GITEX TECHNOLOGY WEEK
60 MINUTES

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Protect your assets

Mike Brooks, Global Director for Asset Performance Management (APM) at AspenTech, tells CNME Deputy Editor Daniel Shepherd, how APM can really help companies achieve their digital transformation goals, transform their day-to-day operations and solve their business pain points.

Daniel Shepherd, Deputy Editor, Tahawultech, sat down with Mike Brooks, Global Director for Asset Performance Management (APM), AspenTech, to discuss disruptive technologies, digital transformation, their APM 4.0 solution and how they distinguish themselves from the competition.

Disruptive technologies like IoT, AI and

Machine Learning have completely transformed manufacturing on a global basis. The UAE's Fourth Industrial Revolution Programme has been designed to accelerate and integrate these technologies across the country's industrial sector. What role does APM 4.0 play

in speeding up this process, and how do you truly measure its real value?

The way that we've approached it is to understand the business context first. All too often we get lost in chasing the technology, in the past a number of initiatives based solely on this have failed.

For example, a database never solved one problem, it is the applications that sit on a database that solve a problem. I think the role of APM falls under those kinds of applications.

The way we've developed them is to ensure we can use these technologies effectively, as needed, to solve the specific business problem.

Virtual world becoming a reality

Abrar Ullah, Associate Professor at Heriot-Watt University Dubai, believes that AR and VR experiences will become mainstream which signals the beginning of a brave new virtual world in an exclusive op-ed for CNME.

Abrar Ullah

There has been a great shift in the use of technology since the start of Covid 19 pandemic in 2019. Technology has been a great help due to the absence of face-to-face interaction.

However, it is difficult to say whether 2022 is the year immersive reality experience becomes mainstream. After all, assimilating technology in our lives usually takes some time.

However, it is observed that certain trends including the metaverse and the rapid development of some technologies have made this possibility closer than ever before. Industry research suggests robust consumer demand for VR and AR products.

Unmissable opportunity

David Shi, President, Enterprise Business Group, Huawei Middle East, believes increased investments in advanced technologies has created an 'unmissable opportunity' for the UAE to become a total knowledge-based economy.

Alain Penel

Increased investment in the digital economy, cybersecurity, and advanced technologies has set the Middle East on an accelerated path toward knowledge-based economies.

A recent report by the World Bank indicates that fully digitalising the MENA economy could lead to a rise in GDP per capita of at least 46% over 30 years or at least $1.6 trillion in long-term gain.

Enabling cloud migration

Anita Joseph caught up with Mohamad Rizk, Regional Director, Middle East & CIS at Veeam Software to discuss GITEX 2022, multi-cloud and the company's plans for the region.

Mohamad Rizk

We've been participating in GITEX since the first year of the event. It just keeps getting better every year and especially after the pandemic, it's been even more so, because customers, partners and alliances are all hungry for physical meetings and face-to-face interactions. We all know that nothing beats the power of a face-to-face interaction- business are built that way, bonds are forged by looking at each other in the eye. Businesses,

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Becoming adaptable

Andreas Simon, Regional Director – MEA at Jedox, believes that his company's ability to enable its customers to be 'adaptable' when faced with evolving and complex business issues is a key market differentiator for the EPM provider.

Andreas Simon

Jedox has firmly established itself as a global leader when it comes to enterprise performance management (EPM) solutions. This viewpoint was reinforced following the disclosure by Shelf Drilling that they had reduced the time spent on operational data by 98% following the implementation of a Jedox EPM solution. Can

you tell our readers more about this solution and the impact it has had on the operational day-to-day running of Shelf Drilling?

Shelf Drilling is a leading drilling company headquartered in Dubai, with operations around the world, including India, South East Asia, Africa and the Middle East. Back in 2019, they realised that they needed a new solution to manage the maintenance scheduling of their 30 rigs, which were connected by satellite.

At that time, they were using a large number of disconnected Excel spreadsheets to manage

their maintenance schedules.

Robust, efficient maintenance is of critical importance on a rig in terms of financials, time and safety. When maintenance fails or the rigs are offline for maintenance and they're not drilling, they're not making any money.

So, the better these systems are managed, the better the company's operational efficiency. Shelf Drilling is also on a major sustainability drive, which requires them to track the engine hours and fuel consumption across the fleet of rigs. This data was also being

captured in various Excel spreadsheets, which took an extensive amount of time.

The company needed more real-time data and faster, better insights to improve the maintenance process and provide large cost, time and operational savings, and to assist the achievement of sustainability goals.

Jedox was able to offer them what we believe is the most adaptable platform on the market. They now have clear visibility of and insights into their data in real time, across all rigs, majorly

AspenTech...

If you look at a problem in its entirety, you'll find that the National Association of Manufacturers in the United States in 2015 suggested that the world manufacturing markets are worth 14 trillion Dollars a year which have increased since then.

At the time they suggested up to 10% of that worth is lost from equipment breaking down. If you want to use these technologies, that is probably the biggest problem that needs to be solved and that is where

when it is operating normally, what the patterns mean when it diverts from normal and what the explicit pattern means when there is a degradation that will lead to a failure if not addressed in time.

We know that there has been an exponential increase in digital transformation across the Middle East over the last few years, but what has also become evident is the fact that many businesses have struggled to adapt to the demands of digital transformation. Again, what role does APM 4.0 play in really helping organisations deliver and execute their digital

Mike Brooks

> "
> **In APM 4.0 we need to understand the cost and risk of all activities that we plan and execute on those assets which entails understanding the probability of future actions."**

we've attempted that with our suite of products in the APM portfolio.

Starting with a product called Mtell which is basically designed to stop machines from breaking and to do it in such a way with advanced pattern recognition.

This helps to understand what the patterns mean

transformation goals?

Some of the challenges relate to the new workforce, the millennials, who don't want to spend 10 years learning a job before they jump in and that is challenge for people who make products like AspenTech. Our goal here is make sure the products

are learning by themselves.

