

60 MINUTES

GITEX TECHNOLOGY WEEK

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

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DAY 5 PM

Kaspersky takes cybersecurity to new heights

Kaspersky takes top enterprise cybersecurity to the heights of Burj Khalifa.

Kaspersky has illuminated the world's tallest building, Dubai's Burj Khalifa, in an astonishing LED display to showcase the highest protection from cyberthreats. The light show went live on October 12, aiming to highlight the growing cyber threat landscape

enterprises face today, and stressing the need for businesses to have a reliable cybersecurity partner to achieve sustainable development.

In recent years, the world has experienced a rapidly evolving threat landscape for enterprise, as cybercriminals strike

increasingly high-profile targets. According to Kaspersky's findings, in the Middle East alone, every third industrial computer was attacked by threat actors in the first six months of 2022. This is in line with the global trend, showing that as many as 31.8% of ICS computers worldwide faced at least one attempted attack in H1 of the current year.

Given this trend, cybersecurity should be a top priority for enterprises, so to promote this message, Kaspersky raised it to the greatest heights. The iconic Burj Khalifa building showcased

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A seamless experience in the hybrid era

Veronica Martin caught up with Levin Merl Director Field Marketing EMEA at Aruba and Markus Mayrl, Portfolio Marketing Manager EMEA at Aruba, a Hewlett Packard Enterprise company, to discuss GITEX 2022 and the company's plans for the region.

In the new age of digital, how is it impacting your marketing strategy?

We've seen the physical age; we have seen the digital age and how it accelerated due to the pandemic and now we have entered a hybrid era where physical and digital have come together. As a marketing organisation, we went from fully physical, very

classic, to very digital through the pandemic. Now we have found a middle way and built a seamless experience for our customers.

What are the big marketing campaigns that we can expect to launch in the next 6 months?

One of the things that we have started in the past and that we will

continue to do is the move to network as a service, meaning that we really take care of our customers in a way that, if they want to consume network in a different way, in the way of network as a service, we are ready for that. Our aim is to help them understand the benefits of that, so this is a

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Reassessing data security

Ramzi Itani, Regional Director at Veritas, on the company's recent Cloud survey.



Ramzi Itani

Tell us about the findings of your recent Cloud Survey.

Let me begin by saying that the survey, launched at GITEX 2022, 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

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KPMG signs MoU with the UAE Cyber Security Council

KPMG signs MoU with the UAE Cyber Security Council to spread nation-wide cyber awareness and enable a national collaborative campaign targeting all UAE-based students.

KPMG Lower Gulf has signed an MoU with the UAE Cyber Security Council, to raise awareness of cyber safety among students across the nation and help create a safe and strong cyber infrastructure in the UAE.

The signing

ceremony was held at GITEX 2022 in Dubai in the presence of His Excellency Dr. Mohamed Hamad Al Kuwaiti, Head of Cybersecurity for the UAE Government, and Timothy Wood, Partner and Head of Cyber Security at KPMG Lower Gulf.

Last year, the UAE

introduced major amendments to its Cybercrime Law with a new Federal Decree Law No. 34 of 2021 covering crimes committed online, including an article punishing anyone using or luring children with illicit

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We are now much, much more than just a Wi-Fi company” – Alain Carpentier, Aruba

Alain Carpentier, Senior Vice President, Worldwide Sales at Aruba, has declared that the company is no longer just a Wi-Fi company, but instead, a provider of an end-to-end portfolio of 'connectivity' solutions.



Alain Carpentier

Aruba is a global leader when it comes to Wi-Fi technology and are renowned for their incredible innovation in the Wi-Fi space, continuously pushing boundaries as to what is possible.

However, in an exclusive interview with 60 Minutes at

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Mindware recognised as EMEA Distributor of the Year by Dell

Mindware announced that it has been awarded the prestigious title of EMEA Distributor of the Year 2022 by Dell Technologies for the second consecutive year.



Mindware, one of the leading Value-Added Distributors (VADs) in the Middle East and Africa, today announced that it has been awarded the prestigious title of EMEA Distributor of the Year 2022 by Dell Technologies for the second consecutive

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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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Kaspersky...

how a partnership with a trusted cybersecurity vendor can benefit businesses and help shield them against online hazards, demonstrating the company’s commitment to providing the best-in-class enterprise security that organisations can trust.

“For more than 25 years, Kaspersky has been building a safer world. Over time, we evolved from offering endpoint security to complete business protection, having accumulated truly unique knowledge about cyberthreats and expanded our telemetry about them to reach more than 200 countries and territories. Powered by this global threat



intelligence data, our portfolio of enterprise solutions combines different layers of protection against any type of cyberthreats to meet the needs of organisations with different levels of cybersecurity maturity”, comments

Amir Kanaan, Kaspersky Managing Director in the Middle East.

Along with the global anniversary, Kaspersky also marks 15 years of operating in the Middle East region. Earlier this week, as part of the GITEX event,

the company also presented its portfolio of cybersecurity solutions for enterprises. This included Kaspersky Managed Detection and Response, which delivers advanced round-the-clock protection from threats, supported by one of the industry’s

Our portfolio of enterprise solutions combines different layers of protection against any type of cyberthreats”.

most successful threat hunting teams. Kaspersky’s Threat Intelligence, was also displayed, providing access to technical, tactical, operational and strategic threat intelligence data from the world-leading researchers and analysts.

Kaspersky has been treating the security of its customers as a top priority, regularly undertaking third-party assessments by independent industry experts to ensure it provides industry-

leading solutions. In 2021 alone, the company participated in 75 independent tests and reviews and received 57 first place awards. Most recently, Kaspersky Endpoint Detection and Response Expert showed a 100% “Total Accuracy Rating,” having detected every element of each threat in the comparative Enterprise Advanced Security assessment by the SE Labs independent security testing organisation.

Learn more about Kaspersky enterprise security here.

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Veritas...

is protected, compliant and available.

We surveyed over 1,500 IT decision makers across 12 countries, including 100 respondents from the UAE, and found that more than half (53%) of UAE organisations do not have full visibility of their data.

This is complicated 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 the time. This is despite more than half (56%) saying that these tools put their organisation at risk.

