

60 MINUTES

GITEX TECHNOLOGY WEEK

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

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From strength to strength

Mahmoud Nimer, President, StarLink on how the company continues to innovate and provide cutting-edge solutions and services to its customers.

Tell us about your GITEX 2022 experience

GITEX this year was busy, the momentum was great, and it's the biggest edition yet. That's why at Starlink we've taken a different approach in terms of participation. We believe that the combination between cybersecurity, cloud and intelligent automation is a transformation engine that will drive and empower our partners and customers to

achieve their business objectives. So, we have this concept of VAD of the Future. We want to be the VAD of The Future, and I think that GITEX was the perfect platform to launch this concept.

How has Starlink managed to stay ahead of market trends and maintain stellar growth and momentum despite the global challenges of the past few years?

Innovation is at the

core of our operations. In today's volatile landscape, organisations are required to adopt an integrated-solutions approach to fortify their security infrastructure and critical assets. To support this vision, StarLink, year on year has onboarded innovative and robust technologies to empower organisations develop initiative-taking

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Infinigate announces strategic merger with MEA VAD giant Starlink

The geographical addition by Starlink is unique and is a step in taking the Infinigate Group global.

Infinigate Group, the pan-European value-added distributor (VAD) of cybersecurity solutions today announced its merger with Dubai-based Starlink, the market-leading VAD in cybersecurity, secure cloud and secure networking in Middle East and Africa. This is the latest important

step in Infinigate Group's expansion strategy. In July, the Infinigate Group announced its intention to acquire large parts of the Nuvias Group, subject to the approval of the authorities, and in August the company announced the acquisition of cloud service provider Vuzion. The geographical

addition by Starlink is unique and is a step in taking the Infinigate Group global. The move will extend Infinigate Group's reach to more than 50 countries, with offices in more than 30 countries, and the joint enterprise will consolidate its

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Changing the game

Maher Jadallah, Senior Director Middle East & North Africa at Tenable, on the launch of Tenable One and how it redefines the way businesses look at cybersecurity.



Maher Jadallah

Tell us about the launch of Tenable One

At GITEX this year, we announced the launch of Tenable One, a revolutionary Exposure Management platform that unifies discovery and visibility into all assets and assesses their exposures and vulnerabilities across

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UAE is a world leader in public cloud adoption, Veritas finds.

UAE is a world leader in public cloud adoption, the next challenge is to close gaps in cloud data protection, finds Veritas survey.

Veritas Technologies, the global leader in data protection, today unveiled the results from its international cloud survey. Launched at Gitex Global 2022 the research reveals

that UAE organisations have made strong progress in the transition to cloud, ranking as the second-highest adopter of public cloud services globally. However, there

is still much to be done to ensure the data they have moved to the cloud is protected, compliant and available.

Surveying over 1,500 IT decision makers across 12 countries, including 100 respondents from the UAE, Veritas has found that more than half (53%) of UAE organisations do

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Kyndryl launches collaborative co-creation experience

Kyndryl Vital is led by global teams of designers who work side-by-side with customers and partners to define and solve complex problems.

Kyndryl, the world's largest IT infrastructure services provider, has announced the launch of Kyndryl Vital, a designer-led, open and collaborative co-creation experience that helps customers and alliance partners solve their business challenges and create groundbreaking technology platforms.

Kyndryl Vital is led by global teams of designers who

work side-by-side with customers and partners to define and solve complex problems with elegance and innovation. These designers lead the co-creation experience with a human-centered design and rigorous research approach. This outside-in model integrates data with a deep understanding of people's needs and behavior. Paired with design

strategy, experience design, storytelling, data-driven research, and the implementation of technologies, Kyndryl Vital forms the foundation for building creative solutions and a compelling vision for the future.

Recognising the need to be agile and flexible, Kyndryl Vital teams will integrate

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Tom Rourke



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Starlink...

cybersecurity tactics that cater to their biggest risks and to help them on their journey to attain cyber resiliency.

With the world having moved completely to the digital realm, how important has cybersecurity become, for businesses?

No organisation is immune to cyber-attacks. They must focus on creating a resilience-conscious culture and incorporate cybersecurity as part of their holistic approach, spread across all aspects of their business and by all the relevant stakeholders. In fact, our theme at GITEX is about imbibing a culture of cyber resilience



Mahmoud Nimer

StarLink, year on year has onboarded innovative and robust technologies to empower organisations develop initiative-taking cybersecurity tactics that cater to their biggest risks”.

by harnessing the power of integrated solutions. This will connect cybersecurity and business continuity and help build a resilient framework for organisations to defend against the next-gen threats.

How important is your channel/partner ecosystem for your success?

StarLink has emerged as a leader

in the specialised distribution space with the support from our vendors, partners and customers who are integral to our ecosystem. Today, we have achieved our vision to become a global distributor and look forward to exploring new horizons, accelerate our capabilities, and gain competency in multiple domains with our partners.

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Kyndryl...

existing systems, methods, and tools used by customers and partners. This inclusive approach convenes Kyndryl’s own technical experts, as well as those from customers and alliance partners

to create an open and cohesive way of working.

“Kyndryl Vital unlocks business value for our customers and partners by bridging the gap between human experiences and technical capabilities. Our designer-led approach provides us with a powerful basis for engaging and

establishing a deep understanding of their business challenges. Together with Kyndryl’s technical experts, Kyndryl Vital will enable our customers and partners to develop innovative approaches for building mission-critical technology systems of the future,” said Tom Rourke, Global Leader Kyndryl Vital.”

