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.

There has been a great shift in the use of technology since the start of Covid-19 pandemic in 2019. Technology has been an important help due to the absence of face-to-face interaction. However, it is too early 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 such as the increase in the use of technology and the rapid development of some technologies have made this possibility much more real now than before. Industry research suggests robust consumer demand for VR and AR products.

Virtual world becoming a reality

Aparajita 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.

Enabling cloud migration

Andreas Simon, Regional Director – MEA at Jedox, believes that 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.

Becoming adaptable

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

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.

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? 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 these 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.

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 $1.6 trillion in long-term gains.

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, but due to the absence of face-to-face interaction, business are built that way, bonds are forged by looking at each other in the eye. Businesses,
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.”

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 with 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.

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

According to Fortune Business Insights, the global virtual reality market is projected to expand from $17.54 billion in 2020 to $80.8 billion by 2025.

According to Statista, the AR and VR industry in the United Arab Emirates (UAE) amounted to an overall revenue of 81.65 million dollars in 2021 and is estimated to increase to 175.34 million 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,"
Multi-tech synergy Innovation is in SQL, cloud is in deployment and the hybrid cloud is driving this shift. The Middle East is ahead of many other regions in realizing this potential.

Because of the fast roll-out of 5G, some regional countries are a reference point for technology, which can help advance the development of all industries, especially when integrated with connectivity, computing, cloud and AI. Cloud technologies are creating this digital world and it is the foundational technology for other 4IR technologies such as IoT, blockchain and more.

Huawei’s new cloud model, Everything as a Service, envisages 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 a cloud strategy and architectures to boost innovation and digitalisation.

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

Smart City Innovation Cities are laboratories at scale in campuses and cities will help bring IT infrastructure and enterprise more specifically. Emerging ICT technologies address the traditional campus environment such as cost, delivery, efficiency, poor service experience, energy waste, and much more.

Smart City technologies enable smart governance, digital analytics, and support smart company and city development.

Jedox, a leading platform, implements digital transformation of campus IT initiatives, extends across extended technical and operational capabilities, and helps manage, improve services quality and efficiency.

Building Sustainable Ecosystems Will we unlock the digital economy so that just as progress does not come at the expense of our environment, it is the right scenario.

Smart City Innovation Jedox was the first to showcase the newest advancements in the region at GITEX and we will be back with a much larger presence next year.

In the last few years, we’ve been working on new ideas and strategies to advance digital transformation journey, and we will showcase the newest offerings, the demand for ICT skills is growing exponentially while new technologies are emerging every day.

Therefore, enabling solid capacity-building for the region is key. In today’s digital world, as is upgrowing and pulpifying for experience-driven or any other consideration, making a mid-career switch, digital-first global leading ICT solution provider Huawei advocates for an open and sharing ecosystem that benefits all parties and we will continue to invest in ICT talent development.

With our largest ever participation at GITEX GLOBAL 2022, where Huawei, we re-affirming 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 sectors and businesses such as government, utilities, oil and gas, transportation, financial, and government national digital transformation goals. Huawei Connect, our global flagship event will be held for the first time, where we will discuss the challenges that regional countries and enterprises face at all stages of their digital transformation. 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 innovative and cutting-edge technologies that are embracing ICT - cloud, 5G, IoT, blockchain and many more.

Our joint solutions have already positively impacted the business of many organisations across the world. Of course, the digital transformation of the region?

It is the most adaptable solution, and it can evolve with the needs of your organisation. For this reason, we can confidently say that it is growing.

We have seen a widespread acceleration of digital transformation across the organisations, but especially since the COVID-19 pandemic. Most companies are considering the term digital transformation (DX) to be broad. In your expert opinion, what are they key components needed to fully execute your DX strategy? How do companies need to avoid following the unnecessary steps of digital technology?

We should not follow the needs of the technology but the organisational adapt and simply meet the needs of users you are already using.

As a leading global ICT company, Huawei has already invested in a research and development team of more than 120,000 ICT talents for the company – for example, Huawei Cloud has a team of over 40,000 people dedicated to developing and improving digital technologies.

In the Middle East, Huawei has used its solutions to facilitate smart campus, where regional universities have expanded their ICT talents for the future, we are exploring the use of ICT talents for the Middle East as part of these efforts.

Building digital capacity for organisations As a long-term ICT partner that has been in the Middle East for over 30 years, we are optimistic about the future, especially since the post-COVID-19 pandemic.

Blockchain technology companies to continue doing that. We 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 sectors and businesses such as government, utilities, oil and gas, transportation, financial, and government national digital transformation goals.

The report estimates that the total market size in the Middle East will be worth $12 billion by 2023.

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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.

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 connected life.

“Contributing 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 Mohi, 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 eufy Cam 3 and eufy 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 eufy Cam 3 at Gitex 2022. The Edge Security System will include a Homebase 3 data hub, two eufy Cam 3 solar-powered cameras with 4K resolution, local storage, machine-learning AI, with 99% accurate recognition and automatic analysis of video and events directly from the enhanced eufy Security mobile app.