For example, when we detect an anomaly from the base pattern it could be a change in the process a degradation from a piece of equipment that is going into impending failure more often it is caused by a change in the process.

Normally with older style products you'd have to bring the engineers back in to reconfigure it but with ours the operator themself can press a button to add the new pattern that has been learned to the baseline, automatically keeping up with the product changes as they go along.

In addition, we looked hard at the skillset or lack thereof and asked ourselves how we can build work processes into the product that manage it for

the end user.

We asked ourselves how to create this in a way that the deep skills required in data science and deep engineering technology are encased in the final product. We formed our product to make sure people were the domain experts who can do extraordinary things without having to be an expert.

Can you outline to our readers some of the biggest challenges that organisations encounter when they try to integrate APM into their operational model?
Firstly, it's the integration and interoperation between applications, you don't get one application that's going to solve the whole problem for you.

At the base of our product, we used a system that is capable of interacting between operations and maintenance systems.

The operation systems don't contain it all and the maintenance systems don't contain it all. If the user is using different systems they must be able to interoperate their work processes to make sure all activities are being performed appropriately.

Can you tell us in detail the impact APM 4.0 has on asset life, reliability and performance?
Asset Performance Management stemmed from processes to keep machines running, available and reliable. This is still an important part of APM 4.0 going forward.

In addition to that, we need to make sure that the equipment is running at peak performance to produce the appropriate product at the appropriate yields and qualities. In APM 4.0 we need to understand the cost and risk of all activities that we plan and execute on those assets which entails understanding the probability of future actions.

The machine can do extraordinary analytical activities and bring those answers to the end user who can then use their cognitive abilities to understand the differences in patterns and make decisions on the best path forward.

AspenTech is a market leader in global asset management and its incredible software has struck a chord with users globally. However, in your opinion, what do you think it is that really differentiates you as a company from your market rivals?
We've done extraordinary things for ease of use, that I've not seen in other products.

As we go forward aware of the forthcoming 'great retirement' which sees a lot of knowledge leaving the company we've had to make sure the product can learn these things to help guide the user to the appropriate action based on prior knowledge.

Another point of difference is understanding what it takes to actually construct an application for ease of use.

The external user can do the work without having to be detailed data scientists or skilled technicians and engineering staff, this is the foundation of the product that helps set us apart. Additionally, we like to focus on pure pattern recognition.

We use machine learning, but the important thing is how a product uses machine learning such as our focus on pure pattern recognition. So the accuracy of our results and the transformation of data to retain only the 'good data' makes it paramount to ensure that ours is as accurate as it can be.

Heriot-Watt...

According to Fortune Business Insights, the global virtual reality market is predicted to grow from $6 billion in 2021 to over $80 billion by 2028.

According to Statista, the AR and VR industry in the United Arab Emirates (UAE) amounted to an overall revenue of 81.61 million U.S. dollars in 2021 and is estimated to increase to 175.34 million U.S. dollars by 2027.

In addition, an unprecedented number of AR and VR products have been rolled out by tech giants including Sony, Panasonic, HTC, and Lenovo in CES this year, an annual trade show for Electronics that takes place in Las Vegas.

With advanced software, smaller hardware, high fidelity screens and more

user-friendly interface, this year's product rollout suggests that VR and AR are the future of consumer technology. In this backdrop, discusses new experiences powered by AR and VR that will further the market's growth:

Travel Experiences:
The disruption that the travel and tourism industry experienced during the COVID-19 pandemic has prompted the use of advanced technologies such as VR and AR. Thanks to this technology, travellers can now test a location before spending money to travel there.

Using virtual experiences, people can now make smarter decisions and familiarise themselves with it to get an idea of the trip's expenses.

In addition, some companies within the travel industry are developing

augmented reality apps, which allow tourists to enhance physical locations and tourist attractions. This may allow a user to point their smartphone at a building or landmark and learn more about it, in real-time.

The Metaverse:
By now, we are already familiar with the role of AR and VR in enabling an immersive, experiential environment, attributes that are central to the concept of the metaverse. Recently, several tech giants have acquired video gaming companies.

Metaverse, in the form of popular games, is already underway. For example, Microsoft's acquisition of Activision Blizzard and Sony's purchase of Bungie is proof of that. With the help of AR, virtual objects can be embedded into the real physical world, and VR

immerses you in a 3D virtual environment using 3D computer modelling.

Retail Experiences:
According to The App Solutions, custom software development company, Shopify, one of the biggest platforms for e-commerce experienced a 94% increase in conversions after implementation of the AR in their stores.

VR and AR can enhance the customer's experience of the product through enabling them to try it on and get a feel of it. VR technology enables customers to personalise their shopping journey. Many companies are realising the importance of VR and AR technology in helping them create connections with their brands.

Nike is a good example of this; the apparel giant has acquired RTFKT studio, a digital collectibles company, which will allow the company

to sell virtual sneakers to outfit people's avatars in the metaverse.

The real estate market also used the full potential of virtual tours during Covid 19 and it has now become an integral part of their marketing strategies for efficient resource utilisation and better customer experience.

Enhanced Training and Education
One of the most significant growth areas for AR and VR technology includes a more engaging and immersive educational environment. The disruption in education caused by COVID-19 highlighted the importance of accessible education and training imparted online and remotely. Using VR technology, students will be able to visualise concepts, making them easier to understand.

In addition, students will

be able to access resources and expertise anywhere in the world through self-guided learning. This will give them the flexibility required to learn at their pace and deepen their knowledge in their fields of interest.

Although AR and VR developments have long been underway, their development has been accelerated in recent years.

The disruption caused by the pandemic highlighted the importance of staying connected to our jobs, education, and other aspects of our lives regardless of our geographical location.

AR and VR are facilitating possibilities that we previously couldn't imagine would be a reality, whether through revolutionising our shopping experiences, travel and more. As we become more familiar with the place of AR and VR in our lives, it will become a norm for businesses in the foreseeable future.

Huawei ...

The report estimates that the region's GDP per capita gain would be almost $300 billion during the first year.