Kyndryl Vital teams will integrate existing systems, methods, and tools used by customers and partners.

Kyndryl Vital teams are currently located in US,

Canada, Germany and Spain, with plans to expand to several

more countries by the end of the year. This nimble and versatile co-creation experience can support new customers seeking to begin a relationship with Kyndryl, as well as established customers interested in expanding their scope of work with Kyndryl to support future business needs.

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Starlink..

position as a full EMEA powerhouse with increased relevance for its vendors and resellers, and with more than 1,100 dedicated personnel, taking all completed and projected acquisitions also into account. The total turnover of the Group is estimated at €2.2 billion for 2023. Founded in 2005,

Starlink is the fastest growing and largest specialised cyber and cloud VAD in Middle East and Africa with \$500 million annual revenue, and a projected 20% year-on-year growth. In the Gulf Cooperation Council (GCC) region, comprising Bahrain, Qatar, Kuwait, Oman, Kingdom of Saudi Arabia and United Arab Emirates, Starlink is the leading cybersecurity distributor with more than 20% market share. It employs more than

300 people across 11 countries in the Middle East and Africa, caring for a portfolio of 60 vendors, including several market leading vendors, and 1,500 resellers. Klaus Schlichtherle, CEO of Infinigate Group comments: “Merging Starlink enables us to offer a broader geographical platform and wider technical expertise to our vendors and resellers and represents another key milestone on our journey towards

Infinigate & Starlink have non-shared vendors, so the merger is also an opportunity for Infinigate’s SMB vendors and Starlink’s enterprise vendors to augment their footprint.

becoming a global player. Both Infinigate and Starlink have a long history of market leadership and have significant expertise in the SMB and enterprise sector – and as well as being able to offer increased technical know-how, we will be able to leverage Starlink’s experience and relationships across EMEA. The transaction will further accelerate growth both for Infinigate and for those we serve, and offers a wealth of opportunities for our employees, our partners and our customers.”

“We are excited to be joining forces with

Infinigate,” states Nidal Othman, CEO of Starlink. “There are strong synergies between what Infinigate has built in Europe and what Starlink has created in the Middle East – both in terms of our strategic growth patterns and our business strategies. Starlink is a specialist in the enterprise market and Infinigate is a master in the commercial market – so our combined portfolio and expertise grows even bigger. And we are a strong cultural fit too – which will underpin our future growth and success. Together we can reach further, provide greater

value as we work towards becoming a global player.” Infinigate and Starlink have several non-shared vendors, so the merger is also an opportunity for Infinigate’s SMB vendors and Starlink’s enterprise vendors to augment their footprint. Following the merger, Starlink will operate under the Infinigate Group banner. Starlink’s joint founders, Mahmoud Nimer and Nidal Othman, will remain invested in the enterprise, Nidal will take up a new role with Infinigate as CEO of the MEA region as well as participating in the global development of the vendor portfolio and Mahmoud becomes president of the MEA region. Both will report to Infinigate Group CEO Klaus Schlichtherle. The transaction is fully supported by Bridgepoint, the world’s leading quoted private assets growth investor focused on the middle-market with over €37 billion assets under management and local presence in the US, Europe and China.



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Tenable...

the entire attack surface for proactive risk management.

Tenable One is exceptional in that it delivers context-driven risk analytics so security teams can move from reactive firefighting to prevention. Cybersecurity teams can anticipate and block threats before they can cause damage. The cloud-based platform identifies and assesses assets across the enterprise attack surface to gain a unified view of cyber risk.

One of the biggest challenges that enterprises face is the lack of actionable visibility to effectively quantify and respond to real exposure and cybersecurity risk. How does Tenable One help?

What must be kept in mind is that the average large organisation uses more than 130 cybersecurity point solutions, each with its own analytics and reporting. Discrete tools can lead to duplicate efforts and unintended gaps in security programs. This leaves security practitioners no clear path forward to tangibly reduce risk or succinctly communicate an organisation's security posture.

With Tenable One, organisations can easily translate technical asset, vulnerability and threat data into business insights and actionable intelligence vital for business decision makers and practitioners. This real-time translation of cyber risk answers stakeholders' hard-hitting cybersecurity questions – such as “how secure are we?” and “how has our security posture improved over time?” – by providing clear metrics to measure, compare and easily communicate cyber risk. The Tenable One Exposure Management Platform could be the

game changer the industry needs. Now organisations can pinpoint additional weak spots that could be targeted by attackers and utilise contextual, prioritised reporting to remediate vulnerabilities.

How does Tenable One help with vulnerability management?

The Tenable One Platform eliminates noise by bringing an organisation's entire attack surface – on-premises and cloud-based – into a single view. It aggregates vulnerability data across IT infrastructure, web apps, public cloud, and identity systems. This helps security

Tenable One is exceptional in that it delivers context-driven risk analytics so security teams can move from reactive firefighting to prevention”.

leaders anticipate the consequences

of a cyberattack. Tenable One draws upon the industry's largest vulnerability management data set while understanding relationships between assets, exposures, privileges and threats across attack paths. As a leading global Managed Detection and Response provider, the Tenable One Exposure Management Platform gives us a clear advantage in being able to offer customers a new way to visualise and then limit their cyber risk, as well as analytics that measure improvement over time. We bring peace of mind and help put businesses globally ahead of disruption.

