Yahya Kassab, Senior Director and General Manager, GCC and anyplace you want), but working from home (or
such as cloud, coupled with
The advances in technology
It's no great surprise,
workforce?
most about working in
What is concerning
Pakistan outlines the importance of face-to-face networking, innovative
to technology trends and the capabilities of ThreatWise.
Loubna Imenchal, Head of Enterprise Business at Logitech
AMECA, tells Anita Joseph in an exclusive interview why
the channel ecosystem is vital for the company's success
and how Logitech is equipping its partners to cope with the
rapidly changing technology landscape.

How important is the
can be better
for the onlookers from hackers.
this has brought with ittyour customers
cloud, coupled with
and employees can stray
employees.

How can employees help
bolster data security?

What is concerning
security professionals
most about working in
an increasingly remote workforce?
It's no great surprise,
epecially after the last
years, that employees
across the globe are
more distributed than ever before.
The advances in technology
such as cloud, coupled with
and employees can stray
employees.

Unleash the power of the digital economy
Huawei to unleash the digital economy at GITEX GLOBAL, 2022.
Under the theme of “Unleash Digital”, Huawei will have its largest
over participation at GITEX GLOBAL, 2022, demonstrating its
commitment to the regional and global technology platform.
The company has committed to being the
longer lasting and more meaningful
especially when it relates to customers operating in
regulated industries like

Get ThreatWise with Commvault
Yahya Kassab, Senior Director and General Manager, GCC and
Pakistan outlines the importance of face-to-face networking, innovative
technology trends and the capabilities of ThreatWise.

How important is it for your company to participate at GITEX Global in terms of getting to network face-to-face with your
partners and partners?
GITEX, of course, is not only a big event for Commvault, but
a monumental event for the technology industry in the Middle East as a
whole. On a personal note, I will be a pleasure
to participate as a Vaulter for the first time, as I look
forward to underlining our
investment in the best
solutions to support our
local customers in the
region.
We are making
continued investment
in markets across the
Middle East and it is a
great honour to have
joined Commvault to
lead the talented team
as Senior Director and
General Manager, GCC and
Pakistan. I look
forward to strengthening
our go-to-market position
and working with our
strong partner ecosystem
to continue to protect
organisations’ most
critical asset – their data.
One of the best
elements of GITEX is
being able to spend time
with these key strategic
partners and customers
in person, and I look
forward to discussing
with and meeting the likes
of G42 Cloud, Cel Inf,
ExaGrid, VAST Data, MDX
and many others.
Our partnerships allow
us to offer advanced SaaS
delivered in a dedicated
workforce environment
which can be tailored to
specific customer needs.

Logitech gives our valued channel partners all the recourses and assistance they need to grow along with us.

Logitech has a company focused on innovation and quality since its establishment in 1981 in Lausanne, Switzerland. So, although we now provide a diverse range of products and services that can meet the demands of any business or school, we still invest heavily in the world’s leading video conferencing platforms. One reason organizations simply deploy Logitech devices in their meeting rooms is the sophistication of our All Technologies. Logitech video collaboration solutions, like most but not all, are easy to set up and manage, and straightforward to use. The Logitech meeting equity and equal participation by allowing everyone to be seen and heard clearly.

The way we work with partners has also evolved. Logitech is also making it easy for its partners to do business with us with our digital solutions. We have Self-service marketing portal, and the partner can access Logitech’s online resources and tools.

Logitech is experiencing rapid adoption of video collaboration in the Middle East, even as hybrid working models remain popular. How much has your channel partners contributed to this success?

Despite the fact that the Middle East is experiencing a range of changes in video conferencing and collaboration solutions, this alone would not be enough to ensure success. Our channel partners reach more customers with their wide network, and that can contribute significantly to Logitech’s local accomplishments. In today’s highly competitive business environment, people are growing a brand’s market share is a difficult feat. However, our regional partners contribute to stimulating customer interest, generates leads, and, ultimately, drives sales.

Tell us about Logitech’s latest range of products and services.

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Call us about our new Logitech Brio 505, and Zone Vibe Wireless are coming to market as part of the new Sync and Tabo Desktop. Of course, more exciting Logitech video conferencing and collaboration solutions are on the horizon, but we would not offer any thing away just yet.

