchpoints and in-depth product training.

Ring provides reliable, easy to install home security products that offer customers peace of mind, to protect their homes. Products such as Video Doorbell Pro 2 offer an extra layer of protection to homeowners through

We look forward to continuing to provide peace of mind to more customers across several cities and countries".

powerful features such as 3D Motion Detection, 1536p HD Head to Toe Video, Colour Night Vision, and Motion Alerts, all via the Ring app on a smartphone or tablet.

"Over the years, Mindware has earned a reputation as a leading value-added distributor and service provider in the region. We are excited

to work with them as we expand our product availability in the UAE and Gulf region. We look forward to working with Mindware, to bring our products closer to homeowners and continue to provide peace of mind to more customers across several cities and countries", said Mohammad Meraj

Hoda, Vice President, Emerging Markets, Ring.

"Ring offers a wide range of innovative, DIY home security products and services. We are delighted to enhance our existing offerings with one of the leading brands in the smart security space. Always thinking of our customers first, the addition of Ring to our portfolio makes perfect sense, especially with Mindware's recent focus on the small and mid-market segments and our goal of reaching even more partners across the region. The timing of launching this collaboration is also

ideal, being aligned with the recent launch of the Mindware Online Store serving our UAE partners", commented Nicholas Argyrides, General Manager - Gulf, at Mindware.

"Since our inception, we have reimagined home security and consistently developed our product offering, culminating in state-of-the-art products such as Ring Alarm, Video Doorbell Pro 2, Floodlight Cam Wired Pro, and Stick-Up Cams for indoor and outdoor usage. As a home security specialist, we have a dual focus - to keep

homes safe with easy-to-use home security products, while also changing the way consumers perceive home security, as an accessible, simple way to add convenience and presence to their property", added Hoda.

Mindware will work with Ring to provide product support across the region, via in-depth Ring product training and joint customer visits. The distributor will offer the full portfolio of Ring products, with a focus on Ring Alarm, Video Doorbell Pro 2, Floodlight Cam Wired Pro and Plus, and Stick-Up Cams.

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Dell Technologies...

with trusted advice to understand the benefits of these solutions while considering their business needs. Timely sector knowledge tailors these benefits and turbocharges customer's business goals.

Preparing for the zettabyte era

Gartner predicts that in 2022, data centre systems spending in the MENA will reach \$4bn, and end-user expenditure on public cloud services in the MENA region will reach \$5.7bn. Finding a means of simplifying data management is a palpable business need. With the boom in edge computing bringing IoT capabilities to life and ambitions towards more connected 5G futures, it is the businesses poised to handle sprawling data networks that will steal tomorrow's success

stories. Those that can efficiently process, recall, analyse, and transfer data will streamline digital operations while saving on costs and time. As complexity grows, this will become business essential.

The global shift from pandemic cautiousness to the oncoming post-pandemic boomtimes emphasizes the channel partner's pitch. As businesses start to look ahead, reinforce agility and lead the way with the competitive edge, they need to re-focus on innovation – and the digital transformations that make them possible. This means businesses cannot afford to be bogged down in the day-to-day running of their data management or find themselves knee-deep in fresh and bewildering complexities. They need to not only be consistently on top of it, but ready for the next wave in the zettabyte era – and cloud, storage and flexible IT infrastructure as a service solutions can help.

Now is the time to be laying the foundations for scalable, agile, and simplified data management strategies that help them surf the next wave in the data era".

Setting customers up for success

Using automation to reduce the time, effort, and complexity across an organisation is the goal when selecting a solution. Customers want to deploy the right data management tools with less risk and effort. Selecting the right solutions should result in speedier, fuller, and more consistent meeting of customer data needs. This in turn empowers workforces and boosts processes.

There are several as a service solutions that simplify how businesses consume data – so how do we ensure customers realise the full benefits?