Given this alarming scenario, how can businesses ensure complete protection of their data and other critical assets?

To protect their data, businesses need to have a thorough understanding of the value and location of their data. It is important to understand that 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.

So, who exactly is 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 in the cloud. In our survey, 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.

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Aruba...

part of what we are doing, and you will see a lot of that soon as well. It will be an ongoing thing because we don’t consider network as a service or destination, but a journey.

How is Aruba marketing enabling the sales team to drive more opportunities?

The big topic for us this year will be account based marketing flying a little bit around in the market space, where we have a very targeted look for customers and create, as much as possible, a

unique experience for each customer. We try our best to create that one on one, one on three marketing experience, which is a combination of digital and physical.

For many companies GITEX is a landmark event, what’s your perspective and how has GITEX been for you this year?

You can tell how much excitement there is here and the growing number of visitors. GITEX is a big event, and we believe this local presence is important for us. The event has given us the possibility to meet with our customers, discuss our future and present the right solutions to the right customers.

How does it feel to return to a real café in Dubai after your presence in the virtual café in South Africa?

We are both happy that it is possible to meet again. There are limitations to the virtual experience, and you can only consume coffee in real life. We are happy to be back in the real world.

Now we have entered a hybrid era where physical and digital have come together”.



Levin Merl

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KPMG...

content.

The MoU will allow both KPMG and the Cyber Security Council to collaborate, develop and execute nation-wide campaigns in the coming year to educate UAE students, and ultimately ensure a safe and secure online environment for them.

His Excellency Dr. Mohamed Hamad Al Kuwaiti, Head of Cybersecurity for the UAE Government



Tim Wood

said: “The UAE leadership has always had a mission to strengthen the vital cyber sector, build confidence in the youth who will be the leaders of tomorrow, and empower them with the tools to contribute to our future in digital growth. The MoU aims to create awareness of cyber threats so they can navigate the digital world with confidence”.

Tim Wood, Partner, and Head of Cyber Security at KPMG

Today, cybersecurity is more crucial than ever, so UAE youth can benefit from the rich opportunities being created for them in the digital world”.

Lower Gulf said: “The UAE has always put digital growth at the top of its priority, spearheading world-leading initiatives including within the metaverse. Today, cybersecurity is more crucial than ever, so UAE youth can benefit from the rich opportunities being created for them in the digital world. Our collaboration will strengthen the level of awareness amongst children and provide them with tools to safely navigate the online landscape”.

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Aruba...

GITEX Global 2022, Alain Carpentier, Senior Vice President, Worldwide Sales at Aruba said the company has evolved to be much more than just a leader in Wi-Fi technology.

“We are known for our innovation in W-Fi technology, and it certainly is in our DNA as a company. However, we have also transformed the entity to be more connectivity focused through the development

of our intelligent edge solutions. This enables us to empower and help our customers transform their edge domain, which is where you consume your IT in a digital world. We're no longer just a Wi-Fi company, we provide a whole portfolio of connectivity from wireless to 5G and SD-WAN solutions, and we have a lot of software solutions to pilot and manage these environments”, said Carpentier.

We’re no longer just a Wi-Fi company, we provide a whole portfolio of connectivity from wireless to 5G and SD-WAN solutions.”

There is a swathe of burgeoning opportunities in the Middle East region, and Carpentier credited that with the environment that exists in the region,

which he says is an early adapter market.

“We’re an industry-focused company, and the momentum we see in some industries in the

Middle East is truly incredible. I believe that the Middle East is an early adapter market, and you can see this in their retail space where there has been an incredible digital transformation in terms of shopping experiences, and the same is the case in hospitality in terms of customer experiences. It is quite interesting for us to understand what has happened in this market to expand it to other

markets globally. We see a lot of momentum around several key industry verticals, and we believe we are well-positioned to leverage our expertise to help customers accelerate their digital transformation and understand what type of business outcomes they want to achieve and customer experience they want to enhance”, said Carpentier.

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Dell...

year. The annual awards by Dell recognise partners that exemplify the vendor’s mission and contribute to driving business through industry leadership and outstanding performance. Mindware was awarded for its ability to promote, distribute, and provide implementation services support across the region for Dell’s innovative technology and services portfolio that helps organisations build their digital future and transform

the way they operate.

Mindware and Dell Technologies have a longstanding successful partnership for over 21 years. The distributor maintains an extensive ecosystem of more than 4,000 partners, all of whom are skilled in various domains and always supported by the distributor’s team. Mindware employs a dedicated Dell Technologies Business Unit that constantly works in close partnership with the vendor and promotes and deploys solutions with excellent service quality and technical support. The distributor also has been running a dedicated Cloud practice which is

This award recognises Mindware’s business alignment to Dell’s strategy, their differentiated performance, various growth initiatives, and the breadth of solutions we jointly bring to market”.

fully aligned with Dell Technologies to achieve its vision in the region. The company has been training and enabling its partners to deploy Dell Technologies’ solutions for Cloud migration, which is one of the major digital transformation drivers today for any enterprise.

“We congratulate Mindware and appreciate their ongoing commitment to our brand through distribution excellence”, said Ashraf Hamid Managing Director – Distribution Middle East, Turkey, Russia, and Africa at Dell Technologies. “With the ongoing pandemic, we understand the challenges faced

by distribution businesses, and acknowledge the impressive resilience, professionalism and inventiveness shown by Mindware that has helped Dell penetrate the market. This award recognises Mindware’s business alignment to Dell’s strategy, their differentiated performance, various growth initiatives, and the breadth of solutions we jointly bring to market. We look forward to even more success in the future together”.

Speaking about the award, Philippe Jarre, CEO at Mindware commented, “This is indeed a wonderful accolade! Winning the award for the second year in a row is testament

to our distribution leadership. I attribute a large part of the success to our understanding of the complexities of solution-selling as opposed to the typical transactional dealings. We also share the same ideals and principles as Dell Technologies, such as our teamwork spirit and winning culture. Our companies, therefore, work seamlessly together. Our partnership has gone from strength to strength over the years. We thank Dell for this recognition and reiterate our continued commitment to maintaining a long-standing, mutually beneficial relationship”.

