GITEX TECHNOLOGY WEEK
60 MINUTES

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DAY 2 PM

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

Microsoft Cloud adds billions to UAE economy

Microsoft Cloud set to add US$39 billion to UAE economy and generate almost 100,000 jobs in study released at GITEX Global.

The Microsoft Cloud will generate about US$39 billion over four years and create close to 100,000 jobs, according to an International Data Corporation (IDC) study released today at GITEX Global 2022 in Dubai World Trade Centre.

The IDC Infosnapshot, sponsored by Microsoft, "Microsoft Cloud Dividend Snapshot" for the United Arab Emirates shows that between now

Loubna Imenchal

Managing cyber risks with AI powered threat intelligence

Veronica Martin caught up with Sandeep Shenoy, Regional Director at Cyble 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?
We are an American cyber threat intelligence company that uncovers cyber-criminal activity across the deepweb, darkweb and surface web. We work on a channel model and have distributors across the Middle East and

Sandeep Shenoy

Aruba signs MSP agreement with OmniClouds

Aruba, a Hewlett Packard Enterprise company, and OmniClouds, a leading technology challenger in the cloud service provider space, today signed a strategic Managed Service Provider agreement to drive digital transformation and ICT as a service in the Middle East & Africa region.

Aruba, a Hewlett Packard Enterprise company, and OmniClouds, a leading technology challenger in the cloud service provider (CSP) space and migrator for MEA & Emerging markets, today signed a strategic Managed Service Provider (MSP)

agreement to drive digital transformation and ICT as a service in the Middle East & Africa region. The signing took place during GITEX Global 2022.

The two companies will work in close partnership to promote regional uptake of HPE GreenLake for Aruba

Network as a Service (NaaS), that enables organisations to quickly and efficiently deploy critical use cases, such as hybrid work, connected retail, and hybrid learning.

Sherifa Hady, Vice President Channel

How to manage IT infrastructure in a fast-growing company

DataRobot manages their IT-infrastructure through the platform Jamf MDM (Mobile Device Management), with this tool they have been able to cope with various challenges in the IT environment.

The material provided by ASBIS Enterprises Plc. Please contact us if you have any questions about the material or Apple Enterprise Management Solution and how it works in more detail.

Hi! My name is Oleg Sokhan, I am an IT

Operations Engineer at DataRobot.

We are a technology company based in Boston, with offices in many cities around the world, including Washington, DC, Columbus, Copenhagen, Kiev, San Francisco, Singapore and Tokyo.

Our IT team is dedicated to supporting the operations of the company 24/7/365. We run day-to-day operations and are responsible for ensuring that every employee has access to the company's

SolarWinds brings hybrid cloud observability to GITEX

SolarWinds to Showcase Hybrid Cloud Observability Platform at GITEX GLOBAL 2022. SolarWinds invites attendees to visit Booth #H7-F30 for in-depth demonstrations of its database, IT service, and IT operations management solutions

SolarWinds, a leading provider of simple, powerful, and secure IT management software, today announced its participation at GITEX GLOBAL 2022, from 10-14 October, in World Trade Centre, Dubai, United Arab Emirates. SolarWinds will exhibit

at Booth H7-F30, alongside its value-added distribution Partners in the region – Clever Solutions and Spire Solutions – showcasing its award-winning portfolio of products from Hybrid Cloud Observability (HCO) to database performance

management, IT service management (ITSM), and IT operations management solutions (ITOM).

GITEX GLOBAL is a tech collective of several shows curated under distinct tech sectors that unifies the world's most influential

Sascha Giese

ecosystems advancing business, economy, society, and culture through the power of innovation. It empowers businesses and connects

exhibitors to the most powerful public-private partnerships, tech giants, creative startups, and enterprises from over 170 countries.

Join SolarWinds engineers and product experts for live product demonstrations of Hybrid Cloud Observability (HCO), database management, IT service management (ITSM), and IT operations management solutions (ITOM) at Booth #H7-F30. IT and business pros are also invited to attend the following speaking session:
•**Tech Talks – October 11 at 13:10 hours**
Join Sascha Giese, SolarWinds Head to Geek to learn about ways to deal with complexity when IT monitoring is no longer enough.

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Microsoft...

and 2026, the four-year accumulated total for new revenue from the Microsoft Cloud will be US$39 billion, with 16.6% accumulated benefit emanating from its cloud data centre regions in Abu Dhabi and Dubai. This revenue will be generated by the Microsoft Cloud ecosystem, made up of Microsoft, its partners, and its cloud customers.

"IDC's findings are confirmation that Microsoft's efforts to support the government, business community, citizens, and residents of the UAE are bearing fruit", said Naim Yazbeck,

General Manager, Microsoft UAE. "Since we opened our Abu Dhabi and Dubai data centres in 2019, the trusted, versatile, flexible Microsoft Cloud has been driving investment in economies, the creation of jobs, a reduction in carbon emissions, and progress in sustainability. IDC's snapshot is a projection of how our continued efforts will bring further successes for the communities we serve".

Customers and partners benefitting from the Microsoft Cloud in the UAE and beyond come from a large cross section of industry and government and include Abu Dhabi Digital

Authority (ADDA), the Ministry of Education and leading banks such as First Abu Dhabi National Bank and Mashreq Bank, transport hubs such as DP World and DXB Airport and retail conglomerates including Majid Al Futtaim Retail among others.

Microsoft and its partner ecosystem, in support of growing local businesses, will spend about US$3.4 billion in the UAE data centre regions for services and products in local economies. And the new regions will also help eliminate some of the barriers to cloud adoption within the region. The snapshot report also shows how benefits

> **Microsoft Cloud has been driving investment in economies, the creation of jobs, a reduction in carbon emissions, and progress in sustainability".**

accruing to partners will continue to rise. Microsoft partners in 2023 can expect to make US$6.40 for every dollar generated by Microsoft through its UAE cloud locations. By 2026, this figure is expected to be US$8.49.

Meanwhile, Microsoft, its partners, and its customers will add over

97,000 jobs to the UAE economy, either through direct employment or through the indirect generation of jobs in other organisations. This will include an estimated over 29,000 new skilled IT jobs, highlighting the ongoing need for collaboration between public and private entities

on skilling programmes to ensure that qualified professionals are on hand to assume these roles.

"Microsoft has long been a trusted partner in the UAE's growth journey", Yazbeck added. "We guide individuals, enterprises, and governments to leverage our products, platforms, and data-driven services to thrive in a connected world. We pledge to continue investing in infrastructure, research, and people to ensure a future that is prosperous and sustainable for everyone in the UAE".

For more information on Microsoft UAE's contribution to the UAE, please visit Microsoft | Invent the Future

Cyble...

Africa regions. Our goal is to use technology, human analytics, and innovation to democratise protection against digital risk. We have multiple partners across the GCC countries and we see a lot of opportunities coming in from government, banking and enterprise customers.

