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 300,000 jobs, according to an International Data Corporation (IDC) study released today at GITEX Global 2022 in Dubai World Trade Centre. The IDC Infosphere, sponsored by Microsoft, “Microsoft Cloud Dividend Snapshot” for the United Arab Emirates shows that between now and 2026, the Microsoft Cloud will add US$39 billion to the UAE economy and generate almost 100,000 jobs.

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 cloud first model and have distributors across the Middle East and that unifies the 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.

Microsoft announces its management software, powerful, and secure IT provider of simple, connected retail, and such as hybrid work, critical use cases, organisations to quickly and generate almost 100,000 jobs.

Sandeep Shenoy talks at GITEX about some of the solutions and partnerships during GITEX this year. The IDC study estimates that Microsoft Cloud will add US$39 billion to the UAE economy and generate almost 100,000 jobs.

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.

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.

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.
HIKVISION
HOB LED DISPLAYS
Affordable Excellence!

PIXEL PITCH CHOICE: P1.2, P1.5, P1.8 MM

Hikvision glue-on-board (HOB) technology is a self-developed method of LED lamp board treatment, which can dramatically reduce the dead pixel rate.

Robust Surface Protection
IP60-rated HOB LED displays use a colloid layer on cabinet surfaces, ensuring lamp drop rate lower than 100 PPM

Flawless Optical Performance
Glue thickness is less than 0.2 mm, reducing the double refraction of light at the edge of the colloid

Superior Display Effect
Matte screens provide super high contrast ratios – greater than 5,000:1 and 40% higher than conventional SMD products
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 benefiting from our NaaS offering include Arabi and Qatar. We got our channel strategy right 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-driven cyber intelligence enterprise. We have a strategic partnership 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 regional companies that understand the nuances of local markets and how to thrive in a connected world. Our products, platforms, and data-driven services thrive in a connected world. Microsoft and its partners’ 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. The new regions will also help eliminate some of the barriers to cloud adoption within the region. The snapshot report also shows how benefits accruing to partners will continue to rise. Microsoft partners in 2023 can expect to make US$6.40 for every dollar generated through 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.

Microsoft and its partners, with their 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.
necessary IT resources, as well as new everything from the team to be productive and successful. We also manage hardware environments, handle the installation of critical software (such as 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 Pro (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 are from the Unix world. And macOS developers and DevOps – it’s a sound business decision to optimise IT resources, as well as why we chose this particular tool and what problems we were able to solve with its help.

which included the following:

• Apple computers are primary platform for several

we realised that we had approached the threshold

serious outbreaks. Chorus: The answer is yes,

we settled on Apple as the infrastructure to work with, since the majority of the company’s computers are Apple computers, we chose the market leader, the Jamf 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 extend the company’s policies to an endpoint, including an employee’s ‘computer-owner’

• solve the problem of managing system updates, as updates of installed applications in a short time can lead to critical updates.

• bring computers into compliance with basic security policies and regulatory requirements, adhere to best practices in this area, minimise patches and combat vulnerabilities.

• automate software deployment to increase productivity.

• collect and summarise amounts of informative data and use it to make the right decision, define and determine 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. At the height of the help we solved a huge number of tasks on infrastructure. However, the implementation of MDM, a service for mobile device management.

we spent months looking

• how much time is spent on particular application in all offices of the company, as well as on the computers of employees who work remotely in different time zones.

they need to be informed about who owns and where the laptop is located. In this case, the generated report will contain information on employees to change the expiration dates and apply service programs for computers.

we have created a portal for company employees to change the expiration dates and apply service programs for computers.

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.

Jamf provides such a case is almost impossible to talk about all the metrics must be shown, so that reports are not full of unnecessary details.

the implementation of MDM, as well as on the computers where they are accessed and in which office it is located.

for employees. On this basis we had to write a request to the Slack channel InfoTech. It Helpdesk or look up 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 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" folder. For example, "Boston Office 12th Floor Ricoh C307 Printer. Software programs are always at your fingertips. As usual 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 test a new software product that is planned for implementation within the company. A volunteer and wants to participate in the process of beta testing a product.