Anker Innovations’ Edifier Launches an Innovative Speaker System at Gitex Global 2022

Edifier, the purchasing arm of JBL, has 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, Edifier will showcase its latest advancements across its brands, including Edifier Soundbar, Edifier Bluetooth Speakers, Edifier Headphones, and Edifier Monitors.

“I am excited to announce Edifier’s participation in Gitex Global 2022. Our booth will feature our latest advancements in sound technology, enabling visitors to experience the ultimate audio experience. We look forward to showcasing our cutting-edge products to the global audience and engaging with our customers to discuss our latest innovations.”

Edifier’s booth at Gitex Global 2022 will feature its latest advancements in sound technology, including its award-winning Bluetooth speakers, high-performance soundbars, and immersive gaming monitors.

The Edifier booth will also feature a demonstration of its latest advancements in sound technology, including a live audio demonstration of its latest Bluetooth speakers and soundbars.

Edifier’s latest advancements in sound technology will be showcased on-site at stand SR-C22, with company representatives on hand to answer questions and provide hands-on demonstrations of the latest products.

This 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.

Amina Lootah, Director General of Dubai Airport Free Zone (DAFZ) said: “Since its establishment more than 25 years ago, DAFZ has succeeded in consolidating its position as a leading and innovative free zone, providing its clients with access to the most up-to-date technology and services. 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 towards defining DAFZ’s technological and innovative identity in the digital world.”

Through this launch, DAFZ is creating investment opportunities and new possibilities for attracting 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 the UAE and the UAE owning to its facilities, services, and competitive business 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.

DAFZ enters Metaverse with METADAFZ

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

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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Dubai World Trade Centre, Hall 7-D1
October 10-14, 2022
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

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 is taking 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 Rashid Ghahderi, 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 anxious to see the world. At the GPSSA, we continuously strive to improve our 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 Technology Week roles in the development of rapid and revolutionised digital government solutions, as the exhibition is a global technological platform that provides an opportunity to introduce new initiatives in the field of government services, and in expediting 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 initiatives, and over 800 start-ups aiming to put their mark in innovation and create a prestigious global event.

Enhancing Zero Trust Architecture

Mohammed Ali-Moneer, Regional Director, ME, A at Intobizz explains how businesses can enhance Zero Trust Architecture through IPv6 and DNS security.

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*.

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 connections, other forms of authenticating end users are required. 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, it is much more secure to directly manage DNS security, with a view to ensuring 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 DSN (DNS, DHCP and IPAM) with the security stack. This information makes it possible to identify the connected devices 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 management (NOM) reduces the risk of DNS hijackings on-prem virtualised or in hybrid multi-cloud environments. DNS security reduces the number of DNS clients within networks and eliminates the risk of phishing through the DNS firewall. By eliminating the potential threat and sharing that information with the security ecosystem, DNS has a key role in providing an enabler of the Zero Trust architecture.

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.

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Automate the future with Honeywell

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

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 customers to increase throughput, productivity, safety and accuracy in the Healthcare, Retail, Transportation & Logistics, Warehouse & DC sectors, and enhance the future of retail,’ said Roman Poludnev, General Manager of Safety & 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’.

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 experience, bringing together people, assets and merchandise in powerful new ways. Honeywell will demonstrate how technology solutions can empower customers to increase throughput, productivity, safety and accuracy in the Healthcare, Retail, Transportation & Logistics, Warehouse & DC sectors, and enhance the future of retail.

• Logistics solutions: Honeywell will demonstrate how, together with FedEx, 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 operation performance in real-time, and deliver a customer-centric experience.

• Healthcare solutions: Commited 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 back-end systems.

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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.

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 complete cloud platform and we work with AWS very heavily in region and globally. We also have our service provider partners and system integrators that excel our solutions on the ground. With rising service level agreements dictating order fulfillment process improvements, Honeywell will demonstrate how its wearable scanners, handheld computers and voice headsets are helping bring stability and predictability to airline greater efficiency to warehouse operations. Through intelligent data driven and automated processes, Honeywell’s portfolio and solutions empower the digital transformation of a warehouse to increase reliability and minimize productivity.

GITEX Attendees can experience Honeywell’s offerings at Hall 4, Stand B1 at the Dubai World Trade Centre (DWTC).

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

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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?

Growth of 35-45% 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 driving innovation for your business?

AI is key for us now, as it is 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% 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 at any stage can provide true personalisation at scale; interact with empathy and foster customer trust and loyalty.

*Honeywell ensure 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 FedEx, 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 operation performance in real-time, and deliver a customer-centric experience.

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The know-how to know how to accelerate performance
Vodafone and Ericsson deliver data-driven decisions

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

SoftServe highlights Metaverse business potential

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

Empowering our clients

We are proud to be a UAE based ISO 9001 & 27001 certified organization headquartered in Dubai Sheikh Zayed Road with a passion for technology & Smart Solutions

Our values are derived from the Emirati culture with a vision to participate in the growth and development of the UAE

We have a highly experienced, innovative technical team with many years of experience in delivering projects ranging from simple to very complex.

Our experience has been gained through working with some of the largest global organizations in both the public and private sectors

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- Website/Portal Development
- Low Code Platforms
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- Process automation
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*As compared from IEEE 802.11a to 802.11ax.