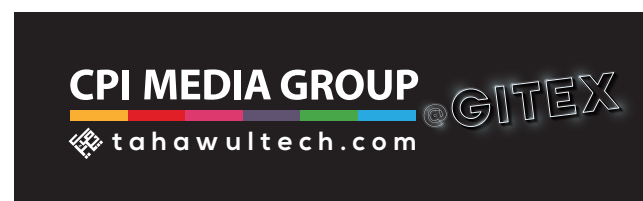


60 MINUTES

GITEX TECHNOLOGY WEEK

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



DAY 1 PM

The winning formula

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.



Loubna Imenchal

How important is the channel ecosystem for Logitech in the region?

Logitech believes that when we work together, we do business better. In fact, Logitech's go-to-market approach for video collaboration and professional work solutions is built on partnerships. Our partner community delivers the value and support our customers

► CONTINUED ON PAGE 3

Aruba launches an industry first at GITEX 2022

Aruba Launches Networking Industry's First Enterprise Cloud-Instance in UAE.

Aruba, a Hewlett Packard Enterprise company, announced the much-awaited launch of the company's Enterprise Cloud instance in UAE. The new deployment is in response to the increasing appetite of enterprises in the country for cloud-based networking that provides resilience, efficiency, automation and flexibility of business. The Cloud instance will provide in-country data residency

and enable local enterprises to maintain proximity to their data. Zeeshan Hadi, country manager, UAE at Aruba provides insight on the launch saying, "We have witnessed an acceleration in the demand for cloud services in the UAE, as organisations seek to modernise and transform their IT infrastructures and architectures in order to support a hybrid workforce. According to a report by Ken Research,

the UAE Cloud services market is set to grow at a CAGR of 16.9% in terms of revenue generation, over the period 2021-2026. However, one of the key barriers to cloud adoption has been around data residency, and concerns over data that is stored in a cloud hosted outside the borders of a country, especially when it relates to customers operating in regulated industries like

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How can employees help bolster data security?

Sebastien Pavie, Regional Director for Data Protection at Thales dives into the cyber threat landscape and how employees can better prepare themselves for the onslaught from hackers.

What is concerning security professionals most about working in an increasingly remote workforce?

It's no great surprise, especially after the last two years, that employees across the globe are more distributed than ever before. The advances in technology such as cloud, coupled with a pandemic, has bolstered working from home (or anywhere you want), but

this has brought with it many challenges for both security professionals and employees.

For business leaders and IT professionals, the notion of protecting their castle has got even more complicated. They no longer have centralised control of their workforce under one roof, and employees can stray away from their watchful eye. As a result, employees no longer have the same

security blanket to fall back on, as being in-house with a dedicated security team at their disposal. Businesses therefore need to provide employees with a sufficient infrastructure to independently safeguard against the cybercriminals looking to infiltrate their home working setup, creating new challenges for security professionals.

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Unleash the power of the digital economy

Huawei to unleash the power of the digital economy at GITEX GLOBAL 2022.



Steven Yi

Under the theme of "Unleash Digital", Huawei will have its largest-ever participation at GITEX GLOBAL 2022, demonstrating its commitment to the regional and global technology platform. The company has committed to being the Diamond Sponsor of the show, adding further support to the region's ICT ecosystem.

Huawei's elevated

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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.



Yahya Kassab

How important is it for your company to participate at GITEX Global 2022, in terms of getting to network face-to-face with your customers 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, it will be a pleasure to participate as a Vaultier 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, Cell Info, ExaGrid, VAST Data, MDX and many others.

Our partnerships allow us to offer advanced SaaS models able to deliver built-in protection against cyber-attacks through air-gapped and immutable copies of data, together with hardened security controls that prevent unauthorised access to backup data.

In your opinion, what are the key technologies that will fuel new innovations in 2023?

For both our private and public sector customers, the biggest priority now

is the recognition that moves made during the height of the pandemic to rapidly adjust to support a remote workforce – have left them more exposed to critical business risk – especially in the form of Ransomware

We saw many local projects that may have been planned for 18-24 months in the future brought forward and implemented in weeks as customers shifted to remote working support models and critical data management processes needing to be performed from off-prem locations.

This enforced acceleration, often driven by short term

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Logitech...

want. To be more specific regarding the UAE, Logitech counts more than 100 tier-1 partners, distributors, and solution integrators in the Middle East. Together with our market-leading solutions, these key partners enabled Logitech to achieve rapid growth in its video collaboration business.

We held the Logitech Video Collaboration Summit 2022 in Dubai earlier this year, and it was a huge success. Within the context of the conference, we had the chance to outline our channel strategy in the region, showcase Logitech’s latest solutions, exchange best practices, and celebrate recent accomplishments with our channel partners. The Logitech channel ecosystem, as you can see, is a key pillar of our strategy and success in the region.

Tell us about Logitech’s partner ecosystem. What are the highlights of being a Logitech partner?

Channel partnerships have long been a key part of the technology sector. Logitech gives our valued channel partners all the recourses and assistance they need to grow along with us. We also know that partnering works best when it is simple. As a result, we are committed to being easy to work with while also delivering tools and solutions to help our partners stand out.

One thing that can be said with absolute certainty is that customer demands have rapidly intensified over the last several years, and partners should adopt an ecosystem approach to doing business in order to remain relevant.

The Logitech Channel Partner Program has been carefully developed to provide our partners with several advantages without the hassle and complexities seen in comparable schemes.

The program utilises a tier-based structure with progressively higher levels of rewards, incentives, and perks. Logitech partners get access to the Logitech Partner Portal, which includes sales tools, marketing materials, and training.

Meanwhile, for higher tier partnerships, we offer co-marketing funding, inclusion in the Logitech Partner Locator on our websites, and access to the Lead Distribution Program and Logitech marketing team. However, channel partnerships, like most business relationships, rely on the interpersonal dynamics between the parties. We have a dedicated Logitech Channel Account Manager who supports and works with our partners to engage end customers.

With digital transformation accelerating at breakneck speed, how is Logitech equipping its partners to cope up with the changing technological demands?

As technology continues to reshape work, Logitech together with our partners are uniquely positioned to help address emerging and evolving hybrid work trends. Raising the bar on meeting room and personal workspace solutions and optimising collaboration for the hybrid worker, our products have become a hallmark for frictionless user experiences and scalable deployments for every meeting space.

The acceleration of digital transformation, in part due to the recent pandemic, changed the way we work dramatically. Work is no longer defined by a single place. It may or may not take place in an office. Work happens wherever people are, and Logitech supports hybrid work by providing video collaboration solutions that offer cutting-edge meeting experiences for everyone regardless of location. In reality, our solutions are our partners’

most valuable asset.