Multi-tech synergy
Innovations in 5G, cloud, AI and other 4IR fields are driving this shift. The Middle East is ahead of many other regions in this respect.

Because of the fast roll-out of 5G, some regional countries are a reference point for how technology can help to advance the development of all industries, especially when integrated with connectivity, computing, cloud and AI.

Cloud is key to unlocking this digital world and is the foundational technology for other 4IR technologies such as IoT, blockchain and more.

Huawei's new cloud model, Everything-as-a-Service, envisions a future where all devices, sensors, and all things will be connected, and all infrastructure and applications will be cloud-based.

We strongly believe that business leaders should adopt cloud native 2.0 architectures to boost innovation and digitalisation.

Additionally, we need to embrace AI and let data play its part in supporting operational decision-making. Eventually, multi-tech synergy is critical for finding the right technology for the right scenario.

Smart City Innovation
Applying these innovations at scale in campuses and cities will help bring digital to every person and enterprise. More specifically, emerging ICT technologies address traditional campus challenges, such as low efficiency, poor service experience, energy waste, and high operational costs.

Smart City technologies enable smart governance, improve public wellbeing, and support smart industry development. Huawei Smart Campus Solution implements digital transformation of campuses, fuels innovative industry development, and enhances service experience.

For cities, Huawei applies Smart City best practices and more than 30 years of experience in the ICT industry to overcome technical and operational barriers and help city managers improve service quality and efficiency.

Building Sustainable Ecosystems
While we unlock the digital economy, we must ensure progress does not come at the expense of our environment.

In fact, technology is key to accelerating the region's sustainability goals. A recent World Economic Forum survey revealed that 40% of top business leaders believe digital technologies are already positively impacting their sustainability goals.

To help accelerate decarbonisation goals, Huawei's latest digital power innovations enable partners to slash the carbon footprint of an increasingly energy-hungry world that can revolutionise nature conservation and address climate change.

The integration of digital technologies and power electronics technologies powers clean energy development and energy digitalisation.

Investing in Talent Development
However, a fully-digital Middle East is only possible with an effective talent development pathway. While regional universities have expanded their ICT offerings, the demand for ICT skills is growing exponentially while new technologies are emerging daily.

Therefore, enabling solid capacity-building for the youth in ICT is a prerequisite in today's digital world, as is upgrading and upskilling for experienced hires or anyone considering a mid-career switch.

As a leading global ICT solution provider, Huawei advocates for an open and shared ICT talent ecosystem that benefits all parties and we will continue to invest in ICT talent development in the region.

Through our Seeds for the Future initiative, Huawei ICT Competition, Huawei Innovation Competition, Joint Innovation Centers and joint labs with universities and government authorities and many others, we promote collaborations between public and private sector entities, educators, and technology companies to develop talent.

In the Middle East, Huawei has set up 167 Huawei ICT Academies, over 40,000 people have obtained Huawei certification. Huawei has also have trained over 120,000 ICT talents for the Middle East as part of these efforts.

Building digital ecosystems for shared success
As a long-term ICT partner to Middle East enterprises, SMEs, carriers and the government, Huawei is taking steps to help break through common barriers in digital transformation and effectively promote the digital economy and build up stronger digital ecosystems.

With our largest-ever participation at GITEX GLOBAL 2022, where Huawei is the Diamond sponsor, we are reaffirming our continued commitment to the region's ICT ecosystem.

Under the theme of "Unleash Digital", Huawei will showcase the newest end-to-end products, solutions and advanced ICT technologies focusing on 5G, cloud, AI, digital power, cybersecurity, and industry applications designed to meet the needs of various industry scenarios and sectors such as government, utilities, oil and gas, transportation and finance, and address government national

digital transformation goals.

Huawei Connect, our global flagship event will be held in Dubai for the first time, where we will discuss the challenges that governments and enterprises face at all stages of their digital transformation journey, Huawei's advancements in digital infrastructure, as well as the company's latest cloud services and ecosystem partner solutions.

We will also share strategies to advance digital development across a wide range of industries and key innovative technologies across data connectivity, transmission, and storage.

Our ultimate target is to build a comprehensive ecosystem for open collaboration and shared success, and we look forward to exploring this further with our customers and partners.

Huawei remains committed to bringing technological advances to even more industries and creating new value by helping governments and enterprises go digital while operating more intelligently and achieving sustainability.

Veeam...

in particular are able to understand better their customers' needs and pain points and thus serve them well and follow up with them in a better way. And of course, GITEX provides a bigger and better platform for us to display our future releases and share our plans with

our visitors and build our business pipeline for this quarter and for the coming year.

Hybrid cloud, multi cloud-is all the rage. How does Veeam approach the whole cloud scenario?
Veeam is a software only company. We are hardware-agnostic, cloud-agnostic. Why we didn't oblige customers or partners to

go with a cloud and took the agnostic approach is because we want to give customers the freedom to choose any cloud they would want to use. Whether hyperscalers like Azure, AWS, Google or local cloud providers-we partner with everyone. We have features and standalone products to support data protection for Microsoft Azure workloads. We give customers the

flexibility to migrate their workloads from on-prem to the cloud, from one cloud to another or from cloud to on-prem. Cloud and multi-cloud are big and are being seriously considered by every organisation now because it brings the best of two worlds-on prem and cloud.

What is Veeam's plan for the region?

In the last few years, we've been investing in and hiring new people and we'll continue doing that. We want to hire the best talent in the market-from a sales perspective, technical perspective and channel perspective and our team is growing.
We also have plans to invest in enabling our partners to better adopt new technologies like data

protection for Kubernetes, Office 365, Cloud etc. Also, we are signing new partnerships, agreements and alliances and growing our existing relationships with Microsoft, Nutanix, RedHat, HPE and we are planning to onboard new local cloud providers so we can give customers in the region more options to migrate their workloads to the cloud.

Jedox...

boosting their operational planning capabilities, and creating huge value for the company in terms of cost and time savings.