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MZ Technologie and IN Groupe celebrate partnership anniversary

MZ Technologie and IN Groupe celebrate one year of partnership at GITEX Global and a new office in Dubai set up to serve the MENA region.



MZ Technologie, the acclaimed specialist in the field of contactless and IN Groupe, the global specialist in identity and secure digital services celebrated their one year of partnership at GITEX Global.

“We are ecstatic to be celebrating this milestone with IN Groupe at the world’s largest technology exhibition, GITEX Global”, said Jonathan Zerad, Chief Technology Officer and Co-Founder, MZ Technologie.

The partnership between MZ Technologie and IN Groupe has enabled both companies to advance contactless technology and jointly develop the ‘Virtual Frame’, an innovative and contactless self-

service solution that is designed to meet the highest standards of confidentiality, security, as well as health and safety standards. “We have found the perfect partner in MZ Technologie to improve traveller and

A great opportunity to work on developing new innovations and playground together in the years to come”.

customer experience. IN Groupe supports business development of the solution and we are really excited about introducing the Virtual Frame technology across the MENA region. A great opportunity to work on developing new innovations and a playground together in the years to come. Touchless interaction with any digital signage will create opportunities beyond the travel ecosystem”, added Vincent Roux, Border & Traveller Experience BL Director, IN Groupe.

Virtual Frame incorporates a floating interactive projection system which does not require any physical

interaction with the screen. The self-service kiosks mainly allow interaction that can integrate biometrics management; the creation, management, use of a digital identity; the reading of identity and travel documents anywhere in the world. Virtual Frame is characterised by its optimal end-to-end integration capability: as a plug and play solution that can easily be installed on any existing kiosk. Furthermore, MZ Technologie recently set up a joint venture and opened an office in Dubai to serve the Middle East market in partnership with a leading development firm. The Virtual Frame as well as MZ Technologie’s other contactless solutions including the HOLOBOX, HOLOSTOP, IRO and interactive digital signage are on display at GITEX Global. Visit MZ Technologie & IN Groupe in Hall 2 – Stand C25 at GITEX Global 2022 and experience the feeling of touching the untouchable! For further information, please visit www.mz-technologie.com

Cybersecurity with a difference

Helmut Reisinger, who took over as Board member & CEO of EMEA & LATAM at Palo Alto earlier this year, tells Tahawultech.com that the Middle East region is particularly vulnerable to cyber-attacks and must be vigilant.

Tell us about Palo Alto’s presence at GITEX 2022. For Palo Alto, GITEX is an important meeting place of the business and digital ecosystem. This year, specifically, seems to be busy and crowded, particularly now that the pandemic is almost behind us. What we are showcasing here is the unique platform approach that Palo Alto brings to the cybersecurity industry for our customers.

The background The cybersecurity industry is highly fragmented and has multiple players. In fact, for every new problem that a hacker creates, a new company is created. The hacker landscape has become an industry,

with attackers who are up against companies that are trying to protect. Today, cybersecurity is massive and more important than ever because of the rapid digitisation of companies. Data is also increasing massively. And, of course, the global economy has never been so connected. This trend is significant for the Middle East, which must strengthen and consolidate its critical infrastructure, taking cues from the recent attacks on the German rail network. In fact, data shows that the nation state attacks have increased over 100% in the past two years, which manifests itself in cyber battlefields such as the Russia-Ukraine conflict.



Helmut Reisinger

How Palo Alto steps in Palo Alto Networks, the number one cybersecurity global firm with a 3.5 per cent market share, is shaping the cloud-centric future with technology that is transforming the way people and organisations operate. Our mission is to be the cybersecurity partner of choice, protecting our digital way of life. We help address the world’s greatest security challenges with

continuous innovation that seizes the latest breakthroughs in artificial intelligence, analytics, automation, and orchestration. By delivering an integrated platform and empowering a growing ecosystem of partners, we are at the forefront of protecting tens of thousands of organisations across clouds, networks, and mobile devices. Our vision is a world where each day is safer and

We are at the forefront of protecting tens of thousands of organisations across clouds, networks, and mobile devices”.

more secure than the one before. Every day, Palo Alto Networks provides the visibility, trusted intelligence, automation, and flexibility that helps complex organisations advance securely. By delivering a comprehensive portfolio and empowering a growing ecosystem of partners, we are at the forefront of protecting tens of thousands of organizations across clouds, networks, and mobile devices.



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Pioneering drone logistics services set to fly high in Abu Dhabi

Maqta Gateway, Emirates Post Group and SkyGo Set to Launch Comprehensive Aerial Drone Delivery Services.



Maqta Gateway, the digital arm of AD Ports Group, Emirates Post Group, the official postal operator for the UAE, and SkyGo, an aerial logistics provider, are set to trial a new initiative that would provide a comprehensive aerial drone delivery & other services in Abu Dhabi.

The three organisations will collaborate on a trial programme that will deploy aerial drones to carry parcels and documents to specified Emirates Post sites across the

emirate of Abu Dhabi. Beginning with short-range journeys, the programme will expand to long-range tests with an increased capacity to assess demand and understand the wider benefits.

The objective is to provide a sustainable, user-friendly service that can carry vital medical supplies, fresh foods, and urgent documents rapidly, while providing real-time tracking.

Maqta Gateway will deploy its integrated digital marketplace,

Margo Hub, to facilitate online transactions between customers and Emirates Post Group, which in turn will manage the service and provide tracking and status updates, while SkyGo provides the drone solutions.

Dr Noura Al Dhaheri, CEO - Digital Cluster and CEO - Maqta Gateway, AD Ports Group, said: “As a leading trusted trade and logistics partner within the region and globally, Maqta Gateway is uniquely positioned to spearhead advanced

innovations such as this initiative. We actively seek out projects that can positively disrupt and transform global trade, and this new collaboration offers a vital opportunity to do just that. Drone services could enable greater convenience and faster delivery times for customers across Abu Dhabi, while ensuring a positive environmental impact. Margo Hub is a state-of-the-art integrated digital marketplace for

all logistics needs, from trucking and warehousing through to the last mile and express delivery, so the expansion into drone services is a seamless extension”.