CONTINUED ON PAGE 6
Today’s fast-changing world demands smarter operations and a more resilient supply chain. Infor cloud solutions, with built-in industry-specific functionality, provide manufacturers and distributors with the data insights they need to not only remain competitive—but thrive.

Be future-ready.

Visit the Infor booth H7-E50 at GITEX Global, the largest technology show in the Middle East and Africa.
With the help of Jamf we solved a huge number of tasks 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 Service catalogue app, which allows you to view the service catalogue within the company's HelpDesk in one click. The person responsible for the service application can place an order, for example for access to a cloud service, order a renewed 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 for the above-mentioned service application icon and you're already inside the service catalogue.

**VPN Troubleshoot DNS resolution issues.**

We implemented a new VPN application to help users deal with VPN failures. The application is called IT Squad (Sysdiagnose). The IT Service catalogue allows you to get in one click all the required metrics to analyze the network connection (for example, for example, nameserver and/or laptop’s tracert ping) and so on.

The report file is generated in the user’s desktop as a result of the application. From there, it’s just a click to get IT.T. The makes it possible to understand exactly where the problem is and quickly finds a solution.

**Say Hello to IT Squad (Sysdiagnose).**

Sysdiagnose is an macOS resident test tool developed at Jamf that collects data about the files, devices, and systems. The application allows you to find out the problems 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 employee logs in, IT Self-Service application is launched, and it is created on the Google calendar as a task with a deadline. The Google calendar is a task with a deadline. The Google calendar is a task with a deadline. The Google calendar is a task with a deadline. The Google calendar is a task with a deadline. The Google calendar is a task with a deadline.

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A vulnerability scan simply goes into IT Self-Service and installs the application with one click. Lastly, the IT Self-Service portal has a user authorisation that allows you to target a particular service software to a particular focus group.

**Simple workflow processes.**

Employees, like everyone else, may have a technical failure or a technical issue at any moment. Some software stops working. In this case, a developer or other team employees is likely to be able to describe the problem in detail and give you the data we need to analyze and get the service up and running again. But this, of course, cannot understand it completely.

If it all worked in one office, the IT HelpDesk spends their time just trying up and see what the problem was. But with a hybrid model across two continents, such a trick wouldn’t work.

So, we implemented IT. Self-Service as a company IT resource that makes the lives of employees better, allows you to analyse and get the service up and running again, and implement it.

### Fundamentally important for onboarding.

Last year, the company’s staff almost doubled. For each of the new employees, we installed a laptop and gave them a working laptop with the necessary software for business in the MacBook. And if it is an engineer, his computer must also have a development environment, an implementation of the DataRobot application, and everything that is needed when up to 20 new employees went through the onboarding process or the development environment.

Before the first user account was created, the DevOps engineer must have a development environment, an implementation of the DataRobot application, and everything that is needed when up to 20 new employees went through the onboarding process or the development environment.

### One of the peculiarities of DataRobot.

DataRobot is a software tool that builds machine learning models automatically. The idea is that you simply provide a dataset and DataRobot will create a model that predicts a specific outcome. This can be useful for a variety of tasks, from forecasting sales to predicting customer churn.

However, there is no existing possibility to visualize the results and configuration around the DataRobot framework. The DataRobot framework is often used in a group of computers. There are several tricks that are substantially different from the first problem. The first one is to write a complex script, or use a library like Pandas, which would include a process of loading and saving data with subsequent visualization in the form of a file, HTML, etc. The second step is to change Jamf’s configuration. This is an asynchronous Python library for easy synchronization of user scripts in Git with your JSS, allowing it to develop for the development environment, a third-party solution AutoPkg, an automation environment for packaged macOS software that focuses on tasks that would normally be performed by developers to prepare software for mass deployment for managed devices.