For example, Logitech’s video conferencing solutions are built around a comprehensive ecosystem of hardware, software, services, and world-class partnerships. Our products and solutions are tested and certified to ensure compatibility with the world’s leading video conferencing platforms. One reason organisations employ Logitech devices in their meeting rooms is the sophistication of our video and AI technologies. Logitech video collaboration solutions are reliable, easy to set up and manage, and straightforward to use. They encourage 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 digital solutions, online trainings, self-service marketing portal, and the partner portal to 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 have your channel partners contributed to this success?

Despite the fact that Logitech has the most extensive range of 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 contributed significantly to Logitech’s local achievements. In today’s highly competitive business climate, maintaining and growing a brand’s market share is a difficult feat. However, our regional partners helped us achieve the full scalability of our products and services.

With Logitech’s support and training, our channel



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

partners are able to provide end-customers in the UAE highly personalised solutions, tailored to their business needs. We are discussing an operational model that is enabled by partners and centred on the customer. Because of Logitech’s swift adaptability to ever-changing business needs, our partners can effectively convert their clients’ desires into reality.

Furthermore, we always take into account that our channel partner community has the most direct contact with Logitech’s end customers. As a result, we leverage the gathered input from their regular and dynamic interactions with customers to further improve our solutions and create outstanding end-user experiences that benefit all parties involved.

Additionally, Logitech’s channel partners play a crucial role in supporting and amplifying our marketing efforts and reach. Our channel partners in the UAE have an in-depth understanding of the local market. In conjunction with our support and coaching, they perform effective offline and online marketing initiatives. Partner marketing contributes to stimulating customer interest, generates leads, and, ultimately, drives sales.

Tell us about Logitech’s latest range of products

and services.

Logitech has been a company focused on innovation and quality since its establishment in 1981 in Lausanne, Switzerland. So, although we now provide a diverse variety of products and services that can meet the demands of any business, even in volatile times, our product design teams are restless, and new product releases are planned for this fall.

The new Logitech Brio 505 is one of them. We are talking about a next-generation web camera, offering superior video quality. Logitech’s exclusive HDR technology automatically corrects the light in real-time.

The Logitech Zone Vibe Wireless headset is another notable release. Certified for Google Meet, Google Voice, and Zoom and compatible with major video platforms such as Microsoft Teams, Zone Vibe Wireless makes joining any meeting simple and easy. The new, lightweight headset provides up to 20 hours of real wireless freedom and may connect to users’ devices through Bluetooth and the accompanying USB receiver.

Logitech also has software and apps to help customers easily manage and optimise their video tools and devices. At the enterprise level, Logitech Sync is a cloud-based remote device management software that allows enterprise IT to maintain, manage, and regularly update their video collaboration implementation from any location. IT teams are able to ensure their Logitech video collaboration devices and tools are healthy and up to date even remotely. While Logi Tune is equivalent to a video meeting “maestro” because it enables end users to control their video meeting experience wherever they are: at home, in the office, or on the go. Webcam and

headset settings are all at users’ fingertips to ensure they look and sound the way they want in video meetings.

The Logitech Brio 505 and Zone Vibe Wireless are compatible with Logitech Sync and Logi Tune Desktop.

Of course, more exciting Logitech video conferencing and collaboration products are on the horizon, but we would rather not give anything away just yet.

What are Logitech’s plans for this region?

We are witnessing an increase in the adoption for video collaboration as a result of the hybrid work trend and rapid digitisation that is driving hyper-connectivity through advanced video conferencing tools and devices. Logitech will provide the market with needed video collaboration tools to support employees that are transitioning between office and home-office seamlessly. We will work with our partners to create deeper integrations. Our co-selling strategy Logitech training programs, marketing and sales enablement tools to help partners grow. We plan to promote our products in the coming year, to drive the usage of video collaboration solutions and devices across the region, while we help organisations adopt our video collaboration tools. We will also focus on talent building which is also essential to bridge the gap in the unprecedented digital skills gap as more jobs demand digital skills. It is also worth mentioning that Logitech provides industry-specific solutions for the Healthcare, Government, and Education industries, and this is another significant benefit for our channel partners. As a consequence, not only are they able to keep up with changing technology demands, but they also have amazing development potential.

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Commvault...

assessments of key workload and business process prioritisation has seen huge growth in multi-cloud environments to support multiple new SaaS-based applications.

As well as this, businesses need to consider new and proactive ways to secure and protect their data from ransomware and cyber criminals, as the threat landscape continues to evolve. That’s where ThreatWise comes in.

Of course, our priority

is and will continue to be to deliver ransomware protection, across the increased variety of multi-cloud locations that a more remote workforce needs to operate. This is our customers’ biggest priority and through our trusted solution delivery partner ecosystem that is exactly what we are delivering to more and more organisations across the region!

Can you outline to our readers what products, solutions, or partnership agreements you’re announcing at GITEX Global 2022?
We are delighted to



It is vital that businesses across the Middle East see the necessary benefits of adopting modern solutions to drive efficiency and greater cyber security for their operations”.

formally announce the general availability of our Metallic ThreatWise capabilities here at GITEX. ThreatWise is an early warning system that proactively surfaces unknown and zero-day

threats to minimise compromised data and business impact, that is, an early warning signal that no other vendor on the market offers.

It is vital that businesses across the

Middle East see the necessary benefits of adopting modern solutions to drive efficiency and greater cyber security for their operations. Many IT teams in the region do not have adequate tools in place to detect ransomware attacks on production environments early enough in the attack chain to neutralise stealthy cyber-attacks before they cause harm.

Ransomware has revolved around encryption for a long time, but newer extortion techniques like exfiltration go beyond rapidly spreading malware, and

data recovery alone cannot help if sensitive business data is leaked to the Dark Web. Data recovery is important, but alone it’s not enough. Just a few hours with an undetected bad actor in your systems can be catastrophic. By integrating ThreatWise into the Metallic SaaS portfolio, we provide customers with a proactive, early warning system that bolsters their zero-loss strategy by intercepting a threat before it impacts your business.

If you’re interested in learning more, reach out to one of the team, either in person at GITEX or visit our website to set up a meeting!

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Thales...

Businesses across the globe are also accelerating the shift to the cloud in conjunction with this. Infrastructure now has to be 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. Attacks targeting cloud resources are on the rise, including data breaches on cloud assets and secure information held in cloud applications. Establishing sufficient cloud protection strategies to safeguard businesses is an ongoing concern on security professionals' radar, with 51% of IT leaders agreeing that it is more complex to manage privacy and data protection regulations in a cloud environment[2].