- Selecting a data storage service that provides storage when and where organisations need it is one option, but the winning solution will feature transparent pricing for ease of use and no overage thus, providing efficiency and cost benefits to those looking to innovate better, for less.
- Meanwhile, selecting cloud servicesthat promise the industry's fastest hybrid cloud deployment will help keep customers up to speed with demand for services and the pace of innovation. For optimal outcomes, hybrid

and private cloud offerings will bring integrated compute, storage, networking and virtualisation resources for traditional and cloud-native applications.

- Custom as a service solution will bring that all important flexibility on consumption options and work across the industry's broadest technology portfolio. For many, a pay-per-use experience, metered in a variety of ways, across all infrastructure will be a crucial selling point.
- Finally, to really boost simplicity and ensure customers are in the driving seat – while letting as-a-service solutions do the leg-work – they need solutions that give them the full view from the cockpit. This way they can easily scale services, understand billing options and offers, and additional services that may support their operations.

Turbocharging customers from the Edge

It is up to Channel experts to help customers to accelerate their investments in connected technologies, preparing them for modern networking, 5G and analytics. The next frontier is at the Edge. Now is the time to be laying the foundations for scalable, agile, and simplified data management strategies that help them surf the next wave in the data era. This is palpable across the healthcare, manufacturing and smart city arenas. As the world looks to build back better, the real building blocks are behind the scenes, and they start with trusted conversations based on deep sector knowledge and technological expertise. Channel partners are at the forefront of the innovation, advocating and educating on these essential building blocks for brighter, more innovative futures.

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Kelvin...

environment driving the need to meet Greenhouse Gas (GHG) reduction goals with the same importance as achieving shareholder returns.

“Kelvin Maps accelerates emissions disclosures and boosts the global emissions control movement to meet their 2030 and 2050 emissions targets. With Kelvin, you can collaboratively find and fix production and operational issues that impact your carbon emissions”, explained Harding.

The Only Solution of Its Kind that Unifies Emissions, Controls, and Automation

Kelvin Maps simulates production scenarios and helps slash carbon output by plugging into an intuitive, interactive solution that actively simulates your production lines. Kelvin Maps goes beyond traditional condition-based monitoring solutions to improve production outcomes and reduce maintenance costs with AI-driven intelligent operations.

As a result, Kelvin Maps boosts collaboration in real-time to help find new ways to produce more, reduce emissions, and drive efficiency to make smarter control decisions.

“We are transforming the way plants and factories operate, and the way executive leadership addresses carbon emission goals and production gains”, concluded Harding.



Peter Harding

“By providing engineers and operators immediate and aggregated information about the health of their assets as one system, we’ve helped

reduce carbon emissions for our clients by up to 40%, while boosting production by 20%”.

Kelvin delivers the next generation of collaborative

Our product helps find your problems and fix them in record time”.

control to enable sustainable operations today and autonomous operations tomorrow. Kelvin Collaborative Control software offers a unique solution to unite human understanding with artificial intelligence to deliver real solutions to real problems. By combining Kelvin Maps with Kelvin Copilots, Kelvin Collaborative Control

software offers innovative applications that deliver operational efficiency, increased profitability, and industrial intelligence to reach sustainability goals.

Global industrial companies rely on Kelvin to provide a secured, end-to-end solution to connect, create, and scale control applications across their operations. Kelvin runs across oil and gas, energy, consumer packaged goods, and other batch and continuous manufacturing sectors. Customers include some of the world’s largest industrial organisations. Kelvin is committed to intelligent industrial innovation and building sustainable business foundations that change the shape of your tomorrow.

Kaspersky expands IoT protection offerings

Kaspersky expands its Cyber Immune offering for IoT protection with new Kaspersky IoT Secure Gateway 1000.