All rigs are able to collaborate and contribute to the maintenance schedule, and there is a single source of truth.

There are a lot of companies who claim they can help businesses streamline and simplify their data management processes, but Jedox has proven time-after-time that it can really deliver this with its innovative platform. What is it about Jedox's product portfolio and offering that really differentiates you from your market competitors?
We believe that a big part of our difference is the adaptability and integrability of our solutions. People spend vast amounts of time on

data collection, cleansing, integration and reconciling.

Jedox systems allow them to use that time in an area that creates more value for their company – data insights and analytics.

Jedox can integrate into each and every IT infrastructure, and assist in a company's digital transformation journey by creating a model for each part of the company – for example, operations, planning, sales, procurement, HR, IT, marketing and production.

Not only can it integrate into the financial planning and analysis (FP&A) processes but this also extends across extended planning and analytics (XP&A), enabling planning and forecasting across the whole value chain.

It is the most adaptable planning and performance management platform serving the integrated business planning needs of organisations across the world.

We have seen a widespread acceleration of digital transformation across the region, but especially since the COVID-19 pandemic in March 2020. However, the term digital transformation (DX) is broad. In your expert opinion, what are they key components needed to really execute your DX goals – and what do companies need to avoid when embarking on their DX journey?
Firstly, companies should have an open mind. There is an IT uplift required at the start of a digital transformation process.

You should make use of new tools and platforms like the cloud, investing in tools and solutions like artificial intelligence (AI) and machine learning.

And educate your staff to take them with you. I always say it's not a revolution – it's an evolution, a journey. But you need modern, adaptable tools as old

tools are no longer sufficient to meet today's business demands for speed, accuracy and efficiency.

You shouldn't follow the needs of a tool – it should follow the needs of your organisation and adapt to the platforms and systems you're already using.

We know that we live in the 'experience economy' – and that if we as consumers have a bad interaction with an application, or a service then the evidence suggests we won't use it again. Brand loyalty is increasingly becoming a thing of the past; however, Jedox has consistently been named as a 'leader' when it comes to customer experience. How are you able to deliver such a high-level of customer experience when demands of consumers are constantly evolving?

Again, it goes back to thinking of digital transformation as a journey. We normally start by looking into existing landscapes and processes, and using tools companies are used to using. We also believe, to paraphrase Gartner, that you can't just get rid of Excel.

Many companies use it for operational planning, forecasting etc, and it would be near impossible to eliminate it completely. We give companies the capability of working with tools that people are used to using, but we make them more efficient.

We also give people the chance to work with the same tools but to integrate them into a platform, which will automatically collect and reconcile data, creating significantly more value for the company.

Once people see the benefits of Jedox, we find they come to us with new ideas of using IT and

automating systems, for example, and we support them in that as the platform is incredibly adaptable. We love working on new ideas together and quickly implementing them. This ultimately makes people more efficient, more successful and happier.

What are your primary goals and objectives for the remainder of the year – and looking ahead to 2023?
Our team is growing fast and we now have a lot of people available to support our customers, especially with value creation. We're now starting to expand outside the UAE into the rest of the Middle East.

Over the next few months and into 2023, our goal is to continue our success in the UAE, but also to become a major player in places such as Saudi Arabia, Qatar, Oman, Kuwait and Bahrain.

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Anker brings latest innovations and advancements to GITEX

Anker Innovations to showcase latest advancements at Gitex Global 2022. Among its latest flagship products, Anker will exhibit eufy Security's new Edge Security System.

Fadi Sharaf

Anker Innovations, a global leader in mobile charging and consumer electronics, today announced its participation in Gitex Global 2022, scheduled to take place at the Dubai World Trade Center (DWTC) in Dubai between 10-14 October 2022. During the exhibition, Anker Innovations will display its latest developments across its brands, including Anker Charging, eufy Smart Home, Soundcore Audio,

AnkerWork and Nebula projectors showcasing the future of the connected living experience.

"Committed to creating a thriving technology ecosystem in the UAE, Gitex Global 2022 provides us with an ideal platform to interact with our stakeholders in addition to potential partners and customers", said Faraz Mehdi, General Manager, Anker Innovations, MEA and South Asia. "The efforts taken by the

leadership of the UAE have helped position the country as a hub for future technologies improving the living standards of people. With the launch of our latest offerings, including the new eufyCam 3 and Edge Security System, we look forward to showcasing our cutting-edge solutions at Gitex this year to make lives easier and more convenient".

To address the increasing privacy requirements of customers, eufy Security, Anker Innovations' smart security brand, will launch the eufyCam 3 at Gitex 2022. The Edge Security System will include HomeBase 3 data hub, two eufyCam 3 solar-powered cameras with 4K resolution, free local storage, machine-learning A.I. with 99% accurate recognition and automatic analysis of video and events directly from the enhanced eufy Security mobile app.

Smarter and More Accurate Monitoring
Managed by the new HomeBase 3, the eufyCam 3 will leverage eufy Security's proprietary BionicMind, a self-learning A.I. that will over time deliver 99% accuracy in recognising different people, as well as detecting pets and objects. With BionicMind, every time someone passes through the camera's field-of-view, their face, body and movements are sent to HomeBase 3. The more information the new data hub receives, the more precise its analysis will become -- up to 99% accuracy. The HomeBase 3 uses edge computing technology which analyses user data and automatically curate and catalogue it utilising HomeBase 3's free local storage. This creates a more efficient user experience where the homeowner has complete control over who can access their video footage.

BionicMind's facial recognition capabilities help users automatically capture and classify past video footage by family members, friends or other frequent visitors. HomeBase 3, BionicMind and the mobile app also work together to identify

and instantly notify users of strangers or intruders who've been spotted near their home/property.

