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HUAWEI PRESIDENT

MITEL CHIEF SALES OFFICER

MIDDLE EAST

GOVTECH: MICROSOFT GENERAL MANAGER UAE

ON A MISSION TO TRANSFORM

MARTIN TARR, CHIEF ICT OFFICER AT du TELLS CNME EDITOR MARK FORKER, THAT THE TRANSFORMATION JOURNEY UNDERTAKEN BY THE DIGITAL ENTITY WILL DRIVE REAL FUNDAMENTAL ECONOMIC AND SOCIETAL CHANGE IN THE UAE.

GOVTECH: MICROSOFT UAE

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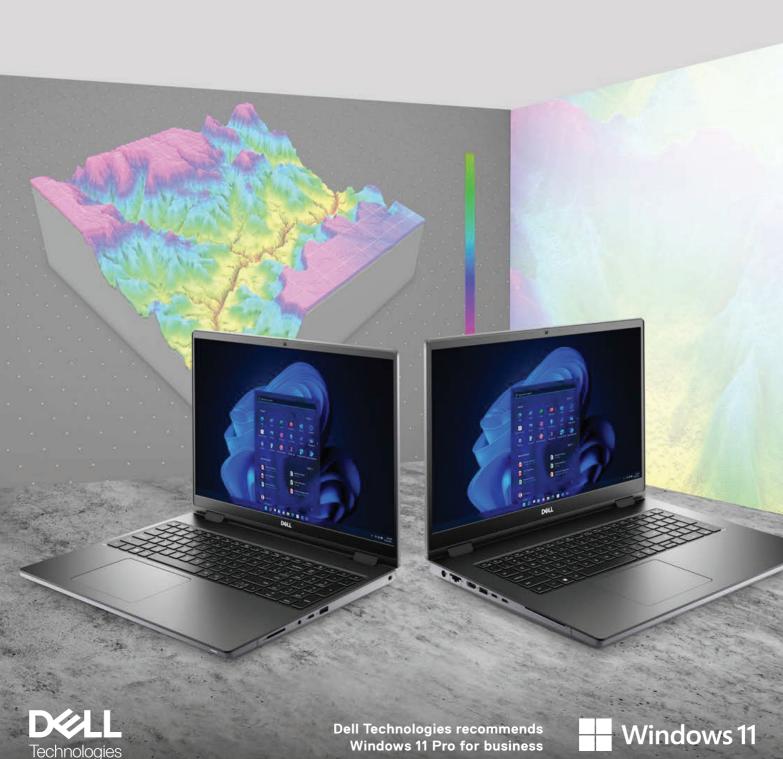
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We are looking forward to welcoming you at GITEX 2022 in Dubai!







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du like so many other companies, have embarked on a maior transformation in the last year, and are on a mission to create digital solutions that not only fosters new economic growth and innovation. but also to help enterprises overcome their business challenges."

JUST 'du' IT

ell, it's that time of the year again, GITEX Global is here!
GITEX Global unifies the world's most influential ecosystems, and has branded this year's GITEX experience as entering the 'next digital universe'.

It is without doubt the flagship technology conference in the IT industry across the Middle East, and under the tagline of 'believe the hype — it's here', it certainly does promise to be one of the most futuristic, exciting and best ever editions of GITEX Global.

On the front cover of October's GITEX edition of CNME, we have an incredible interview with du.

du need no introduction, and are one of the most innovative companies in the world.

The telecommunications and technology leader has been a key stakeholder in making Dubai a hub of entrepreneurship, technological progress, with Dubai being described by some as the 'Silicon Valley' of the Middle East.

du like so many other companies, have embarked on a major transformation in the last year, and are on a mission to create digital solutions that not only fosters new economic growth and innovation, but also to help enterprises overcome their business challenges.

In a wide-ranging interview that covered an array of talking points, CNME spoke to four key executives, but dynamic Chief ICT Officer at du, Martin Tarr, best summed up the future vision and direction of the company with the following quote.

"We have been transforming du over the last 12 months in our efforts to make the entity a more purpose driven, customer-centric, and performance-focused organisation."

Naim Yazbeck is the new General Manager of Microsoft UAE, and he is on the front cover of GovTech.

He outlined his vision for the US IT behemoth in another candid interview, and highlighted the key role played by Microsoft Cloud in fostering an environment that has fuelled so much digital innovation and economic development in the UAE.

He will be tasked with leading Microsoft UAE into the next digital decade, and major investments in the new Metaverse space only serve to illustrate that Microsoft are fully committed to becoming a market leader in the new digital future that we are set to embark upon.

On the Metaverse, Yazbeck said, "Microsoft's Metaverse vision is based around an open, trust-centric platform that prioritises identity security and privacy and ensures nobody is left behind."

In addition to this, we have another terrific interview with another prominent digital leader, this time in the form of Chinese ICT vendor Huawei

CNME spoke to David Shi, President, Enterprise Business Group at Huawei Middle East, to find out how the company is leveraging their portfolio of products and solutions to help their customers capitalise on what he described as an 'unmissable opportunity'.

Mitel is one of the most prominent unified communication leaders in the world, and Graham Bevington, EVP and Chief Sales Officer told CNME how the company is a 'best-in-breed' vendor, and its ability to offer flexibility and choice to its customers is what differentiates the company from its competitors.

It's a bumper edition that is packed with incredible insight, interviews and thought leadership on every technology and trend in the ICT ecosystem.

CNME and CPI Media Group would like to take this opportunity to wish all of our clients and partners a very successful GITEX 2022, and we're looking forward to seeing you at the conference, and of course in Madinat Jumeriah for our Future Enterprise Awards 2022.

Enjoy! @

Mark Forker Editor





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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.

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8 News

CNME rounds up the biggest regional and global developments in enterprise technology, which includes the news that Finance House has announced a new partnership with GCC Exchange, KissFlow doubles down on its investments in the low-code market - and Lenovo share their vision for the future of high-performance computing.

Graham Bevington, EVP and Chief Sales Officer at Mitel, believes that it's critical you give customers flexibility and choice in our fast-paced digital economy.

Mike Brooks, Global Director for Asset Performance Management at AspenTech, discusses in detail how APM can help businesses achieve their digital transformation goals.

26 Luca Rossi, EVP and President, Intelligent Devices Group at Lenovo, examines what sort of impact new trends like the Metaverse is going to have on the ICT ecosystem.

41 GovTech: Naim Yazbeck, the newly appointed General Manager of Microsoft UAE, talks about the role Microsoft Cloud has played in driving new economic growth and entrepreneurship across the region.

Antoine Harb, Team Leader, Middle East and North Africa at Kingston Technology, highlights how the company 35 years on from its inception are still going from strength-to-strength.

FOUNDER, CPI Dominic De Sousa (1959-2015)

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While the publishers have made every effort to ensure the accuracy of all information in this magazine, they will not be held responsible for any errors therein.

Finance House announces partnership with GCC Exchange

Finance House, one of the UAE's

leading financial institutions, has partnered with GCC Exchange, the fast-growing money transfer and foreign exchange company in the Emirates, to offer a world-class WPS Payroll Solution. This partnership is in line with the UAE government's initiative to create a fair work environment that supports the workers' rights, protects their wages, and helps attract the best professional profiles.