Finally, the last time on the wish list, there is no built-in control in a variety of tools, such as GitHub. So, in this case, you’ll have to look at a lot of solutions. This is an asynchronous Python library for easy synchronization of user scripts in Git with your JSS, allowing it to develop for the development environment, a third-party solution AutoPkg, an automation environment for packaged macOS software that focuses on tasks that would normally be performed by developers to prepare software for mass deployment for managed devices.

But last, the developers usually present results as graphs. We evaluate the effectiveness of Jamf Nation forum to add the functionality to future versions.

Another bottleneck is that Jamf is a Mobile Device Management Solution, which brought such unexpected opportunities that we had never had before. That’s why we had to yet realize these new horizons.

We probably exactly our reporting capabilities based on Jamf data. We are already looking at tools like Splunk, which is a software for monitoring and analysis system. Maybe we will work with Chartio, which is a platform for visualisation and business intelligence that is already widely used.

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

Our top managers have an ambitious plan for the commissioning of the Linux platform, and we are already preparing to scale it up to the first level, and then the first level, and so on.

As the problem of finding and fixing the software is essentially solved, we are not planning to look for ways to apply this technology to other tasks. The possible use cases include:

- Applying the policy 
- New applications
- Cloud storage
- Dynamically generated

For example, a script can be written to run a task at a specific time, such as to check the network connection or the availability of a user’s computer after login. This could be particularly useful for IT administrators who want to ensure that users have access to necessary resources.

In conclusion, Jamf is probably the best IT infrastructure management solution that we have. Thanks to this tool, we have improved the automation of the installation process, as well as brought the company closer to meeting CIS Benchmarks security standards. Obviously, the reality of implementation has resulted in no limitations and shortcomings of the existing solution. At certain points we feel we are ahead of our time in some areas. For example, the basic entities in Jamf are configuration profiles, and access itself defines the extent of its own scope. The scope of a policy can be either individual computers, or a group of products. Jamf has the possibility of complex logic to select the right set of objects for applying the policy. **<citations>** **<limitations>**
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ESET MIDDLE EAST at GITEX 2022 - Hall 1, Stand H1-E1
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.

Nedaa- Mentura’s AARI

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-4G Network, the future-proof COREMOTE system enables 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 crucial feature is the device-agnostic overlays that combine 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 IDT (Internet of Things) applications, operating through Nedaa’s 4G network, such as the Disaster Tracker which is a low-cost, power-friendly way to track business assets.

Airbus Tactilon 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 first responders through smart glasses. From Esharah and Nokia, the solutions include NUAGE Networks from Nokia, which makes

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CSFs to operate a variety of network services with different services requirements, including the same network infrastructure, and the Control Room Solution, an incident command system, advance communication, collaboration and analytics platform for improved organisation resilience and safety.

H.E. Mansoor Bu Osiba, 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 ever-changing 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 a key role in this ever-changing landscape. We will continue to cooperate with our partners from the government and private sector to stay in step with the transformation, anticipate new needs, ensure public safety and improve the 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 Technology 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.

**eSentire names Spire Solutions 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.

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

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

**Dahua’s, eSentire’s and Spire’s coupled efforts will provide businesses ahead of the curve**.

**MES**, one of the leading distributors of technology products in the Middle East, has been appointed as distributor for 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 at a 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 nationwide reach and expertise in meeting the technology needs of the country’s major industries such as education, healthcare, hospitality, oil and gas, and government operations leadership.

**Omar Latif**, 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 commitment to offer intelligent tools that add value to entities across sectors while securing 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 200 countries and regions. Dahua Technology’s solutions and products are used in more than 80% of the world’s 180 countries. It holds the world’s second largest surveillance infrastructure to service customers.

**Sanjeev Walia**, Founder & President of Spire Solutions, said, “Organisations in the Middle East and Africa region find it challenging to manage cyber risks and contain threats, and the scarcity of skilled cybersecurity professionals is a helping the cause. We are honoured to partner with eSentire to address these challenges and enable our channel partners and end-users to benefit from industry-leading time-to-value in threat detection and response, with a Mean Time to Contain (MTTC) achievement of being less than 15 minutes.”