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

Employees, no matter what company or industry, are an attractive target for hackers as they are seen as the weakest link in an organisations' defence, especially with more remote working. Fortunately, security professionals are acutely aware of the risks being faced by employees, with 79% of which expressing some level of concern about the security risks/threats of employees working remotely [3].

The correlation between the high staff turnover rate and cyber incidents in the last couple years is also no coincidence. Fatigued or disgruntled 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 lax in following security guidelines if they take their eye off the ball, with workplace dissatisfaction and COVID-19-induced burnout higher than ever.

With a higher employee turnover as a result, new staff will also be unfamiliar with security protocols, heightening the risk of breaches further. The cost to replace an employee therefore goes recruitment and training costs; it must consider the potential cost to the business with cyber incidents.

The nature and complexity of cyberattacks is also constantly evolving, with criminals resorting to new means of attack, making it difficult to continually upskill employees to confidently

spot and avert breach attempts.

Why is Human Error the biggest risk of all for cybersecurity professionals?

Whilst it may be easy for vendors to discuss the measures businesses need to take to protect themselves at length, it's the people within businesses that remain at the forefront of a robust cybersecurity strategy.

According to a recent Prosper Insights & Analytics Survey, 27% of adults have not taken any steps to protect their digital or online privacy. This apathy towards data privacy means that many employees may be unaware of what data they are sharing and with who, potentially translating to security breaches if they aren't taking full precautions.

As such, they may be unable to track who has access to their data and erect barriers to ensure unauthorised users cannot gain access. In an increasingly hybrid working environment, many employees are also using personal devices to access work services and if compromised by hackers, this can present a significant risk to a company's data security.

Employees failing to protect their data privacy not only creates a new risk point for businesses to manage, but it also highlights a cultural lack of awareness around the importance of maintaining a strong defence against cyber-attacks. The result is that even in a business with effective multi-factor authentication (MFA) software, encryption tools, and key management, this can all be undermined by workforces that are blind to potential threats and take risks with the storage, access, and utilisation of their company's data.

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

Cyberattacks are now the inevitable price you pay for doing business – with the volume of attempted breaches surging in comparison to pre-pandemic figures. In fact, Thales' Data Threat Report [4] found that malware (56%), ransomware (53%) and phishing (40%) are the leading source of security attacks – with one in five (21%) having experienced a ransomware attack in the last year. Managing these risks is an ongoing challenge, with almost half (45%) of IT leaders reporting an increase in the volume, severity and/or scope of cyberattacks in the past 12 months.

However, deepfake



Sebastien Pavie

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

technology is now so sophisticated that we are starting to see cybercriminals move away from tried and tested methods like phishing to carry out far more advanced attacks on enterprises. Such attacks have already started to gain in popularity, with threat actors using AI to impersonate the voices of business leaders in order to steal huge amount of money. By exploiting the attributes and authority of such high-profile individuals, CEOs will therefore be the gateway to infiltrate larger organisations this year.

Is the accelerated evolution of quantum computers a threat to data security? If so, what steps should organisations be taking to prepare of their post-quantum security future?

Although there are no current quantum computing threats that can practically affect any classical encryption scheme, quantum technologies certainly have the potential to break current cryptographic approaches, posing an unprecedented threat to our data security. With the race to quantum heating up, business leaders need to take proactive steps to prepare for this evolving risk, rather than taking a reactionary approach when

it does become a reality – you don't want to be playing catch up when the integrity of data is at risk.

Encouragingly, the National Institute of Standards and Technology (NIST) recently announced the first four Quantum-Resistant cryptographic algorithms – that will now undergo a two-year process to become part of NIST's post-quantum cryptographic standard. For example, the NIST has selected Falcon, a Thales co-development algorithm known for its extremely strong security and high bandwidth efficiency. Such algorithms will set future post-quantum cryptography standards.

Above and beyond the cyber cybersecurity hygiene protocols that businesses should be enforcing as standard, there are three key measures that businesses should be implementing to prepare for a secure post-quantum future. Firstly, for organisations looking to protect their data, they must adopt a strong quantum crypto agility strategy, encouraging their company to assess their crypto inventory and readiness – in order to begin planning a quantum safe architecture. In other words, data security practices need to easily evolve to support multiple algorithms and encryption mechanisms simultaneously. What that means is that to truly understand both potential and risks, tech teams must first analyse their existing applications, to ascertain if an algorithm were changed would the application still work. This must be done across every application, and business critical system, across the whole organisation, enabling them to map out a plan that will allow for business continuity. It is a big job, so by beginning this

process early, it will help to ensure a smooth transition when it comes to protecting data against the new threat vector.

Secondly, there is also a pressing need to address the knowledge gap in workforces. Given that quantum computing, and its associated risks, are emerging areas of concern, it's important to roll out sufficient training to upskill employees to be quantum literate. This would empower teams to competently develop quantum-safe strategies.

Finally, organisations must also adopt the Zero Trust framework as part of rolling out a strong quantum crypto agility strategy. Businesses cannot be risk becoming overconfident in assuming they are resistant to cyber breaches, even after implementing the above. Maintaining a risk-averse agenda will no doubt be a huge part of ensuring quantum resilience.

Lastly, what steps can security professionals take to protect their most sensitive data? Implementing stronger security practices and following good cyber hygiene is the only way to provide robust protection against attacks on data, personal information and infrastructure. Every company should be continually assessing their security capabilities and ensuring they're protecting their most sensitive data.

First, you must prepare for the threat by developing and exercising both a cyber incident response and communications plan. Create and maintain a cybersecurity awareness training program for your users – making digital asset management a key competency for your organisation. Then, keep systems up to date and use appropriate tools and security teams to regularly

test and evaluate your environments. Make sure to add layered defences and threat detection capabilities to further protect those systems from attack.

Implement security and access management controls, such as two-factor authentication, encryption, key management to protect data at its core and restrict access to only to those authorised. Organisations should also consider adopting a Zero Trust security approach, based on the tenet “Never Trust, Always Verify”, to prevent employees from accessing data unless explicitly authorised to do so.

In addition, it is important to help guide employees on the best practices both inside and outside of work. Whilst you can never guarantee compliance, having guidance and advice can go a long way in protecting everyone. So as a gentle cyber hygiene reminder, here are four top tips:

1. NEVER REUSE!

Never reuse the same password between different sites. Implement software that generates unique passwords, so each time you register a random password is created for you.