This WPS Payroll Solution provided by Finance House offers GCC Exchange's corporate customers a state-of-the-art Card Management Service whereby the companies can issue a secure and reliable payroll card to their employees that can be used for day-to-day transactions, including cash withdrawals from any MasterCard-enabled ATM in the UAE and usage at any point-of-sale terminal for purchases.

All cardholders can download the Finance House App for free and use it to



access their transaction history, transfer money locally and internationally, and pay their bills. Moreover, a dedicated call centre team at Finance House is available for support 24/7.

"Finance House's strategic partnership with GCC Exchange reinforces our steadfast commitment to providing innovative and inclusive payment solutions that offer a simplified and easy way for employees to access and manage their salaries and wages", said Mohammed Abdulla Alqubaisi, Founder of Finance House.

On the other hand, Finance House

has provided GCC Exchange access to a user-friendly web-based portal so that it can credit its customers' salaries online, on time, and in no time!

GCC Exchange currently serves over 29,000 satisfied corporate clients/ businesses, with more than 200,600 employees benefiting from its quick and efficient services. For a more dedicated client experience, GCC Exchange also has a devoted WPS contact person available for all employers.

Talking about the partnership, Rajesh Himmatlal, Managing Director at GCC Exchange said: "GCC Exchange is committed to providing our customers with convenient and secure payroll solutions. Our partnership with Finance House allows us to deliver another financial inclusion solution for the benefit of our esteemed customers. We're excited to partner with a leading financial service provider, as our customers can now acquire their salary from any MasterCard-enabled ATM near them, no matter which bank runs it".

Kyndryl aims to help customers unlock innovative solutions

Kyndryl, the world's largest IT

infrastructure services provider, today announced the launch of Kyndryl Vital, a designer-led, open and collaborative co-creation experience that helps customers and alliance partners solve their business challenges and create ground-breaking technology platforms.

Recognising the need to be agile and flexible, Kyndryl Vital teams will integrate existing systems, methods, and tools used by customers and partners. This inclusive approach convenes Kyndryl's own technical experts, as well as those from customers and alliance partners to create an open and cohesive way of working.

"Kyndryl Vital unlocks business value for our customers and partners by bridging the gap between human experiences and technical capabilities. Our designer-led approach provides us with a powerful basis for engaging and establishing a deep understanding of their business challenges. Together with Kyndryl's technical experts,

Kyndryl Vital will enable our customers and partners to develop innovative approaches for building mission-critical technology systems of the future", says Tom Rourke, Global Leader, Kyndryl Vital.



Tom Rourke, Global Leader, Kyndryl Vital.

Discover SAS Viya in the Microsoft Azure Marketplace

The SAS Viya analytics platform is

now available in the Microsoft Azure Marketplace with the click of a button on a pay-as-you-go basis. Full-featured SAS Viya on Microsoft Azure equips customers worldwide with access to essential data exploration, machine learning and model deployment



Jim Goodnight, CEO, SAS.

analytics. It's available in many translated languages and includes an extensive in-app learning centre to support immediate onboarding and long-term success.

SAS CEO Jim Goodnight said accessing Viya in the Microsoft Azure Marketplace is a fast and easy way to tap into the power of SAS.

"We're excited to offer customers a new way to gain access to SAS Viya while continuing to provide all the powerful capabilities our users already know and love," Goodnight said. "We've spent decades building the most comprehensive suite of analytics on the market, with next-generation AI that addresses the complete analytics life cycle. We design and test our software to be the fastest and most productive. And now we're making it all available with a few clicks in the Microsoft Azure Marketplace".

Britt Norwood, SVP, Global Channels &

Britt Norwood, SVP, Global Channels & Commercial, Trellix.

Trellix announces launch of new partner program

Trellix, the cybersecurity company delivering the future of extended detection and response (XDR), has announced Trellix Xtend, a new partner program designed to increase

profitability, engagement, and growth across its global partner ecosystem.

Trellix also announced new technology integrations to Trellix XDR through the Security Innovation Alliance, a program simplifying the development of interoperable security products for complex customer environments.

"Our unified partner program, Xtend, continues to reinforce our priority as a channel-first business", said Britt Norwood, SVP, Global Channels & Commercial, Trellix. "We co-developed the Xtend program with our partners to create the right business model for deploying Trellix XDR. Partners can count on Trellix to help drive profitability for our partners and reward partner value".

Launching in early 2023, Trellix Xtend is designed to put the partner first. Able to be tailored to each partner's business model and target market, the program delivers stronger customer outcomes.

BCG established hub for sustainability in the GCC

Boston Consulting Group (BCG), the global management consulting firm, has launched its Global Climate & Sustainability Hub in the GCC region. The announcement was made at the BCG Middle East Climate & Sustainability Impact Summit in the presence of a select group of leaders, key decisionmakers, and industry experts. The event was inaugurated by H.E. Mariam bint Mohammed Almheiri, Minister of Climate Change and Environment of the United Arab Emirates (UAE), and Christiana Figueres, Executive Secretary of the United Nations Framework (UNFCCC), which saw insights shared on the actions needed for governments and businesses to tackle climate change in the region, as well as broader sustainability challenges.

"As the host of COP28 next year, the UAE has an opportunity to not only drive

climate action at home but also to set an example and inspire the world. To achieve our goals, we are developing a detailed net zero by 2050 strategy, which includes a long-term roadmap and near-term actions. This is a complex endeavour, so we have convened a broad set of stakeholders, covering all emirates and sectors. We have also partnered with BCG to develop a comprehensive, robust, and ambitious plan for the country", said H.E. Mariam bint Mohammed Almheiri.



H.E. Mariam bint Mohammed Almheiri, Minister of Climate Change and Environment of the UAE.

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BenQ introduces the 'Comfy Corner Theater'

BenQ, internationally renowned

innovator of visual solutions and digital lifestyle devices, unveiled today GV11 smart portable projector, focusing the company's professional colour expertise and quality leadership into an ideal personal entertainment appliance.

Offering unlimited enjoyment for modern lifestyles with space and time constraints, GV11 provides the freedom of free-angle ceiling / wall / screen projection and battery-powered portability with the convenience of certified Android TV content diversity in an all-in-one audio-visual design.

"Our latest projection solutions come with all the nuanced BenQ features and technologies that users have come to expect and the GV11 has been designed to take portable bigscreen entertainment a notch higher. We are delighted to bring it to the UAE market and are confident that it will, in time, become a utility gadget for a number of people", said Manish Bakshi Managing Director at BenQ Middle East.

GV11's rotating lens and automatic vertical keystone offer an incredible range of angles for projecting onto walls, screens, or ceiling for laidback viewing. Requiring just 7.5 feet distance for an 80" image, GV11 delivers immersive cinematic experiences in the same space that a smaller TV would occupy.

Kissflow doubles down on investments

As it looks to aggressively grow its

share in the US\$50 billion low-code market, Kissflow today announced the appointment of Sujay Patil as its new Regional Director for the Middle East and Africa (MEA). In his new role, Sujay will be responsible for driving Kissflow's vision and revenue objectives in the MEA, championing digital transformation success for regional end-customers, and driving



Sujay Patil, Regional Director, MEA, Kissflow.

the sustainability and profitability of the company's valued channel ecosystem.