Abdulla Mohammed Alashram, Group CEO of Emirates Post Group, said: “This agreement comes as part of Emirates Post Group's vision to foster collaborations with pioneering UAE firms that embrace advanced technologies, so that we may provide customers with innovative delivery solutions. Maqta Gateway is an ideal partner for this project, delivering UAE-initiated innovation through an advanced digital platform. This explorative drone project represents an efficient and environmentally

responsible solution for the delivery of small to medium sized packages, in line with the Universal Postal Union’s (UPU) sustainable development objectives. By supporting this project, we are confident that we can alleviate road congestion and reduce fuel consumption in last-mile deliveries”.

Mohammed Al Dhaheri, CEO - SkyGo, said: “SkyGo is focused on proactively pioneering the technology of drones across the UAE to positively disrupt multiple sectors within the marketplace. Our ability to collaborate and deliver value has ensured continuous fruitful partnerships with leaders such as the General Civil Aviation Authority, our main partner in our drone project. We are proud to announce the utilisation of our drone technologies by Maqta Gateway and Emirates Post Group. This is yet another step in the process of transforming global trade to becoming more efficient, sustainable, and environmentally responsible”.

Details of the trial programme will be released towards the end of 2022, with a full commercial offering planned for launch in the next year, pending approval.

Drone services could enable greater convenience and faster delivery times for customers across Abu Dhabi, while ensuring a positive environmental impact”.

Enhancing cyber security with solutions that fully solve problems

Veronica Martin caught up with Hiba Hintish, Product Manager at Spire Solutions to discuss GITEX 2022 and the company’s plans for the region.

What brings you to GITEX this year?
GITEX is the place and time where the industry and likeminded people gather, even post-COVID we are still pretty precarious and sometimes without even trying, it will take us a while to come back to networking and socialising and GITEX is the step our industry takes towards normalisation and getting back to our normal lives.
GITEX gives us as a company and on a personal level the space to meet and interact with our partners, clients and alike colleagues in the Info sec and Technology sector.

What would you say differentiates your solutions from the others in the market?
It’s the mindset towards solutions to problems. We follow a futuristic mindset, we predict future problems and create or adopt solutions to fix issues beforehand. Our technical capabilities and market intelligence give us that advantage of predicting future problems; in addition to being able to completely fix current issues.
E.g. Privilege Access Manager technology and Digital Risk Protection weren’t issues our clients needed solutions to

Our key differentiator is that we see the future in a way that we adopt it, bring it here, educate the market about it, and then we launch it to our customers”.



Hiba Hintish

13 years ago when we adopted them, now DRP AND PAM are regulated by SAMA & CBUAE.
How can customers make the most out of this solution?
In order for you to fix an issue, you first need to

understand its angles, and then implement your issue solving skills.
Spire solutions started with pure technical capabilities with more than 50% of the whole human capital, that influenced my understanding in

providing the right solution as a product manager to my clients.
The execution of the solutions developed is followed by success and our long cliental proves that we are open to learn always and development is part of our journey.



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Cloud-smart security

Yaroslav Rosomakho, Field CTO, EMEA at Netskope, on attacker techniques in the cloud.



Yaroslav Rosomakho

Tell us about your participation at GITEK. How has the experience been?
It's been an amazing experience, being a part of this mammoth global show. The footfall this year has been overwhelming, and we at Netskope are proud to participate at

GITEK GLOBAL. We invite everyone to meet us at the show and explore our innovations designed to empower your business into the future. Some of the exciting solutions we are showcasing at the event include Netskope's Borderless SD-WAN, IoT Security, and our

seamless omni-channel DLP partnership with email market leader and global alliance partner Mimecast.
Tell us more about NetSkope. What do you focus on?
Netskope is the only security vendor that

We work with you to protect people and data anywhere they go, no matter what".

accelerates the digital transformation journey of organisations with a proven security platform that is data-centric, cloud-smart, and as fast as your business. We understand that cloud transformation and work from anywhere have changed how security needs to work, and so we work with you to protect people and data anywhere they go, no matter what.
Netskope is regularly recognised for its product innovation, contributions of our leaders and customers, and company culture. We are also active contributors to the cloud security industry.

Let's come to the Cloud. How have attacker techniques evolved as far as this space is concerned?
One of the top threats security teams face

is that of identifying misconfigurations in cloud. Today, attackers know that if they can compromise an instance of misconfigured cloud, they can not only access data but also use the cloud as a proxy for further access into the organisation. If you gain access to one cloud application and get access to APIs, those keys allow the attacker to move across multiple cloud environments.
Another aspect is that of phishing, which we all know, is still common. We've seen attackers moving to host their phishing pages on known and well-trusted cloud applications. Another important threat vector organisations must be aware of is malware delivery. Traditionally, malware is delivered through the web channel as a link or in a phishing email. Attackers have become experts, knowing they can use cloud applications to deliver malware. This is an issue because many organisations put applications and trusted apps into an 'allowed' list which may not comply with standard security policies.

As an example, in our Netskope Cloud Threat Report, OneDrive was responsible for delivering 33% of malware to organisations. Other similar cloud applications are also used as vectors to deliver malware into organisations.
What are the benefits of a Security Service Edge (SSE) approach?
It's important to understand that for every organisation, it all comes down to understanding their use of the cloud. This is essential because it helps to enhance user experience and give them more flexibility to choose the devices that they use and the services they consume. It also frees them from the restrictions of legacy-based architecture.
As opposed to data that resides on a platform or server which needs to be addressed from a cloud governance perspective, with SSE, businesses can manage their data where it resides and understand who has access to this data, thus helping to protect it effectively.

Transforming digital transformation

Uday Shankar Kizhepat, Vice-President and General Manager at WSO2, on what makes the company uniquely positioned to help companies accelerate the delivery of new digital experiences for better business outcomes.