Kaspersky IoT Secure Gateway 1000 is the company’s latest Cyber Immune product for organisations embracing digital transformation, helping them to accelerate business value from new streams of industrial data. The gateway connects IoT devices and controllers with business applications and cloud platforms. It then ensures the security of these interactions and the data transferring through them due to the secure KasperskyOS in the gateway’s core and its network attack protection capabilities. Customers operating smart city systems, including utilities, street lighting and

road infrastructure, or in manufacturing or energy production and distribution projects, get a secure IoT system and visibility across all connected devices. The solution is presented at GITEX Global in Dubai, UAE as a pilot project.

IoT is continuing to penetrate businesses: according to Gartner, 61% of organisations already show a high level of IoT maturity. According to Kaspersky telemetry, from January to September 2022, there were 67,000 infected IoT across the Middle East, Turkey and Africa. These devices were responsible for 11 million attacks. There is a spike in attacks coming from the region in the third

quarter of 2022: from July to September the number of attacks increased sevenfold – by 659%.

Given the increase in the number of outgoing attacks, the spike could be explained by the deployment of new bulletproof hosts by cybercriminals to increase their botnet size. Presumably this has been done in Turkey, which has the region’s largest share of outgoing attacks.

Given the diversity of IoT devices and their related cybersecurity risks, the need for their protection is clear, especially when it comes to smart cities or critical infrastructure. Traditional measures are not sufficient for IoT

protection, making it crucial that specialised security solutions are implemented.

A reliable shield from network attacks and gateway threats

The new Kaspersky IoT Secure Gateway 1000 is a hardware appliance with firmware based on KasperskyOS and Advantech UTX-3117 device. It ensures the security of the entire IoT system at the gateway level thanks to its secure-by-design approach and built-in protection capabilities.

It provides industry with protection from network attacks, as well as DDoS or Man-in-the-Middle attempts, through a firewall that uses the principle of Default Deny. This only allows preapproved network interactions to pass through the gateway. Additionally, the Intrusion Detection and Prevention module (IDS/IPS) detects and blocks malicious activities.

The gateway is made immune to most attacks by KasperskyOS, which sits at its core. The operating system features a microkernel which minimises the risk of vulnerabilities and decreases the attack surface through just a few thousand lines of code. The minimal number of trusted components in the operating system, security domain isolation, scanning of inter-process communications and the Multiple Independent Levels of Security (MILS) architecture ensure that most types of attacks are not able to affect the gateway’s functions. Its security

goals were defined at its inception, making Kaspersky IoT Secure Gateway 1000 secure-by-design.

Furthermore, secure boot and update technologies ensure the authenticity and integrity of the gateway’s firmware and updates. The secure boot blocks firmware from loading if it is damaged or altered without authorisation. Secure update guarantees that only correct updates from trusted sources will be uploaded to the device.

A convenient tool for IoT device visibility and security management

Kaspersky IoT Secure Gateway 1000 helps network administrators maintain visibility and control over the network. It shows all devices connected to the network and detects and classifies new ones within a minute of connecting. The interface provides IT or OT teams with necessary details about devices, including type, vendor and operating system.

This product is managed through Kaspersky Security Center, where all security events can be viewed. The gateway supports Syslog and MQTT protocols, which permit all security events to be transmitted to external systems, such as SIEM or cloud platforms like Microsoft Azure, Siemens MindSphere, AWS, IBM Bluemix and others. Kaspersky Security Center also facilitates unified administration of Kaspersky enterprise products, such as those for endpoint and cloud protection. Customers

can completely protect their IoT suite, from the gateway to the cloud, and manage it through one centralized administration console.

“With this new gateway, Kaspersky expands its portfolio for IoT infrastructure protection. In 2021, we launched Kaspersky IoT Secure Gateway 100, dedicated to Industrial IoT and safe data delivery from manufacturing to business applications. The next generation of gateways delivers more IoT security and management functions important for industries and operations with increased security requirements, such as smart cities, transportation networks, video surveillance and critical infrastructure. The Cyber Immunity approach embodied in the firmware ensures that most threats cannot affect the security status of a device or the whole IoT system of the enterprise”, comments Andrey Suvorov, Head of KasperskyOS Business Unit at Kaspersky.