Highlighting the value proposition that the combination of Kissflow's technology with its renewed commitment to the region offers, Sujay said, "The pandemic changed the way business is conducted, making it critical for every organisation to be even more proactive in finding ways to serve their customers and internal stakeholders faster. SLAs have only gotten shorter and critically analysing existing business processes and making them more efficient has become the need of the hour. The Kissflow Unified Work Platform addresses all these challenges, and the expansion of our physical presence in the region only reinforces our commitment to helping our existing and prospective customers".

UNESCO IITE and Huawei report shows importance of developing ICT skills

In order to improve ICT skills in the

Middle East and increase access to career opportunities in the digital world, the UNESCO Institute for Information Technologies in Education (UNESCO IITE) and Huawei have released a joint report that highlights the significance of developing ICT talents.

Titled: "Talent Ecosystem for Digital Transformation: Insight Report on ICT in Higher Education and Technical and Vocational Education (TVET) in the Middle East and Pakistan", the joint publication aims to provide evidence



about the capacities for ICT talent development and recommendations for decision-makers and other stakeholders on strengthening the digital skills required for employability in the digital era labour market. The report covers Bahrain, Iraq, Jordan, Kuwait, Lebanon, Oman, Qatar, Saudi Arabia, UAE and Pakistan.

Commenting on the report launch, Mr. Tao Zhan, Director of UNESCO IITE, said, "UNESCO has identified ICT as a tool for accelerating the progress towards the Sustainable Development Goals (SDGs), including equitable access to quality education for all. The report highlights how joint efforts by governments, universities, international organisations, and the business community can have a lasting impact on the region's socio-economic transformation".

Lenovo identifies the future of high-performance computing



Alaa Bawab, Lenovo General Manager Middle East and Africa.

Lenovo has revealed top trends that will shape the future of high-performance computing (HPC). As the technology

enters a new era, there is an increasing need for efficient HPC, that is more readily available, and can offer 'partnerships' for artificial intelligence (AI) projects. The three key trends that have been identified include exascale computing – which is driving high-performance computing to a new threshold of performance and power efficiency, artificial intelligence – which is converging with HPC to

unlock some of the toughest problems facing humanity, and HPCaaS (High-Performance Computing as a Service), which is opening up HPC to a new audience.

Commenting on the trends, Alaa Bawab, Lenovo General Manager Middle East and Africa said: "The trends are going to define the potential of HPC through this decade and beyond. When it comes to the biggest problems facing humanity, from disease to climate change to weather prediction, HPC is working hand-in-hand with AI to provide solutions. HPC is rapidly evolving, with exascale computing technologies providing new breakthroughs which will empower the discoveries of the future - and 'as a service' models mean that this empowering technology is available to more researchers than ever before".

F5 leads the crowd in bot management

F5 announced that Aite-Novarica

Group, a financial services research and advisory firm, has ranked the company as a Best-in-Class provider of bot management solutions in their recently released Aite Matrix: Leading Bot Detection and Management Providers report.

As a Best-in-Class vendor, F5's approach integrates bot and fraud detection capabilities to secure organisations from a breadth of automated attacks while reducing user friction and allowing for the continued operation of good bots. Its solution, F5 Distributed Cloud Bot Defence, uses sophisticated machine learning models to monitor and process over 4.5 billion HTTP transactions daily, allowing it to instantly adapt to new attack patterns.



Haiyan Song, Executive Vice President and General Manager, Security & Distributed Cloud at F5.

"We're thrilled that Aite-Novarica Group has recognized F5's Distributed Cloud Bot Defense as Best in Class", said Haiyan Song, Executive Vice President and General Manager, Security & Distributed Cloud at F5. "Bots aren't going away anytime soon—in fact, they will only continue to get more prevalent and sophisticated. That's why, in order to ensure a secure and frictionless digital experience for users, bot management solutions must automatically and intelligently adapt as attackers retool to bypass countermeasures. We're aiming to do just that with our solution strategy to converge bot management, app security, and fraud detection capabilities, and it's great to see the results and the recognition of our unique approach".

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MITEL

BEST-IN-BREED VENDOR

CNME Editor Mark Forker spoke to **Graham Bevington**, EVP and Chief Sales Officer at Mitel, to learn more about how the unified communications leader is leveraging their portfolio of products and solutions to give their customers the flexibility and choice they need in our constantly evolving economy.

raham Bevington has been a key part of Mitel's success for over two decades, and during that time he has witnessed a lot of evolution in the unified communications and collaboration space.

However, it's fair to say that none of us could have predicted the seismic shift that occurred overnight in terms of how, when, and where we work following the onset of the global COVID-19 pandemic in early 2020.

In the subsequent couple of years that have passed, Bevington believes that many businesses and employees are still attempting to establish what their work future is going to look like.

"The COVID-19 pandemic has changed the world dramatically. However, since people have returned to the office – at least partially-, organisations are still trying to figure out what their work-life balance is going to be today and into the future. Essentially, businesses are going to have

to determine their own hybrid working framework, and that will ultimately dictate their unified communication and collaboration strategy overall," said Bevington.

The charismatic Mancunian, now located in the United States, is highly regarded and respected by his industry peers, but he said that during the early stages of the pandemic, many businesses took their eyes off the road when it came to security.

"I think it's fair to say that during the start of the pandemic things like security really took a back seat and wasn't taken as seriously as it should have been. Companies are attempting to figure out what exactly their 'new normal' is. At Mitel, we're really focused on working

We support businesses wherever they are on their modernisation journey and give them unmatched flexibility and choice" with IT directors, consultants, and CTOs to find out what they want to achieve, and what it is that really worries them, and we are noticing that certain industry verticals are facing real challenges," said Bevington. "Helping organisations through those challenges by modernising their communications is a huge opportunity for Mitel."

A key industry vertical for Mitel is the healthcare sector, and Bevington explained how the evolving demands of vertical has now transformed and altered the services that they deliver to healthcare providers.

"If you take the healthcare sector for example, we not only provide UC solutions but we also work to integrate the many different communications tools they need, which can range from telemedicine, to a contact center, to a nurse calling system, because fundamentally healthcare providers need a central point to pull all that together, and do so in a way that effectively protects all

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their patient's records," said Bevington.

The IT executive disclosed that Mitel are focused on about a dozen verticals globally, with around 3-4 key areas of focus in the Middle East.

"We want to know our customers, and be intimate with them in terms of really understanding and addressing their requirements. We strive to ensure that we become the integration point for different applications, and we give them practical options in terms of how they do things, and what their bills are going to look like," said Bevington.

One other key industry vertical for Mitel is the retail sector, and Bevington perfectly illustrated how the demand for excellent call quality can vary depending on how 'mission critical' it is to the business.

"One of our biggest retail clients in the world is Marks and Spencer. If an employee at M&S is working on a fashion line that is two seasons away, and 99% of their calls are with suppliers who are calling them to discuss designs, then they are not going to be too worried about the call quality being 100%. However, if you're a customer dialing in to their call center to find out if a product is still available so they can go and pick it up and spend money, then in that instance they are 1000% committed to that call quality being absolutely first-class. It really all depends on how missioncritical that call is to the overall business in terms of how they both treat and process it," said Bevington.