Eufy Security Integrated App
In addition, the eufy Security app has been upgraded to allow users to manage all of their notifications and devices on one interface and take advantage of the HomeBase 3's BionicMind technology to instantly catalogue and organise footage. The user follows these steps to start the data curation process:
1. Open the eufy Security mobile app and upload images of family, friends and other frequent visitors
2. Assign names and relationships to each of the images
3. Open the Settings icon to decide which familiar faces require notifications and which faces to ignore. (Users can also apply the same notification settings for their pets)

Supports Up To 16 TB in Expandable Memory
HomeBase 3 comes with 16GB of free, 256-bit encrypted local storage. The data hub can support up to 16 TB of additional memory using an external hard drive (not included in

the Edge Security System) for up to 60 years of local video storage without the need to clear space.

Compatible with An Ever-Growing Ecosystem of Devices
HomeBase 3 is set to come bundled with two of the new eufyCam 3 security cameras that have been designed with 4K ultra-HD resolution and include night vision, two-way audio, built-in spotlight and 13,400 mAh battery with an integrated solar panel for non-stop power. The new cameras also feature the latest outdoor home grade specifications including colour night vision, motion detection and IP 67 weatherproof rating.

eufy's new Edge Security System will eventually be compatible with a number of other eufy Security devices including Video Smart Lock, Video Doorbell Dual, Floodlight Cam 2 Pro, Solo Indoor Cam and Door Sensor.

The Anker Innovations team will be available on-site at stand SR-C22 to take visitors on a journey through their latest technologies and solutions tailored to meet the modern needs of customers and to charge their respective lives.

DAFZ enters Metaverse with METADAFZ

DAFZ enters the metaverse world offering an innovative experience to showcase its products, services, and digital facilities to clients and investors.

Amna Lootah

Dubai Airport Freezone (DAFZ), part of Dubai Integrated Economic Zones Authority (DIEZ), is set to announce the launch of METADAFZ, which aims to provide the

free zone's clients with a smooth digital experience in the metaverse. DAFZ will make the official announcement at GITEX 2022, which will take place from October 10-14

at the Dubai World Trade Centre.

The launch of this initiative aligns with the directives of Dubai's Metaverse Strategy, which was announced

> **TThis initiative will contribute to the digitisation of businesses in the free zone and support global businesses to establish themselves in the Emirate, via a smooth experience".**

by His Highness Sheikh Hamdan bin Mohammed bin Rashid Al Maktoum, Crown Prince of Dubai and Chairman of the Dubai Executive Council to advance Dubai's metaverse economy. The initiative aims to attract foreign direct investment (FDI) and businesses to the free zone, by uncovering DAFZ's unique offerings, products, and solutions to advance the Emirate's

leading position as a hub for competitive and constructive technology.

METADAFZ will enable clients from across the globe to conduct meetings via a virtual platform, offering a unique and semi-realistic experience regardless of the physical location. The innovative initiative offers an alternative to the traditional way of conducting business activities, and empowers company representatives to discuss future work prospects, as well as how to launch businesses and projects in Dubai.

Amna Lootah, Director General of Dubai Airport Free Zone (DAFZ) said: "Since its establishment more than 26 years ago, DAFZ has succeeded in consolidating its position as a leading and innovative free zone, providing its clients with access the most up-to-date technology and initiatives. This initiative, which bridges the gap between the physical and virtual world, will contribute to the digitisation of businesses in the free zone and support global businesses to establish themselves in the Emirate, via a smooth experience. This will place DAFZ at the heart of the technological revolution

and enhances our presence as a regional and global destination for attracting direct foreign investments and as an integrated business incubator operating according to the highest, standards. The launch represents a significant step forward toward defining DAFZ's technological and innovative identity in the digital world".

Through this launch, DAFZ is creating investment opportunities and new possibilities for cross-border customers through innovative technological solutions and modern futuristic tools. METADAFZ, which will be widely promoted at exhibitions, seminars, conferences, and meetings, will contribute to elevating the position of DAFZ and its presence as a leading integrated station for establishing businesses, in Dubai and the UAE owing to its facilities, services, and customizable solutions.

DAFZ chose to announce METADAFZ at GITEX 2022 as this five-day event embodies the aspirations of the UAE to advance digital transformation in the region and enhance the UAE's position as a major contributor to the international digital economy.

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Virtual customer experiences are central to the GPSSA

The GPSSA to showcase innovative virtual customer centric experience in the Metaverse at GITEX Technology Week 2022

Gopan Sivasankara

The General Pension and Social Security Authority (GPSSA) has announced its participation at the 42nd GITEX Technology Week, held 10 - 14 October 2022, hosting more than 5,000 companies with over 100,000 visitors from across 170 countries.

The GPSSA will be showcasing a range of its most prominent digital projects, reflecting its dedication to providing user-friendly access to its services, thereby enhancing customer satisfaction. In an innovative move, the GPSSA will be featuring an interactive platform wherein visitors will be able to enter a virtual session and undergo a live chat discussion with a customer happiness agent at the GPSSA Metaverse Customer Happiness Virtual Centre, where they will be able to take part in requesting a service within virtual reality, enjoying real-time service in the Metaverse.

By participating at GITEX Technology Week 2022, the GPSSA aims to encourage customers to enjoy experiencing flexible and user-friendly digital services, while familiarising them with a new range of electronic services that the GPSSA is expected to announce soon.

Speaking on the UAE pension authority's participation in GITEX, Dr. Maysa Rashed Ghadeer, Head of GPSSA's Government Communications Office, said: "We are delighted to participate in this year's edition of GITEX, which brings together experts from different fields and from across the world. At the GPSSA,

> **We strive to improve the quality of services we provide as we support the UAE's vision for digital transformation, which can only be achieved through the use of leading technology".**

we continuously strive to improve the quality of services we provide as we support the UAE's vision for digital transformation, which can only be achieved through the use of top-notch leading technology, while ensuring a smooth, convenient and satisfactory experience in our integrated digital services that cater to a diverse community of stakeholders".

GPSSA's participation in GITEX highlights its role in the development of rapid and revolutionised digital government solutions, as the exhibition is a global technological platform that allows the GPSSA to introduce new initiatives in the field of e-government services and to showcase its efforts in upgrading its digital services while providing proactive and innovative solutions that meet a variety of needs of its customers.