To learn more about the newly launched Kaspersky IoT Secure Gateway 1000, please visit the Kaspersky stand at GITEX, located at Hall 1, #H1-C1, Dubai World Trade Centre, October 10 – 14.

Kaspersky IoT Secure Gateway 1000 will be available in Middle East as a pilot project. The Kaspersky team will consider the possibility of enabling test implementations with interested customers on a case-by-case basis. To submit a request, please contact the Kaspersky team by email.



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Strengthening cloud infrastructure

Basher Bashaireh, Managing Director & Head of Sales Middle East & Turkey at Cloudflare, on the importance of participating at GITEX and the company's plans for the region.



Basher Bashaireh

We are really excited to be at GITEX this year. This is the first time for Cloudflare at GITEX and it is great to see so much footfall. We

are working on sharing with our customers and decision makers, the latest and the greatest from Cloudflare and meet with new and

existing partners. We are also working on expanding our channel partnership in the region, as the business grows. We're not just participating as a stand-we have our solutions engineers present here, who make daily presentations where they share how we can help companies on their digital transformation journey. We have been making presentations on how to mitigate botnets. So yes, GITEX has been extremely encouraging and positive so far.

About Cloudflare

With Cloudflare having a large global Internet

footprint-22% of the global traffic goes through Cloudflare-we are very well positioned to help customers mitigate such threats. We also work with customers reduce complexity, reduce cost, and respond in a more effective way to threats associated with digital transformation. In fact, this is our theme at GITEX as well.

At Cloudflare, we're on a mission to provide the fastest, most reliable, and most secure Internet experience for all. In fact, our platform offerings revolve around this-we deliver fast content over the Internet, cloud-native cybersecurity products that focus on protecting employees, clients and customers and empowering them. We are present in almost 100+ countries. In each country that we go into, we add more footprint towards implementing our mission. We have 275 data centres around the world, of which

We're working on investing more in this space, adding more data centres as the business demands increase".

27 are present in the Middle East & Turkey region. We're working on investing more in this space, adding more data centres as the business demands increase.

In recognition of our market share, we have been recently recognised by Forrester-Wave as the leader in web application firewall. We are the leader in that domain. So basically, this is what differentiates us from the others-we believe

firmly in innovation, we had two weeks of innovation announcements that preceded GITEX and lots of releases during that week.

Plans for the region

Almost 60% of our customers are considered large customers and that's why we are growing, to cope with this. Our plan is to really continue rolling out the Cloudflare platform in the region, which comprises multiple solution offerings. For instance, we recently announced Cloudforce One, which is really capitalising on the huge global network that Cloudflare has. We are going to introduce a new offering which can be availed by customers as a subscription service where they can get from our threat research team the latest reports on the threat scenario. This is a new offering that we're going to extend to customers in the Middle East & Turkey region.

Swimlane outlines regional plans at GITEX 2022

Daniel Shepherd, Deputy Editor, tahawultech.com sat down with Cody Cornell, Swimlane co-founder and Chief Strategy Officer, Jim Pickering, Senior Vice President of Worldwide Sales & Ashraf Sheet, Vice President META to discuss GITEX participation, regional growth, and business model differentiation.



Cody Cornell

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.

Protecting data in an effortless manner

Veronica Martin caught up with Joao Beato Esteves, Sales Director at SealPath to discuss GITEX 2022 and the company's plans for the region.

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

I am representing SealPath, that is a Spanish vendor created in the Basque country 15 years ago. The company has a unique solution that we call IRM (Information Rights Management), that means we can encrypt data, and at the same time control the rights that everybody has on the file, which gives the power of controlling sensitive information to anyone.

The Middle East and Saudi are important regions for us as the regulations are stricter here, so many institutions are now requesting data protection.