When reflecting on both industry verticals, he offered a summary of the different needs and requirements each one needed, which reinforced how a company like Mitel has to be flexible and give their customers the autonomy to shape their strategic direction.

"In the retail sector it's all about shrinkage and wastage, so it's Mitel's job to

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We're very open, and we have a Mitel Solutions Alliance Program with hundreds of members."



determine how to best help our retail customers reduce their shrinkage and wastage, and understand what their business needs are. In healthcare, it's all about outcomes: how quickly can we get the patient healthy again, and how quickly can we get them out of the hospital and back Home to their family. Organisations leverage Mitel's 50 years of UC expertise and our technology to modernise their organisation and achieve their objectives," said Bevington.

As aforementioned above, Mitel are one of the most successful companies in the world when it comes to unified communications and collaboration and the company remains laser focused on enabling

organisations to thrive in a changing world.

However, when asked to explain how the company has been able to sustain such a long track record of success and what differentiates the company from its market rivals, Bevington said it was a combination of their 'best-in-breed mentality' and openness.

"We have a number of ways to integrate different applications to our products. We're very open, and we have a Mitel Solutions Alliance Program with hundreds of members. We describe ourselves as a best-in-breed vendor, and when you deal with some of the bigger companies, we know that they want it to be them exclusively end-to-end, but that's just not what organisations want or need. One size does not fit all. There are some regions that have different mindsets, and different social media applications for example that they need to integrate with, so with our best-inbreed approach Mitel gives customers a level of flexibility and choice they won't find elsewhere. Our customers know that Mitel is going to be open because we don't pretend to have a magic bullet for every organisation's unique need in our portfolio. We know that we have to be able to integrate with third party solutions and be inclusive, whereas other vendors are trying to put up a little bit of a barrier to lock organisations into a single solution to maximise their revenue stream, which ultimately restricts their customers choice. That's

just not who we are," said Bevington.

Bevington concluded a wonderfully candid, informative and engaging interview by outlining to readers what their strategic partnership with RingCentral entails.

"RingCentral are exceptionally good at multitenant public cloud unified communications as a service (UCaaS), it's what they do. We wanted to make the generic RingCentral MVP product available to Mitel customers considering a migration to UcaaS, and RingCentral's MVP is firmly in the top right-hand corner of Gartner's Magic Quadrant . We have done a lot of work in terms of getting Mitel devices seamlessly integrated on their platform, and in Q4, you will see our devices in their marketplace. If you have an existing Mitel system with 20 extensions on, and you want to move to RingCentral Cloud with 40, then keep your existing 20 and buy 20 more on their marketplace. We are doing everything that we can to make it as easy and affordable as possible for our partners and customers that do want to move, whilst at the same time we know that public cloud is not for everyone. And if it's not, Mitel offers a complete portfolio from onprem to private and hybrid cloud solutions. We support businesses wherever they are on their modernisation journey and really give them choice no other UC provider can deliver," concluded Bevington.

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HUAWEI

UNISSABLE OPPORTUNITY

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

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

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

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

Multi-tech synergy

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

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

Cloud is key to unlocking this digital world and is the foundational technology for



other 4IR technologies such as IoT, blockchain and more.

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

We strongly believe that business leaders should adopt

cloud native 2.0 architectures to boost innovation and digitalisation.

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

Smart City Innovation

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

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

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

Building Sustainable Ecosystems

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

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

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

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

Investing in Talent Development

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

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

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

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

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

Building digital ecosystems for shared success

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

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

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

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

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

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

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

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SOLARWINDS

A PLATFORM FOR SUCCESS

CNME Editor Mark Forker spoke to **Sascha Giese**, Head Geek at SolarWinds to find out how its Hybrid Cloud Observability platform is equipping IT leaders with the tools they need to solve and mitigate security issues in their IT environment.

ascha Giese, is one of the most respected IT thought leaders and in a candid interview with CNME, he talks about their Secure by Design concept, the key findings from their IT Trends Report, the unique capabilities of its Hybrid Cloud Observability platform – and what's next on the strategic roadmap for SolarWinds.

Can you tell us about Secure by Design and how SolarWinds hopes to achieve it?

Secure by Design is a response to the SUNBURST incident in December 2020. We used this incident to turn each stone in our environment and spent much thought on the software design process. Until then, we followed what was considered industry best practice, like every other software company. But the incident showed such best practices could no longer deal with the changing threat landscape and state-sponsored attacks. We significantly improved the security of our software design process in many details.



To give you an idea, we no longer use static resources. For instance, in IT, we are quick in spinning up a VM for a test, but once the trial finishes, we tend to keep the VM running. We forget about it and move on. There is an attack point here. Attackers who gained access to such an unmonitored VM have all the time in the world to discover the environment. To counter this, we moved away from static solutions and switched to a highly dynamic Kubernetes-based system. Each time a developer finishes a task or stops working at the end of the day, the resources will automatically destroy themselves.

Also, previously we had one build pipeline, which means developers ship code to a compiler that converts the hand-written code into machine readable executables. The next step is forwarding the executables to download platforms for end users. Now we have multiple independent development pipelines. The first team creates code and documents every single step, the second team rebuilds the code from the documentation, and the third team checks the integrity and authenticity of both code versions. That way, we can bypass many security problems. These changes improved our security, and we also shared it with other software vendors because what happened at SolarWinds happened elsewhere a few months later. We want to help the software community prevent such situations from happening again.

SolarWinds has said that it has been on a journey towards becoming Secure by Design, but how much has this goal been accelerated post the pandemic?

Everything happened during the pandemic or before. I don't think there were any significant changes post the pandemic. For us internally, for the engineers, it wasn't easy initially because so many things changed. But eventually, everyone got used to it. So, it's working exactly

Even smaller businesses see how easy Hybrid Cloud Observability is and understand that it can help with consolidating tools and lowering stress on individuals, reducing costs significantly."

the way we expected; we're very proud of the system.

It's an industry first to come up with measures to improve the security of software design. It's something exceptional. And it is not something that's finished and done. We can't say everything planned is sorted and set in stone because it is a dynamic process.

Whenever we discover something designed to be improved, we improve it. And we use minor incidents to test our strategies. For example, imagine a user doesn't log out of a workstation. It's usually not a big deal, but we use instances like these to test our security policies. Even if it's a tiny incident, we go the whole way and evaluate our processes with notifications, alerts, etc. It's like a fire drill that helps us prepare and keeps us on our toes.

Let's come to hybrid cloud. The SolarWinds IT Trends report 2022 indicates that the shift to hybrid cloud has only resulted in increasing IT management complexity which has created doubt and a lack of confidence among tech professionals as to how best to manage their IT environments. What is your take on this?

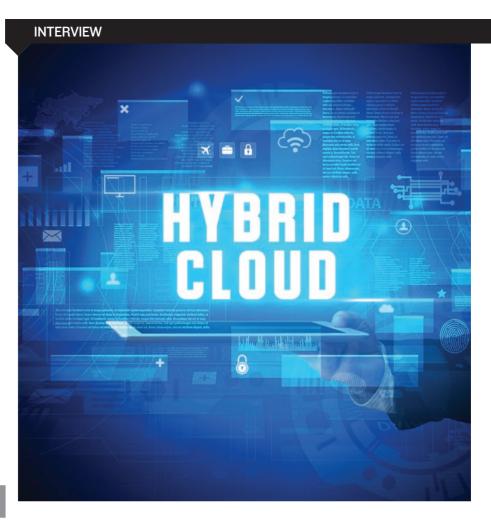
Unfortunately, there's no easy solution that works for all situations. Increased complexity is a huge problem, and if you look for the root cause of the complexity, you have to look back – it's a chain that starts with the human attention span.