The GITEX Technology Week 2022 will gather the world's most renowned and influential companies, along with the participation of more than 250 government entities showcasing their strategic digital projects and public-private partnerships, and over 800 start-ups aiming to put their mark on innovation at this prestigious global event.

Enhancing Zero Trust Architecture

Mohammed Al-Moneer, Regional Director, META at Infoblox explains how businesses can enhance Zero Trust Architecture through IPv6 and DNS security.

Mohammed Al-Moneer

> **Zero Trust can reduce the risks associated with insider threats, malicious activity that targets supply chain, the compromise of user credentials, remote exploitation and more".**

Zero Trust Helps Secure Enterprise Networks and Sensitive Data

The Zero Trust security model can help cybersecurity professionals to secure enterprise networks and sensitive data. By continuously assuming that a breach is inevitable or has already occurred, the model eliminates trust in any single element. Zero Trust is a data-centric model that seeks to limit access while trying to identify anomalous or malicious activity.

The Zero Trust mindset brings substantial benefits. System administrators can better control devices, processes and users that engage with data in any way. When adhered to, the basic principles of Zero Trust can reduce the risks associated with insider threats, malicious activity that targets supply chain, the compromise of user credentials, remote exploitation and many other types of cyberattacks.

There are two things that can be done to enable Zero Trust: migrate to IPv6 and combine it with DNS security.

Zero Trust through IPv6

In the last few years, the momentum of implementing IPv6 has grown significantly as its superior features have become compelling. This momentum has been sustained by reducing cost, decreasing complexity, improving security stack and eliminating barriers to innovation in networked information systems.

One of the important characteristics of IPv6 is the abundance of global IPv6 addresses it offers, and this abundance obsoletes the need for network address translation (NAT) in the quest of solving the problem of the depleting public IPv4 addresses. Without NATs in the middle of client-server communications, the application server receives the unmodified connection from the source IPv6 address of the client.

Due to the constraints of IPv4 addresses, the use of NATs has become ubiquitous; this obfuscates client IPv4 addresses and provides anonymity to attackers. As a result, servers cannot always validate the identity of client connections, so other forms of authenticating end users have to be used. This creates problems with reputation filtering and with the use of client IPv4 addresses for authentication and for detecting and blocking fraudulent transactions.

Among the possibilities provided by an IPv6-based network, is taking much more advantage of secure DNS management, with a view to reinforcing the security of the entire network. In an IPv6 network, DNS can become an absolute "Zero Trust" control point, where every Internet address can be scanned for potentially malicious behaviour and identified by built-in threat intelligence.

Building a Resilient Zero Trust Architecture with DNS Security

One strategy that can significantly strengthen the security posture of the network is to integrate the valuable metadata residing in DDI (DNS, DHCP and IPAM) with the security stack. This information makes it possible to identify the connected device responsible for a set of network traffic, which enables IT teams to detect a potential threat and share that information with the security ecosystem. Using DNS security and leveraging DNS-related information within a Zero Trust architecture can reduce risk in all environments from the core of the on-premises network to its farthest cloud-enabled edge.

Visibility and automation capabilities are essential when deploying a Zero Trust architecture. DNS-based security with network device discovery - whether in on-prem virtualised or in hybrid multi-cloud environments - reduces IT silos through shared access to the integrated, authoritative database of protocol, IP address, network infrastructure devices, end hosts, connectivity and port data. These capabilities reduce security and service disruptions through the detection of rogue devices, errors, unmanaged devices, and networks that go unseen in standard IPAM tools.

DNS has a key role to play in a Zero Trust architecture, because it provides more-centralised visibility and control of all computing resources, including users and servers in a micro-segment, all the way to individual IP addresses. Because most traffic, including malicious, goes through DNS resolution first, DNS is an important source of telemetry that provides detailed client information and helps detect anomalous behaviour and protect east-west traffic between micro-segments. DNS security can also continuously check for, detect and block C&C connections and attempts to access websites that host malware. For all of these reasons, DNS security is now a core enabler of the Zero Trust strategy.

DNS security provides a single point of control for administering and managing all environments, including cloud, on-premises, WFA and mobile devices. This provides one DNS security administration point for all security stacks, and this point can easily be integrated with SOAR and other critical cybersecurity ecosystem controls. Organisations must always be in control of and have complete visibility into DNS traffic. It is best practice that all DNS traffic be resolved by servers controlled by the organisation, not by external resolvers over which the IT team has no control.

Automate the future with Honeywell

Honeywell to showcase advanced solutions to automate the future of key sectors at leading tech event.

Roman Poludnev

Honeywell will present its latest digital solutions that are playing a key role in advancing future growth in the retail, logistics and healthcare sectors at GITEX 2022. The event will take place at the Dubai World Trade Centre from October 10-14.

Under the theme 'Automate Your Future,' Honeywell will demonstrate how technology solutions can empower retailers, make supply chains faster and more agile transform distribution centres (DC) and enhance the future of healthcare.

"Honeywell is continually evolving to shape the future for a brighter tomorrow. At GITEX, we will demonstrate how Honeywell's technology solutions are helping customers to increase throughput, productivity, safety and accuracy in the Healthcare, Retail, Transportation & Logistics, Warehouse & DC sectors", said Roman Poludnev, General Manager of Safety and Productivity Solutions Middle East, Turkey and Africa. "We will feature a highly diversified portfolio that is heavily based on software-enabled technologies and digital transformation initiatives. These solutions will equip our customers in the region to pivot their businesses swiftly and efficiently in the post-pandemic environment, as more and more companies jump on the automation and digital transformation bandwagon".