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

We have a strong partnership with GulfIT, one of our distributors and our aim here is to show our solution and to meet our customers and

partners face to face. We have done a couple of demos of our products to potential customers from Saudi and Kuwait, but the most important thing for us has been to be able to meet people in person, so they can see there is a real person behind the brand.

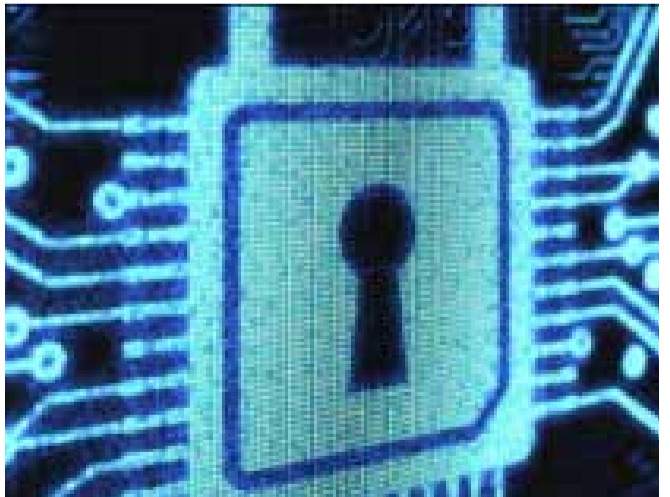
Which technologies and IT trends are the forefront of driving innovation for your business?

Data classification is one of the key trends and it should be the first layer

of security strategy in any company, as you need to understand what you should protect, what should be public or confidential. We have seen a huge demand for data classification in this region.

What differentiates your company from your market rivals?

Our is not a crowded area and we just have a few competitors worldwide, but what makes stand out is that we are the most user-friendly solution, so we really make things easy for



the regular user who doesn't have a deep understanding of IT. For example, if I want to encrypt the document, I just drag and drop a document into a folder in a simple way.

Our second strength is compatibility. Most of companies use Microsoft Office files and we are

compatible with them, but we go much deeper as we also are with PDF, AutoCAD, on zip files etc.

Besides, we are a very agile and flexible company, so if a partner needs any technical support, they can rest reassured we will assist them at any time in a quick and efficient way.

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OBSERVABILITY



NETWORK
MANAGEMENT



SYSTEMS
MANAGEMENT



DATABASE
MANAGEMENT



IT SERVICE
MANAGEMENT



IT SECURITY



APPLICATION
MANAGEMENT

Aruba and Siemens sign MoU to target IIOT market

Aruba and Siemens sign MoU to Target the Industrial Internet of Things (IIOT) / Industry 4.0 Market in UAE.



Aruba, a Hewlett Packard Enterprise company, and Siemens, a technology company focused on the digital transformation of industry and infrastructure, today announced a strategic partnership in the UAE, focused on bridging the Operational Technology (OT) and Information Technology (IT) worlds. Based on the complementary portfolios, Siemens, and Aruba, working in close collaboration, can support customers with highly reliable, secure and insightful

data networks, enabling high plant and network availability. Customers benefit from integrated networks with proven interoperability from factory floors to corporate offices based on Siemens' expertise as a leading provider of industrial Ethernet network components and Aruba's as a leader in wired and wireless LAN infrastructure. Jacob Chacko, Regional Director, Middle East, Saudi & South Africa at Aruba, a Hewlett Packard Enterprise company says, "The 'UAE Industry 4.0' initiative

announced by the country's Ministry of Industry and Advanced Technology places UAE at the heart of the global Fourth Industrial Revolution. As a company, Aruba is very keen to support the government's vision, and found in Siemens the ideal partner that can help drive innovation and digital transformation in the industrial segment. Siemens brings over 30 years of experience in the fields of OT communication technology, with services and infrastructure that can be customised and scaled

Working in collaboration we can deliver the most secure, resilient, and insightful integrated OT and IT systems available".

to meet the needs of a wide range of industrial and manufacturing customers. As one of the world's largest IT networking companies, Aruba brings unparalleled experience in high-reliability, secure mobility, LAN switching, SD branch, locationing, application assurance and network management systems. Working in collaboration, Siemens and Aruba can together deliver the most secure, resilient, and insightful integrated OT and IT systems available".