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 done exceptionally well over the last 12 months. We started our operations about 18 months ago in Dubai and since then we have expanded to Saudi Arabia and Qatar. We got our channel strategy really set and we have ended up winning really good clients in these countries. From an international growth

perspective, the Middle East, Turkey, Africa are our more strategic wins, but we have also expanded to Southeast Asia, covering Thailand, Indonesia, the Indian subcontinent, Singapore and Malaysia, and North America too. We are also looking into entering the European market.

Which technologies and IT trends are the forefront of driving innovation for your business?
We collect data from the dark web as well as

engaging with threat actors, ensuring that we give early intelligence back to customers. We are an intelligence company in every way and call ourselves an AI powered cyber intelligence enterprise. We have a strategic department purely focused on AI, ML and NLP and we have grown immensely over the last 18 months. We are looking at positioning ourselves as a pure data science company, trying to connect the dots between major cybercrimes happening

across the world.

What makes you different from your competitors? What's your unique selling point?
We are very regional focused when it comes to intelligence. We have an intelligence analyst who speaks multiple dialects of Arabic as well as other local languages and their support has been exceptional. We also have an independent customer success team and it's not just your regular technical support, but a cyber threat intelligence

analyst. Our customer can just call up to verify information he/she got from an alert and we will validate that source of information and let them know if the breach actually happened and if they lost their data or not. It doesn't matter how big or small the customer is, we treat everyone equally so everyone gets the same level of response. The incident response and the business intelligence support is equal across all our customers and this is one of our major advantages.

Aruba...

Europe Middle East & Africa at Aruba, a Hewlett Packard Enterprise company says, "As device counts grow, endpoints diversify, and connectivity demands increase, planning a network and keeping up with change can be overwhelming. Enterprises need the flexibility of cloud agility, security, scale, and compliance from their network – which is what Aruba's NaaS offering provides. We believe OmniClouds, with its position as a leading provider of ICT solutions as-a-Service, is an ideal partner that will help drive digital transformation across regional enterprises by leveraging our NaaS portfolio".

NaaS is becoming a top priority for organisations around the world. A recent survey by Aruba indicates that the appetite for Network-as-a-Service is rising and driving conversations across 86% of companies in Middle East & South Africa (MESA). Over three quarters (82%) of companies agree that having the flexibility to scale their network based on business needs is key to their interest, and 43% see it as a potential game changer in how they are able to manage activities.

"We are excited about our partnership with Aruba. Consuming NaaS with HPE GreenLake for Aruba ensures that networks are always ready to support what the business needs, using our ICT as a service OPEX model.

Enterprises can acquire and deploy the latest technology faster and more efficiently, ensure infrastructure is right-sized and upgrades happen when needed, rapidly deploy new use cases, and even support corporate sustainability goals. We believe that the market will react very positively to this strong value proposition, which in turn will lead to healthy regional uptake of the solution", concludes Amr Eid, Group CEO & Board Member at OmniClouds.

Asbis...

necessary IT resources, as well as receiving everything from the team to be productive and successful. We also manage hardware environments, handle the installation of critical software (software) updates, and proactively work on various IT projects to improve the efficiency of the team as a whole. We have 1500+ computers in our area of responsibility.

In this article I want to tell you how we manage our IT-infrastructure through the platform Jamf MDM (Mobile Device Management), as well as why we chose this particular tool and what problems we were able to solve with its help.

Why choose macOS and Jamf
When choosing the infrastructure to work with, we settled on Apple as the primary platform for several reasons:
• Most of our developers and DevOps engineers come from the Unix world. And macOS is an operating system from that family (Darwin is an open-source Unix-like operating system).
• MacOS has a pretty good mix of handy development tools, as well as a suite of applications for everyday business tasks. These include Microsoft Office, Safari/Chrome/Firefox, Slack, Cisco Webex, Google Meet, or Zoom for employee communication.
• Apple computers are a single entity: the platform and software are developed by a single manufacturer. This avoids many compatibility problems.
• Each new macOS release has many innovations and trending technologies, both in development and cybersecurity.
• Apple computers are more durable in terms of technological aging - it's a sound business investment.
• We are not exposed to all the dangers of the Windows world, whether it be crypto-crypto-cryptors or tons of malware*.

* Without getting into a chorus: the answer is yes, they happen, but it's rare.

To date, security researchers have identified several examples of Mac ransomware, but none of them have resulted in serious outbreaks.

Last year the company approached the threshold of 1,000 employees. And we realised that we had grown out of "short pants". After that, it became too difficult and inefficient to manually manage the IT infrastructure, which is "scattered" across five continents. In addition, we needed to ensure the security of the devices used by employees. On the other hand, the rapid increase in the number of employees created the challenge of being able to scale the business. Then we thought about issues of internal optimisation of IT resources, one of which was the implementation of MDM, a service for mobile device management.

We spent months looking for the best solution for our infrastructure. However, since the majority of the company's computers are Apple computers, we chose the market leader, the Jamf MDM platform. More than 40,000 companies in the world use it.

We have created a checklist of tasks that we want to solve with this product:
• perform initial preparation and setup of the computer for IT onboarding tasks.
• be able to apply corporate policies to an endpoint, including an employee's computer.
• solve the problem of managing system updates as well as updates of installed applications in a short time by deploying critical updates.
• bring computers into compliance with basic security standards and regulatory requirements, adhere to best practices in this area, and manage patches and combat vulnerabilities.
• Automate software deployment to increase productivity.
• collect massive amounts of informative data and use it to make the right decisions to optimise the company's business processes.
• deploy the IT Self-Service application to the endpoints - I will tell you about it below.

The process of implementing the new system took us almost a year. All this required a huge amount of work, but we are satisfied with the results achieved. With the help of Jamf we solved a huge number of tasks on managing the company's IT infrastructure. It's impossible to talk about all of them in this article, so I'll focus on a few key ones.

Here are some of the results we achieved with Jamf.

Automated inventory
Ten years ago, almost all work computers were desktop computers and were inside the company perimeter. But trends have changed over time. Now about 95% of our computers are mobile devices, in our case, laptops. Employees work with them both inside and outside the office: they take them on business trips, they connect remotely from home, which has become especially relevant during the pandemic.

Therefore, several questions arise:
• how to solve the classic problem of inventory of IT resources of the company, i.e., to obtain data in the context of "computer-owner".
• how to find out what software, what versions and configurations are installed on each computer.
• how to deliver and install critical updates to your endpoint.
• how to be sure that the updates are successfully installed.
• how to manage the process of remote installation of updates in general.

Software statistics are needed, for example, to counteract security threats to corporate computers, simply to make safe use of installed software and, most importantly, to prevent leaks of corporate information.

For example: the developers of applications such as Zoom, or Google Chrome announce that all but the most recent version contains a vulnerability. This means we need to get a report as soon as possible about which computers have the vulnerability and force the process of updating a particular application in all offices of the company, as well as on the computers of employees who work remotely in different time zones. At the same time, it is important not to interrupt user activity or, alternatively, to interrupt short-term with appropriate notification that this is a DataRobot IT activity, and it is aimed at fixing a specific problem.