We, as humans, no longer want to wait. So, businesses must adapt and change their requirements, leading to significant IT changes. Today, IT is no longer just supporting the company; it is running it, and correctly implementing new technology is a great way to gain a competitive advantage. This is how increased complexity starts. You could probably say it's a homemade problem, but businesses must evolve to stay alive and competitive.

How to fight complexity? It would help if you had the expertise and various ways to gain it. It requires giving your IT teams enough time to learn and develop new skills, or you increase headcount and hire additional IT professionals with the necessary expertise. But that's not always possible, given the global shortage of IT professionals.

Another way would be to get third parties into the business

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for a while, maybe a contractor who sets up a multi-cloud environment, for instance. There are solutions to every complexity, but there is no one-size-fits-all solution.

In this context, can you tell us more about the SolarWinds Hybrid Cloud Observability platform?

The Hybrid Cloud Observability platform is an evolution of what was previously known as the Orion Platform. The Orion Platform has been in the market for 15 years. It's a modular system that grew with customers' demands. However, in the last couple of years, we noticed that the market is changing, so we came up with the new platform, Hybrid Cloud Observability, which is easier to understand for the user. It is easier to understand the

licensing, and the deployment is more straightforward. Customers get more features for the same price. The software can be deployed in any scenario, whatever the customer needs, on-prem, in a private cloud, public cloud, or hybrid. It can manage/observe any IT environment. So, the platform allows users to get different layers of information into one system, enabling them to perform a faster root cause analysis. Keep in mind, when something breaks in IT, the first question is not how to fix it but who has to fix it.

If you don't see or understand a performance problem, you can't fix it. And if you don't see or understand a risk, you can't mitigate it." With Hybrid Cloud
Observability, we allow
different groups - the network
team, server admins, and cloud
architects - to use the same
tool and access the same data.
The solution has some features
that help users identify the root
cause of problems. That, in a
nutshell, is the new platform.

Today, the focus is on business resilience, continuity, and growth. How does multicloud observability help organisations with all of these?

Multi-cloud isn't new, but it's still a complex construct. There are many variables and moving parts, and it's crucial to understand workloads, application delivery, and connectivity. However, the connectivity between different clouds isn't that basic and can be pretty complicated. What is not understood can't be observed, and what is not observed can't be managed. Multi clouds are complex, and a platform like Hybrid Cloud Observability is more than beneficial to know how things work. Most customers mix AWS and Azure globally. And those are supported out of the box by our product. It's a question of attaching a security token, and then we retrieve all the information straight from the cloud provider. It's pretty easy to use.

With security being a huge concern and priority today, where does the security aspect come into play in this observability scenario?

Our annual IT Trends Report

discovered complexity as

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the biggest problem, and it's the same for security. I'd probably say that security and IT operations have one least common denominator: lack of visibility.

If you don't see or understand a performance problem, you can't fix it. And if you don't see or understand a risk, you can't mitigate it.

Security teams and security professionals use different tools than operational teams. Still, it would be beneficial for them to understand data flow and how applications talk to each other, and observability allows them to gain complete insight into the environment. So yes, it is helpful for security teams, too.

Do you believe that the Hybrid Cloud Observability platform could remedy many of the issues facing IT teams today as the shift to hybrid IT continues to accelerate?

The short answer is yes. I briefly touched on this example: in IT, multiple teams, like networks, and applications, work in silos and use their toolset. If you have a unified platform that brings the groups together, brings humans together, that's a huge advantage. It's probably something that an individual in IT doesn't see as a crucial topic. But the IT Director or the CIO, someone with the big picture in mind, will instantly understand the benefits for the whole IT department and what it means to the business. But sometimes, it's also about the simple fact that such a tool gives people more time during their workday.

An IT professional spends more than half of the day fixing broken things. We call this firefighting, and it's usually a waste of time because that is time that can't be spent on improving IT, can't be spent on gaining a competitive advantage, and can't be spent on learning how to deal with new technology. So, firefighting is a waste of time, but unfortunately, as we know, things break, and things misbehave in IT. The need for firefighting remains, but if a tool could automate steps and even work autonomously in the background, it would be highly beneficial for each organisation. It doesn't have to be a global player. Even smaller businesses see how easy Hybrid Cloud Observability is and understand that it can help with consolidating tools and lowering stress on individuals, reducing costs significantly.

What's next for SolarWinds?

There are a few things in the background that we are working on. For quite some time, we've been focusing on Artificial Intelligence. And we've built our own; we didn't go the way of purchasing an already existing framework. Our data has been training the system for the last eight months. We also reached out to a few customers who were okay with providing us with insights. Our AI will make it into the product and lower IT professionals' workload.

There's a multi-layered approach. The first thing we want to do is reduce unnecessary alerts; that's important because if we receive

text messages or emails all day about stuff that's not relevant, we tend to ignore it. And when something serious happens, we don't respond because we missed it. We use AI to look into a situation, discover whatever caused an alert, and relate it to all previously collected information.

Let's say, for instance, we manage a hypervisor like VMware, and the hypervisor runs with 90% CPU or 90% memory. Traditional systems will probably see 90% as a lot and instantly send an alert. However, if this condition is active for a longer timeframe and everything else is working fine, there's no real reason to alert. A notification will do.

Now, let's say CPU utilisation increases from 90 to 95%. That's an anomaly so that the AI will look into the reasons. And if the system sees that, for example, 20 virtual machines were running previously and now it's 22, that's a valid reason the CPU would go up. We wouldn't send an alert but instead deliver a notification to an ITSM solution for change management.

If, however, we see that the increase in the CPU is coming from a single machine, maybe a database, we'll look deep into the database, collect all information and send it to the resolver group only, which would be the DBAs in this example.

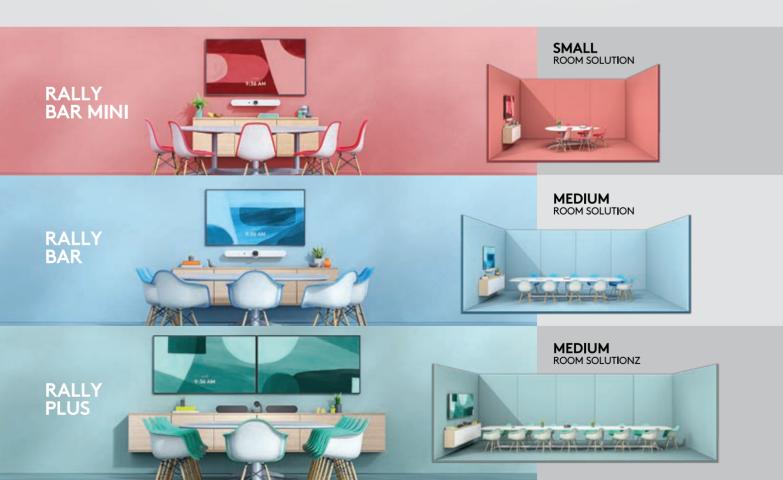
This is the first step. There are a couple of other things in the pipeline, but they're further ahead. We have many plans here at SolarWinds; one could say we're on a mission!