2. OPT FOR MULTI-FACTOR AUTHENTICATION:

Where possible, activate the multi-factor authentication services that many sites offer to enable an extra layer of security, ensuring only you can access your accounts. This authentication method will require two or more forms of verification to gain access, thereby minimising the chance for cybercriminals to gain access to your accounts.

3. BE MINDFUL:

Remember that your computer or mobile device can contract a virus or malware at any point of you being on a website or app. Practice sensitive caution at all times and use devices and infrastructure that have strong security technologies, like encryption, anti-virus software and two-factor authentication, to protect the integrity of your data.

4. ALWAYS USE A VPN:

Where possible, use a trusted Virtual Private Network (VPN) when using publicly-available (and potentially insecure) Wi-Fi networks that don't have the necessary precautions in place.

[1] According to Thales' 2022 Data Threat Report

[2] According to Thales' 2022 Data Threat Report

[3] According to Thales' 2022 Data Threat Report

[4] According to Thales' 2022 Data Threat Report



Digital Security
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Protection



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Threat Defense



Full Disk
Encryption



Cloud App
Protection



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ESET MIDDLE EAST at GITEX 2022 - Hall 1, Stand H1-E1

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Aruba...

government, healthcare and financial services. The launch of our UAE Cloud instance is a momentous achievement and will go a long way in allaying these concerns. This signals another landmark in our ongoing pursuit to better serve our customers and partners in the UAE”.

The launch comes on the back of the UAE government’s Federal Personal Data Protection (PDP) Law introduced early this year that places new regulations around the processing of personal data for individuals in the UAE. Besides the issue of data privacy, having cloud services hosted close to UAE customers translates to better and faster network and application

performance, ultra-low latency, and thereby the best user experience.

The company’s flagship Aruba Central platform that provides AI-powered, cloud-managed networking for branch, campus, remote, and data centre networks will be hosted on the local Cloud instance.

As the management and orchestration console for Aruba ESP (Edge Services Platform), Aruba Central provides a single point of control to oversee every aspect of wired and wireless LANs, WANs, and VPNs across campus, branch, remote, and data centre locations. AI-powered analytics, end-to-end orchestration and automation, and advanced security features are built natively into the solution. Live upgrades, robust reporting, and live chat support are also included, bringing more

efficiency to day-to-day maintenance activities.

Built on a cloud-native, microservices architecture, Aruba Central delivers on enterprise requirements for scale and resiliency and is also driven by intuitive workflows and dashboards that make it a perfect fit for SMBs with limited IT personnel. The solution is also integrated with HPE GreenLake, providing a consistent operating model and single platform for IT executives to view and manage their compute, storage, and networking infrastructure for unmatched efficiency and improved cost controls.

Recently the company has added Client Insights to the Aruba Central Foundation License, providing customers with a service for detecting and provisioning devices at no additional cost. The platform has also been bolstered with four new



Zeeshan Hadi, Country Manager, UAE (L) and Lars Koelendorf, Vice President, Solutions & Enablement, EMEA at Aruba (R)

AI features that tap into Aruba’s massive data lake to give more actionable networking and security information to partners and IT administrators.

“We are excited about today’s announcement, enabling our customers to consume Aruba Central in region, and providing an easier way to extend their network from edge-

to-cloud – all enabled by a seamless, unified wired, wireless, and SD-Branch infrastructure. Leveraging Cloud technologies enables us to deliver solutions that use Artificial Intelligence and Machine Learning at scale, resulting in what we call Aruba Self-healing AIOps. The benefit for customers

is that problems are automatically surfaced and fixed before end users or business performance are impacted, without requiring any manual effort on behalf of IT operators”, concludes Lars Koelendorf, Vice President, Solutions & Enablement, EMEA at Aruba.

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Huawei...

presence comes amid increased investment in the Middle East Region digital economy, cybersecurity, and advanced technologies. It reflects Huawei’s efforts to bring technological advances to even more industries and create new value by helping governments and enterprises go digital while operating more intelligently and achieving sustainability.

Steven Yi, Huawei Middle East and Africa President,

new ways to transform various industries digitally”.

At GITEX GLOBAL, Huawei plans to showcase its newest end-to-end products, solutions and advanced ICT technologies, focusing on 5.5G, AI, digital power, cybersecurity, cloud, and industry applications designed to meet the needs of various industry scenarios and sectors such as government, utilities, oil and gas, transportation and finance, hence creating new value and addressing government national digital transformation goals. The company will also reveal

Huawei’s vision is to integrate digital and power electronics technologies, develop green power, and enable energy digitalisation for a better, greener future.

In Cloud, Huawei will showcase its Everything-as-a-Service model that envisions a future where all infrastructure and applications will be cloud-based. At the booth, guests can explore how cloud can be incorporated into industry solutions in government and enterprises, boosting the cloud ecosystem in the Middle East through more open collaborations.

In cybersecurity, Huawei will reiterate the importance of a secure-by-design principle that considers security not as an added-on feature but a fundamental part of the product blueprint, a common challenge that all stakeholders – including governments, industry and standards organisations, enterprises, technology suppliers, and consumers – have a shared responsibility to confront.

As a global ICT leader, Huawei will continue boosting economic growth, creating employment opportunities and enabling the digital transformation of industries across the Middle East and the world. Huawei will support local and regional industry ecosystems and SMEs while developing digital talents in all our markets.

We will continue creating shared value and driving sustainable development for the ICT ecosystem.

Huawei will host a series of conferences throughout the week that add new value to partners and customers. The annual Huawei Innovation Day returns for the second year, covering the entire Middle East and Africa. It will take place on October 11th in AI Multaqua Ballroom at the DWTC in collaboration with the Arab ICT Organisation (AICTO) under the theme of “Collaboration to Unleash Innovation for Sustainable Digital Future”. The sessions will cover themes such as Green ICT for the sustainable future of sectors and industries and the ICT talent ecosystem, nurturing future digital leaders and empowering women in ICT in the MEA region.

The Huawei Middle East and Africa Carrier Enterprise Business Summit will take place on Day 2 of GITEX Global at the AI Multaqua Ballroom, under the theme ‘Unleash Digital Services, Grow Enterprise Business. During the conference, Huawei will share its strategy in supporting carrier partners to quickly build and deliver various managed digital service offerings to meet the different vertical sector customers’ needs, invite carriers and Managed Service partners (MSP)

to showcase their business achievements and help them make breakthroughs in enterprise business, strengthening collaborations to drive the telecom ecosystem for shared success in the middle east region.

The Huawei Developer Summit will take place on Day 3 at the AI Multaqua Ballroom, bringing together consumer cloud-related start-ups, developers, and the Harmony ecosystem to explore the latest in HarmonyOS, smart homes, smart homes, and smart offices, HMS Core, and more.