As a result, it is important to be able to evaluate a particular case, including various criteria:
• how much time is spent on a global vulnerability update.
• how many computers are vulnerable to software vulnerabilities.
• how effectively the IT department works, and so on.

Jamf solves such problems. This tool allows you to automatically conduct an inventory of all devices connected to the system, recording all changes: logging applied policies, updates, and more.

Thanks to Jamf we literally collect certain metrics in one click. The metrics can be, for example, data on computer configuration, owner, software versions, installed programs, digital certificates, disk encryption, password information (whether a password is complex enough, when it was last changed), and so on.

In addition, an extended inventory attribute can even be the result of some script execution. For example, we have script execution scripts that check if a particular process is running on the system - the result of the script execution is returned to Jamf as a metric.

Let's go back to the version example. If a software vendor announces a vulnerability, we create a search in Jamf using the criterion "version lower than N". As a result, we get a report on how many computers have the discredited version, on which devices, who owns the device and in which office it is located. After that, there is no need to write to all employees (send them an email) with a request to update.

The search results are converted into the scope of the policy. Then, with the blessing of the information security department, we start the process of enforcing software updates on those computers where they are required. And what's more, there are tools to get statistics on policy enforcement in terms of "executed", "pending", or "failed".

Another example. From time-to-time Apple announces service programs for the replacement and extended repair of certain components. For example, a service program for keyboards, a program for replacing defective batteries and solid-state drives. All service programs have expiration dates and apply to specific models and serial numbers.

Such a case is almost impossible to solve without using Jamf. Whereas using the MDM system it's a matter of a few clicks to find and generate a report with the model or serial numbers of computers, and most importantly, information about who owns and where the laptop is located. In this case, in the generated report we regulate which metrics must be shown, so as not to overload it with unnecessary details.

Here's another example from the last one that we implemented in terms of effective use of Jamf for inventory tasks. We recently set out to find a solution to the problem of how to collect data about the battery status of employees' laptops. The problem statement is as follows. Jamf's policy is to collect <health battery condition> data from endpoints and form a smart group based on <service recommended>. And what's more, every first Monday of the month the generated report in Jamf is sent to the company's HelpDesk system as an email with an attachment. Each incoming email is automatically converted into an open ticket.

We have been receiving similar reports for several months now. We found an unexpected effect: now it is much easier for the finance department to understand the situation with the nearest service costs and plan service budgets on a monthly/quarterly basis.

Deployed IT Self-Service as employee-IT communication
With Jamf, we offered a new form of employee communication with IT through the IT Self-Service application. In fact, it is a portal for company employees to change the status quo in established business processes within the company.

Our position: IT Self-Service is an employee's first IT companion and the first line of IT help. The main idea of this service is to create conditions to reduce the load on the IT-team and reduce the number of open tickets to HelpDesk. This means more efficient use of the company's IT resources.

Let's look at a few scenarios for its use.
Global access to printers. This is the first task that we implemented as an IT Self-Service concept. Let's say an employee from one office comes on a business trip to another office in the company and needs to print some document. Previously, he had to first ask a colleague where the nearest printer was located in the office, and then look up information on the IP address and other details of the device in order to send the file to print. To do this I had to write a request to the Slack channel #info-tech; open a ticket in the IT HelpDesk or look up the information on the company's internal wiki. All options took time and did not add convenience to the work.

With IT Self-Service, the task has been simplified: just go to the "Printers" section of the portal and install the necessary printer with all the drivers and settings for the specific device on your computer in one click. And each printer is signed in "Office: Floor" format. For example, "Boston Office: 12th Floor Ricoh C307 Printer.
Software. Programs are always at your fingertips. As a result of IT onboarding scripts, each employee gets a basic set of applications, but there are also a number of optional products that are in IT Self-Service. In addition, we get the opportunity to install a new software product that is planned for implementation within the company. A volunteer who wants to participate in the process of beta testing a product

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simply goes into IT Self-Service and installs the application with one click.

Lastly, the IT Self-Service portal has a user authorisation option, which allows you to target a particular software product to a particular focus group.

Simplified work processes

Employees, like everywhere else, may have a technical failure or a technical issue at any time - for example, some software stops working. In this case, a developer or other technical specialist is likely to be able to describe the problem in detail and give us the data we need to analyse and get the service up and running again. But business users cannot understand it deeply enough.

If we all worked in one office, the IT HelpDesk specialists could come up and see what was wrong in person. But with a team spread across five continents, such a trick wouldn't work.

So, we looked at IT Self-Service as a company IT resource that makes the lives of employees better, and we implemented it:

> ## With the help of Jamf we solved a huge number of tasks on managing the company's IT infrastructure".

- IT Service catalogue.
- VPN Troubleshoot DNS resolution issues.
- Say Hello to IT Squad (Sysdiagnose).

IT Service catalogue.

This is the IT Self-Service app firmware, which allows the user to open the service catalogue within the company's HelpDesk in one click. There, employees can place an order, for example for access to a cloud service; order a required software license, an additional monitor or accessory, and much more. And you don't even have to open a browser and look up the resource's web address to place an order. One click on the application icon and you're already inside the service catalogue.

VPN Troubleshoot DNS resolution issues.

We've developed a separate application to help users deal with VPN failures. The application is inside the IT Self-Service and allows you to get in one click all the required metrics to analyse the network connection at the endpoint, for example: nameservers; nslookup; traceroute; ping test and so on.

The report file is generated on the user's desktop as a result of the application. From there, it just needs to be sent to IT. This makes it possible to understand exactly what the problem is and quickly find a solution.

Say Hello to IT Squad (Sysdiagnose).

Sysdiagnose is a macOS incident response tool developed by Apple: collecting data about the device, files, and system. This tool generates files that allow the IT department to investigate problems with an employee's remote computer and improve the company's IT infrastructure.

As soon as the Sysdiagnose IT Self-Service application is launched, a file is created on the employee's desktop as a tar-archive in the following format: <sysdiagnose_year.month.day_time._MacOS-X_MacBookPro ... tar>. It contains all the diagnostic information, and as a result it allows you to significantly optimise the response time to the user's request, as well as quickly and correctly solve the problem.

Another case that we were able to solve was bringing the meeting rooms of all the offices to the same standard. Our offices have a total of about 200 meeting rooms, and each of them has a big screen for meetings between employees from other locations. The media centre of this system is a Mac minicomputer, which is essentially implemented as a self-service kiosk.

In our case, a rally-room is a Google calendar resource. To use the rally room, an employee or group of employees books a specific resource through their Google calendar. Typically, meetings are held there one after the other, sometimes without interruption - especially when regional and Boston office hours overlap.