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ASPENTECH

PROTECT YOUR ASSETS

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

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

Disruptive technologies like IoT, AI and Machine Learning have completely transformed manufacturing on a global basis. The UAE's Fourth Industrial Revolution Programme has been designed to accelerate and integrate these technologies across the country's industrial sector. What role does APM 4.0 play in speeding up this process, and how do you truly measure its real value?

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

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

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

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

At the time they suggested up to 10% of that worth is lost from equipment breaking down. If you want to use these technologies,

In APM 4.0 we need to understand the cost and risk of all activities that we plan and execute on those assets which entails understanding the probability of future actions." that is probably the biggest problem that needs to be solved and that is where we've attempted that with our suite of products in the APM portfolio.

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

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

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

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

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

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

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

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

Can you outline to our readers some of the biggest challenges that organisations encounter when they try to integrate APM into their operational model?

Firstly, it's the integration and interoperation between applications, you don't get one



application that's going to solve the whole problem for you.

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

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

Can you tell us in detail the impact APM 4.0 has on asset life, reliability and performance?

Asset Performance Management stemmed from processes to keep machines running, available and reliable. This is still an important part of APM 4.0 going forward.

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

The machine can do

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

AspenTech is a market leader in global asset management and its incredible software has struck a chord with users globally. However, in your opinion, what do you think it is that really differentiates you as a company from your market rivals?

We've done extraordinary things for ease of use, that I've not seen in other products.

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

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

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

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

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JEDOX

BECOMING ADAPTABLE

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

edox has firmly established itself as a global leader when it comes to enterprise performance management (EPM) solutions. This viewpoint was reinforced following the disclosure by Shelf Drilling that they had reduced the time spent on operational data by 98% following the implementation of a Jedox EPM solution. Can you tell our readers more about this solution and the impact it has had on the operational day-to-day running of Shelf **Drilling?**

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

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

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

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

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

Jedox was able to offer them what we believe is the most adaptable platform on the market. They now have clear visibility of and insights into their data in real time, across all rigs, majorly boosting their operational planning capabilities, and creating huge value for the company in terms of cost and time savings.

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

There are a lot of companies who claim they can help businesses streamline and simplify their data management processes, but Jedox has proven time-after-time that it can really deliver this with its innovative platform. What is it about Jedox's product portfolio and offering that really differentiates you from your market competitors?

We believe that a big part of our difference is the adaptability and integrability of our solutions. People spend vast amounts of time on data collection, cleansing, integration and reconciling.

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

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

procurement, HR, IT, marketing and production.

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

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

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

Firstly, companies should have an open mind. There is an IT uplift required at the start of a digital transformation process.

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

And educate your staff to take them with you. I always say it's not a revolution – it's an evolution, a journey. But you need modern, adaptable tools as old tools are no longer sufficient to meet today's business demands for speed, accuracy and efficiency.

You shouldn't follow the needs of a tool — it should follow



We believe that a big part of our difference is the adaptability and integrability of our solutions."

the needs of your organisation and adapt to the platforms and systems you're already using.

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

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

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

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

Once people see the benefits of Jedox, we find they come to us with new ideas of using IT and automating systems, for example, and we support them in that as the platform is incredibly adaptable. We love working on new ideas together and quickly implementing them. This ultimately makes people more efficient, more successful and happier.

What are your primary goals and objectives for the remainder of the year – and looking ahead to 2023?

Our team is growing fast and we now have a lot of people available to support our customers, especially with value creation. We're now starting to expand outside the UAE into the rest of the Middle East.

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

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du

REIMAGINING THE DIGITAL FUTURE

du is one of the most innovative companies in the region, but a digital leader is always looking at ways to reinvent themselves.

CNME Editor Mark Forker spoke to du executives **Martin Tarr**, Chief ICT Officer, **Mohamed Al Qubaisi**, Head of Products, Solutions and Digital Services, **Khaled Al Mazrouei**, Head of Sales and Business Development, and **Marwan Bindalmook**, Head of Service Management and Delivery, to learn more about the company's phenomenal transformation over the last 12 months.



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MARTIN TARR - Chief ICT Officer, du

an you outline to our readers what direction the du ICT division is taking under your leadership - and what your strategy is for the next 12 months?

We have been transforming the du ICT division over the last 12 months in our efforts to make the entity a more purpose driven, customercentric, and performancefocused organisation.

Part of that transformation, has inevitably led to an evolution of our product portfolio. We have evolved our product offerings to support our customers' digital journeys by providing them with end-to-end solutions and services.

Some of these solutions and services include 5G connectivity, hybrid multi-cloud, our state-ofthe-art datacentres, and cybersecurity infused with next generation SOC, IoT for Industry 4.0, plus the transformation of our clients' business applications.

I think that it's important to emphasize that the integration and deployment of these technologies are really driving business outcomes.

As you would expect with any large-scale transformation project, we have also established new

the creation of a new digital advisory, and digital automation factory practice



that will deliver a secure, flexible app development and automation capability (devsecOps) to our customers.

This will ensure that they become agile, and capable of responding to rapid business and technological changes. If we learned anything from the COVID-19 pandemic, then it was the importance of being

In relation to Industry

We have been transforming the du ICT division over the last 12 months in our efforts to make the entity a more purpose driven, customer-centric, and performance-focused organisation."

4.0 we have also created a new practice, and as a direct result of that du is on precipice of accelerating Industrial IoT (IIoT) adoption for manufacturing and other industries in the UAE.

By leveraging our inhouse best-of-breed 5G capability, we are designing and innovating use cases that take advantage of this technology to transform client organisations.

The purpose of introducing industry 4.0 technologies such as IoT in manufacturing is to drive digital transformation of production facilities and operations.

Deploying and integrating Industrial IoT technologies and solutions is aimed at revolutionising the way companies manufacture,

best practices. We have done this through

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enhance and distribute their products.

Last but not least, talent retention and acquisition is a major problem for many companies, but again as part of our transformation, we have added new skills, and hired top-class ICT personnel to bring the best of du to our clients.

We all appreciate the importance of collaboration in our new digital economy, and over the next 12 months we will be looking at strengthening our alliances, and key relationships with global and local partners to help deliver economic and social benefits to the UAE.

We have witnessed a tsunami of digital transformation across the Middle East region over the last few years, but it has become evident that many businesses are struggling to meet the demands of digital transformation. How has du leveraged its knowledge and expertise as a leader in ICT to help their customers achieve their DX goals and objectives?

As businesses today are shifting the way they operate in the digital economy, they will need to further innovate by harnessing technologies that drive exceptional customer experiences, operational excellence and data monetisation.

To achieve that then it is imperative that they embrace disruptive technologies such as the Internet of Things (IoT), Blockchain and Artificial Intelligence (AI).

We view challenges as opportunities to support enterprises' innovation end-to-end, from digital infrastructure and cybersecurity, through to innovative customer experiences and operations.

The key challenges we address include barriers to delivering customer service excellence and optimising operations across industry verticals.