Huawei also brings its Huawei Connect series of global events to Dubai for the first time, which will take place in Madinat Jumeirah on October 12. This year, Huawei’s annual flagship event is bringing industry leaders, experts, and partners from around the world together to explore how to more effectively unleash digital productivity, it will also outline initiatives that can help build the ICT ecosystems capable of advancing common barriers in digital transformation and boosting digital economies. Additionally, the “Huawei Cloud TechWave Summit MEA: Inspire Innovation with Everything as a Service” will take place at Huawei Connect aiming at fully leveraging cloud native technologies to achieve

high-quality and efficient digital transformation.

In addition to Huawei’s own events, Huawei executives will participate in various keynotes and panel discussions throughout GITEX GLOBAL. These include sessions organised around cybersecurity, smart cities, Edtech, the future roadmap for 5G technology and mobility.

Located in Za’abeel Hall 1, Huawei’s presence at GITEX Global is one of the largest this year. Supported by our esteemed partners as Diamond Sponsors Gulf Applications (GAPP) & Redington, Gold Sponsors 2B Innovations, AI Rostamani Communications, Enterprise Systems, Foresight Technology & Mindware, Silver Sponsors Advanced Technology Consultancy, G2K, Visiontech & Tamdeed Projects

Visit us at GITEX Global to experience the latest technology innovations and join us together to fully Unleash Digital. For more information about Huawei’s participation at GITEX, please visit the Huawei GITEX website: https://e.huawei.com/ae/special_topic/event/gitex/2022 and Huawei Connect Dubai would be livestreamed online, to register for the livestream, please visit: <https://www.huawei.com/en/events/huaweiconnect/dubai>

The digital age has brought unprecedented upgrades to our lives and continues to revolutionise businesses’ efficiency and services’ quality”.

said, “The digital age has brought unprecedented upgrades to our lives and continues to revolutionise businesses’ efficiency and services’ quality. At GITEX GLOBAL, we will demonstrate to our customers and partners how our capabilities can inspire change in their specific domains. We look forward to engaging with the regional and global ecosystem as we explore

its latest solutions and technological updates that can address climate change and drive clean energy development.

We have always believed that the biggest value Huawei can bring to advance the green agenda is to use continuous technology innovation to help all industries enhance ICT infrastructure energy efficiency and achieve low-carbon development.

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AVEVA evolves data centres at GITEX Global 2022

AVEVA plans to demonstrate its AVEVA Unified Operations Centre for Data Centres, which provides owners the ability to manage complexity across multiple sites and systems.



Nayef Bou Chaaya

AVEVA announced that it is participating in GITEX Global 2022 to be held from 10–14 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 once 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

The Unified Operations Centre helps businesses maintain uptime, increase integration and improve efficiency”.

facilities. Our team will be onsite holding demos for visitors at Schneider Electric’s booth”.

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, Unified Operations Centre empowers the whole team with a centralised

view to help make informed decisions fast.

AVEVA Unified Operations Centre for Data Centres (UOC) is based upon a system of systems approach which convergences OT and IT technology into a single pane solution. This contextualises actionable information, providing an overall perspective on Data Centre health converging sub-systems that manage specific areas of Data Centre functions such as DCIM, BMS, mechanical, electrical and people.

AVEVA will be holding demos of its Unified Operations Centre solution on Schneider Electric’s stand H5-B40 and representatives from the company will meet with customers and partners and 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.



Jai Bhatia

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, J5create, Lindy, and Arozzi, which marks 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 organisation’s major business achievements this year? Our most recent accomplishments include securing

Master Distribution for Targus in Africa 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 18-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, by 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 believes in pushing through the fear, stepping out of the present and peering 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 their 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 proficiency 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.



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The next generation of critical solutions

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



Airbus Secure Land Communication is participating at GITEX Global this year to showcase its elite roster of mission-critical collaboration and communication technologies from October 10-14, 2022, at the Dubai World Trade Centre.

Tactilon Agnet, a unique

collaboration application, takes the lead in the line-up of Airbus solutions to be exhibited at GITEX. First responders globally utilise Tactilon Agnet for real-time sharing of information via the solution's multimedia functions, including video, mission-critical push to talk (MCPTT), voice, messaging and photo exchange.

Through Tactilon Agnet, users can collaborate in a single platform despite using different devices. Airbus will also display its solutions that complement Tactilon Agnet such as Tactilon Agnet Aviation, TACteam, a canine robot, and AMA XpertEye.

Tactilon Agnet Aviation and its interoperability

features make it easier for airport personnel handling ground operations to securely coordinate. With better collaboration, airports can run their operations more efficiently and deploy their resources more effectively.

TACteam is a collaborative mobile application that supports geolocation, fast detailed situational reports, 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 outages.

A canine robot, which is integrated with Common Objects' platform and Airbus' Agnet, is one of the main highlights of Airbus' GITEX participation. The agile mobile robot features an array of

sensors such as CBRN sensors and thermal and hyperspectral cameras. Defence forces can deploy Spot for routine inspection tasks and secure data gathering and transmission.

Last but not least is Ama XpertEye, a web-based platform that allows an operator to initiate or join an assisted reality call. Combined with smart glasses, XpertEye connects remote experts and field users. Using smart glasses, medical

workers responding to an emergency can share a complete view of the situation with another specialist hands-free for a quicker and more effective resolution of the case.

"This year's GITEX is a global platform for us to highlight our 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 any operation and emergency response. We will demonstrate our solutions made to work 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 technologies. We look forward to showcasing the power of our solutions and engaging with our fellow exhibitors and GITEX visitors from across the world", said Selim Bouri, Vice-president for Airbus SLC in Africa, Asia and the Middle East.

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".

Redington promotes innovation at GITEX 2022

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.



Sayantan Dev

Showcasing its unique strengths as a regional value-added distributor for the digital era, Redington Value is participating at the 42nd edition of GITEX Global under the theme of 'Accelerating Transformation – Addressing Technology Friction, Delivering Innovation'.

Sayantan Dev, 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".

Dev continued, "Today, everyone understands that they must think and act digital to thrive in a digital-led world. And our role has evolved – it is no longer only about simplifying transformations, but the need of the hour is to advance digital agendas to help customers optimise market opportunities and achieve business outcomes swiftly".

Boosting Partner Profitability through Novel Initiatives

With the overarching objective of helping businesses 'accelerate' transformation and reduce technology friction, the company has unveiled several unique initiatives this year.