The first thing a person in a meeting room does is launch Chrome, open the Google calendar, select their meeting schedule, and click the link to start the video conference. But if the previous user of that meeting room has accidentally closed the browser and removed it from the Dock bar or removed the Sound Volume or Bluetooth icon from the menu, the next user may have trouble finding and opening the application. In addition, if the Bluetooth icon is not displayed in the menu, it will not be clear to the person whether the Bluetooth keyboard needs to be charged - they cannot quickly enter the settings to see what is wrong.

That's why we undertook the task of providing fail-safe operation of the rally-rooms. Each of them should have a strictly fixed set of unified elements, working on the principle of a self-service kiosk, where nothing can be "broken.

And once again Jamf came to our aid, where we implemented most of the requirements for rally rooms through policies and configuration profiles:

- Blocked icons for key services like Zoom, Chrome, and Cisco Webex in the Dock panel. The user can add any other required items, but not remove the basic ones.
- Unified the desktop wallpaper in the meeting room (branding DataRobot) without the ability to change the user.
- The Mac mini has blocked the ability to go to sleep and use screensavers.
- Jamf policy in the form of a script checks every 15 minutes if the Sound Volume and Bluetooth icons are on the menu and puts them back if a person accidentally deletes them.

The plan is to implement a project to collect data on keyboard and trackpad battery levels from the Mac minicomputers used in rally rooms throughout the company's offices. The Jamf policy will collect data on battery levels and generate a report with a list of conversations in which the peripheral Bluetooth devices are below critical charge levels - and a ticket will automatically open in HelpDesk.

Fundamentally changed IT onboarding

Last year, the company's staff almost doubled. For each of the new employees, it was necessary to prepare a working laptop with the necessary software for business users. And if it is an engineer, his computer must also have a development environment with an implemented prototype of the DataRobot application.

There were weeks when up to 10 new employees went through the onboarding process in the Kiev office. Our record is 100+ trained computers by IT people in the Boston office when Datarobot acquired Paxata.

Since classical DevOps engineers were at the origin of the company's IT onboarding process automation, the scenario of computer preparation for onboarding was implemented with the world's most popular DevOps configuration management system, Ansible. It's written in Python using the declarative markup language YAML. The approach was respectable because it solved the problem of preparing computers for both macOS/Ubuntu platforms with a platform-dependent branching of the deployment script. It soon became clear that maOS lacked a classic package manager (again, the Linux world), and DevOps engineers started using the Homebrew package manager, which is distributed as free and open-source software.

It seemed that there was no need for a graphical interface for computer preparation, everything was moved to the command line and all automation issues were closed with Ansible. But using this approach also revealed a number of problems. The number of hours spent on supporting this automation began to skyrocket.

As a result, instead of concentrating their efforts on supporting the DataRobot application development environment, DevOps engineers were forced to spend their time supporting the Ansible playbook, part of which involves installing a certain standard list of applications: Chrome, Firefox, Microsoft Office, Zoom, Tunnelblick, Sublime Text and others. Consequently, each new macOS release was not one of joy and enthusiasm. Behind it were long hours of work to adapt existing scripts to the new version, while Canonical also periodically spoiled its users with new Ubuntu releases.

We are gradually rethinking the onboarding process and moving entire phases into Jamf.

We are now in the process of splitting the preparations for onboarding macOS laptops into two phases:

- Installation of software that all employees (business and engineers) use: Chrome, Microsoft Office, Slack, Tunnelblick, Zoom, Sublime Text, and so on.
- installing additional software to create and populate all the dependencies of the development environment, which only devs or DevOps use.

The first phase is the responsibility of the IT department, the second phase is the DevOps team. The first one is for everyone, the second one is for engineers. The first is Jamf, the second is Ansible. Although the plan is to support and duplicate new, purely engineering dependencies on endpoints already used by engineers. It will be a joint project between IT and DevOps, where "data" is the DevOps area, deployment is the responsibility of the IT department, and Jamf is the tool for delivering and deploying the "container".

One of the peculiarities of using Jamf for the computer preparation process is the ability to apply policies. Their policy scope is smart groups created according to certain criteria. This, in turn, allows you to use a specific set of Jamf event triggers to trigger a policy, a script or installation of an installation package, and possibly an entire script that consists of many components.

For example, this scenario automatically installs the Cortex XDR agent (Palo Alto product) as the next step after adding a computer to Jamf (computer enrolment), because the computer automatically gets into the smart group of computers that do not have this software installed.

In our movement to renovate the IT onboarding process, much has already been done, more is yet to come.

In the near future, we plan to integrate with OKTA (single sign-on authentication of the employee when he gets initial access to the laptop) service, which will bring us closer to the Zero-Touch Provisioning solution as the most efficient way to remotely deploy computers and mobile devices. This means that the user will receive their laptop directly from Apple's warehouses, meaning that the device will not come to our IT department at all. In other words, it's the ability to send unprepared devices to remote employees, which will greatly speed up the onboarding process.

As a conclusion

Jamf is probably the best IT infrastructure management solution that we have implemented recently. Thanks to this tool, we have improved the automation of internal IT processes, as well as brought the company closer to meeting CIS Benchmarks security standards.

Obviously, the reality of implementation has revealed some limitations and shortcomings of the existing solution. At certain points we fully agreed, as did many other Jamf Nation users*, that Jamf developers need to revise certain parts of the user navigation and user interface elements (Graphical UI design).

*Jamf Nation is the world's largest community of Apple IT managers, where you can network with other IT professionals, learn new things about deploying Apple devices and share cutting-edge or just ideas with each other.

For example, the basic entities in Jamf are configuration profiles and policies, each with its own scope. The scope of a policy can be either individual computers, or static or smart groups with the possibility of complex logic to select the right set of objects for applying the policy (<targets> / <limitations> / <exclusions>). However, there is no explicit possibility to visualise the set of policies and configuration profiles in the context of a group of computers.

There are exactly two ways of solving this problem. The first one is to write a complex script, for example in Bash or Python which would include processing a number of requests via Jamf API (with subsequent visualization in the form of HTML file, let's say). The second is to join a petition on the Jamf Nation forum to add this functionality to future versions of Jamf.

Another bottleneck is Jamf Patch Management. With all the rich functionality, IT administrators still have to manually create ("repackage") update packages, for example using Jamf Composer, with subsequent uploading to Jamf Software Server (JSS). However, anyone who decides to automate this process will look to the third-party solution AutoPkg, an automation environment for packaging and distributing macOS software that focuses on tasks that would normally be performed manually to prepare software for mass deployment to managed clients.

Finally, the last item on the wish list: there is no built-in integration with a version control system such as GitHub. So, in this case, you'll have to look at a third-party solution, git2jss. This is an asynchronous Python library for easy synchronisation of your scripts in Git with your JSS, allowing IT admins to keep their scripts in the version control system to simplify the update process.

But positive emotions ultimately prevail over negativity.

If we evaluate the effectiveness of implementing Jamf as a Mobile Device Management solution, this solution has brought such unexpected opportunities that we had never thought of before. We have yet to realise these new horizons.