What are Logitech’s plans for this region?

We are delighted to announce at GITEX a new product launches. We are taking a next-generation web camera, offering superior video and audio quality, with its exclusive HDR technology automatically corrects the light they are in.

The Logitech Brio 505 and Zone Vibe Wireless are coming to market as part of the new Sync and Tabo Desktop. Of course, more exciting Logitech video conferencing and collaboration solutions are on the horizon, but we would not offer any thing away just yet.

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Why are employees more vulnerable to cyberattacks now than ever before?

Employees, no matter what industry or role, are an attractive target for hackers as they are seen as the weakest link in an organisation’s cyber-protection. With 52% of IT leaders agreeing that it’s more complex to manage a threat when unauthorised users are on the rise, including data breaches on cloud services, employees with remote work is especially with more remote working.

Fortunately, security teams can help ensure employees are acutely aware of the risks being faced by employees, with 79% of workers indicating they express some level of concern about the security risks associated with their remote working remotely (3).

The correlation between the remote working environment and cyber incidents in the last couple years is also no coincidence. Fatigued or displaced workers who have already set their sights on greener pastures, will no doubt have developed a detached mentality when it comes to cybersecurity at their current workplace. Although not malicious, such employees may be less likely to follow security guidelines if they think their eye on the ball, with workplace dissatisfaction and COVID-19 radar, is a big risk to businesses for managers to tackle.

This highlights a cultural lack of awareness around importance of maintaining a strong defence against cyberattacks. The result is seen in businesses with effective multi-factor authentication (MFA) software and two-factor authentication tools, and key management, this can all be undermined by workers that are blind to potential threats and take risks with the storage, access, and utilisation of their company data.

What are the main cyber threats and issues organisations should be paying attention to moving forward?

Cyberattacks are now the inevitable price you pay for doing business online – with the volume of attempted breaches surging in direct correlation with pandemic—pandemic. In fact, Thales’ Data Threat Report [3] revealed that 68% (556), ransomware (53%) and phishing (40%) are the top of the list of security attacks – with one in five incident (22%) having experienced some sort of breach. The Thales report also highlights the last year. Managing these risks is an ongoing challenge, with almost 40% (464) of survey respondents reporting an increase in the volume, severity and scope of cyberattacks in the past 12 months.

And, despite the fact that it does become a reality – you want don’t want to find yourself at the mercy of an integrity of data at risk. Encouragingly, the National Institute Standards and Technology (NIST) recently announced they will launch an Ransomware Resistant cryptographic algorithms. – which will now be used in a process to become part of NIST’s post-quantum cryptographic standard. For instance, a company that has selected Falcon, a Thales co-development algorithm may reduce the risk of strong security and high bandwidth efficiency. Such algorithms will also be advise future quantum cryptography standards. Above and beyond the cyber security hygiene protocols that businesses need to be adhering to, there is also a need to prepare for a secure post—quantum future. Firstly, for organisations looking to protect their data, they must adopt a strong quantum cryptography strategy, encouraging their company to assess their quantum inventory and readiness – in order to begin planning a quantum safe architecture. In other words, data security practices need to easily evolve to support quantum-inspired encryption mechanisms. What that means is that you truly understand both potential and risks, tech teams must consider revisiting existing applications, to ascertain if an algorithm is compatible with older, quantum ready infrastructure. To make sure businesses can keep up with the latest trends, employees – making digital their eye on the ball, with workplace dissatisfaction and COVID-19 radar, is a big risk to businesses for managers to tackle.

For business leaders and IT professionals, the notion of protecting their castle has even more complicated.

Thales… Businesses across the globe are also accelerating the cloud into their everyday processes. Infrastructure has now become more agile, capable and distributed to support distributed workforces that access data from anywhere. Although this multi-cloud environment has enabled effective and efficient remote work, it simultaneously poses newfound security risks. Attackers are well aware of the resources on the rise, including data breaches on cloud services, employees with remote work is especially with more remote working remotely (3).

Employees failing to adopt the right plan, technology is not only creates a new risk point for businesses to manage. This highlights a cultural lack of awareness around importance of maintaining a strong defence against cyberattacks. The result is seen in businesses with effective multi-factor authentication (MFA) software and two-factor authentication tools, and key management, this can all be undermined by workers that are blind to potential threats and take risks with the storage, access, and utilisation of their company data.