> **These solutions will equip our customers in the region to pivot their businesses swiftly and efficiently in the post-pandemic environment".**

Honeywell will showcase a portfolio of next-generation technology at GITEX 2022, which includes:
- **Retail solutions:** At the event, Honeywell will showcase how its solutions and technologies are empowering the retail associate. Bringing together people, assets and merchandise in powerful new ways, Honeywell ensures mobile computers, scanners and software come together to enable mobile workers to efficiently execute tasks and access business-critical data.
- **Logistics solutions:** Honeywell will demonstrate how, together with FarEye, its solutions such as the rugged mobile computer and handheld computer are empowering enterprises to have complete visibility of goods while in transit from the plant, right through to the final destination with seamless integration with all available data sources. This means businesses can manage, track, and monitor their delivery operations anytime, anywhere, with visibility to optimise the movement of goods from the first mile to the last mile, improve operations performance in real-time, and deliver a customer-centric experience.
- **Healthcare solutions:** Committed to developing technology-led solutions for the future of healthcare delivery, Honeywell will display its robust portfolio of healthcare technologies that are driving better patient outcomes, delivered in efficient, safe and secure environments for caregivers and the communities they serve. Visitors can expect to see enterprise-class mobile computers and scanners that provide reliable and secure connectivity between frontline workers and backend systems.
- **Warehouse solutions:** With rising service level agreements dictating order fulfilment process improvements, Honeywell will demonstrate how its wearable scanners, handheld computers and voice headsets are helping bring stability and predictability to unlock greater efficiency to warehouse operations. Through intelligent, data driven and automated processes, Honeywell's portfolio enables the digital transformation of a warehouse to increase reliability and maximise productivity.

GITEX Attendees can experience Honeywell's offerings at Hall 5, Stand B1 at the Dubai World Trade Centre (DWTC).

Delivering seamless customer experiences

Veronica Martin caught up with Evren Aker, Director of Partnerships, Genesys, Middle East, Africa, Turkey & France to discuss GITEX 2022 and the company's plans for the region.

Evren Aker

Can you tell our readers about some of the solutions and partnerships during GITEX this year?
Genesys is a customer experience orchestration company that provides experiences for the end users and connects with customers on their life of journey. For example, a product that you buy, let's say a car. During your power cycle, how you start is you go to a website and search for the car model. That's the time when we start engaging with customers to be able to sell to the end customer and to make sure they are connecting each channel. Let's say after you purchase the car, you have a problem. For this, you might be routed back to the customer service agent, so this is where we play a key role. In order to achieve this, we have a compete cloud platform and we work with AWS very heavily in region and

> **Through the power of the cloud and AI, our technology connects every customer moment across marketing, sales and service on any channel".**

globally. We also have our service provider partners and system integrators that excel our solutions on the ground.

In the last 12 months, how has your company performed in the MENA market? Has your company ventured into any new markets/countries, and can you share your overall growth?
We have achieved over 35-40% growth in the Middle East market and our Saudi and Dubai offices have grown immensely. When we started, we were 5 people only and now we are 25.

Which technologies and IT trends are the forefront of driving innovation for your business?
AI is key for us now, as it's becoming the centre of the conversation for the end customer. The core fundamental for us is leaning towards this, understanding the journey, the customer, and also applying AI and analytics & robotics. This way we can serve at the right time to the right people and connect them on the ground, which gives the best experience for the end customers, as well as for the customers using our solutions.

How have channel partners contributed to the growth of your business?
In the Middle East 85/90% of our business is indirect, so we rely heavily on our partners and their experience and skills in different sectors, such as education and healthcare.

What differentiates your company from your market rivals?
Through the power of the cloud and AI, our technology connects every customer moment across marketing, sales and service on any channel, while also improving employee experiences. We pioneered Experience as a Service , so organisations of any size can provide true personalisation at scale, interact with empathy and foster customer trust and loyalty.

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to know how to

accelerate
performance

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Vodafone and Ericsson deliver data-driven decisions

Ericsson enhances Vodafone zero-touch operations in Oman and anomaly detection capabilities to facilitate data-driven decisions.

> " **Together we are working towards the realisation of the digital transformation goals of Oman Vision 2040 and strive to collaboratively boost the digital infrastructure in Oman".**

Ericsson and Vodafone in Oman have partnered to empower the telecom company's network infrastructure development across multiple domains. This latest step in the two companies' ongoing partnership will see Ericsson provide AI-based Cognitive Software solutions for network optimisation to facilitate data-driven decisions and support Vodafone in implementing zero-touch operations (ZTO) and anomaly detection capabilities.

The implemented solutions include Ericsson Expert Analytics (EEA) and network optimisation Cognitive Software solutions. Combined, these solutions offer near real-time, multivendor, and cross-domain data analytics and optimisation capabilities – utilising a big data platform where scalability and performance are greatly enhanced.

Stelios Savvides, Technology Director of Vodafone in Oman says: "As we continue our digitalisation journey, leveraging AI in network operations is critical to our business agility, customer satisfaction, and in simplifying decision-making processes. Featuring advanced AI and automation capabilities, Ericsson's solutions are supporting our digital operator ecosystem utilise data-analytics to sustain growth, provide insights into network usage and drive improvements to ensure an enriching experience for our customers".

By correlating metrics and events from the network ecosystem, the solutions support Vodafone in assessing customer experiences, retaining, and upselling subscribers, and prioritising network investments. EEA also supports Vodafone in obtaining essential insights to support, optimise and monitor 5G deployments and subscriber adoption.

Nicolas Blixell, Vice President and Head of Gulf Council Countries at Ericsson Middle East and Africa says, "In expanding the automation and AI-based functionalities in its ecosystem, Vodafone is unlocking the full potential for zero-touch operations across its network in Oman. Being a trusted partner in this journey, we are determined to support Vodafone continuously enhance its customer experiences. Together we are working towards the realisation of the digital transformation goals of Oman Vision 2040 and strive to collaboratively boost the digital infrastructure in Oman. We are looking forward to future partnerships with Vodafone in Oman to drive digital efficiencies across the Sultanate".