We will probably rethink our reporting capabilities based on Jamf data. We are already looking at products like Splunk, which is a log storage and analysis system. Maybe we'll work with Chartio, an online service for data visualisation and business intelligence that is already widely used internally.

In addition, the success of the Jamf project inspired us to start the Ubuntu Landscape project, which aims to implement Mobile Device Management for the Linux platform.

Our top managers have ambitious plans for the company's growth. Now we are fully prepared to scale - both the staff and the fleet of devices. And with Jamf, we don't have to build up the size of our IT department.

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Automation Anywhere re-imagines work

The Automation Success Platform will arm customers with all the tools they need to thrive in the automation economy.

Raj Mistry

Automation Anywhere, the #1 leader in cloud-native intelligent automation, unveiled the Automation Success Platform, a comprehensive set of innovative solutions that help enterprises engage with employees, connect disparate applications, whether cloud-native or on-premise enabling business growth and workforce productivity.

Over the five days of product demonstrations, inspiring meetings, and keynotes at GITEX GLOBAL 2022, Automation Anywhere is arming customers with the tools to thrive in this new era – the Automation Economy. Automation is expected to add an estimated $15 trillion benefit to the global economy by 2030, according to Gartner. Today, every company is operating in the Automation Economy, with 95 percent of organisations embracing automation. However, a Deloitte study shows that only 13 percent of companies have been able to scale their automation efforts, often struggling to customise one-size-fits-none automation tools and on-premise platforms.

"As businesses race to respond to the unpredictable, our mission is to remain focused on the power of automation to stabilise workforces, drive economic growth, and build business resilience", said Raj Mistry, Executive Vice President, Europe, and the Middle East Region. "We are excited to reveal the Automation Success Platform for businesses in every sector and across the globe to accelerate business transformation".

The Automation Success Platform Empowers Everyone to Reimagine Work
The Automation Success Platform announces new automation tools to empower employees in the apps they love.
- **Empower Every Employee with AARI for Every App.** AARI is the automation co-pilot for every employee, allowing them to engage with bots while working in their favourite apps, to get work done easier and faster. AARI can now be embedded into any web app, like Salesforce and

> **Our mission is to remain focused on the power of automation to stabilise workforces, drive economic growth, and build business resilience".**

Genesys, and into voice and IVR (Interactive Voice Response).
- **Learn What to Automate Next with New Process Discovery.** Expanding the recent acquisition of FortressIQ, Automation Anywhere launches Process Discovery as a part of the Automation Success Platform. The app leverages the power of AI to quickly map and uncover the highest ROI automation opportunities across all the systems, tools, and processes in an enterprise, helping automators to discover where and what to automate next.
- **Make Document Management Easy with New Document Automation.** New Document Automation easily extracts data from documents and transfers it into any app. Companies can choose to use either Automation Anywhere's pre-trained AI models or select another best-of-breed AI, like Google Document AI and Microsoft Azure Form Recogniser to power their automations. Either way, Document Automation continues to get smarter as it interacts with employees in their flow of work.
- **Accelerate Automation with New Apps for CoE Leaders.** In partnership with Shibumi, Automation Anywhere launched the new CoE Manager to help CoE leaders build, monitor, and scale in a centralised command centre. Users can manage everything, including idea submissions, ROI measurement governance, and access controls. New Citizen Development offers a suite of new capabilities providing a simplified builder experience for all citizen developers to create automations, plus governance features that ensure innovation adheres to business rules and standards.
- **Scale Success with the Automation Pathfinder Program,** which leverages 20 years of automation experience across millions of automation use cases to deliver a complete success framework with best practices, expert services with partners, community resources, and product

For more information, please visit Automation Anywhere at GITEX GLOBAL 2022 in Booth #H6A-90 where several of our partners, including SquareOne, Basserah, TSME, Magnoos, and Nuummite Consulting will be presenting during the conference.

Nedaa marks presence at Gitex 2022

Nedaa to showcase modern and innovative mission-critical solutions in partnership with Esharah, Airbus and Nokia.Consumer TV, Access Control, and solar panels, among others, to major industries.

H.E. Mansoor Bu Osaiba

Professional Communication Corporation – Nedaa is exhibiting at GITEX Global 2022 emerging communications solutions and applications that are vital to emergency response and public safety. This year's GITEX Global kicked off on October 10 at the Dubai World Trade Centre and will run until October 14.

Featured at Nedaa's pavilion located at Sheikh Saeed Hall 3 are the latest smart and safe city technologies as well as solutions that run on Nedaa TETRA and 4G Networks. The mission-critical solutions are developed by its technology partners Esharah Etisalat Security Solutions, Airbus and Nokia.

At GITEX, Nedaa highlights how its innovative tools have evolved to keep up with the modern collaboration and communication needs of first responders, authorities and health and safety personnel.

Nedaa- Mentura's COREMOTE Tactics solution is one of the main technologies at the pavilion. Operating on Nedaa 4G Network, the future-proof COREMOTE system allows user organisations to manage their mobile field force and create and share situational awareness across different (hybrid) critical communications networks. It includes situational awareness features, automatic vehicle location management, fleet management and dispatching solution.

Another crowd drawer is the canine robot that combines the best of robotics, software and collaboration platform to support critical operations. It can be used to automate routine inspection tasks and securely capture and transmit data in real-time.

Visitors to Nedaa's pavilion get an opportunity to explore and learn about Esharah's latest IOT (Internet of Things) applications, operating through Nedaa's 4G network, such as the Asset Tracker which is a low-cost, power-friendly way to track business assets.

Airbus' Tactilon Agnet, Agnet for airport ground operations, TACteam and Ama XpertEye are displayed at Nedaa's pavilion as well. Tactilon Agnet is a unique application that meets the multimedia communication requirements of its users while TACteam is used to plan the tactical aspects of the operation. Agnet for airport ground operations delivers real-time information on turnaround activities. Also on Display at the show is Ama XpertEye by Airbus that connects remote experts and field users through smart glasses.
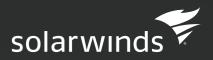
From Esharah and Nokia, the solutions include NUAGE Networks from Nokia, which makes

> **GITEX is an opportunity for us to share our strength and show our commitment to deliver technologies that matter to the safety and security of our people and communities".**

network resources as effortlessly consumable as IT compute and storage; LTE Network Slicing, which allows CSPs to operate a variety of network services with different services requirements on the same network infrastructure; and the Control Room Solution, an incident management system, advance communication, case management and analytics platform for improved organisation mobility and safety.

H.E. Mansoor Bu Osaiba, CEO of Nedaa, said: "Mission-critical technologies continue to evolve and become more sophisticated to keep up with the needs of our first responders and emergency personnel in an ultra-connected world. The solutions will only further improve as the world aims to build smarter cities of the future that will pave the way for new modern and advanced communication and collaboration requirements. Nedaa will play an important role in the ever-changing landscape. We will continue to cooperate with our partners from the government and private sectors to keep pace with the transformation, anticipate new needs, ensure public safety and improve quality of life. GITEX is an opportunity for us to share our strength and show our commitment to deliver technologies that matter to the safety and security of our people and communities".