Digitalisation, Industry 4.0 and Industrial IoT are raising new challenges because now data increasingly must traverse the boundary separating OT and IT. Typically, deterministic, industrial OT networks are not coupled tightly with enterprise IT networks. This results in gaps in data and device visibility, application assurance, availability, and security. Bridging that divide requires deep expertise in both worlds and knowledge of the respective operational and security requirements.

In the IT world, cybersecurity and trustworthy data are top priorities, whereas in the OT world, plant availability and manufacturing output targets are most important. Siemens and Aruba bridge this divide based on their deep and complementary expertise in OT and IT.

The two companies have taken the guesswork out of OT/ IT deployments by validating interoperable operations across products, and documenting reference designs. As a result, systems go in faster and work more reliably. The integrated solutions include wired and wireless networking products and related software that can be implemented via several channels, including the companies' extensive partner networks with direct access to their engineering and support experts. Aruba and Siemens together can address customer requirements spanning pre-sales consulting and engineering, professional services (including project management, commissioning, factory

acceptance testing, and design engineering), managed operations and maintenance services, and after-sales support. The two companies have established an engineer-to-engineer escalation program so the best technical resources are available 24/7.

The solutions help ensure network security that spans both the IT and OT worlds. For example, Aruba's 360 Secure Fabric for IT networks can be combined with Siemens' "Defence in Depth" OT security concept. Since customers' security needs vary, especially in older legacy deployments, Aruba and Siemens will also tailor security solutions to address specific customer requirements. "The cooperation between Siemens and Aruba is an important step to enhance our industrial networks portfolio with the additional IT solution offering from Aruba, forming a strong platform for the Digital Enterprise. Together we provide IoT visibility and cybersecurity from Infrastructure/ Operations teams to CEO for manufacturing, industrial, transportation, defence, and electrical power applications. Customers will benefit from future-proof, integrated communication networks, ensuring high availability and security", concludes Mohammed Khalifa, the CEO of Siemens Digital Industries in the Middle East.

Poly and Zoom elevate the hybrid workplace

Zoom and Poly Elevate Hybrid Workplace Experience Via Smart Desk Phones for Hot Desks and Touchdown Spaces.



place at home offices or office building spaces.

The new Edge E Series digital desk phones feature Poly's signature professional-grade audio quality that the Zoom Phone certification further guarantees. Crystal-clear conversations are guarded by Poly's Acoustic Fence and NoiseBlockAI technologies that proactively eliminate distracting background noises, like co-workers talking to each other or members of the household having another call in the background. "We are delighted to be adding Poly's Edge E Series smart desk phones to our growing portfolio of Zoom-certified devices", says Helen Hawthorn, Head of Solutions Engineering, EMEA at Zoom. "We are always looking to make a difference in our customers' hybrid working experience when using Zoom, whether in the office buildings or employees' home offices. With Zoom Phone certification, companies can easily deploy, manage, and use

Both companies are primed to support customers with their digital transformation and office redesign projects".

Poly smart devices for maximum productivity outcomes".

"The relationship between Poly and Zoom continues to grow stronger due to our joint focus on delivering better hybrid working experiences whether customers are in the office building spaces or home office spaces. Connectivity with other hybrid work colleagues was somewhat disrupted following the pandemic when people started returning to newly designed hot desks and touchdown spaces", comments Ahmed Sousa, Senior Director

Systems Engineer, at Poly. "With Poly's new Edge E Series certified for Zoom Phone, both companies are primed to support customers with their digital transformation and office redesign projects, and confidently include more accessible hot desks and touchdown spaces for collaboration", he added.