The implementation of AI-based solutions and automation increases operational savings, improves business efficiency, and raises productivity. By combining AI and automation capabilities with aggregated insights, Vodafone in Oman will be able to increase network agility, and customer satisfaction, develop more efficient business models and realise faster time-to-market for various services. Ericsson's industry-leading suite of Cognitive Software solutions provides a unique integration of network design and optimisation domain knowledge with advanced AI technologies to truly unleash the full potential of next-generation networks.

In September 2021, Ericsson and Vodafone in Oman entered a five-year managed services agreement for AI-powered data-driven network and IT operations and optimisation, enabling Vodafone to enrich its customer experience, drive efficiency and facilitate innovation, through the Ericsson Operations Engine.

SoftServe highlights Metaverse business potential

SoftServe highlights digital business opportunities presented by Metaverse at GITEX Global 2022.

SoftServe, a leading global digital and consulting company, is highlighting the potential that digital innovation and the vast new business ecosystems of Metaverse offer businesses, economies, and society at GITEX Global Technology Week 2022, from October 10 to 14, 2022.

SoftServe, exhibiting as part of the Microsoft booth at the event, is showcasing its Microsoft-enabled solutions, such as Cloud Native App Innovation, Data Scraping, and Migration to Synapse. These solutions will help companies address customer service challenges while offering streamlined digital technology services.

SoftServe transforms, expedites, and streamlines operations. Its solutions offer innovation, quality, and efficiency with expertise in healthcare, retail, media, financial services, manufacturing, and software. SoftServe also helps businesses and software providers identify differentiation, accelerate solution development, and compete successfully in today's markets.

By highlighting its Microsoft offerings of digital services at GITEX, SoftServe is laying the groundwork for companies to address challenges across a range of industries while also aligning with the UAE's ambition for digital transformation. loyalty.

> " **These solutions will help companies address customer service challenges while offering streamlined digital technology services".**

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The Fortinet Security Fabric is the industry's highest-performing cybersecurity mesh platform. Delivering broad, integrated, and automated cybersecurity capabilities supported by a large, open ecosystem makes cybersecurity mesh architectures a reality. The Fortinet Security Fabric empowers organizations to achieve secured digital acceleration outcomes by reducing complexity, streamlining operations, and increasing threat detection and response capabilities. **Learn more at fortinet.com**

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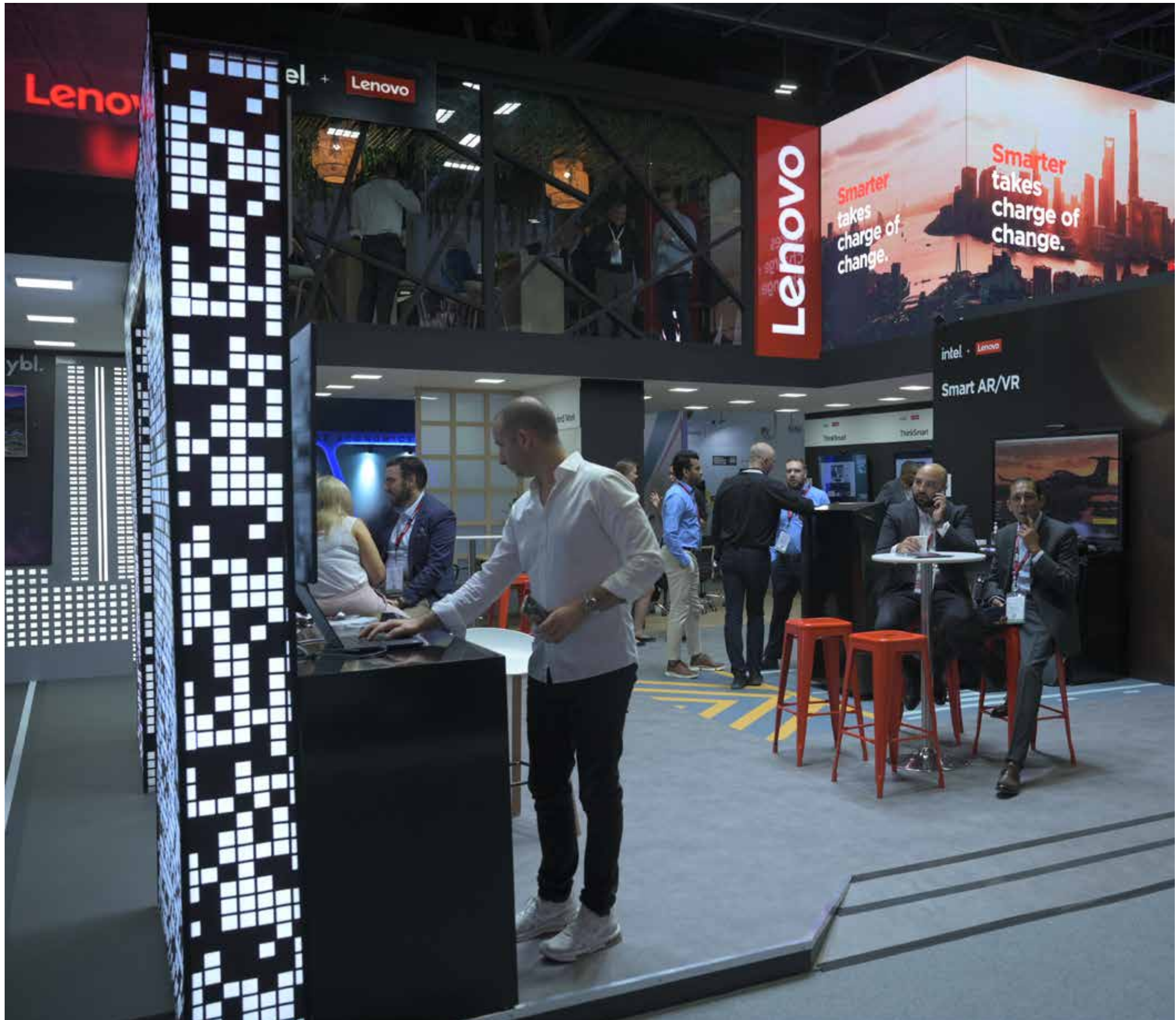
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