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Veritas...

not have full visibility of their data.

The opaque understanding of where data is stored is compounded by the adoption of a multi-cloud provider strategy, with the average UAE business currently using three different public cloud providers to meet their storage needs. In turn, this is fracturing data protection strategies with 53% of UAE firms surveyed saying they use data protection solutions built into each of these cloud services all of the time. This is despite more than half (56%) saying that these tools put their organisation at risk.

Johnny Karam, Managing Director & Vice President of International Emerging Region at Veritas Technologies, said: “The UAE is a global hub for digital transformation, so we're not surprised that the nation is leading the charge when it comes to public cloud adoption globally. Yet, as each new solution is introduced into an organisation's technology stack, it adds more complexity, making it easier for errors to be made and for systems and data to be left unprotected and open to attack”.

“For businesses to continue on an upward trajectory of growth, they need to prioritise the protection of their data across these new and complex multi-cloud environments. We look forward to connecting



Johnny Karam

with customers at this year's Gitex Global 2022 to demonstrate the resilience needed to navigate multi-cloud environments, digitally transform their data protection management, and protect themselves against cyberthreats”, Johnny Karam added.

Further key findings of the research:

Greater complexity calls for greater visibility

Half of UAE respondents (51%) believe cost savings are a top benefit of using cloud service providers. 45% because of increased flexibility, and 44% because of data security benefits – such as cloud native data security.

However, organisations are dealing with greater complexity than ever before in order to attain these benefits, which makes them more susceptible to cyberthreats if they don't have the proper security measures in place. For organisations to protect themselves against any kind of data vulnerability or threat, such as ransomware, the first step is having complete visibility of their data across these multi-cloud environments.

According to the research, the majority (53%) have only “some visibility” or “limited visibility” of their data. Of these organisations, only 55% have a fully effective tool that provides this visibility.

Johnny Karam said: “To properly protect their data, businesses need to have a thorough understanding of the value and location of their data. So, before cloud data sets can be properly protected from threats like ransomware, IT teams need to know exactly what data sits in which cloud services. Worryingly, more than half don't know how many cloud services their companies are using, let alone what they are”.

Who's responsible for protecting data in the cloud?

Misconceptions exist around where exactly the responsibility lies between the organisation and cloud provider when it comes to how their data is protected

Organisation's IT decision makers need to learn how to architect a unified data protection strategy across multi-clouds”.

in the cloud. Just 2% of respondents correctly identified that most cloud providers only provide guarantee of resiliency of their service, they do not provide guarantees that a customer, using their service, will have their data or applications protected.

This may help to explain why so many UAE organisations are turning to those cloud providers when they discover that they do need additional protection. However, there is increasing awareness among UAE businesses about the risks associated with using native cloud security tools. A vast majority (77%) of organisations believe the current offerings from public cloud service providers fall short of their organisation's security needs.

According to the research, companies relying more on native security tools are seen to be hit harder by ransomware than organisations that rely

less on native security tools. Over half of UAE respondents using only their cloud provider security tools (52%) said they were exposed to ransomware attacks because of relying on such cloud security backups, and 40% of organisations had lost data as a result. More frequent use of these perceived built-in security tools is also associated with more operational downtime, reputational damage, permanent loss of data and financial loss from data recovery.

Johnny Karam added: “With respondents in the UAE increasingly aware of the risks in using only cloud provider security tools for protection, the next step is to reassess their strategy. Organisation's IT decision makers need to learn how to architect a unified data protection strategy across multi-clouds. Data visibility is the first step, but organisations must rise to the challenge of adopting a more robust data protection strategy to ward off risks. Including continuous backup, with a zero-trust policy, multi-factor authentication and role-based access control, as well as complete endpoint visibility and implementing immutable storage, automated recovery processes and regular recovery testing is essential to business growth”.

Veritas is showcasing their latest technologies on-ground at GITEX 2022. Customers can find Veritas at Stand CC2-1. Concourse II, DWTC.



THE KEY PILLARS OF DIGITAL TRANSFORMATION



Digital Experience
& Transformation



Observability,
Data Analytics & AI



Data Protection
& Privacy



Cyber Resilience
& Security

A holistic approach to endpoint management

Veronica Martin caught up with Rohit Kumar, Sales Head at 42 Gears to discuss GITEX 2022 and the company's plans for the region.



Rohit Kumar

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

We manage all the endpoint devices which are used by enterprises. We are an industry agnostic product where our product goes into industries such as manufacturing, logistics, education, pharma, automobile and many more. We have built a unified approach for managing all types of endpoints, apps and content used in a business ecosystem. Our UEM (Unified Endpoint Management) solution empowers IT teams to take a consistent and holistic approach towards endpoint management using a single device. UEM fixes ineffective multi-platform dependencies to provide security and control over all business endpoints.

In the last 12 months, how has your company performed in the MENA market? Has your company ventured into any new

We have met every obstacle head-on, and we are eager to see what the future holds for us".

markets/countries, and can you share your overall growth?

During the last year we have seen a very good response from the market, as it's now open and the lockdown is over. We have seen a lot of people and companies to show interest to buy our solutions. We expect to grow not less than 50% from the last year in the two upcoming quarters.

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

We are very focused on innovations and keep on changing our products as our customers'

requirements. We have a product called CamLock, which can block the camera of the person entering the office.