A key initiative was 'The Pitch Room by Redington', powered by Microsoft, which helped channel partners capitalize on solutions from Azure-native Independent Software Vendors (ISVs). Partners had a chance to assess how they can add value to end customers and strengthen their portfolios 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 close-knit ecosystem for collaborations, Redington is playing a vital role in enhancing customer experiences and driving digital transformation journeys. Building on the initiative's resounding success in the UAE, the company now plans to extend 'The Pitch Room by Redington' to different regions.

The distributor has also launched 'The Vertical' by Redington, a series of events that will showcase tailored industry-specific digital solutions. The series aim to bring best-in-class technologies for accelerating

and enhancing customers' business for the digital age. The first chapter of The Vertical featured Ed-Tech Summit, an exclusive closed-door event where industry veterans addressed key challenges in education with best-of-breed solutions powered by AWS.

Redington has also recently launched its Managed Security Services Provider (MSSP) brand - DigiGlass by Redington. DigiGlass will help organisations to address evolving cybersecurity issues that are rising in today's digital economy. With the tagline 'Digital Security Reassured', the new MSSP will deliver bespoke solutions for different verticals and help organisations to respond to threats, rethink technological solutions and reframe practices for unified cybersecurity strategies.

Over the past year, the distributor has seen a significant rise in the number of partners leveraging its intelligent cloud management platform CloudQuarks. Now the company has embarked on a journey to release an improved and enhanced version 2 of CloudQuarks. With many new features, the enhanced version has been updated with feedback from partners. Redington has also built its capabilities within SecureQuarks and DataQuarks, which cater to end-to-end cybersecurity and analytics demands

respectively, in the market. IoTQuarks by Redington also features Industry 4.0, which is the company's recent Smart Factory initiative in collaboration with PTC, a leader in industrial IoT, CAD, PLM and more. The objective of Redington's Industry 4.0 is to implement and revolutionize industrial processes, systems, and boost productivity for regional manufacturing units.

Advancing Digital Journeys with Pioneering Solutions

The company has also strengthened its vendor portfolio over the past year to help 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 XFusion in its Compute and Networking business; Dragos in its Cybersecurity unit, and VAST Data and Virtuozzo in its Cloud and Infrastructure division. Redington has also expanded its partnership with AWS with a Strategic Collaboration Agreement (SCA) that reinforces its position as a leading cloud value-added distributor. The company also has recently won exclusive distribution status for Microsoft HoloLens 2 in the Middle East. Redington Gulf has also strengthened its partnership

with Cisco by integrating the vendor's Software-as-a-Service (SaaS) portfolio to its proprietary cloud commerce and cloud marketplace platform – CloudQuarks. Additionally, the company is powering and driving HPE's Greenlake, enabling partners and customers to leverage the strengths of a hybrid cloud that has the highest levels of data security.

Partner profitability and partner enablement are important elements at Redington. The company has hosted many webinars, educational events, and in-depth workshops for channel partners to have an opportunity to become well-versed with all the brands it houses and be a subject matter expert for different technologies. Partners gain new skills, understand market potential and opportunities and are on top of recent developments to guide customers in their digital journeys.

Dev concluded, "While we have accomplished many milestones, we believe we have only scratched the surface and there are greater opportunities to leverage. Our partners and customers can rely on us to continue offering disruptive solutions, increased revenue streams, better capacities, innovative technologies, and unique services – all designed to help them achieve their business outcomes seamlessly and effectively".

At GITEX Global, reach out to senior executives at the Redington stand A1 in Hall 5 to know more about how the distributor can empower your digital journeys.



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Maher Jadallah

Tenable One 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.

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 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' 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 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 leaders anticipate the consequences of a cyberattack. Tenable One draws upon the industry's largest vulnerability management data set from Nessus while understanding relationships between assets, exposures, privileges and threats across attack paths.

At launch, Tenable One introduces three new capabilities that are foundational to exposure management programs:

- **Lumin Exposure View** - provides clear and concise insights into an organisation's cyber exposure, giving security teams the ability to surface and accurately answer critical questions about security posture
- **Attack Path Analysis (APA)** - enables 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 centralised 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 as the region recovers 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, against this backdrop we've also seen a dramatic uptick in ransomware attacks, nation state-sponsored threats and a flood of new vulnerabilities that leave organisations exposed”, said Maher Jadallah, Senior Director Middle East & North Africa, Tenable. “When we think of traditional network security, the goal is to fortify the perimeter to prevent threats outside of the network from getting

We need to stop simply treating the symptoms of cyber risk and actually look for a cure”.

in. However, the way we work today means this approach is no longer feasible. We need to stop 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 discover weaknesses before attackers can exploit them. It continuously monitors environments – from traditional IT assets to cloud resources and identity systems – delivering the broadest vulnerability coverage available.

Tenable One enables organisations to:

- **Visualise Assets and Vulnerabilities**

- eliminates areas of known and unknown security risk and builds a baseline for effective risk management. It combines the power of a unified view of all assets and associated software vulnerabilities, poor configurations and excessive entitlements with continuous vulnerability assessment.

- **Predict and Prioritise** - applies context 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.

- **Effectively Communicate Risk** - provides a centralised and business-aligned view of cyber risk and actionable insights. It enables organisations to accurately and effectively communicate to different stakeholders about cyber risk and which actions can most efficiently reduce it.



Taj El-khayat

Vectra AI, a leader in AI-driven threat detection and response for hybrid and multi-cloud enterprises, today announced its participation at GITEX Global 2022 in Dubai, where it will show attendees how they can reduce alert fatigue for security teams and mount a more effective defence of their digital estates by leveraging attack-signal intelligence. The October event will be the first GITEX at which Vectra will operate its own booth.

“For the past two decades, threat detection and response methodologies across people, processes and technology have relied heavily on signatures,

anomalies, and rules to identify and defeat cybercriminals as they engage in infiltration and exfiltration campaigns. But as enterprises shift to hybrid and multi-cloud environments and digitise identities, supply chains and ecosystems, these approaches only result in more alert noise, triage and false positives”, commented Taj El-khayat, Managing Director for EMEA South at Vectra AI. “Very rarely do organisations know where the gaps in their security lie. And this is a great advantage to attackers, who continually bypass prevention, circumvent signatures, blend in and infiltrate, and progress laterally inside

Experience the power of attack-signal intelligence at GITEX

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

an organisation to wreak havoc”.

Vectra's focus on attack-signal intelligence is based upon the approach's proven ability to enhance an organisation's resilience to attacks. Unlike other approaches that centre on anomaly detection and require human tuning and maintenance, Vectra's attack-signal intelligence exposes the complete narrative of an attack by continuously monitoring for known attacker tactics, techniques, and procedures (TTPs), and executing pre-defined models in real-time to detect and correlate those TTPs and sift out the threats that are most relevant to the business.