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Proven Multilayered Security

Modern Endpoint Protection
Advanced Threat Defense
Full Disk Encryption
Cloud App Protection
Mail Security
Detection & Response

For more information visit:
eset.com/me or Contact sales@esetme.com
ESET MIDDLE EAST at GITEX 2022 - Hall 1, Stand H1-E1
The digital age has brought unprecedented upgrades to our lives and continues to revolutionise businesses’ efficiency and services’ quality.

Huawei...
The future of cybersecurity is cybersecurity as a service.

Sophos Managed Detection and Response

24/7 analyst-led threat hunting, detection and response delivered as a fully managed service for any security environment.

For more information visit sophos.com/mdr or contact: salesmea@sophos.com
AVEVA announces that it is participating in GITEX Global 2022 to be held from 13-14 October. The company will demonstrate its AVEVA Unified Operations Centre for Data Centres, which provides data centre owners and co-locators the ability to manage complexity across multiple sites and systems, maintain uptime, supporting service level agreements, and reduce costs tied to energy, water, workforce efficiency, and sustainability, at the Middle East’s largest technology exhibition.

“...We are pleased to be back at GITEX Global again this year. As one of the world’s largest ICT exhibitions, it is a perfect platform for us to showcase our innovations to an informed audience of technology decision-makers and influencers from across industry verticals in the Middle East and Africa region,” says Nayef Bou Chaaya, Vice President, Middle East and Africa, AVEVA. “Our focus at GITEX this year will be on AVEVA Unified Operations Centre for Data Centres, our solution that helps organisations converge and contextualise their data centre operations. Converging IT and OT, the Unified Operations Centre helps them maintain uptime, increase integration and improve efficiency by digitally connecting assets, operations, and people across data centre facilities. Our team will be onsite holding demos for visitors at Schneider Electric’s booth”.

In TIFF: AVEVA Unified Operations Centre for Data Centres provides productised best practices in templated tools that are repeatable, scalable, and adaptable, enabling fast implementation and return on investment. Organisations deploying this solution will realise reductions in project implementation times by up to 60%, as compared to bespoke implementations of intelligent operations centre solutions. Bringing end-to-end operational visibility across facilities to maintain uptime, to mitigate costs, and to manage complexity, AVEVA’s Unified Operations Centre empowers the whole team with a centralised view to help make informed decisions fast. AVEVA Unified Operations Centre for Data Centres (UCDC) is based upon a system of systems approach which converges OT and IT technology into a single pane solution. This cost-effectively delivers actionable information, providing an overall perspective on Data Centre health. Converging sub-systems that manage specific areas of Data Centre functionality such as BMS, electrical and people. AVEVA will be holding demos of its Unified Operations Centre solution on Schneider Electric’s stand HS-B40 and representatives from the company will meet with customers and partners to share their global success stories at GITEX Global 2022.

Adding value to distribution

Jai Bhatia, Director, Marketing and Sales, Newcom, tells Anita Joseph how the company continues to be a frontrunner in the highly competitive distribution market.

What are the different industries you primarily focus on?

Newcom works on a unique model of providing solutions to business groups and enterprises as well as channel markets. We are associated with well-known brands like Logitech, Samsung, Targus, Hyper, Rapoo, JScréate, Lindy, and Arozzi, which encourages our strong presence in the market for VAD solutions such as video collaboration and interactive panels. To cater to business solutions for industries like hospitality, education, automotive and more, we work closely with the best System Integrators. When it comes to the channel market, we firmly support and nurture our customers by providing them with all the assistance required from our expert team members. Newcom empowers channel partners in important areas like sales training, building industry expertise, technical training and beyond.

What were the organisational major business achievements this year?

Our most recent accomplishments include securing Master Distribution for Targus in Mexico and a distributorship for Logitech in Oman. As a result, Newcom is beginning to broaden its scope in Oman and other countries, with a very special announcement of our partnership with top brands in the coming months. The last few years have been fruitful for us. At Newcom, we view every difficulty as an opportunity to succeed. Our 28-year-old existence has been a learning process. Since the market is gradually returning to its usual vibrancy, the competition has grown stronger and there is a greater demand for devices. The world has gone digital and grown more tech smart, and here’s where Newcom plays an integral role with its philosophy of Partnership beyond Business, building the bridge between the vendors and channel partners to make sure that the demand in the market is fulfilled.

