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.

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.

Ring announces new regional distributor

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

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.

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 setting businesses up to master the incoming 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 partners to provide business leaders
Meet team Genesys and our partners IST Networks, Fourth Dimension Systems, CCR Group, HADEF, Al-Futtaim, Servion and Uniphore at GITEX Global 2022, stand Z3-B35.

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

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

CONNECT WITH YOUR CUSTOMERS THROUGH EMPATHY
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 manual error and, where appropriate, to re-direct data management and analysis to those who make the data. Customers need to carry out this process in the right way. This is significant because it’s so effective. The more manual work we can automate, the better.

• Selecting a data storage service that provides a cloud-based solution, allowing customers to avoid the cost of data storage and analysis.

Turbocharging customers from the Edge
It is our Channel strategy to help customers to automate their processes. We are connected technologies company, 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.

Cloud and Edge
In the next wave of the Internet of Things (IoT), it’s not just about putting data into storage, it’s about putting that data into action. This is where the Edge comes in. While data is stored in the Cloud, it’s also processed at the Edge, closer to the source.

Why is this important?

• It allows for faster, more efficient processing of data. This means that the data can be analyzed and acted upon more quickly, leading to faster decisions and better outcomes.

• It reduces network latency. By processing data closer to the source, it reduces the amount of data that needs to be transmitted over long distances, which can be slow and expensive.

• It allows for real-time decision-making. With data processed closer to the source, decisions can be made in real-time, instead of having to wait for data to be transmitted to the Cloud and then processed.

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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 designed for manufacturers and 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 transferred through them due to the secure Kaspersky OS 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 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. 63% of organisations already have a high level of IoT maturity. According to Kaspersky telemetry, from January to September 2022, there were 87,000 infected IoTs 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 bulkproof 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 devices come to smart cities or critical infrastructure. Traditional measures are not sufficient for IoT protection, making it crucial that specialised security solutions are implemented.

Kaspersky IoT Secure Gateway 1000 is a hardware appliance with firmware based on KasperskyOS and Advanced UTX-3137 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 pre-approved network interactions 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 when most types of attacks are not able to affect the gateway’s functions. Its security goals were defined at its inception, making it Kaspersky IoT Secure Gateway 1000 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 authentication. 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 defines and classifies new ones within a minute of connecting. The interface communicates with new ones and OT teams with necessary details about devices, including type, vendor and operating system.

This product is managed through the Cyber Immunity Platform, which allows organisations to find and fix production issues. With Kelvin, organisations embrace the Cyber Immunity approach in the form of a Cyber Immune platform that ensures that most threats cannot affect the security status of a device or the whole IoT system of the devices. The interface communicates 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 booth 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 is carrying about the possibility of enabling test implementations with initial customers by the end of 2022, followed by the administration of Kaspersky enterprise products, such as 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.

Andrey Suvorov, Head of KasperskyOS Business Unit at Kaspersky, said: “Our product helps find your problems and fix them in record time”. Kaspersky’s solution allows customers to find and fix production, maintain visibility and control over the network, and solve operational issues, especially with AI-powered monitoring solutions that actively simulate production scenarios and help to reduce carbon emissions by 40%, while boosting production by 20%.

Kaspersky delivers the next generation of collaborative control to enable sustainable operations today and autonomous operations tomorrow. Kaspersky Collaborative Control software offers a unique solution to unite human understanding with artificial intelligence to deliver real-time operations.

By combining Kaspersky with Kelvin, Kaspersky 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 enables 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 helps to implement industrial innovation and building sustainable business foundations that change the shape of your tomorrow.
SKYLIGHT

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Accedian Skylight and Cisco Crosswork™
Network Automation for enhanced
customer experience and insight.

About Accedian
Accedian is the leader in performance analytics, cybersecurity threat detection and end user experience solutions, dedicated to providing our customers with the ability to assure and secure their digital infrastructure, while helping them to unlock the full productivity of their users.

Learn more at accedian.com

Meet us at GITEX 2022
Stand Z3 - A15 • Zabeel Hall
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 are 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 in their digital transformation journey. We have been making presentations on how to mitigate bottlenecks. 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 to 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 at all cost, our portfolio offerings revolve around this! We deliver fast content over the Internet, cloud native security products that focus on protecting employees, clients and customers so we can go, and add more footprint towards implementing our mission. We have 27 data centres around the world, of which

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.

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.

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

We are the leading supplier of security and IT (information, communications, and technology) products, providing technological advancements for more than 25 vendors and collaborating with more than 500 partners to bring the latest security solutions (cloud security, email security management and security training) to the Middle East. The value-added distributor delivers the appropriate products and training 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, threat intelligence, cloud adoption, and other specialised solutions for cybersecurity.

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 we have really picked up and 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. We have also expanded our business to South Arabia, where we have opened an office recently.

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

We look at the whole situation, most of our partners 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 and solution training and partner enablement, a dedicated & active 24x7 sales support 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 & end-support.