Uday Shankar Kizhepat

Tell us about WSO2
At WSO2, we provide free, Open-Source software – which can be used and improved by anyone – together with valuable business services that help customers save time at a reasonable cost.
We believe open source to be the future of the industry, where

permissive Open-Source licenses provide the greatest alignment between the interests of creators and the users of software.
Tell us about the business value of Open-Source
Let's look at some statistics first: Around 78% of businesses

are now operating on Open- Source software; more than 50% find open source to be more secure than proprietary software. All these businesses can't be wrong. Today it's not just about long-term financial savings for your organisation. Open-Source empowers the CxO in giving back

control over budgets and of the overall architecture. The 4 main principles we value that inherently benefit our customers are:
• Rapid innovation by integrating Apache and other Open-Source projects.
• Affordability by not having to pay heavy licensing costs.

- Visibility into how the products operate under the hood.
- Flexibility in configuring and extending the Open-Source code to meet your requirements.

At WSO4, we believe that open source is the future of enterprise collaboration. Open-Source is the basis for enterprises to collaborate to evolve software mutually in ways that they need.
In your experience, how can businesses stand out from competition in the backdrop of a rapidly changing, transforming technology landscape?
Business in the region is once again on the upswing following a

successful recovery from the pandemic. The growth of e-commerce and other online channels are increasing organisations' demand for new technologies that provide rich digital experiences to customers, consumers, and partners. Every company has evolved into a software company, and most decision makes are beginning to realise that the only way they can stand out from competition is to create superior digital experiences.
Let's talk about the channel ecosystem. How important are channel partners for your go-to market strategy?

With a significant percentage of WSO2's business in the region being carried out through the channel, the company recognises this as an integral part of its market strategy. Over the past year, WSO2 has significantly grown its channel ecosystem, with focus on partners that can add value for customers through a consultative approach. We also empower our partners with training and online resources that enable them to stay current with the latest advancements in our solution portfolio.

Permissive Open-Source licenses provide the greatest alignment between the interests of creators and the users of software".

Next-level cybersecurity

Rik Schoonis, Territory Channel Manager at Heimdal Security tells Tahawultech.com about its unique security positioning in the global market.

Tell us about Heimdal Security and its participation at GITEX.
Heimdal is the representation of a future approach to security. We are a Europe-based security vendor based in Copenhagen, Denmark, and we have a high adoption rate throughout the world. We combine threat prevention, vulnerability management, access management, and antivirus and e-mail security into a single platform that simplifies IT operations and helps companies stop any cyberattack, keeping critical assets, information, and intellectual property safe.

As for GITEX, it feels great to be here and meet people face-to-face after two years of restrictions and online meetings. It provides a great platform for us to showcase our products and solutions and network with innovative minds in the industry.

Tell us about Heimdal's Threat Prevention capabilities.
Heimdal Threat Prevention scans users' traffic in real time, blocking infected domains and preventing communication to cybercriminal infrastructures with minimal system footprint. Heimdal Threat Prevention is compatible with any

Antivirus or Firewall and can be combined with more Heimdal products to deliver an authentic Endpoint Prevention, Detection and Response solution, in one agent and one platform. What's more, it can be deployed in your environment in less than an hour. Its cloud-native Threat Intelligence safeguards your most precious assets against any type of threat, from human error to full-fledged malware campaigns.

What is the company's USP in a market that is crowded and extremely competitive?
We believe that cybersecurity can be



Every single cybersecurity solution in the Heimdal suite is designed to seamlessly communicate with each other, as well as integrate with other security products you're using".

complicated enough as it is, which is why we believe our clients should get the best technologies without needing to sacrifice too many man-hours to make it all work. Every single cybersecurity solution in the Heimdal suite is



Rik Schoonis

designed to seamlessly communicate with each other, as well as integrate with other security products you're using. This is how we manage to achieve what we hold as the golden standard in cybersecurity today

– unification. All our solutions operate under one convenient roof known as the Heimdal Unified Dashboard, where you get access to all the data you need and have incisive reporting features at your fingertips.

Making your workspace more secure

Veronica Martin caught up with Lara Yousuf, Channel Account Manager at Mimecast to discuss GITEX 2022 and the company's plans for the region.



Lara Yousuf

What is the Mimecast key message at GITEX 2022?
GITEX is a forum for us to showcase our latest technologies, what our customers have brought in terms of developments in the cybersecurity world. It's a chance for us to connect with our partners, with our customers and probably meet new prospects, as well as peers in different cybersecurity organisations. Our main message is how we can help organisations to build a more secure site.

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



Working in cybersecurity you can see the threat landscape is increasing and email remains to be the number one attack vector".

MENA market?
Working in cybersecurity you can see the threat landscape is increasing and email remains to be the number one attack vector. In the UAE 94% of organisations have been a victim of an email born through attack. Similarly,

in KSA, around 90% of organisations have faced similar challenges. In more than 40% of cases this attack is individual. The attack vector and the surface have increased and more so with organisations moving into a hybrid work environment and relying more and more on the digital communications and collaboration tools, which puts organisations in a riskier atmosphere, where they need to make sure that their data, people, and communications are secure. Now is the perfect time to enable organisations to be protected in the modern workspace.

What trends are driving innovation in your business?
It would be ML and AI, as our new platform Mimecast x1 relies specifically on them and

it basically leverages the data and allows organisations to learn more about how employees work, as well as educating them on how to be more protected in their workspace, whether they are working from the office or remotely.

What do you think it makes you different from your competitors?
Our key differentiator is the way we approach cybersecurity organisations and our service capability detection. Enterprises need to adopt a more layered security approach when it comes to cyber security. Not only protecting your email, but also your web, domain and making sure that cloud security and email security are working hand in hand, so that you have a more solid security.

Centralised visibility for quicker protection

Veronica Martin caught up with Bilal Baig, Director at TrendMicro 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?
TrendMicro has a wide range of capabilities of the solutions we have defined as Workforce One, such endpoint security, email security and web security. We also have Cloud One which is moving towards hybrid cloud, cloud services, cloud native applications, and basically anything to do with the cloud, we can do it. As a pioneer in corporate

and cloud cybersecurity, our platform offers centralised visibility for better, quicker detection and reaction as well as a potent selection of cutting-edge threat defence strategies that are tailored for settings like AWS, Microsoft, and Google.