As a leading distributor in the region, what is your strategy for the Middle East in 2023?

Newcom’s strategy is pushing through the fear, stepping out of the present conditions around the corner toward 2023 and beyond. We have observed the industry’s interest in Artificial Intelligence (AI), Augmented Reality (AR) and security solutions has grown exponentially, and we want to explore and expand our partners in these areas. In coming years, a strong digital presence with unique marketing strategies using Geo-fencing data will drive the market. In 2023, Newcom is looking forward to increasing omnichannel selling and expanding our business into the global market. We are also increasing our horizons in different regions and countries in the Middle East and Africa region.

How promising is your partnership for the channel?

Newcom has offered our partners the much-needed foothold and helped increase their customer base. Newcom also offers partners’ partnership programs that are easy for them to understand and achieve their goals. Our sales team is in constant touch with partners in the field and sell together with them. This strategy helps integrate direct procurement with the local presence of channel partners for the ultimate win-win.

Can you tell us how Newcom is creating an impact in the VAD market?

Newcom is creating an impact in the VAD market by providing impeccable VAD solutions that include video collaboration and Interactive panels with well-known brands such as Logitech, Samsung and a few more in the pipeline. We work directly with leading System Integrators to offer best business solutions to different verticals such as hospitality, education, automotive and much more.

NEWCOM Partnership Beyond Business
IMAGINE MORE
Shape the future

Visit us at
GITEX GLOBAL
Dubai World Trade Centre, Hall 7-D1
October 10-14, 2022
The next generation of critical solutions

Airbus to put next-generation mission-critical solutions in spotlight at GITEX Global 2022

Redington promotes innovation at GITEX 2022

Airbus Secure Land Communication is participating at GITEX Global this year to showcase its site roster of mission-critical collaboration and communication technologies from October 10-14, 2022, at the Dubai World Trade Centre. TacTition Agnet, a unique collaboration application, takes the lead in the line-up of Airbus solutions to be exhibited at GITEX. First responders globally utilise TacTition Agnet for real-time sharing of information via the solution’s multimedia functions, including voice, mission-critical push-to-talk (MCPTT), voice messaging and photo exchange.

Through TacTition Agnet, users can collaborate in a single platform despite using different devices. Airbus will also display its solutions that complement TacTition Agnet such as TacTition Agnet Aviatic, a cloud-based, and AIMA Xperry. TacTition Agnet Aviatic and its interoperability features make it easier for aircraft personnel handling ground operations to securely coordinate. With better collaboration, airports can run their operations more efficiently and deploy their resources more effectively.

TACShield, Airbus’ collaborative mobile application that supports geolocation, fast, detailed situational awareness, operational planning, and real-time coordination as operations unfold. The application, which is compatible with smartphones, tablets, and PCs, remains operational even in cases of loss of radio coverage and network disruptions. A canine robot, which is integrated with Concerto – Airbus’ platform and Airbus’ Agnet, is one of the main highlights of Airbus’ participation at GITEX 2022. The agile mobile robot features an array of sensors such as CBRRN, sensors and thermal and hyperspectral cameras. Defense forces can deploy the robot for routine inspection tasks and secure data gathering and transmission. Last but not least is AIMA Xperry, a web-based platform that allows an operator to initiate or join an assisted reality call. Combined with smart glasses, Xperry provides remote agents and field users. Using smart glasses, medical workers responding to an emergency can share a complete view of the situation with another specialist and have access to a quicker and more effective solution of the case.

“This year’s GITEX is a global platform for us to highlight our latest next-generation technologies for our first responders and public safety personnel. Technologies play an important role in providing our mission-critical teams, with the much-needed connectivity, which is critical to the success of our operations and emergency response. We will demonstrate our solutions to make even during the harshest conditions and in isolated areas. In every situation, especially when they need it the most, our first responders can count on our technological edge and forward look to showcasing the power of our solutions and collaborations with our fellow exhibitors and GITEC visitors from across the world. Through GITEX 2022, Vice-President for Airbus SLC in Asia, Africa and the Middle East.