This strategic partnership between two of the fastest growing economies in the world and world-class organisations, will provide businesses ahead of the curve.

**Dahua’s, eSentire’s and Spire’s coupled efforts will provide businesses ahead of the curve**.

**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 meeting 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 Yours Is An Attack On Us.”

Respected globally for its commitment to customer service and community intelligence and expertise, and having been recognised as the MDR leader across peer-reviewed and industry-leading 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 the region find it challenging to manage cyber risks and contain threats, and the scarcity of skilled cybersecurity professionals is one 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 meeting 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 Yours Is An Attack On Us.”

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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**.

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 key to release an improved and enhanced version of the platform.

**Eliminating print servers**

Veronica Martin caught up with Ryan Wedig, Co-Founder & Chief Executive Officer of Vasion, and Simon Hill, Managing Director of Vasion at Vasant 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?

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 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 digitally to thrive in a digital 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 transform technologies to 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 simplify their solutions from Azure-native Independent Software Vendors (ISVs). Through this close-knit ecosystem for collaborations, Redington is creating customer experiences and driving digital transformations across verticals. Building on the initiative’s resounding success in the UAE, the company now plans to expand the ‘The Pitch Room by Redington’ to different regions. Towards reducing technology friction and helping organisations accelerate transformations, the company has unveiled several unique initiatives this year.

The Vertical featured Ed-Tech Summit, an exclusive closed-door event where industry veterans addressed key challenges in education with best-in-class solutions powered by AWS.

Redington has also recently launched its Managed Security Services Provider (MSSP) brand – DiGlass by Redington. This platform offers organisations to address evolving cybersecurity issues that are rising in today’s digital economy. With the tagline ‘Digital Security Reassured’, the new MSSP will be able to provide bespoke solutions for different verticals and help organisations to address technology friction and embrace innovation.

Are there things that we can do that our competitors just can’t do? We can do it, but 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 can do some really important things that the print server used to do. We are now able to do it. We can do other things like putting in a virtual appliance in somebody’s private cloud or hosting it with either AWS or Azure. That’s where our applications sit. This means we can distribute printers just based on knowing where their IP address is. We can distribute those printers based on your user and group. So, we just simplify the printer distribution and management of the printers in a way that eliminates the need for all that infrastructure and we know all the print jobs locally. We just turn the endpoint device to print directly to the printer as opposed to using a third-party intermediary.

**Can you tell our readers how you define 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 is really more about making sure we have a unified experience across all the technology, microservices, everything required to truly be cloud native. There are things that we can do that our competitors just can’t do. But when you get rid of the print server, you have to explain how you can do some really important things that the print server used to do. We are now able to do it. We can do other things like putting in a virtual appliance in somebody’s private cloud or hosting it with either AWS or Azure. That’s where our applications sit. This means we can distribute printers just based on knowing where their IP address is. We can distribute those printers based on your user and group. So, we just simplify the printer distribution and management of the printers in a way that eliminates the need for all that infrastructure and we know all the print jobs locally. We just turn 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 vertical strategy?**

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 to build in revenues 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 about some of the solutions and partnerships during GITEX this year?

Veronica Martin caught up with Ryan Wedig, Co-Founder & Chief Executive Officer of Vasion, and Simon Hill, Managing Director of Vasion at Vasant to discuss GITEX 2022 and the company’s plans for the region.
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Digital transformation missions gather momentum in the UAE

YouGov survey of IT decision-makers highlights growing, 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 a new research by market insight specialist YouGov.

Commissioned by F5 ahead of next week’s GITEX conference in Dubai, the findings highlight the growing awareness and urgency for emerging technologies to underpin the nation’s future transformation plans.