Our objective is leading the field in cutting-edge enterprise mobility solutions. Along the way, we've been recognised for our unified endpoint management technology, as well as for pioneering cloud solutions for enterprise mobility. We have met every obstacle head-on, and we are eager to see what the future holds for us.

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

After talking to our customers, we have realised customers look for good support, service, and flexibility, meaning every customer has different requirements. Some need very specific features, and if we don't have them, we will ensure we will develop them. This is what makes us really stand out from the competition.

Hisense brings tech A-Game to GITEX

Hisense shows its tech A-Game at GITEX 2022. The electronics giant's display includes range of commercial displays, smart screens, smart transportation systems, medical, and consumer electronics.

Hisense, the global electronics, and whitegoods manufacturer, is exhibiting at GITEX Global 2022, the world's largest tech show hosted in Dubai, showcasing its comprehensive line-up of advanced technology spanning multiple industry verticals, with a view to upgrade the technological standard of the industry. It has been a mission of Hisense to pursue scientific and technological innovation, take the lead in the advanced manufacturing with intelligence as the core, and bring happiness to millions of families with high-quality products and services.

The Hisense stand also welcomed His Excellency Zhang Yiming, Ambassador of the People's Republic of China and The Consul-General of China in Dubai, Li Xuhang, who lauded the display of technology put forth by Hisense in the Middle East region.

Jason Ou, President of Hisense Middle East & Africa said: "In recent years, there has been a significant development

and strategic growth for Hisense in the Middle East region, this reinforces the brands acceptance in terms of products and technology by the businesses and end users".

At the GITEX Global 2022, demonstrating Hisense's recent foray into the medical sector, one of the brands newest products on display is the Ultrasound imaging technology developed in-house by a team of R&D engineers. Equipped with an advanced GPU architecture, the range focuses on high-definition image quality and various imaging modes suited to general and specific requirements. It also announces the availability of a 55" endoscopic monitor that features innovative technology for image clarity and connectivity in the region.

Alongside these are Hisense's latest commercial display sets, including a vision board, video wall, digital signage, LED, and its crown jewel: a new 138" all-in-one boardroom



display (HAI0138). Outside of the 160-degree viewing angle, the display offers 7,000:1 high-contrast ratio, seamless splicing, cinema grade colour gamut, and can be used across Windows, IOS, and Android.

To ensure it is catering for the consumer and home experience segment, Hisense is allowing visitors to go hands-on with its new Laser TV (100L9G), the latest large-screen product from the TriChroma Laser TV series. The 100-inch TV has revolutionised the market, providing an immersive, eye-friendly experience for home cinema viewers. Also on display is the most recently announced 8K mini-LED TV with user friendly and advanced VIDAA OS.

He further added, "The modern tech era has brought

unprecedented upgrades not only to the tech industry but also into the lives of end user, and it continues to transform businesses' efficiency and services' quality year on year. Through our participation at GITEX Global, we demonstrate to our partners the state-of-the-art technology and developments that Hisense has in all the tech domain – from B2B to B2C. We aim to bring transformation through smart technology as well as continue to explore ways to transform this tech ecosystem. It is the perfect platform to connect with customers and cement our position in the market – all while showing the industry how our focus on smart technology is positively transforming our business".

This year, Hisense

also launched 'Connect Life', an innovation in our extensive line of consumer electronics that is smart app-based technology to control appliances from

We aim to bring transformation through smart technology as well as continue to explore ways to transform this tech ecosystem".

your smartphone. Through this technology, customers can connect their home appliances to their phones via an app, making it easier in connectivity of appliances. For instance, switch on the AC before you enter home, control the temperature of the refrigerator, time your washer, quick start your dishwasher regardless of where you are!

Hisense has ambitious plans to elevate its brand awareness across the region, with the recent official sponsorship of the upcoming FIFA World Cup Qatar 2022. Through this collaboration, Hisense has witnessed increased brand awareness that has translated into not only increased sales but also high brand awareness in the Middle East region.



10-14 OCT 2022

Our stand: **Hall 3 C30**

The full **Hikvision commercial display** line-up is being showcased, integrating with the latest CCTV products for solutions covering **Retail, Education, Energy, Building Apartment** and **Smart Home**.

You can't miss the naked-eye **3D LED display**, **LED/LCD video wall**, **Transparent screen**, **Poster displays**, Digital signages, and Interactive flat panels for meetings and classrooms, a full spectrum line of commercial displays that satisfy diverse needs in any scenario.



Brighten Every Moment

Hikvision Commercial Displays

Kaspersky brings cyber immune solutions to GITEX

At the 42nd Global GITEX 2022, Kaspersky, the global cybersecurity and digital privacy company will be bringing its comprehensive portfolio of solutions at centre stage throughout the week, educating companies and customers on becoming cyber immune.



Amir Kanaan

Amir Kanaan, Managing Director, Middle East, Turkey and Africa at Kaspersky
Why is GITEX GLOBAL 2022 important to your business?

GITEX gives us a platform to showcase our wide range of products and services and continue raising awareness about cybersecurity. It also gives us an up-close and personal view of the industry's developments which inform our approach for the future. Better yet, it allows us to educate the industry about the need for cyber immunity through meaningful conversations with our existing and prospective customers.

How will Kaspersky be evolving to protect enterprises in the Middle East?