**Boosting Partner Profitability through Novel Initiatives**

With the overarching objective of helping businesses accelerate innovation and reduce technology friction, the company has paved several market initiatives this year.

- A key initiative was “The Pitch Room by Redington,” powered by Microsoft, which help channel partners capitalize on solutions from Azure-native Independent Software Vendors (ISVs).

Partner had a chance to assess how they can add value to end customers and strengthen their positions with these solutions. Redington’s ISV ecosystem was also able to leverage the initiative to have meaningful conversations and connect with channel partners.

- By creating this dose-kick ecosystem for collaborations, Redington along with our channel partners has stepped up to help simplify these decisions for customers.

- “Today, everyone understands that they must think and act digitally to thrive in a digital-led world. And our role has evolved – it is no longer only about simplifying technologies, but the need of the hour is to advance digital agenda to help customers optimise market opportunities and achieve business outcomes swiftly,” says Sayantan Das, Vice-President, Redington Value, said: “On one hand, innovation is taking place faster than ever and on the other channel partners must be agents of change to bring these innovations to customers quickly. Redington empowers partners to deliver these new solutions and services efficiently through new revenue streams, better capacity, and extensive resources. Here we played the role of a catalyst. When the pandemic crippled global economies, businesses were compelled to adopt digital transformation technologies overnight to ensure business continuity. This led to exceedingly complex IT environments where customers had to make critical decisions about their IT investments. Over the last two years, Redington along with our channel partners has stepped up to help simplify these decisions for customers.”

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Redington Value, the top value-added distributor (VAD) in the Middle East and Africa, is at the forefront of the movement to unwaveringly support partners and clients in advancing their goals for digital transformation.

**Advanced Digital Journeys with Pioneering Solutions**

The company has also strengthened its vendor portfolio over the past year. It has partners have access to world-class solutions and technologies to support their customers’ digital transformation journeys. This includes brands such as SugarCRM for analytics; Zoom and more for collaboration and work from home; HPE and more for a quicker and more efficient service delivery model; and AWS for world-class solutions and technologies to support their customers’ digital transformation journeys. This includes brands such as SugarCRM for analytics; Zoom and more for collaboration and work from home; HPE and more for a quicker and more efficient service delivery model; and AWS for world-class solutions and technologies to support their customers’ digital transformation journeys.

**We will demonstrate our solutions made to work even during the harshest conditions and in isolated areas, our first responders can count on our technologies.”**

"This year's GITEX is a global platform for us to highlight our latest next-generation technologies for our first responders and public safety personnel. Technologies play an important role in providing our mission-critical teams, with the much-needed connectivity, which is critical to the success of our operations and emergency response. We will demonstrate our solutions to make even during the harshest conditions and in isolated areas. In every situation, especially when they need it the most, our first responders can count on our technological edge and forward look to showcasing the power of our solutions and collaborations with our fellow exhibitors and GITEC visitors from across the world. Through GITEX 2022, Vice-President for Airbus SLC in Asia, Africa and the Middle East.

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Growing “True” Value-Added IT Distributor the Middle East regions with on-the-ground presence in 7 countries

www.gulfitd.com
Tenable One delivers contact-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. The average large organisation faces more than 130 cybersecurity point solutions, each with its own analytics and reporting. Discrete tools can lead to duplicated efforts and unengaged and underutilized teams. This leaves security practitioners no clear path forward to tangibly reduce risk or succinctly communicate an organization’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’ head-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. Tenable One 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 teams identify and prioritize the consequences of a cyberattack. Tenable One draws upon the industry’s largest vulnerable target database, a dataset from Nessus while understanding relationships between assets, exposures, privileges and threats across attack paths. At GITEX 2022, Tenable One introduces three new capabilities that arenow part of the new Tenable One privacy management programs:

- **Luminex Exposure View**: Luminex Exposure View gives cybersecurity teams the ability to surface and accurately answer critical questions about security posture.
- **Attack Path Analysis (APA)**: APA helps security teams to view attack paths from externally identified points through to critical internal assets to focus mitigation on areas of highest risk.
- **Asset Inventory**: Provides users with a visualised view of all assets, including IT, cloud, Active Directory and Web applications, with the ability to create specific asset tags from a variety of sources and use cases.