Poly Edge E Series is equipped with Bluetooth functionality that allows users to pair their professional headsets and move freely around their homes or offices. Pairing smartphones enable users to answer incoming calls from supported Edge E desk phone models and enjoy the phone's advanced noise-blocking features. Easy troubleshooting and access to ongoing support ensure that today's hybrid workforce isn't left to solve issues by themselves. Poly is exhibiting at UC Expo 2022 stand T56 where the combined power of Poly and Zoom is on display, and customers can immerse themselves in a hands-on experience of Poly's latest unified communications solutions.

Poly has strengthened its relationship with Zoom Video Communications, Inc. to enhance hybrid workplaces for businesses that are

looking to digitally transform hot desks and touchdown spaces for their employees. Poly's recently launched Edge E Series business

phones now offer the familiar, intuitive Zoom experience for seamless connectivity during hybrid work meetings and calls, whether taking

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Enabling a safer city

Veronica Martin caught up with Mohammad Zaza, Director of Business Development at Dahua Technology, to discuss GITEX 2022 and the company's plans for the region.



Can you tell our readers about some of the solutions and partnerships during GITEX this year?
We are here at GITEX to showcase our strategic solution related to the safe city and, we have signed a partnership with MOE related to the safe city and traffic control.

In our booth, you can find our LED Digital Science system, interactive screens as well as consumer level solutions related to IT products. Our philosophy is to do business with security and IT at the same time and this is what we are reflecting today here GITEX.

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

The biggest trend is LED, and you can see this in the number of LED that have been installed all over the exhibition. We also have 3D LED for different sectors in Dubai, such as marketing and retail. In our booth you can also experience AR related to LED.

In the last 12 months, how has your company performed in the MENA market? Has your company ventured into any new markets/ countries, and can you share your overall growth?

The past three years have been very good for us, and we have achieved a stable revenue growth of around 41% every year. This will contribute to give even better support to our local clients in the UAE and the MENA region

in general.
In addition to existing operating businesses in machine vision, robotics, video collaboration, smart fire safety, automotive electronics, smart storage, smart security check, smart display, smart control, and smart thermal imaging, we continue to look into new opportunities.

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

Everybody can have good solutions, but our focus is to have the highest standards when it comes to project execution and the support we give to our clients. We have a great product that we have installed almost everywhere and empowers verticals with leading AI technology, but our main priority is the client.

Cyberbit and Spire aim to enhance cyber skills together

Spire Solutions and Cyberbit announce partnership at GITEX 2022 to enhance cyber skills and readiness across the GCC & Egypt regions.

Spire Solutions, a leading value-added distributor and cybersecurity solutions provider serving the Middle East and Africa, and Cyberbit, provider of the world's leading cybersecurity skills development and readiness platform, have announced a strategic partnership that will strengthen cybersecurity across the GCC countries and Egypt, and educate leaders about the importance of the human element in cybersecurity. Cyberbit's advanced

platform covers the entire cyber skilling spectrum from cyber skills development and experiential learning to team and individual performance assessment in real-world scenarios. The platform emphasises the human element of cyber defence and includes the world's most hyper realistic cyber range, giving cyber cybersecurity professionals the opportunity to practice against simulated real-world cyber-attacks in a

virtual security operations centre. Analysts use real-world networks and real-world security tools, giving them the hands-on experience, they need to successfully prevent and mitigate real-world attacks.