The Middle East is a very important region for us. We've been operating in the region for 15 years

and have been growing year over year. In 2021 we reported a 24% growth in B2B sales. While in the first half of 2022, we had an 8% YoY overall growth. We are on a successful streak, and we continue it by empowering our partners, distributors, and customers with award-winning cybersecurity solutions. We also opened a new office in Saudi Arabia to further expand our network in the Middle East.

Tell us about the launches, products and services you will be exhibiting at GITEX GLOBAL 2022?

Innovation will take centre stage at our booth during GITEX Global 2022. Kaspersky is constantly pushing the boundaries of cybersecurity with more than 1,200 patents around the world. For this year, we are very excited to showcase our concept

of Cyber Immunity to our customers, partners and attendees at the event. As part of our Cyber Immunity portfolio, we will be launching the Kaspersky IoT Secure Gateway 1000, a new offering for IIoT protection, which is built on our proprietary operating system, KasperskyOS. The product is designed to serve as a secure gateway for the Internet of Things in an enterprise network.

We will also showcase our Enterprise portfolio that reflects the security demands of today's businesses, responding to the needs of organisations at different levels of maturity with a stage-by-stage approach. ERD and threat intelligence as a core of our offering.

In addition to that, other solutions that will be presented at the booth comprise "Kaspersky

Antidrone", a drone protection solution at sites of all sizes that can cater to the airports, sport stadiums, oil, and gas plants and so on.

We will also highlight our Kaspersky Consumer Business Alliances: a complete portfolio of cybersecurity products and services to mobile operators, internet providers, B2C Resellers, and other partners.

The government, education and healthcare also must strengthen their cyber defences as they go increasingly digital".

What trends do you forecast for the cybersecurity sector in the UAE and the region in the next year?

Firstly, targeted attacks by APTs will always be a threat to governments and enterprises not only in the UAE but on a global level. The sophistication in their attacks is becoming more and more complex. Kaspersky's researchers are currently tracking 29 APT groups across the Middle East, 16 of them are active in the UAE and targeting the country's governmental and diplomatic institutions as well as educational, financial, and healthcare organisations.

Industries using critical infrastructure must tighten their security strategies because even a small vulnerability can be easily exploited. Kaspersky's data shows that every third industrial

computers were targeted in the Middle East in the first half of this year.

IoT plays an important role in building smart cities, digitising power plants and refineries, and ensuring seamless connectivity across industrial organisations. These devices must be protected, especially that increased connectivity also means an increase in vulnerabilities and threats. Kaspersky's telemetry shows more than 67,000 infected IoT devices in the META from January to September. These infected IoT devices were responsible for 11 million attacks.

Another important trend witnessed both regionally and globally is cyber education as well as capacity building. Given that employees are the first line of defence, companies must invest in education their employees on basic cyber hygiene practices. We're also seeing that governments around the region are investing in capacity building for students to prep the next generation of cyber experts and equip them with the knowledge and tools to embrace new technologies safely.

Moving to the digital universe, with the emergence of the Metaverse, we need to consider and prepare for a new wave of unknown threats. Similarly, the government, education and healthcare also must strengthen their cyber defences as they go increasingly digital.

Do cybercriminals mostly target government institutions or private companies? What sector can be called a leader by the number of cyberattacks?

- The government sector in the region is one of the most exposed.
- Finance, e-commerce and retail industries rank second.

- Anything related to money and data gets a lot of attention.
- Attacks on critical infrastructure of heavy industries like manufacturing, oil and mining, chemicals and so on are increasing. These attacks prove to be particularly dangerous because they can interrupt production processes or worst, affect people's lives.

What should enterprises be doing today to keep their systems and data safe?

The risk is real but there are three things' enterprises can do to defend themselves:
• Involve the C-suite leadership in cybersecurity teams: It is in great interest to have the board and cybersecurity teams engaged in regular conversations about security standards. The C-suite can have a broad-level, strategic view while the cybersecurity team fill in the details of the why, when, and how.

- Invest in strong cybersecurity training: Security is every team member's responsibility. Half the battle is won if you have a skilled and well-trained workforce. Rely on threat intelligence platforms to help you develop regular training sessions for the teams. This way you know what new techniques are being used by cybercriminals, which groups are active and threatening to your enterprise, what is their methodology and how can you protect yourself.
- Make your cybersecurity team more diverse: There are more than 3 million vacant positions in cybersecurity globally. This is an opportunity for every enterprise to tap into the potential of their existing workforce and upskill or reskill them so that they have diversified skillset too.

Zowie signs MoU with PIXOUL

ZOWIE announces the first TN 360Hz DyAc gaming monitor XL2566K. On this occasion, BenQ's Zowie has signed an exclusive MoU with PIXOUL Esports Academy.

Today, ZOWIE announces their first TN 360Hz DyAc™ gaming monitor XL2566K which is their latest flagship model that offers competitive gamers optimised smoothness and fast response. The new XL2566K has inherited XL-K series advantage as well, providing players the comfort and convenience playing experience with customisable features, smaller base and height adjustable screen which allows players to not only get

more space to play but perform with the monitor at their desired comfortable viewing angles. On this occasion, BenQ's Zowie has signed an exclusive MoU with PIXOUL Esports Academy at GITEX 2022. PIXOUL is the eSports and Virtual Reality games in one single gaming complex. Pixoul is going to be world's first gaming venue to house ZOWIE XL2566K 360Hz eSports gaming monitor.