It’s an exciting time in Dubai where we are recovering post Covid, with the UAE economy expanding strongly. Organisations are looking to invest in technology that will help them capitalise on opportunities and deliver increased functionality. However, according to this backdrop, we’ve also seen a dramatic uptick in ransomware and nation-state sponsored threats and a flood of new vulnerabilities through organisations exposed”, said Maher Jadallah, Senior Director Middle East & North Africa. “Tenable One introduces three new capabilities that are now part of the new Tenable One privacy management programs:”

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In. However, the way we work today means this approach is no longer feasible. We need to start simply treating the symptoms of cyber risk and actually look for a cure.

Tenable One combines vulnerability management, external attack surface management (EASM), identity management and cloud security data to create the most security. Tenable One introduces three new capabilities that are now part of the new Tenable One privacy management programs:”

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“Experience the power of attack signal intelligence at GITEX 2022

Vectra AI will show how its Threat Detection and Response (TDR) and Managed Detection and Response (MDR) suites can deliver actionable intelligence that reduces alert fatigue and enables areas of known and unknown security risk and builds a business case for effective risk management. It combines the partnered real-time view of all assets and associated software vulnerability, poorly configured resources and excessive entitlements with continuous vulnerability risk assessment.

**Predict and Prioritise**

To anticipate the consequences of a cyberattack faster and significantly improves remediation prioritisation. It enables security teams to continuously identify and focus on the exploitable attack pathways that create the most risk.

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Demo Day headlines Flat6Labs’ GITEX premier

Demo Day for Cycle 3 Start-Ups Set to Headline Flat6Labs’ First Appearance at GITEX Global. As a part of Flat6Labs’ Ignite seed program, Demo Day is an opportunity for some of the most innovative start-ups in the UAE to present and pitch to leading regional venture capitalists, angel investors, corporates and enterprise ecosystem leaders, with the aim of securing additional investment.

Flati6Labs, the MENA region’s leading seed-stage program and early-stage venture capital firm, today announced its GITEX Global debut at the 2022 edition of the show. The company will leverage the event as an opportunity to showcase 24 of the most innovative companies under its seed program in the UAE and broader MENA region.

In addition, the company will also host its Demo Day on October 12th where start-ups that are part of Cohort 3 of Flat6Labs Ignite will have the opportunity to present and pitch to leading regional venture capitalists, angel investors, corporates and enterprise ecosystem leaders, with the aim of securing additional investment.

“While for over four decades, GITEX has been the region’s leading enterprize IT trade show, we are excited to see it also become one of the region’s vibrant start-up ecosystem. Over the last year and a half, Flat6Labs Ignite, which we run in partnership with ADQ’s DisruptAD, has quickly become one of the most sought-after seed programs in the UAE, even drawing the formal support of the Ministry of Economy in Abu Dhabi,” said Ryan Sharif, General Manager at Flat6Labs UAE.

“Building on this momentum, at our GITEX debut, we will showcase the value of our program, and provide our start-ups with the opportunity to reach key stakeholders from across the region. We also intend to engage with innovative start-ups attending the show that would be interested in applying to be part of Cycle 4 of our program and more importantly looking to scale into the MENA Region using Abu Dhabi as the headquarter,” added Sharif.

Over the five days of the event, Flat6Labs will host 24 start-ups at its stand in rotation, offering visitors an opportunity to engage with and learn about some of the stand’s dedicated demo kiosks. These organisations span multiple sectors including EdTech, HealthTech, Cybersecurity, Real Estate, Construction, Sustainability, Automotive, and Sports and Entertainment.

The organisational productivity vision is underpinned by the findings of the latest survey from leading market research firm, IDC, which revealed that a unified view of IT performance is critical for organisations with their digital user experience.

According to the IDC survey, 86% of UAE technology executives said it makes their job and their job of their staff/peers easier or faster, while 83% said it makes their job and their job of their staff/peers less stressful. On the other hand, while 52% of respondents said their digital user experience has significantly grown their digital user experience, 86% of respondents agreed their digital user experience aims to deliver a flawless digital experience that fulfills customers’ expectations.