In addition to this, du continues to transform services in the public sector, such as cloud migration and the increased adoption of technologies such as Blockchain and 5G.

du is focusing on networking the ICT services of the future, by supporting and implementing smart city infrastructure, facilitate visualisation and optimisation, as well as solidifying its commitment to the betterment of UAE business communities.

Throughout, du sets on utilising industry partnerships to spearhead innovation that will drive industry success for stakeholders and partners.

You are regarded by many within the industry as a thought leader in the ICT sector. However, can you tell us more about your leadership style - and in an industry that is constantly evolving, what sort of leadership skills do you need to have to drive future innovation and change in the digital economy?

A quote on leadership that has always resonated with me is from Microsoft's Satya Nadella, "Leadership is all about — creating clarity, generating energy, and driving success"

For me, it all starts with establishing a clear direction and vision for the business. Once that has been established you need to foster a culture of innovation and cross collaboration, because culture is critical.

It is also so important that you attract the best ICT talent, and invest in upskilling your current employees.

I think the best way to attract top talent, and motivate existing employees to do better, is to focus on the holistic wellbeing of your employees to make sure they are all happy and healthy, and again I think this all falls under the category of 'culture'.

I think courage is also so important in business, you need to be courageous to take on a big challenge, to do what no one else will, to question the status quo, confront a difficult situation, and to never ever give up.

In addition to this, I think curiosity is a great trait, you need to question what's possible.

Finally, it's all about creativity, we need that creativity to solve the most complex problems in today's ever evolving digital world, and that is something du has in abundance.



MOHAMED AL OUBAISI

- Head of Products, Solutions and Digital Services, du

Can you tell us about some of the new products that du ICT will be showcasing at GITEX 2022?

We're very excited to showcase what we imagine the future is going to look like. As one of the examples at GITEX 2022, we will be demonstrating some use-cases that we have established with the government on the Metaverse.

We're really excited about our partnership with local government authorities. We are going to combine and blend our knowledge and expertise to fully reimagine government services across the UAE, which are completely focused on delivering better experiences.

What sort of impact do you believe these new Metaverse use-cases will have in the marketplace?

Our idea is to infuse the concept of Blockchain, and the Metaverse, to deliver an enriched experience for those accessing government services."

Everybody quite naturally is focused on data, and trying to find new ways to extract value from data to make better business decisions.

Our idea is to infuse the concept of blockchain, and the Metaverse to deliver an enriched experience for those accessing government services, whether that's an investor, or someone looking for healthcare, or transportation services, and so on.

However, the question becomes how can the Metaverse and this new digital world powered by blockchain transform that process into a very simply, easy customer, or citizen experience?

Our objective is to evolve the journey for entrepreneurs accessing government services to make decisions based on data.

Through the deployment of digital twin scenarios, and simulations, we can use all of that data to give that investor a better decision point on where he is going to open up his business, and how his business is going to perform by analysing all the data that we currently sit on.

What we want to do is utilise the wealth of data we have at our disposal, and then present that visualisation to the investor in a very unique way, which is in a digital world, rather than a physical kiosk or counter.

We want to really transform that experience for the investor so they are able to imagine and see what his business is going to look like in the Metaverse before he even opens it.

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KHALED AL MAZROUEI - Head of Sales and Business Development, du

Can you outline to our readers the evolution of the New Business & Investment strategy and execution (goto-market) deployed by du Business - and what key industry verticals have you been focused on?

My responsibility with du from a sales point of view is to move it from being a product-focused sales organisation to a solution-focused organisation.

Essentially, we are selling industry-focused solutions

directly to the healthcare, education, manufacturing and defence and security sectors.

Our objective is to create and deliver digital solutions to solve business issues.

Take for example the healthcare sector, let's say they have an issue with practitioner's registering their licenses, that's a business problem that they have. What we do is bring solutions globally, bundle it with products we have today, such as cloud and cybersecurity,

Our objective is to create and deliver digital solutions to solve business issues."

and so on, to give them a holistic digital solution for their business issues.

I don't go to them with a catalogue and say to them I have cloud and cybersecurity, and this is how much it costs. That is an old, archaic and outdated approach, the new way of selling is all about delivering digital solutions to help customers overcome their business challenges, not their technical or technology challenges.

We are also moving from territory-focused sales to industry-focused — and that shift has worked very well in terms of best practices in large organisations in Canada and in America, and we expect it to yield excellent results for us as we seek to help our customers overcome their business problems.

There have been some major investments and acquisitions made in relation to the Metaverse, and many analysts have dubbed it the 'future of the internet. What's your view on it from a sales perspective? Sales organisations have traditionally always been revenue-focused because they have monthly targets to hit. We're moving away from that mentality to a more market-focused approach.

I believe the market needs the Metaverse, because it represents the future, and we have to be prepared for it.

Blockchain was an emerging technology three years ago, and the industries that were not market-focused are now lagging behind today as a result.

The Metaverse is firmly in our strategy and product roadmap, but we also have to look and examine what the business cases are for the Metaverse, because creating a Metaverse just for the sake of it doesn't work, you have to use it to overcome a business problem.

For example, we're looking at digital health technologies, where medical universities can leverage the Metaverse to conduct surgical training in other countries, so the medical faculty could be located here in Dubai, but the students can be connected with surgeons in Singapore for instance, and they can collaborate together to see real-life examples of surgeries in real-time.

In summary, we are very focused on the new concept of the Metaverse, and we are working closely with our partners across all the key industry verticals to see how we can bring all the benefits of the Metaverse to life in a bid to solve real business issues.

 $\sqrt{2}$

As a UAE national company, it is our ultimate goal to make sure that our clients have better opportunities to thrive and succeed in the new digital economy."



MARWAN BINDALMOOK

 Head of Service Management and Delivery, du

Can you tell our readers what it that ultimately differentiates du from its market competition?

I believe there is a number of key differentiators that distinguishes du from the rest of our competitors. Firstly, we provide a one-stop-shop service for our customers, and we support them in an end-to-end capacity.

We also leverage our expertise and business acumen to really help our customers on their transformation journey. We do this by harnessing our knowledge to empower them to transform their business by migrating their legacy systems into digital infrastructure.

We are a company that has customer-centricity in its DNA, we build, transform and operate – and this is what really makes du such a unique organisation.

We know that we live in a digital economy driven by digital experiences — so it is critical for organisations to deliver first-class customer experience — with that in mind, we have a dedicated service management team who supports clients with

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contract fulfilment to ensure that all of our customers' needs are addressed and delivered.

Our job is to really understand our customer's pain points that are unique to them, we don't engage in a hit and run when we meet our clients, instead we invest all our energy into supporting what exactly it is that they need to resolve their business issues.

Can you tell our readers more about your du centre of excellence – and the benefits of your managed services portfolio?

We have a special sub group within du called the TNT team (transition to transformation), and essentially what they do is assist and help customers in terms of understanding their problems, managing their internal services, and basically helping them on every step of their migration journey.

Once that end-to-end digital transformation journey of transition and transformation is completed, that's when our Centre of Excellence team comes into the picture to lead technical requirements for the customers, as well as to manage customers' partners.

Our Centre of excellence is engaged and focused on constructing this new environment – and they make sure that 24/7 monitoring and incident response is always operational.