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Providing multi-layer solutions to protect communications, people and data

Veronica Martin caught up with Hany George, Sales Engineering Manager at Mimecast to discuss GITEX 2022 and the company's plans for the region.



Hany George

Can you tell our readers about some of the solutions and partnerships during GITEX this year?
In GITEX this year, we are coming in with a new messaging which is work

protected, which means we don't just protect a single instance of the business solutions, but all the collaboration and communication tools of the customers. As risks keep on increasing, an

organisation depends a lot more on email for communications, Slack or Teams for instant messaging. Our solution takes care of providing protection across the whole ecosystem.

We are very aware that human error still exists, so we have been focused on empowering gateways that protect against emails and providing solutions when the user is at risk”.

In the last 12 months, how has your company performed in the MENA market?
Over this last period, we have increased our growth in the market and started doing business Saudi

Arabia. UAE and Saudi Arabia remain the highest targets for cyber-attacks in the GCC countries, so that's where our focus is.

Which technologies and IT trends are the forefront of driving innovation for your business?
We have done a radical change recently to the core of our platform and designed it to offer multiple multilayer protection in a way that services actionable user information, as well as in depth analysis for all the upcoming threats. In addition, it allows us to investigate other security providers, so it maintains one unique usable ecosystem of security rather than implementing endpoint solutions and increasing complexity.

Can you tell our readers how your business model has driven key business outcomes for your customers?
We have taken a close look at what the customers face as a problem with the ongoing fishing attacks. The customers have obviously leaned into a technology that does the protection for them, but increases awareness for

the users, so they need to be taught about security in a way that is relevant to them and measurable to the organisation as well. In terms of measuring the outcomes, the organisations that have used Mimecast have seen a dramatically reduced number of threats.

What differentiates your company from your market rivals?
The primary thing that makes us different from the competition is the holistic look around the security ecosystem. One of the primary things we focus on is the product being part of a much bigger security ecosystem as secure. As threats keep coming, companies keep on deploying a lot of solutions. After a while, they have a very complex environment to maintain that can limit them, so we offer them multi-layer solutions to avoid this. Our other key differentiator is the efficacy itself as our products do the job and are effective. We also are very aware that human error still exists, so we have been focused on empowering gateways that protect against emails and providing solutions when the user is at risk.

Exclusive Networks partner with Mimecast to boost cyber defences

Mimecast, Exclusive Networks partnership to bolster regional cyber defences and help organisations work protected.



Mimecast an email and collaboration security company, today announced the extension of its partnership with global cybersecurity specialist distributor Exclusive Networks in the Middle East. The partnership forms a key part of Mimecast's growth plans and will expand

access to its solutions amid a complex and ever-evolving threat landscape. To support the launch, Exclusive Network has recruited, and will continue to expand and enable a team that is dedicated to Mimecast. Once fully in place and enabled, the extended channel team across

both organisations will continue to help customers throughout the Middle East manage risk and reduce complexity across their email and collaboration platforms. The partnership is being rolled out to the UK and Ireland, the Middle East, and Israel, with further expansion

plans in discussion for roll-out through to March 31st, 2023. **The Next Stage** Mimecast has announced a new and exciting partnership with global cyber security specialist distributor, Exclusive Networks, as the company pursues the next stage of its

growth journey and to continue to provide their valued partners with a world-class experience. In May of this year, Mimecast completed its acquisition by the global investment firm, Permira, for approximately \$5.8 billion. Permira has a strong track record of working with companies in the Middle East marking Mimecast's renewed focus in the region. The Middle East market has characteristic dynamics, notably the need to focus on strengthening channel

partnerships, and the agreement with Exclusive Networks is seen as an important milestone in this regard. Commenting on the partnership, Werno Gevers, Sales Director for Middle East at Mimecast, says: "We are excited to announce this partnership and at the opportunity to work with Exclusive Networks. Their extended partner and vendor community will support Mimecast's growth objectives in the Middle East and continue to help customers Work Protected in an ever-changing threat landscape". Nathan Clements, Regional Vice President for Exclusive Networks Middle East and Africa comments: "We are very happy to have Mimecast on one of Exclusive Networks security divisions in the Middle East. There are three things we look at with every vendor we take to the market: potential for hyper-growth, great technology and amazing people who share our passion in creating value for the channel. I'm pleased to say that Mimecast checks all three boxes. I look forward to watching them grow with us in the region".

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Identity, access and risk governance made simple

Veronica Martin caught up with Mridul Ganguly, Head of Sales MEA at ISSQUARED to discuss GITEK 2022 and the company's plans for the region.

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

We have three main security products we are focusing on: access manager, workforce manager and Identity access and governance.

Our solutions primarily take care of the digital identities for any organisation. There are two types of identities for a new organisation, internal and external, so workforce manager takes care of the internal digital identities and access manager of the external ones.

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

ventured into any new markets/ countries?

We have expanded our operations significantly, recently we have ventured into the African market, and we have 15 offices globally. Our focus is giving the public awareness about our product lines.

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

Our main duty is to enable our customers to undergo a seamless digital and security transformation by being able to simplify, develop, build, and manage IT solutions for them. Our automated technologies help customers manage digital risk and protect from security breaches

Our main duty is to enable our customers to undergo a seamless digital and security transformation by being able to simplify, develop, build, and manage IT solutions for them”.

across networks, clouds, endpoints, services, users, and devices.