To meet business requirements, and 52% said it makes their job and the job of their staff more difficult. 62% of respondents consider it as the most important IT performance skill today. 57% of respondents agree that their organisation needs to 58% of respondents identify this vision as the most important IT performance skill today. 57% of respondents agree that their organisation needs to

“Each of these start-ups has been meticulously vetted from over 600 seed applicants and has subsequently received world-class mentorship to refine their strategies and business models. They are now poised for the transformation from being a local UAE-based start-up to a region-wide industry pioneer. Attendees to Demo Day therefore have an opportunity to meet at a critical stage with the potential to deliver impressive returns on their investment,” said Sharif. The Flat6Labs Ignite Program launched in March 2021 as a partnership with ADQ’s DisruptAD. Flat6Labs has made over 30 investments in the region’s start-ups from multiple sectors. Collectively, these start-ups – which include the likes of Washmany, RemotePass and Dharma – have since gone on to raise over $8 million in capital, and have subsequently leveraged the digital tools to motivate, educate, and communicate with their sales force.

Riverbed reveals Unified Observability Survey findings

With 53% of UAE respondents stating the lack of unified observability restricts IT’s ability to meet business requirements, Riverbed is focusing on addressing this pressing regional challenge.

“In the survey, 52% of UAE respondents said that IT teams are struggling to effectively manage highly distributed digital infrastructures and deliver digital experiences that meet increasingly high customer expectations. The survey of 1,400 IT leaders and technology executives across 12 countries uncovered the following in the UAE:

• 57% of respondents currently use observability tools yet 55% of them believe those tools are too narrowly focused and fail to provide a complete and unified view of their organisation’s operating conditions.
• 53% said the lack of unified observability restricts the IT organisation’s ability to meet business requirements, and 52% said it makes their job and the job of their staff more difficult.
• 62% of respondents consider it as the most important IT performance skill today.

“Each of these start-ups has been meticulously vetted from over 600 seed applicants and has subsequently received world-class mentorship to refine their strategies and business models. They are now poised for the transformation from being a local UAE-based start-up to a region-wide industry pioneer. Attendees to Demo Day therefore have an opportunity to meet at a critical stage with the potential to deliver impressive returns on their investment,” said Sharif.

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Help AG brings cyber defence to Riyadh

Help AG launches cybersecurity operations centre in Riyadh to provide 24/7 security monitoring and events management.

The CSOC in Riyadh builds on Help AG’s expertise of more than 25 years in providing world-class cyber defence to organisations in the region.

Help AG, the cybersecurity arm of e& enterprise and the Middle East’s trusted security advisor, has launched a state-of-the-art Cybersecurity Operations Centre (CSOC) in Riyadh, Saudi Arabia, to provide 24/7 security monitoring and events management, along with a complete suite of locally delivered Managed Security Services (MSS), fully compliant with the local data regulations.

The CSOC in Riyadh builds on Help AG’s expertise of more than 25 years in providing world-class cyber defence to organisations in the region. The launch comes at a critical time as Saudi Arabia is accelerating its digital transformation and focusing on creating a collaborative ecosystem with the ultimate goal of becoming a global investment powerhouse – a key pillar in the Kingdom’s 2030 Vision.

Commenting on the launch, Stephan Berner, Chief Executive Officer at Help AG, said: “With increased digital adoption across Saudi Arabia, embedding cybersecurity in every project and process has quickly emerged as a top-of-mind moving target for organisations in the kingdom. The launch of our state-of-the-art CSOC reflects Help AG’s deep commitment to supporting Saudi Arabia’s vision of digital transformation. Featuring our next-generation security operations framework for enterprises and governmental entities, as well as offering flexible deployment through cloud, on-premises or a hybrid model, the CSOC in Riyadh will enable our Saudi clients to take timely action on the basis of threat intelligence feeds and through our security orchestration and automation platforms.”

With 360-degree cybersecurity offerings combining organisational and technical expertise, backed by a world-class innovation ecosystem and 24/7 monitoring, Help AG’s cutting-edge CSOC in Saudi Arabia offers distinct service differentiators that are fully compliant with local data regulations.

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