Vectra's signal-intelligence approach means processes and workflows are more efficient. It reduces SIEM costs as well as the need for creating detection rules. It allows for the automation of

many traditionally manual tasks and speeds up detection and response. It also optimises investments in EDR, SOAR and ITSM, and makes analysts and threat hunters more effective by greatly reducing the incidence of false positives and alleviating alert fatigue.

“Vectra has spent more than a decade researching, developing, pioneering, and patenting AI-powered security that is centred on erasing the unknown”, El-khayat explained. “Attack-signal intelligence empowers defenders to think like their assailants and anticipate their tactics, techniques, and procedures. Our focus on the reduction of alert noise and the alleviation of security teams' burdens is one that is resonating with people across the region”.

At GITEX, Vectra will focus on the capabilities within its Threat Detection

and Response (TDR) and Managed Detection and Response (MDR) suites to deliver attack-signal intelligence. Vectra TDR is designed for today's hybrid and multi-cloud environments and provides coverage, clarity, and control for SOC's. Threat visibility extends to a range of widely used cloud services such as AWS, Microsoft 365 and Azure AD. AI-driven attack-signal intelligence is used to automate threat detection, and triage findings for prioritised investigation. And AI-enabled operations enable integrated investigation, workflow automation and targeted response.

Vectra MDR is a year-round, 24-hour proactive monitoring service that keeps security teams informed of the most immediate and potentially damaging threats in their environment. Vectra

offers its expertise to interpret early warning-signs identified by its TDR platform, and experienced analysts are on hand, day and night, to support resident SOC's in expelling sophisticated adversaries.

The company has set aside space for three demo screens that will show different SOC (security operations centre) capabilities — one for detection, one for response and one for ecosystem integration with technologies such as Splunk and CrowdStrike. Vectra will also operate a dedicated cloud demo zone.

“We are excited for the opportunity GITEX 2022 presents to make the case for attack-signal intelligence”, said El-khayat. “Vectra's TDR and MDR offerings focus on the power of teams to be masters of their environment and to be ready for that all-important, show-stopping incident. Signal intelligence makes organisations more resilient to attacks and ensures that the really damaging infiltrations do not slip under the radar of overworked, under-resourced teams”.

At GITEX Global 2022, Vectra will exhibit at Stand H1-C10.

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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 the Flat6Labs Ignite seed program, Demo Day is an opportunity for investors to engage with some of the most innovative start-ups in the UAE

Flat6Labs, the MENA region’s leading seed-stage program and early-stage venture capital firm, today announced it will be making 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 programs 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 entrepreneurship ecosystem leaders, with the aim of securing additional investment.

“While for over four decades, GITEX has been the region’s premier enterprise IT trade show, we are excited to see it also become a platform for 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 Ryaan 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 headquarters”, added Sharif.

Over the five days of the event, Flat6Labs will host 24 of its start-ups in rotation, offering visitors an opportunity to engage with each of these at one of the stand’s dedicated demo kiosks. These organisations span multiple sectors including EdTech, HealthTech, Cybersecurity,



Ryaan Sharif

Real Estate, Construction, Sustainability, Automotive, and Sports Engagement — with each offering a pioneering product or service designed to disrupt their industry.

Arguably the highlight of Flat6Labs’ week at GITEX is the demo day for Cycle 3 start-ups which will be held on the iconic Queen Elizabeth 2 cruise liner in Dubai the evening of Wednesday, October

12th. At this event, high net worth individuals, venture capitalists, and angel investors will have the opportunity to get a deep dive into the business and value proposition of each of the start-ups within Flat6Labs’ latest cohort. These include:

- **Dardoc** who provide healthcare on demand through a network of nurses, caregivers,

physios, and other professionals.

- **Digital First AI**, a company that assists organisations with their growth by delivering personalised marketing and execution strategies within minutes.
- **Fitlov**, a fitness focused firm that digitises the personal training experience by easily connecting trainers with their consumers.
- **Fundomundo** an online platform that deliver virtual, interactive live classes for children.
- **Hulexo** which empowers retail stores to sell more by eliminating inventory issues.
- **Lune Technologies** who unlock valuable spending insights for institutions and end users.
- **MAKAN**, a pioneering furniture rental concept that is disrupting the furnishing industry.
- **Channelpro** who equip vendors and distributors with the digital tools to motivate, educate, and communicate with their sales force.

- **Savii**, a FinTech company that empowers youth to spend, save and invest by providing them with a full banking experience.
- **Scalable CFO** who enable all small businesses to get the benefits of a CFO without the inhibiting costs.

“Each of these start-ups has been meticulously vetted from over 700 applicants and has subsequently received world-class mentorship to refine their strategies and operations. They are now primed for the transformation from promising start-up to industry pioneer. Attendees to Demo Day therefore have an unparalleled opportunity to invest 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 start-ups from multiple sectors. Collectively, these start-ups — which include the likes of Washmen, RemotePass and Dharma — have since gone on to raise significant follow-on funding, with many reaching enterprise scale with operations spanning multiple geographies.

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.



Mena Migally

Ahead of its participation at GITEX Global 2022, Riverbed today unveiled the findings of a new survey from leading market research firm IDC, which revealed that a unified view of digital infrastructure is essential for IT teams that must improve the digital user experience while boosting overall organisational productivity. Informed by the findings of this survey, Riverbed is focusing its presence at the show around helping customers address this important market need and will demonstrate leading Alluvio unified observability and Riverbed acceleration

solutions. At GITEX, Riverbed can be found in Concourse 2 – Stand CC2-26, and the theme for this year’s stand is ‘Illuminate, Accelerate and Empower Every Digital Experience.’

“The UAE and other countries in the region have clear ambitions to significantly grow their digital economies over the coming decade. But the challenge of an increasingly strained technical talent pool must be overcome if organisations are to deliver the flawless digital experiences that underpin this vision”, said Mena Migally, Regional Vice President, META at

Riverbed. “At GITEX, we will demonstrate how Unified Observability empowers all IT professionals with insight that they can action upon, thus allowing senior IT leaders to direct their attention to strategic initiatives that drive business outcomes. This is especially important given our survey shows that 44% of UAE respondents agree their organisation struggles to hire and retain highly skilled IT staff”.

Sponsored by Riverbed, the new survey revealed 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 workers across 10 countries uncovered the following in the UAE:

- **93%** 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

The challenge of an increasingly strained technical talent pool must be overcome if organisations are to deliver the flawless digital experiences that underpin this vision”.

to meet business requirements, and 52% said it makes their job and the job of their staff/peers more difficult.