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



Mridul Ganguly

We have a lot of niche functionalities that we have incorporated into our application. For example, if we look at access manager, typically what happens is that there are single separate solutions for a single sign on, so consumers need a license for all of them. Whereas with our

solution, there is only one license addressing both functionalities. Besides, if you look at the solutions available in the identity access & governance market, ours really stands out because it streamlines the process of managing identities and controlling

their access, while improving operational agility and the overall security posture. It offers an unparalleled set of features to provide users the right level of access they need to enable them to stay productive, while supporting security, privacy, and compliance.

Partnering with MENA customers to build future-ready secure workspace

Veronica Martin caught up with Harish Menon, CEO at Accops to discuss GITEK 2022 and the company's plans for the region.



Harish Menon

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

I am absolutely thrilled to be a part of GITEK and showcase our solutions to customers, partners, and exhibitors. Our portfolio comprises of information security tools and virtual desktops, enabling a secure digital workspace.

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?

Our engineering centre is in Pune, India and in last five years we have expanded globally. Japan is our second biggest

market outside of India, followed by the MENA. We are also expanding our footprint in North America and Europe. We have seen a healthy double-digit growth over the last 8 quarters in MENA with many marquee wins in Government, Semi Government and Enterprise cutting across Industry verticals. We are thrilled to see initiatives

We can foresee Accops becoming an integral part of this region's digital transformation journey”.

like Digital Dubai and can foresee Accops becoming an integral part of this region's digital transformation journey.

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

Today users are coming from different locations, users who are not limited to employees but extend to partners, vendors, customers. The definition of users now also includes machines who are accessing a corporate network. It's no longer people; it's managing the collaboration between

people and machines. Our commitment to continually innovate considers the following building blocks to ensure people and machines deliver desired outcomes in a digitally transforming world. Trust is number one. There is a zero-trust network access framework which we work on, which encompasses, Trust No One Principle; Strengthen identity security using CIAM and reimplement AAA (authentication, authorisation & accounting) using an adaptive security approach.

We then advice clients to focus on vendor consolidation as more vendors imply, more complexities. Our digital workspace suite helps customers work with less vendors, improve operational efficiency and user experience.

Third building block is to invest in technologies which can detect & resolve/isolate data breaches in real time, automate monitoring of security landscape using AI & ML, to ensure security threats are proactively defended.

We are also propagating desktop as a service which offers an extra layer of protection, simplifies IT administration, and provides a rich virtual experience.

What do you think it makes your different from your competitors? Most of our CXO conversations revolve around challenges created by environment and uncertainties such as the Pandemic.

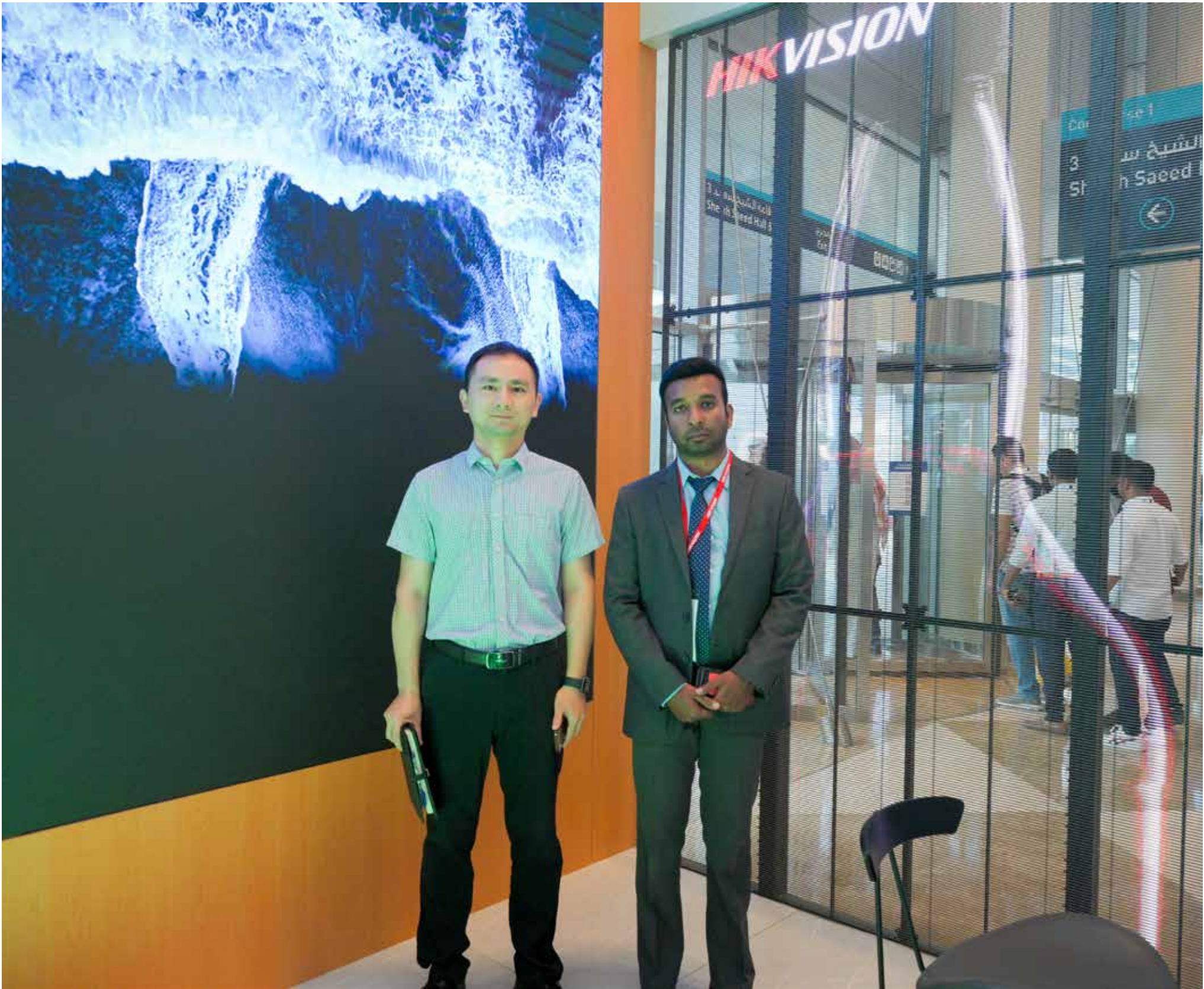
To address these challenges, we have built products which are highly adaptive, use frugal engineering framework and help us continually deliver new features to meet the dynamic needs of our clients. To keep it simple, from the time code is written to the time its sold, we don't lose sight of the real-world problems we solve.