In the last 12 months, how has your company performed in the MENA market?
From our Dubai office, we control the whole region, which has had significant growth over

the last quarter. Our cybersecurity platform safeguards more than 500,000 companies and 250 million people across clouds, networks, devices, and endpoints thanks to decades of security knowledge, worldwide threat analysis, and ongoing innovation.

Which technologies and IT trends are the forefront of driving innovation for your business?
As cybersecurity is evolving, we are moving

beyond XDR and looking at app on top of it, the attack surface risk management on any device. For example, if you are a retail customer, we will assess the risk of your environment and compare to it others within the region and globally. With us you will get immediate reaction, escalation, and communication. Our solutions reduce the company's security management costs and help it improve compliance and performance.



Bilal Baig

Can you tell our readers what differentiates your company from your market rivals?
We are at the forefront of technologies, and we created XDR when it wasn't there. Another key differentiator is the kind of support we provide

to our customers. If an incident happens, we have a team that will go on site to resolve the issue in the fastest possible way. Everyone can sell products, but the way we manage and resolve issues is way beyond what other vendors can offer.

Delivering cutting-edge network experiences

Feras Abu Aladous, SE SR. Manager, META Enterprise Region at Juniper Networks on the AI & Cloud offerings at Juniper Networks.



Feras Abu Aladous

Tell our readers about Juniper Networks.

At Juniper, we strive to deliver network experiences that transform how people connect, work and live. By challenging the inherent complexity in the 5G and cloud era, our solutions power the connections that

matter most - from education to healthcare to secure banking. Our commitment is to advance real outcomes for network teams and every individual they serve.

We deliver a simplified experience for those who run networks and those who depend

on them. We are relentlessly focused on putting our customers – the network architects, builders, and operators – at the centre of all that we do, so that their customers – the team connecting on Zoom, the associate using a scanner in a store, the student during their

With our capabilities, your business saves time and money while maximising the value of its network infrastructure”.

online class - are as happy and productive as possible.

AI is changing the way we live and work. Tell us all about your AI innovation.

Our AI-innovation is driven around the following principles:

- 1. Mission-Driven:** Juniper’s AI solutions will further our mission of solving difficult problems in networking and/or security to the benefit of society.
- 2. Transparent:** Juniper will be transparent about when it uses Artificial Intelligence, including in which products.
- 3. Explainable:** Juniper will design AI-based products and solutions with a goal toward having explainable decision-making

processes and intended impact.

4. Inclusive and Empowering: Juniper will strive toward AI capabilities that minimise unintended bias towards people.

5. Intentional Machine Learning: Juniper believes AI should be used to inform decision-making and to achieve desired objectives. It should not seek to (1) manipulate human experiences or (2) allocate essential resources or necessities without appropriate ability for intervention.

6. Data Privacy and Security: Juniper will adopt recommended practices so that AI systems behave as intended, even when attackers try to interfere. Juniper will apply secure development techniques to minimise the possibility that ML models will violate or reveal underlying private data.

Cloud is the trend these days. What does Juniper’s Cloud portfolio look like?

With modern cloud services that span both the network and security domains, Juniper enables your

business to scale elastically with minimal capital investment. This allows you to gain the agility and scalability of the cloud without compromising on operational simplicity.

Our cloud services uniquely apply Artificial Intelligence and Machine Learning to automate key tasks and proactively address networking issues before they impact the quality-of-service levels that you set. We also deliver detailed insight into user, device, and application behaviour and traffic patterns. With these capabilities, your business saves time and money while maximising the value of its network infrastructure.

The Juniper Mist IoT Assurance cloud service streamlines IT operations while securing network connections for headless IoT and BYOD devices. It uses Multi Pre-Shared Key (MPSK) or Private Pre-Shared Key (PPSK) as new types of identity and policy vectors to provide a simple yet comprehensive way to onboard client devices without relying on client MAC addresses.

PACE Education signs MoU with Aruba

Aruba Signs MoU with PACE Education to Accelerate Digital Learning Initiatives



technology partner that shares our vision, and we look forward to collaborating with the vendor as we continue to innovate and transform”, says Salman Ibrahim, Managing Director at PACE Education Group.

Zubair Ibrahim, Executive Director at PACE Education Group comments, “We have had to rapidly pivot to adapt to digitally integrated learning demanded by the Education landscape. We have invested in IT infrastructure that can support the ongoing collaboration between stakeholders to enable improved student learning outcomes. Aruba has been our partner of choice and has played a vital role in our digitisation efforts. Together with the vendor we strive to be at the forefront of innovation in the education space for years to come”.

Jacob Chacko, Regional Director, Middle East, Saudi & South Africa at Aruba, a Hewlett Packard Enterprise company says, “We are proud of Aruba’s collaboration with PACE Education and have been fortunate to be a part

We have invested in IT infrastructure that can support the ongoing collaboration between stakeholders to enable improved student learning outcomes”.

of the Group’s digital transformation journey. Our technologies have enabled the institution to transition to a more technology enriched environment. We are excited to further develop and enlarge the scope of our partnership with PACE Education in the future”.

As a sign of Aruba’s commitment to partner and support with PACE Education, the vendor presented an award of appreciation to Mr. Salman Ibrahim during GITEX Technology Week.

Aruba has implemented wired and wireless networking solutions at six of PACE Education schools including PACE Modern British School, Rashidiya, PACE International School, Sharjah,

India International School, Sharjah, Gulf Asian English School, Sharjah, Delhi Private School, Ajman and PACE Creative British School, Ajman. The result has been end-to-end connectivity - 100% Wi-Fi coverage and seamless, secure roaming across their campuses. PACE Education has leveraged Aruba ESP to build smart digital spaces for interactive learning, implement virtual security initiatives and enable more teaching at the network edge. The vendor has also deployed Aruba Central, an AI-powered solution that has simplified the Group’s IT operations, improved agility, and reduced costs by unifying management of all network infrastructure.