- **61%** of respondents believe that their most well-trained IT staff spend too much time on tactical responsibilities, and 57% of respondents agree their organisation needs to find ways to enable lower-skilled IT staff to find and fix issues.
- **60%** of organisations use six or more discrete tools for IT monitoring and measurement, and 59%

said the tool limitations hold back productivity and collaboration.

- **56%** of organisations have difficulty analysing correlations and 45% struggle to derive actionable insights.

As observability becomes the responsibility of C-level technology executives (CIOs, CTOs, CDOs, etc.), companies in the UAE are also investing more dollars in observability solutions. In the survey, 86% of UAE respondents said their observability budgets will rise in the next two years, and 41% said their budget will increase more than 25%.

At GITEX, Riverbed will showcase its Alluvio Unified Observability and Riverbed Acceleration portfolios that help organisations overcome today’s complex IT environments and sprawling data, to deliver seamless and secure digital experiences to users everywhere and accelerate performance. For the first time in the region, visitors to the company’s stand will also have the opportunity to experience hands-on demos of Alluvio IQ, Riverbed’s newly launched cloud-native, SaaS-delivered service that helps IT teams

address the challenges caused by today’s complex IT environments, resource constraints, and data silos through AI and machine learning.

“The demand for and participation at in-person events has rebounded this year so we expect a heavily attended show that will present us with the opportunity to engage with customers, partners, and prospects from across the region. We have set clear objectives for our presence at GITEX which include educating attendees and organisations on the importance of Unified Observability– a segment which is growing and set to be a US\$19billion global market within a couple years”, concluded Migally.

Top executives from Riverbed’s regional leadership, sales, and pre-sales teams will be attending GITEX Global 2022. Attendees can meet them at the Riverbed stand, Concourse 2 – Stand CC2-26, the Riverbed kiosks on the stands of our distributors, Mindware (D1 in Hall 3); StarLink (B1 in Hall 1); and Crestan (C30 in Hall 2), as well as on the stand of our valued partner, Microsoft (D1 in Hall 7).

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”.



Stephan Berner

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.

STANDS TO WATCH



STANDS TO WATCH



Hikvision

Stand: CC1-90

STANDS TO WATCH



Infor

Stand: H7 - E50

STANDS TO WATCH



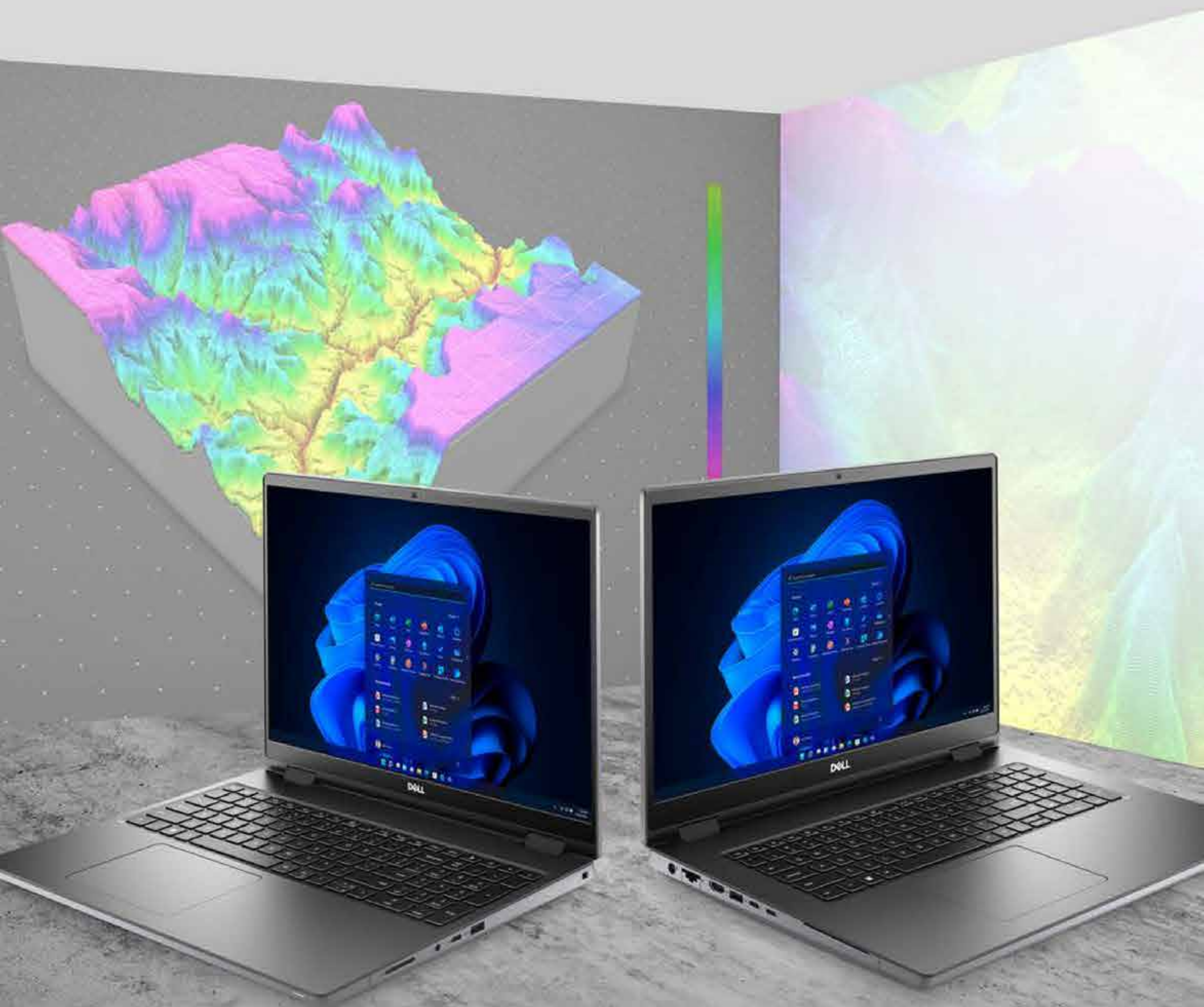
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Next-Generation
CyberSecurity Analytics

A woman is shown in profile, wearing a VR headset and interacting with a complex, glowing red digital network visualization. The network consists of numerous nodes connected by lines, with some nodes highlighted in red. The background is dark, and the overall aesthetic is futuristic and high-tech. A large red arrow graphic points from the top left towards the center of the image.

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