Our products are available as modular or as a suite, consumed as subscription or purchased outright at pricing which remains accessible.

This makes us a very relevant partner, to companies across the globe.

One such challenge was the unrest created between 2 countries, displacing their workforce. Using our platform, we made sure that work could be done from anywhere, complying with governance and information security guidelines, while continuing to deliver the best-in-class user experience.

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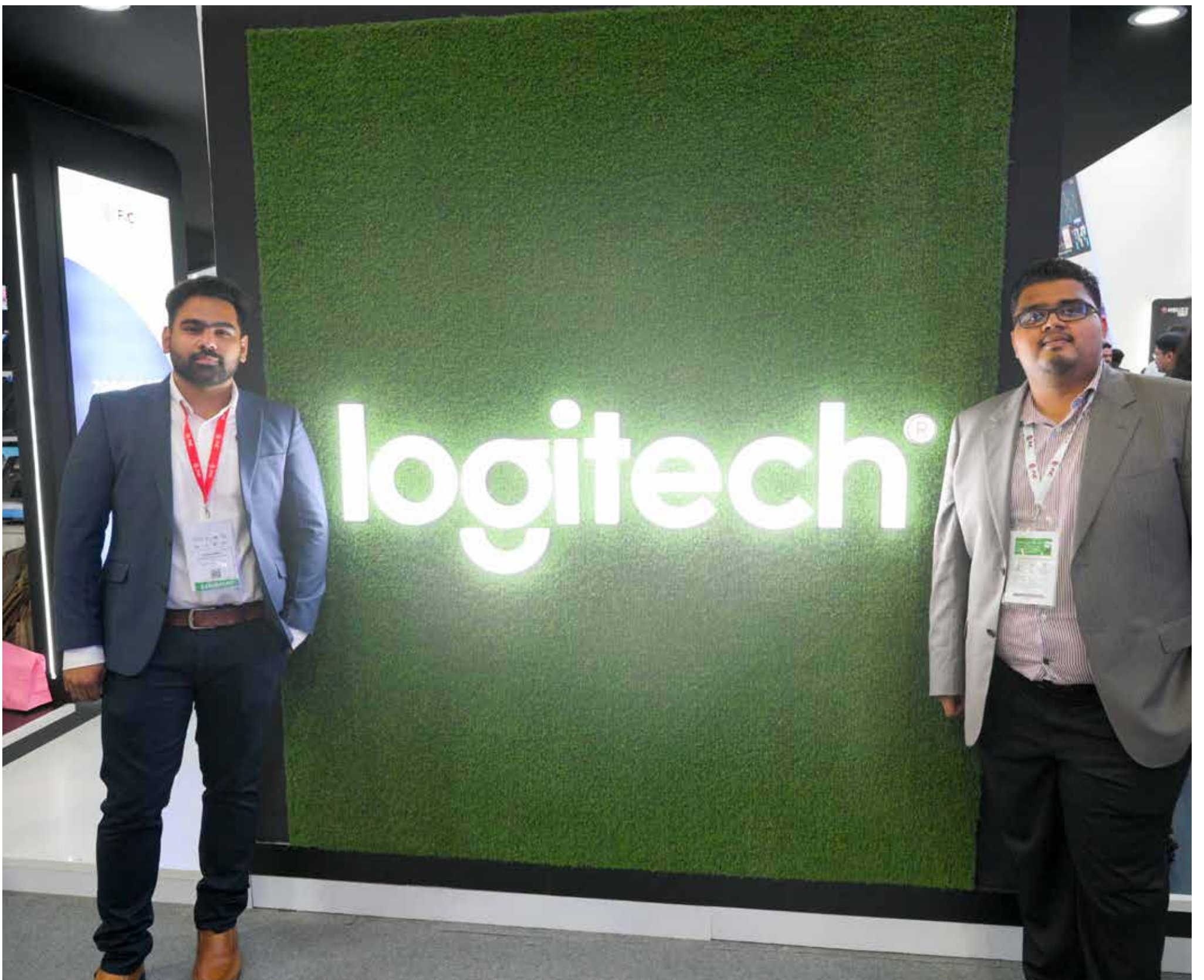
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