Aruba, a Hewlett Packard Enterprise company, today reinforced its commitment to continue to play an important role in the digital transformation of PACE Education Group, an entity that currently manages 19 educational institutions with over 25,000 students from 55 nationalities. PACE Education group was founded

in the year 1999 by renowned Industrialist Dr P.A. Ibrahim Haji. The Group is dedicated to promoting an effective learning environment that encourages excellence and diversity in thoughts and endeavour. “Our Group plans to establish an educational innovation wing with its own resource centre where research will be conducted to equip

the teachers with the latest techniques in the field of education and ultimately empower teachers to make teaching more learner oriented and lively. Technology will be at the centre of this initiative, and we intend equipping all our institutions with the latest infrastructure so as to modernise and digitise the learning process. We believe Aruba is an ideal



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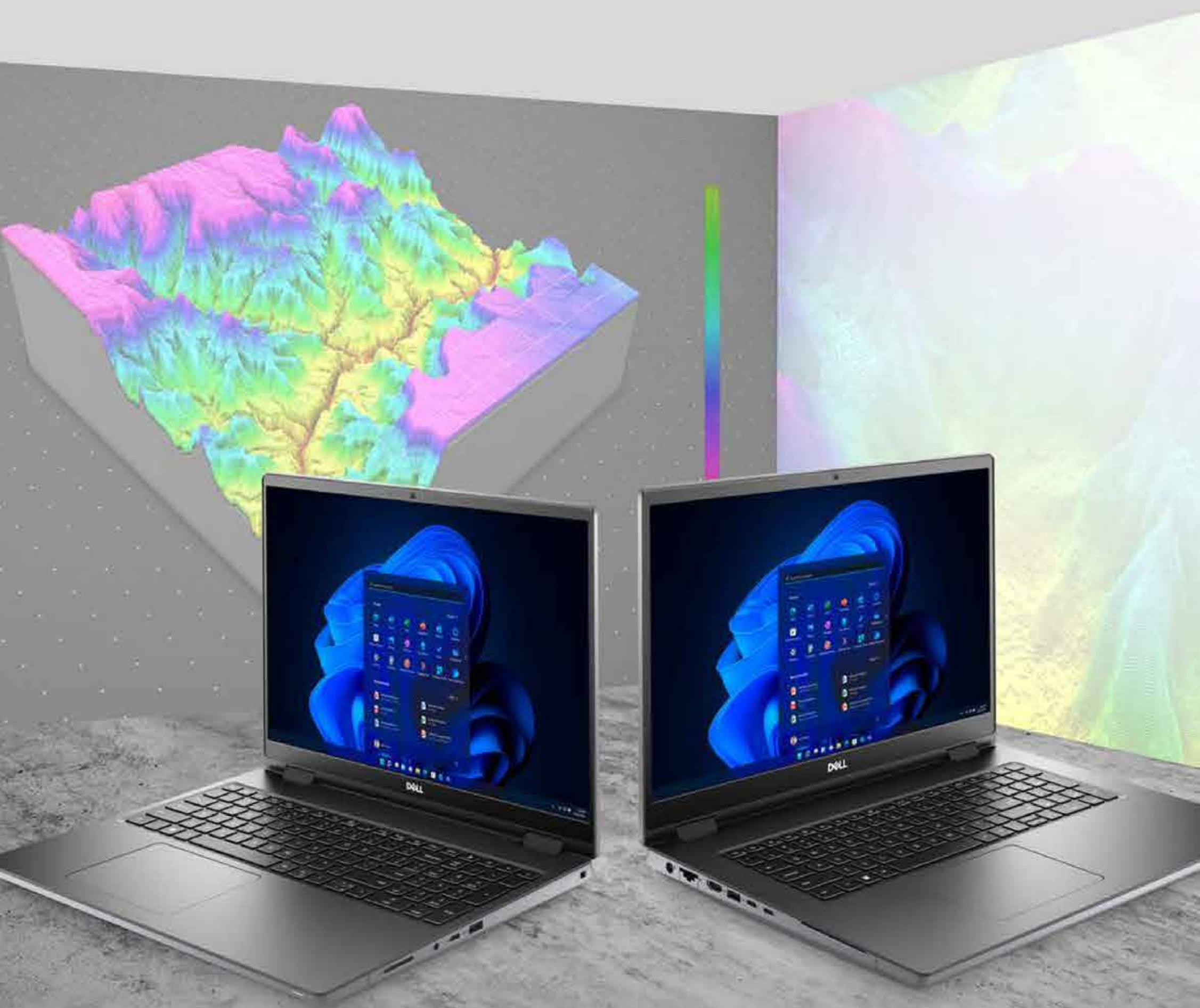
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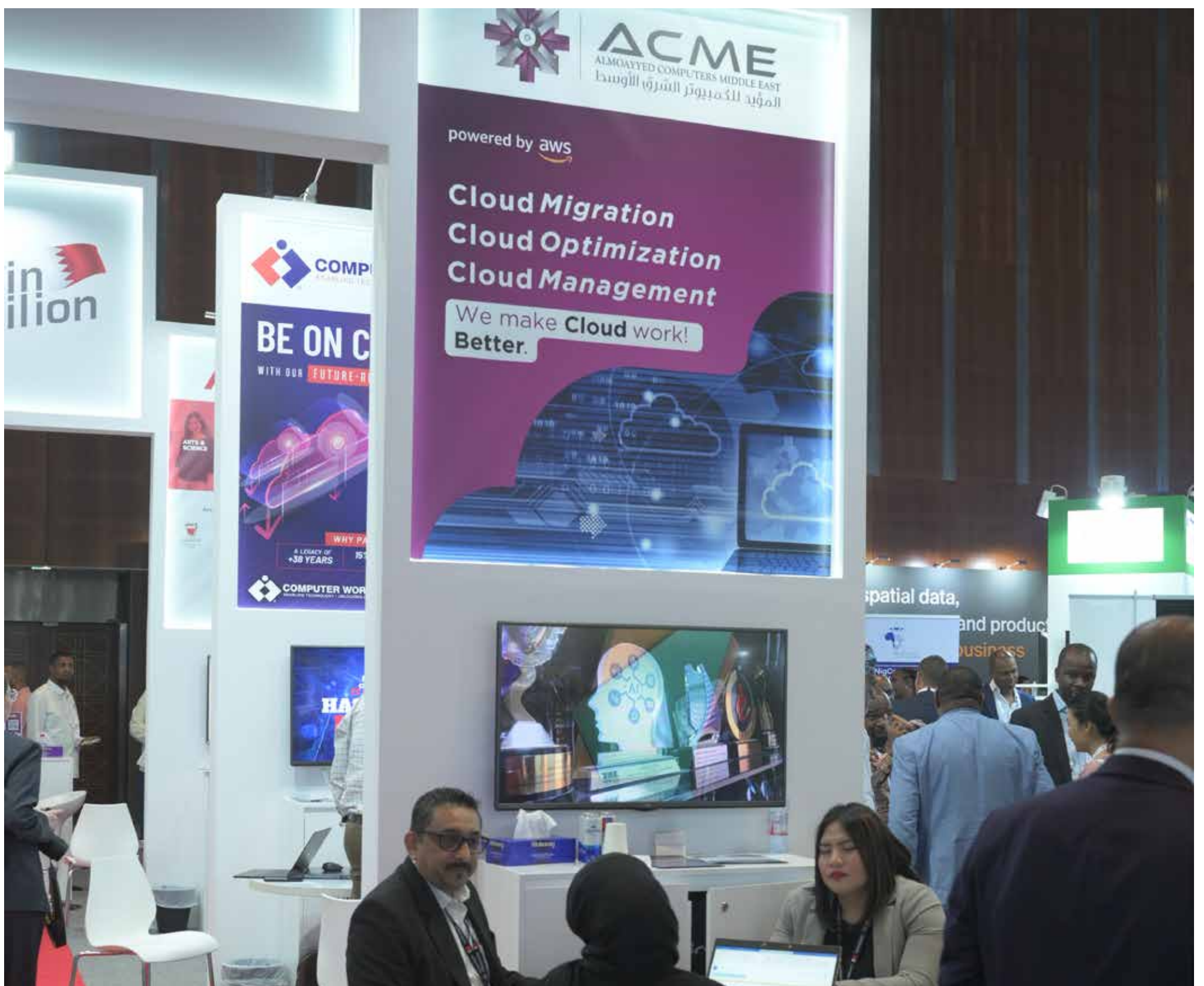
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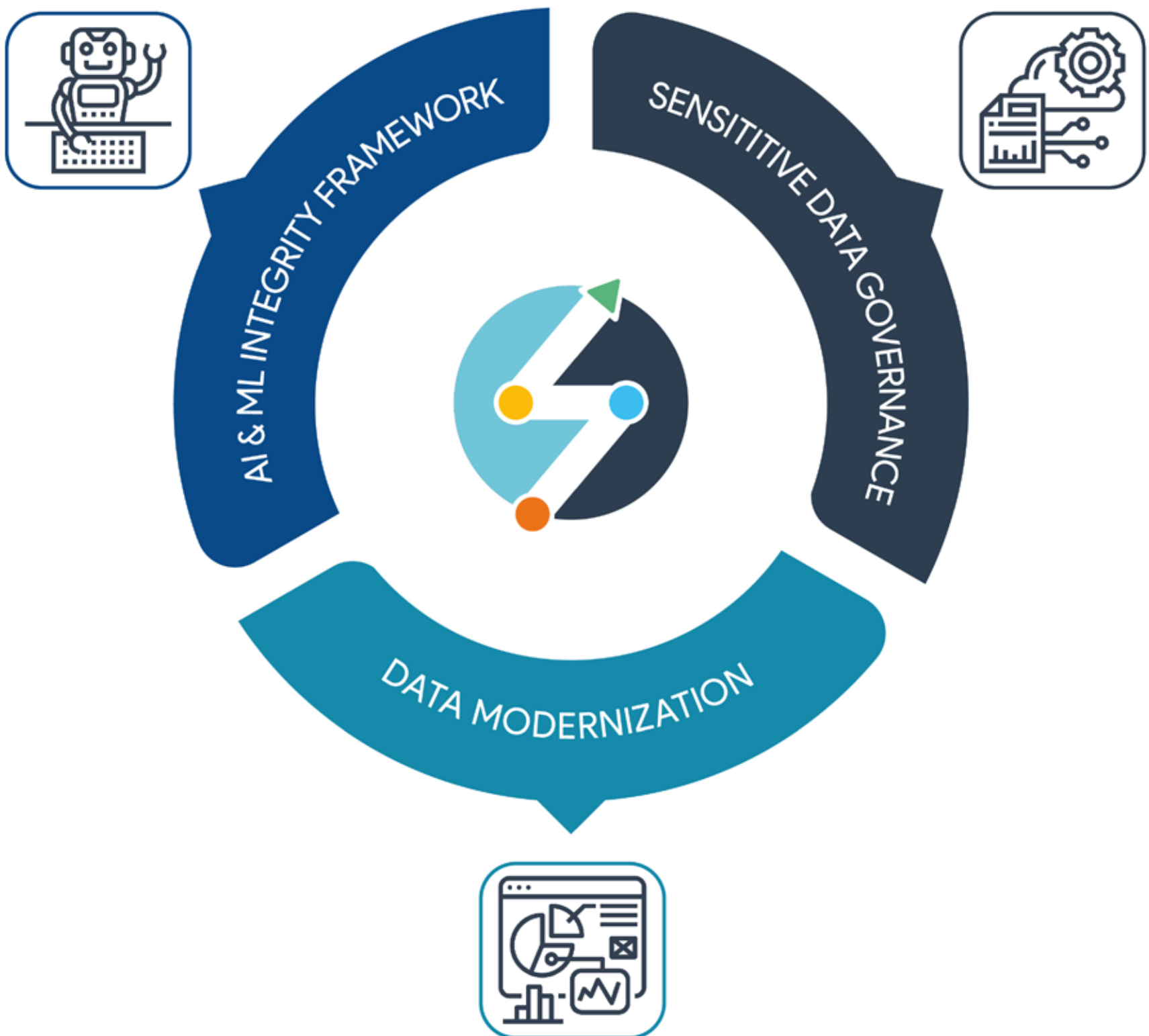


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