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Dahua appoints MES as distributor

Dahua Technology appoints MES as distributor of its non-CCTV products in UAE. MES to offer Dahua's monitors, Consumer TV, Access Control, and solar panels, among others, to major industries.

MES, one of the leading distributors of technology products in the Middle East, has been appointed as distributor in the UAE of non-CCTV products of Dahua Technology, a world-leading video-centric smart IoT solutions and service provider.

MES and Dahua formalised their agreement during a signing ceremony held on Monday, October 10, 2022, in Dubai. The cooperation reflects MES' efforts to expand its product portfolio and partner with prominent global technology brands such as Dahua.

Under the terms of their partnership, MES will promote and offer Dahua's monitors, access control, solar panels and batteries. Dahua will benefit from MES' broad national reach and expertise in meeting the technology needs of the country's major industries such as education, healthcare, hospitality, oil and gas and government.

Omar Lutfi, Managing Director of MES, said: "The partnership allows us to jointly push the boundaries of digital transformation through technologies that are vital to an organisation's transition to the digital age. It reflects our shared goal to offer intelligent tools that add value to entities across sectors while ensuring the highest customer satisfaction level. We are delighted to have formed this collaboration with Dahua and thank them for their confidence in us".

Brant Shen, General Manager of Dahua, said: "Both Dahua and MES share the same commitment to technological innovation and excellence, making our cooperation more vital at a time when the UAE is leading the way in the region's steady shift to Industry 4.0. This latest development represents Dahua's multi-pronged approach to strengthen its presence in the UAE and the rest of the region. We look forward to a fruitful partnership with the MES team".

Dahua's solutions, products and services are applied in more than 180 countries. It holds the distinction of being the second largest surveillance company in the world.

The partnership is in keeping with MES efforts to expand its business and product portfolios in the Middle East and Africa (MEA). To date, it has already established a strong footprint in the MEA region's more than 20 nations.

> **This latest development represents Dahua's multi-pronged approach to strengthen its presence in the UAE and the rest of the region".**

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eSentire names Spire as its exclusive VAD at GITEX

Global Cybersecurity Leader eSentire Names Spire Solutions as its Exclusive Value-Added Distributor in the Middle East and Africa during GITEX 2022.

> **eSentire and Spire will provide customers and partners across the ME and Africa unmatched security services, instant value and advanced expertise as they improve their cyber resilience".**

eSentire, Inc., the Authority in Managed Detection and Response (MDR), today announced its exclusive partnership with Dubai-based Spire Solutions, a preferred cybersecurity solutions provider and top value-added distributor servicing the Middle East and Africa. Spire is now offering its customers and channel partners – inclusive of MSPs, MSSPs, VARs and its reseller community – eSentire's award-winning multi-signal MDR and Incident Response services across multiple specialised verticals including government, finance and banking, insurance, oil and gas, manufacturing, retail, and telecommunications.

eSentire protects over 1,500 organisations, across 35 industries, operating in more than 80 countries from known and unknown cyber threats. In addition to security operations leadership in threat investigation and response and as a further value-add to Spire's customers and partners, eSentire's on demand 24/7 Incident Response retainer with the world's fastest threat suppression commitment, guaranteeing a 4-hour threat suppression Service Level Agreement (SLA), anywhere in the world, will be made available across the regions.

"The Middle East (ME) and Africa are two of the fastest growing economies in the world and we're proud to exclusively partner with Spire in these regions to distribute our security services and put businesses ahead of disruption together. Spire has a proven track record of providing best-in-class security solutions and investing in both technology and infrastructure to service the dynamic demands of ME and African organisations", said Piers Morgan, Vice President, EMEA and International, eSentire. "This partnership exemplifies our commitment to investing in our collaborative e3 ecosystem and represents another step forward in our international expansion plans. Together, eSentire and Spire will provide customers and partners across the ME and Africa unmatched security services, instant value and advanced expertise as they improve their cyber resilience. We are honoured to act as an extension of the Spire team who share our commitment to personally protecting the organisations entrusted to us, as we demonstrate day in and day out, "An Attack On You Is An Attack On Us".

Respected globally for its commitment to customer service and community intelligence, eSentire has been recognised as the MDR leader across peer-to-peer software review site G2, and the top pure play MDR provider on MSSP Alert's Top 250 Global MSSP Ranking in 2022.

Sanjeev Walia, Founder & President of Spire Solutions, said "Organisations in our region find it challenging to manage cyber risks and contain threats, and the scarcity of skilled cybersecurity professionals isn't helping the cause. We are honoured to partner with eSentire to address these challenges and enable our channel partners and end-user customers to benefit from industry-leading time-to-value in threat detection and complete response, with a Mean Time to Contain (MTTC) active security threats of less than 15 minutes".

This strategic partnership is being celebrated at GITEX GLOBAL 2022, taking place this week at the World Trade Centre in Dubai. To learn more, please visit eSentire at CC1-16 in Concourse 1 and the Spire Solutions team at H2-B1.

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Redington addresses Technology Friction with innovation

Redington Value will enable partners to reduce Technology Friction – the widening gap between the rate of innovation and the rate of adoption – with cutting-edge solutions and bespoke services.

> **We are addressing technology friction by offering best-in-class solutions".**

Redington Value, the leading digital distributor in the Middle East and Africa, is zeroing in on its efforts to shrink the growing technology friction, which is the gap between innovation rates versus adoption rates.

The regional value-added distributor for the digital era is participating at the 42nd edition of GITEX Global under the theme of 'Accelerating Transformation – Addressing Technology Friction, Delivering Innovation'.

Over the years technology has revolutionised organisations, created new business models, and transformed the way we live and do business. In recent times, the innovations are taking place at an accelerated rate and channel partners must be agents of change to deliver these new developments quickly to customers.

Sayantan Dev, President, Redington Value, said, "Today, everyone understands that they must think and act digital to thrive in a digital-led world. This means having the capacity and processes in place to adopt new technologies faster. This is only possible by embracing agility and data-driven decision-making, which is easier said than done. At Redington, we are addressing technology friction by helping channel partners to offer best-in-class solutions from global leaders as well as our own bespoke services, designed to achieve customers' core objectives. Our aim is to empower partners and customers to accelerate digital transformations".

Towards reducing technology friction and helping organisations accelerate transformations, the company has unveiled several unique initiatives this year.

'The Pitch Room by Redington', powered by Microsoft, helped channel partners capitalize on solutions from Azure-native Independent Software Vendors (ISVs). Through this close-knit ecosystem for collaborations, Redington is elevating 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 Vertical' by Redington is 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.

At GITEX Global, reach out to senior executives at the Redington stand A1 in Hall 5 to know more about how the distributor can help you address technology friction and embrace innovation.