“Businesses in the UAE are clearly ramping up their abilities to provide the fast, seamless digital experiences” said Fadia Ab Ayad, Regional Director for the UAE & Gulf at F5. “We’re now seeing that organisations are starting to anticipate greater automation, increased AI functions, and operational technology convergence. Tradition is also being embraced, the promise of AI to adapt to conditions that change faster than ever. At the heart of all these applications, and their safe deployment across multiple clouds.

Driven by consumer demand and expanding app portfolios, most decision-makers ranked SDDO top of their trends chart (82%), followed by multi-cloud connectivity (71%), the integration of IT systems with operational technology (71%), cloud-first place (38%). Thirty per cent also flagged the importance of Web Application and API protection. These, which encompass WAF, DDoS protection, but management, and API, protection and 34% are keeping an eye on AIOPs platforms (combining big data and machine learning, functionally to support all IT operations functions).

Digital transformation gains (customer-centric) teeth

The focus of all respondents digital transformation mission remains 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 voice, a seamless experience between mobile app and desktop for digital banking or e-health solutions).

In other future seeking moves, 55% of AI and machine learning to augment operations and 36% are using APIs to create new or participate in third-party ecosystems (e.g., open banking or social media apps). In terms of specific digital transformation benefits, 46% declared improved productivity and improved collaboration and decision-making.

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, all-driver routed networks, will demonstrate at GITEX 2022 how organisations can eliminate traditional networking constraints to transform the way they operate, connect and work in the cloud-era. Lauding with the theme “Demonstrated 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 is continuously hyper digitised with reliance on the cloud. In all industry sectors, from manufacturing and telecommunications to banking and retail, there is a rise for network solutions because the business impact can be insurmountable, sometimes even unrecoverable. Juniper understands these challenges and believes

GITEX is an excellent platform for Juniper solutions provide differentiated experiences for service providers and their customers, and our innovative, secure, all-driver routed enterprises, across the cloud and data centre to help make connectivity seamless.

• Yanih Saleh, Vice President, Emerging Markets, EMEA at Juniper Networks.

Juniper’s Show Highlights:

• AI-driven networking: Juniper has consolidated wireless and SD-WAN network management into a single, cloud-based portal with insights and automation that give service providers the ability to design, build, and manage their networks from the cloud.

• Data centre networking: 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 crisis or coping with growth in the workforce spurred by the COVID-19 pandemic, organisations of all sizes and sectors face ascendant questions that will shape how they build their data centres. Juniper Apstra was built from the ground up to address the new era of operations. The recently announced Juniper Apstra First is the latest expansion of Juniper’s multifunctional datacentre automation and assurance platform. Apstra First aims to unify experiences across vendors and automate key data centre workflows as the single source of truth for data centre operations. This capability allows the Juniper enterprise, service provider and cloud provider customer to manage and automate their data centre operations regardless of topology and protocols used.

• Connected Security: Juniper Cloud Control and Security safeguards users, applications and infrastructure. By extending security to every point of connection, from client to cloud, across the entire network and Juniper’s portfolio of networking and security solutions, as well as products from our ecosystem partners, and even products from a central operator can be integrated to help organisations build threat isolation 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 Solutions portfolio. Juniper adds new SaaS apps. It offers a full stack SASE suite of fully identity-based security 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, optimiser for metro network transformation and sustainable business growth

Cloud Metro. Traditional “metro” networks are device-centric and are buckling under the extreme scale, agility and experience demands with the advent of 5G and multi-cloud. Juniper’s new Cloud Metro portfolio features industry-leading energy-efficient, adaptable network designs as their foundational principle, enabling unused capabilities and per-channel focus. Juniper’s Cloud Metro portfolio replaces the traditional 35 year “rip-and-replace” lifecycle model with 7-12 year lifecycles. Pay-as-you-grow models and a browsable lifecycle manager allow service providers to fix their investment inadequately 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 30th until 3rd October, in Hall 5 Stand HS 80 at Dubai World Trade Centre.
LinkShadow to unveil immersive feature at GITEX

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, CISO/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 closely 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

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