Sanjeev Walia, Founder & President of Spire Solutions said "The GCC nations and Egypt are some of the largest energy, logistics, transportation, and finance hubs in the world, making them attractive

By teaming up we will address the human element, reduce business risks and strengthen cybersecurity in the region".



targets for cyber attackers. Cybersecurity professionals need to constantly upskill their knowledge and hands-on experience is crucial. By teaming up with Cyberbit to deliver advanced cybersecurity skills development, we will address the human element, reduce business risks and strengthen

cybersecurity in the region".
"We are very excited to be partnering with Spire Solutions as part of the greater effort to reduce business risk in the Middle East Gulf states and Egypt. The partnership will allow Spire Solutions to help its customers leverage the Cyberbit

platform to improve incident response times and better utilise the human element of cyber defence".
Spire will be showcasing cybersecurity, digital, and data solutions at GITEX 2022 and Cyberbit will be running live demos on Spire Solutions Stand H2-B1 in Hall 2 of the Dubai World Trade Centre.

Advanced cable technologies for power and data transmission

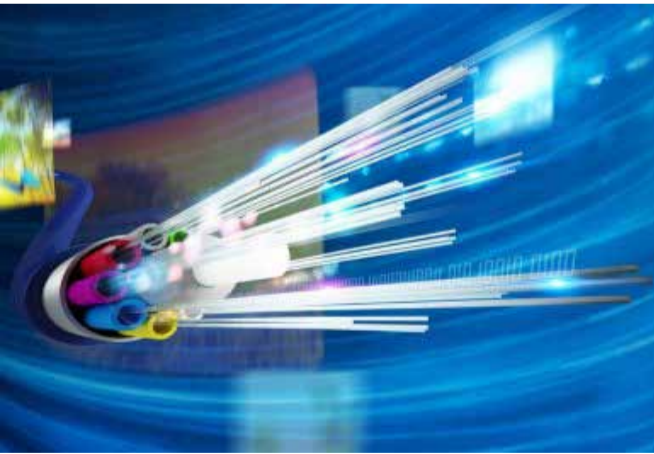
Veronica Martin caught up with Arafat Yousef, MEA, Managing Director at Nexans Data Network Solutions to discuss GITEX 2022 and the company's plans for the region.

Can you tell our readers about some of the solutions and partnerships during GITEX this year?
We help businesses make smart choices to select the best solution for their cabling infrastructure. These range from copper and fibre cabling systems, active network switches for Fibre To The Office (FTTO) installations to Automated Infrastructure Management (AIM).

In the last 12 months, how has your company performed in the MENA market? Has your company ventured into any new markets/countries?
Our company has grown tremendously during 2022. We have expanded our team in Saudi Arabia and in the Easter and Western regions around the Red Sea. We have closed deals with big contractors, governments (such as the Ministry of Health in Jordan) and companies from the private sector.

Which technologies and IT trends are the forefront of driving innovation for your business?
Our focus is sustainability on data centre solutions, cabling infrastructure and land active solutions using FTTO technologies.
What do you think it makes your company different from your competitors?
I don't want to say the quality of our products

and solutions. What makes us different is that we offer the full solution, and we are confident to give 25 years warranty on our products and solutions.
In addition to that, we have an extremely competent team that provides full support to our end users, including the design from our team, which is RCDD certified.
What are the key messages you would like to communicate



to people attending GITEX?
We can see now that all applications are dependent on the cabling infrastructure and our main issue is that we are working on the physical layer, which means some of the end users, contractors and consultants don't really pay attention to that infrastructure.

All applications and servers are connected through the cabling infrastructure, so it's the most important part in the whole cycle of the network and I would like everyone to be aware of how crucial it is and that's how we have managed to win clients such as the Ministry of Health in Jordan and Dubai Police.



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Empowering our clients

We are proud to be a UAE based ISO 9001 & 27001 certified organization headquartered in Dubai Sheikh Zayed Road with a passion for technology & Smart Solutions

Our values are derived from the Emirati culture with a vision to participate in the growth and development of the UAE

We have a highly experienced, innovative technical team with many years of experience in delivering projects ranging from simple to very complex.

Our experience has been gained through working with some of the largest global organizations in both the public and private sectors



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