Eliminating print servers

Veronica Martin caught up with Ryan Wedig, Co-Founder & Chief Executive Officer of Vasion, and Simon Hill, Managing Director, EMEA & APAC at Vasion 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?
The company has been around for about 20 years and since the last 10 we have been focused on eliminating the need for print servers. A lot of these system integrators will go in and they're helping organizations move either from distributed infrastructures to a private cloud, or they're moving from a private cloud to a public one, such as AWS or Azure. Those are the two transformation movements inside IT companies that we really can help a lot with. Traditionally, printing requires these print servers and you'll have to have a print server at every branch.

The infrastructure is still part of that old archaic architecture, so that's one of the main problems. The other one is that those printers are a security vector nightmare. Microsoft has a known problem called hashtag print nightmare, and that hashtag has been a big deal in the tech world because of the attack vector that the print servers become. By reducing the infrastructure and get rid of the print servers from an infrastructure perspective, we're also eliminating that attack vector.

We replace those print servers with what's called centrally managed direct IP printing. But we aren't a print server and don't hold print jobs. What we do is we have a client at the endpoint device that communicates with the admin, which either has a virtual appliance in somebody's private cloud or host it with either AWS or Azure. That's where our application sits. This means we can distribute printers just based on knowing where that IP address is.

We can distribute those printers based on your user and group, so we just simplify that printer distribution and management of the printers in a way that eliminates the need for all that infrastructure and we keep all the print jobs local. We just train the endpoint device to print directly to the printer as opposed to using a third-party intermediary.

Has your company ventured into any new markets/countries, and can you share your overall growth?
We are very strong across USA and Northern Europe and we are now looking to expand into the MENA region. As it's the first time we are attending GITEX, our objective is to see how we can do this expansion and get feedback of what's around. We are looking for resellers, partners and distribution in the region and we are trying to find what's the best route for us to go down here.

Can you tell our readers how your business model has driven key business outcomes for your customers - and what differentiates your company from your market rivals?
Our vision is to integrate together all the products our customers need and that's where we see ourselves going in the future. Perhaps next year we'll be looking at showing that technology off in more depth about how we integrate with our e-signature products.

A lot of people would put us in the competition of general and on-premise print management, but our mindset is just different to other print companies. In 2016, we made a decision to build in parallel with our existing code a cloud native solution that was built fully immutable, and with all the technologies, microservices, everything required to truly be cloud native.

There are things that we can do that technically our competitors just can't do. If they try to do it, it, it wouldn't work out well. The base technology of eliminating the print servers is at the core of what we do. But when you get rid of the print server, you have to explain how you do some really important things that the print server used to help do, like you have to be able to track and manage who printed what, when and where. You also have to be able to do secure release printing and demonstrate how can printing occur from mobile devices.

Technology is also really into scanning, so a lot of these printers, they're not just printers, but also scanners. One of the frustrations that the customers typically have around scanning technologies is that if you have, for example an Epson or an HP, every time you go to a new printer to do the scanning, you are going to have a new experience and it's not usually very good. What we do is creating a unified experience across all the manufacturers, so the scan technologies that we have are coming on really strong.

Digital transformation missions gather momentum in the UAE

YouGov survey of IT decision-makers highlights expanding, increasingly distributed app portfolios, growing multi-cloud investments.

IT decision-makers in the United Arab Emirates (UAE) are doubling down on their digital transformation efforts, according to new research by market insight specialists YouGov.

Commissioned by F5 ahead of next week's GITEX conference in Dubai, the findings highlight encouraging progress and awareness for emerging technologies set to underpin the nations' future transformation plans.

"Businesses in the UAE are clearly ramping up their abilities to provide fast, seamless digital experiences", said Fadia Abi-Ayad, Regional Director for the UAE & Gulf at F5.

"We're now seeing that organisations are starting to anticipate greater automation as IT and operational technology convergence. In addition, they are also embracing the promise of AI to adapt to conditions that change faster than ever. At the heart of all this are applications, and their safe deployment across multiple clouds".

Driven by consumer demand and expanding app portfolios, most decision-makers ranked 5G top of their trends chart (62%), followed by multi-cloud networking (42%). The integration of IT systems with operational technology (OT) claimed third place (38%). Thirty-six per cent also flagged the importance of Web Application and API protection (WAAP) services, which encompass WAF, DDoS protection, bot management, and API protection, and 34% are keeping an eye on AIOps platforms (combining big data and machine learning functionality to support all primary IT operations functions).

Digital transformation gains (customer-centric) teeth

The focus of all respondents' digital transformation missions centred on customer-centricity and operational efficiencies.

Moreover, 44% are employing AI and machine learning to automate and optimise business processes for efficiency and/or effectiveness (e.g., fixing workflow bottlenecks in customer service). Forty-four per cent are also automating business processes by integrating applications (e.g., multi-channel communications between chat and website, a seamless experience between mobile app and desktop for a digital banking or e-health solution).

In other future-seeking moves, 40% are using AI and machine learning to augment operations and 36% are employing APIs to create new or participate in third-party ecosystems (e.g., open banking or social media logins).

In terms of specific digital transformation benefits, 46% hailed employee productivity improvements (improved collaboration and decision-making), followed by increased revenue (42%), operational IT efficiency (40%) and new business/market penetration opportunities (38%).

Modernising app portfolios and services

YouGov noted both growth and increased distribution of app portfolios; 31% of respondents work for organisations with between 100 and 500 applications in play. Nineteen per cent juggled portfolios of between 500 and 1000 apps.

Zooming in further, application services are increasingly deployed in a variety of different environments, with a high percentage of organisations using a mix of models. Forty-four per cent use public cloud, 40% leverage managed services and 36% use on-premises solutions. The popularity of edge (32%), co-location (27%) and Software-as-a-Service (22%) deployments further underline a shift towards app heterogeneity.

Notably, half of all UAE decision-makers are now deploying modern apps (mobile, cloud-native and microservices).

Navigating multi-clouds

Seventy-one per cent of UAE respondents indicated that cloud services spend was up in the past year. In related projections, 36% expect more than 50% of their app portfolio to be hosted in the cloud within the next three years.

The most prominent emerging strategic cloud trends over the next three years include Security-as-a-Service (34%), SaaS (31%) and private cloud services (31%).

When asked about app deployment challenges across multiple clouds, 36% said they struggled to manage the complexity of management tools and APIs. In addition, 35% highlighted the difficulty in applying consistent security policies across all apps. Other enduring headaches include complying with regulations (32%), migrating apps between clouds/data centres (32%), and gaining visibility into application health (31%).

Security also remains a perennial challenge, with 84% reporting that they would benefit from additional cybersecurity expertise in their organisation. Skill gaps were flagged for network security (24%), multi-cloud (21%) and public cloud (20%).