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

We specialise in high-end enterprise security solutions, delivered via our network of resellers and partners. We have extensive reach, more than a thousand customers, a diverse range of products, and from a strong corporate office support. We provide product training, service and support to a large number of customers in the region.

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 25 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 should 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 need to protect, what should be public or confidential. We have seen a huge demand in the market for this classification in this region.

What differentiates your company from your market rivals?

Our solution is a crowded area and we just have a few competitors worldwide, but what makes standout is that we use the 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 companies use Microsoft Office files and we are compatible with them, but we go much deeper as we also provide 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 assured we will assist them at any time in a quick and efficient way.

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, the 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 Cloudflare Firebox One, which is really capitalising on the huge global network in this space, adding more data centres as the business demands increase.

We believe that our solutions have been really picked up and we have done a couple of new market announcements that have really made 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.

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Simple. Powerful. Secure IT.

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» 499 of the Fortune 500 are customers
» #1 in Network Management*
» 50+ IT management products

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Come visit us at GITEX!
October 10 – 14 | Dubai | H7-F30
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.

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

In the IIoT world, cybersecurity and trustworthiness data are top priorities, whereas in the OT world, plant availability and security 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 access products and documenting reference designs. As a result, systems can get into other 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 the supporting experts. Siemens and Aruba together can address customer requirements spanning pre-sales consulting and engineering, professional services including project management, commissions, factory acceptance testing, and design engineering, managed operations and maintenance services, and after-sales support. The two companies have established an engineering-to-engineering escalation program to assure the best technical resources are available 24/7. The solutions help ensure network security that spans both IT and OT worlds.

For example, Aruba’s 360 Secure Fabric for IT networks can be combined with Siemens’ Defense in Depth’s security concept. Since customers’ security needs vary depending on their industry, Aruba and Siemens will also tailor security solutions to address unique customer requirements. “The cooperation between Siemens and Aruba is an important step to enhance our industrial network portfolio with the addition of Aruba’s offering from Aruba, forming a strong platform for the IIoT and OT world.” Together we provide IT visibility and cybersecurity from the office building space to the manufacturing space and electrical power applications. Customers will benefit from future proof integrated communication networks, ensuring high availability and security, concludes Mohammed Albulosayid, Head of the EMEC for Siemens Digital Industries in the Middle East.  

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 networking components and Aruba as a leader in wired and wireless 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 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 UAE.” Siemens brings over 30 years of experience in the field of OT communication technology and services, and infrastructure that can be customised and scaled to meet the needs of a wide range of industrial and manufacturing customers. As one of the world’s largest IT network providers, 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 the stakes. More than ever, data now increasingly must traverse the boundary between 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 a tight partnership of the respective operational and security requirements. 

Aruba has a long history of working with Siemens, specifically in the Middle East. Siemens brings over 30 years of experience in the field of OT communication technology and services, and infrastructure that can be customised and scaled to meet the needs of a wide range of industrial and manufacturing customers. As one of the world’s largest IT network providers, 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.* 

Both companies are proud to support customers with their digital transformation and office redesign projects*. Poly and Zoom elevate the hybrid workplace

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

One in nine people work in office buildings 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 disturbing background noises, which means users 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 things easier for our customers’ hybrid working experience when using Zoom, whether in the office, when working from home or taking calls at home.”

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.

For example, Aruba’s 360 Secure Fabric for OT networks can be combined with Siemens’ Defense in Depth’s security concept. Together we provide IT visibility and cybersecurity from the office building spaces to the manufacturing space and electrical power applications. Customers will benefit from future proof integrated communication networks, ensuring high availability and security, concludes Mohammed Albulosayid, Head of the EMEC for Siemens Digital Industries in the Middle East.

Both companies are proud to support customers with their digital transformation and office redesign projects*. Poly and Zoom elevate the hybrid workplace

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 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 disturbing background noises, which means users 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 things easier for our customers’ hybrid working experience when using Zoom, whether in the office when working from home or taking calls at home.”

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Zoom and Poly Elevate Hybrid Workplace Experience Via Smart Desk Phones for Hot Desks and Touchdown Spaces.
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 have been showcasing our leading-edge solutions across various sectors, including cybersecurity, smart cities, and public safety. We have also been discussing our partnership with Cyberbit to enhance cybersecurity in the region.

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

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

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

Our focus is on innovation and delivering cutting-edge technology that meets the changing needs of today’s world. We prioritize strong partnerships and client satisfaction in all our endeavors.

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 have been showcasing our leading cable infrastructure solutions, including our FTTx, FTTB, and FTTD technologies. We have also been discussing our partnerships with other leading companies in the industry.

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

We are focusing on the integration of artificial intelligence and machine learning in our solutions to drive innovation and efficiency.

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

Our focus is on sustainability and innovation, with a particular emphasis on green technologies and digital transformation.

Can you tell our readers what differentiates your company from your competitors?

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?

We have been very good for us, and we have achieved a stable revenue growth of around 40% 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 empowerment verticals with leading AI technology, but our main priority is the client.
IMAGINE MORE SUSTAINABILITY

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Dell

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