"The deployment locations for applications and the security and delivery technologies that support them are diverging, and as SaaS adoption and edge deployments generally increase, the balance will continue to shift toward greater dispersal", added Abi-Ayad.
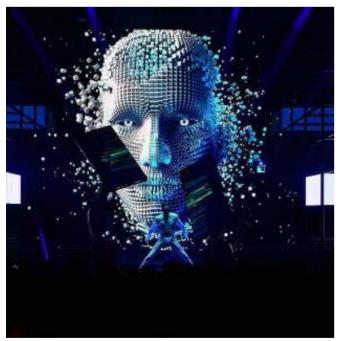
"Today, UAE organisations enjoy new levels of freedom to choose the ideal deployment and consumption model for each app security and delivery technology, depending on priorities and what they want to achieve. That is why, more than ever, making the best decision for each supporting technology—and thus for the application itself—requires focused attention as well as vendors whose solutions can work both effectively and consistently across a large variety of deployment models".

Fadia Abi-Ayad

Juniper Networks delivers simplified experiences to organisations

GITEX Global 2022: Juniper Networks Showcases Innovative Solutions that Deliver Simplified Experiences to Organisations and Users

Juniper Networks, a leader in secure, AI-driven networks, will demonstrate at GITEX Global 2022, how organisations can eliminate traditional networking constraints to transform the way they operate, connect and work in the cloud-era. Leading with the theme "Demand more from your network", attendees can learn how Juniper's automated, scalable and secure solutions can improve customer experience and drive positive business outcomes.

"The regional business landscape becomes hyper-digitised with reliance on the cloud. In all industry sectors, from manufacturing and telecommunications to banking and retail, there is no place for network downtime because the business impact can be incalculable, sometimes even non-recoverable. Juniper understands these challenges and believes GITEX is an excellent platform to showcase how Juniper solutions provide differentiated experiences for service providers and their customers, and our innovative, secure AI-driven enterprise solutions across the cloud and data centre help to make connectivity seamless".

• Yarob Sakhnini, Vice President, Emerging Markets, EMEA at Juniper Networks

Juniper's Show Highlights:

• **AI-driven networking**: Juniper has consolidated wired, wireless and SD-WAN network management into a single, cloud-based portal with insights and automation driven by Mist AI. This allows network operators to continually optimise end-user experiences from client to cloud, saving time and money with faster problem resolution and fewer on-site visits. Users benefit from a network infrastructure that is more predictable, reliable and measurable.

• **Data centre networks:** Juniper Apstra, an intent-based software solution, automates and validates data center network design, deployment and operations across a wide range of vendors. Whether managing the effects of a global supply chain crunch or coping with changes in the workforce spurred by the COVID-19 pandemic, organisations of all sizes and sectors face architectural questions that will shape how they build their data centres. Juniper Apstra was built from the ground up to address this new era of operations. The recently announced Apstra Freeform is the latest expansion to Juniper's multivendor data centre automation and assurance platform. Apstra Freeform aims to unify experiences across vendors and automate key data centre workflows as the single source of truth for data centre configuration. This capability allows Juniper's enterprise, service provider and cloud provider customers to manage and automate their data centre operations regardless of topology and protocols used.

• **Connected Security:** Juniper Connected Security safeguards users, applications and infrastructure by extending security to every point of connection, from client to cloud, across the entire network. Juniper's portfolio of networking and security solutions, as well as products from ecosystem partners, and even products from competitors, can be integrated to help organisations build threat-aware networks and keep attackers at bay.

Earlier this year, Juniper announced the expansion of its SASE offering with the addition of Cloud Access Security Broker (CASB) and advanced Data Loss Prevention (DLP) capabilities to the Juniper Secure Edge solution. With these new additions, Juniper offers a full-stack SASE suite of flexibly adopted and deployed capabilities while extending Zero Trust principles without requiring organisations to rip-and-replace their existing technology investments.

• **Cloud Metro:** Juniper recently introduced a new category of solutions for service providers, optimised for metro transformation and sustainable business growth: Cloud Metro. Traditional "retro" metro networks are device-centric and are buckling under the extreme scale, agility and experience demands with the advent of 5G services. Juniper's new Cloud Metro portfolio features industry-leading energy-efficient, adaptive power designs as their foundational principle, enabling unused features and Packet Forwarding Engines (PFEs) to be automatically switched off when not in use. The removable modular power shelf design reduces e-waste and extends system lifetimes by accommodating up to 48 times bandwidth growth within the same chassis. The future-proofed scale, capacity, performance and smart features of Juniper's Cloud Metro portfolio replace the traditional 3-5 year 'rip-and-replace' network lifecycles with 7–12-year lifecycles. Pay-as-you-go models and a breadth of interface options allow service providers to flex their investment economically in line with demand.

Juniper Networks experts will be available to discuss in-depth our latest solutions and services at GITEX Global 2022, held from 10th until 14th October, in Hall 5 Stand H5-B20 at Dubai World Trade Centre.

LinkShadow to unveil immersive feature at GITEX

LinkShadow to Unveil Immersive Feature at GITEX 2022, the Attack Surface Powered by Metaverse.

LinkShadow, a leading Next-Generation Cybersecurity Analytics Platform, participates in GITEX for the fifth year in a row, announcing today its even bigger presence in Hall 2 and the launch of a newest feature, the Attack Surface Powered by Metaverse.

The LinkShadow solutions architecture is constantly enhanced to manage external and internal threats in real time with behavioural analytics and extensive machine learning capabilities. It is a unique platform that covers network, assets, as well as users, and is built on three major modules, Threat Hunting, Insight, and Behavioural. They assist Security Teams with Network Detection and Response, User and Entity Behaviour Analytics, Network Threat Hunting, CXO Dashboards and Reporting, and Threat Intel.

Digital transformation has raised the capabilities of attackers to exploit organisations, systems, infrastructure, and applications. The Attack Surface Powered by Metaverse is a distinctive feature developed to support security teams monitor, discover, and recommend the best security practices for various infrastructure components, as well as provide a complete understanding of their attack surface across all assets at any given time, and for the first time, within a virtual reality space.

Fadi Sharaf, LinkShadow's Sales Director, further explains. "It will enable organisations to see the blind spots visible to adversaries and move the advantage back to security teams to eliminate any unexpected attacks on their infrastructure with the capability to actively interact with resources, threats, and potential attackers through a rich virtual space". He adds "With GITEX being the most innovative tech hub in the Middle East, we want to demonstrate the capabilities of this feature that none of our peers or competitors have. Customers are welcome to personally experience a live demo on the Attack Surface Powered by Metaverse at our stand".

Meet the LinkShadow teams in Hall 2 at GITEX 2022. For more info: https://www.linkshadow.com/gitex2022

STANDS TO WATCH

Aruba

Stand: H7-A1

STANDS TO WATCH

Infor

Stand: H7 - E50

STANDS TO WATCH

Eset

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STANDS TO WATCH

Logitech

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GulfIT

Stand: Hall 1 Booth 40

STANDS TO WATCH

Redington

Stand: A1 in hall 5

Veeam

Stand: H7 D20

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