The Centre of Excellence consists of multiple areas:

First Step: We provide managed services, 24/7 support, and skilled resources that can help any business and infrastructure development.

Second Step: We provide 360-degree support, which allows customers to focus on their core business and accelerate their competitiveness in the market.

Third Step: Our dedicated team is always on hand to ensure that all the technical requirements are met - and the primary objectives of a specific project are delivered according to the contract terms.

Fourth Step: Our team works with C-suite executives to manage key relationships – and the du team is proactively engaged with the client on every step of the journey, ensuring customers are satisfied.

In summary, it is our mission to work with our clients to ensure we serve them as best we can, which enables the client to focus on their core business, and they entrust us with the responsibility of resolving their challenges.

As a UAE national company, it is our ultimate goal to make sure that our clients have better opportunities to thrive and succeed in the new digital economy.





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LENOVO

FOR INDOVATION Luca Rossi, Executive Vice President and President.

THINK'
LENOVO

Vice President and President,
Intelligent Devices Group, Lenovo
sat down with Daniel Shepherd,
Deputy Editor, tahawultech.com
to discuss Lenovo's market
growth, news trends like the
Metaverse – and the 30th
anniversary of the launch of its
ThinkPad notebooks.

ould you tell our readers how current trends like hybrid work collaboration have affected Lenovo's presence in the PC market?

We are seeing a permanent transformation in the market in relation to pandemic events. Digital transformation, hybrid working, digital life, we believe these are trends that are unstoppable.

Now the question is, how will the world recalibrate post pandemic and what will the hybrid end state be? For tech companies this digital transformation was accelerated by the pandemic significantly, however we still believe that we are living in the early days of digital transformation.

The simple effect on us is that we have sold more computers, the PC market has gone from 265 million to 355 million. We've tried to capture this growth and have thus expanded our leadership significantly resulting in the last quarter being one of our highest market shares globally.

If you go beyond this, you'll discover that the customers are looking for more premium devices with advanced audio and visual capabilities. For example, pre-covid nobody cared about the front-facing camera on a laptop and now there's been a huge R&D engineering focus on how to make this camera better. Obviously, there are examples of software experiencing similar advancements such a Zoom and Microsoft Teams.

In addition to our PC advancements, we have also launched several standalone smart devices meant to improve team collaboration. There are countless tech avenues that have been accelerated by the pandemic by 5-10 years ahead of their previously estimated development.

Lenovo often prides itself on innovation, with that in mind, can you tell us more about the launch of the X1 Fold PC?

The X1 Fold PC belongs within the larger ThinkPad family and after 30 years of innovation we are launching the next-gen ThinkPad X1 Fold. We are the leading PC player with fold

The ThinkPad was born in 1992 and quickly became the standard for professional notebooks, some will even consider it the classic business notebook."

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INTERVIEW

technology, and we were able to incorporate a lot of customer feedback from the original model generation 1.

Customers want a small device with a big screen, it is 12 inches when closed but transforms into 16.3 inches when opened. Customers also wanted more power, now in the next generation there are no compromises in the performance, and it also includes a 5G option. Customers desired something very portable but also with a full-sized keyboard option which can be included with this latest model.

Overall, the X1 Fold is the concentration of the finest technology, portability and battery life that makes no sacrifices. This is still clearly a premium device for a very specific user, but one that many of our customers have identified with.

Lenovo's ThinkPad is fast approaching its 30th Anniversary, what do you have in mind to commemorate such a momentous event?

The ThinkPad was born in 1992 and quickly became the standard for professional notebooks, some will even consider it the classic business notebook. We are very strict in maintaining the highest quality, military standard resistance and the legendary keyboard.

These things are unchanged, meanwhile innovation continues to drive the product and its siblings like the ThinkPad Z13/Z16 with a completely new design tailored for a new generation of users. ThinkPad will surpass 200 million sales in October 2022 as we celebrate its 30th birthday. It took 22 years for ThinkPad to sell 100 million units. The 100 millionth was called Eve. will have taken just 8 years for the second 100 million to sell, which speaks volumes to the popularity of the device.

Can you explain to our readers how Lenovo has transitioned into a tech powerhouse; we understand that there is a focus on embedded computing and scenario-based solutions?

Lenovo is comprised of multiple business groups such as Intelligent Devices Group (IDG) which I belong to which focuses on traditional PC development in addition to smart collaboration, AR,

The Metaverse today is a bit like the internet in the early 1990s and everyone is trying to understand what their position in the value chain will be."

VR, international smart phone markets and Metaverse growth. Another group is Infrastructure Solutions Group (ISG) which focuses on elements such as server storage and networking.

The last group we recently launched in 2021 is SSG the solutions and services group. This group tackles many services from notebook repairs to customer's endto-end solutions based on our infrastructure offerings. Customers are in dire need of someone to help them navigate the data-driven world of new IT. For us being a tech powerhouse means getting competitive with digitalisation, solving customer complexities and using our proprietary solutions.

The Metaverse is of course the hot topic of the day. Can you share Lenovo's stance on it and any plans you feel comfortable sharing with our readers?

Everyone is looking at how the Metaverse will position itself. Will already have a small presence in the professional AR/VR space as opposed to the consumer side of things, which we believe will be one of the doors to the Metaverse.

With SSG we are creating vertical solutions such as smart manufacturing and retail where the combination of those devices and IP can offer the solutions.

The Metaverse today is a bit like the Internet in the early 1990s and everyone is trying to understand what their position in the value chain will be. Our mission is to have a position in the new device and solution value chain with partners in the IT channel.

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EMPOWERING ANEW DIGITAL FUTURE

CNME Editor Mark Forker spoke to the new General Manager of Microsoft UAE, **Naim Yazbeck**, to learn more about the company's take on the Metaverse, the role Microsoft Cloud has played in driving new innovation, entrepreneurship and economic growth in the UAE – and its continued commitment to sustainability.

hen I spoke with
the Microsoft UAE
team last year,
sustainability was
a key theme that
featured prominently throughout the
discussion. We know that Microsoft is a
key partner for the UAE in terms of helping
the nation achieve its national agenda
objectives and outcomes. However, can
you tell us about your sustainability
mission - and how you're helping the UAE
address issues over talent acquisition and
skills shortages in the IT sector?

When it comes to sustainability, Microsoft works diligently to minimise the environmental impacts of our operations while maximising the positive impacts of our technology.

We also strive to extend those benefits across our corporate boundaries and out to

the communities we serve. We are proud to be leaders in the battle to reduce carbon footprint. Having been carbon neutral since 2012, we have committed to being carbon negative by 2030.

And by 2050, we will have removed from the environment an equivalent amount of all the carbon the company has emitted since its founding in 1975.

Our strategy involves shifting to 100% renewable energy, extending our carbon fee to our supply and value chains, and investing in new carbon-reduction and removal technology by way of a US\$1 billion Climate Innovation Fund.

We have sought to lead on decarbonisation by being transparent in our reporting. And through the Carbon Call initiative, we have tried to standardise this reporting for others to help them reach their own carbon goals. (Carbon Call is a collective of organisations



across multiple industries that co-operates on access to underlying data and science.)

Microsoft is investing US\$50 million in AI for Earth that will accelerate innovation by putting AI in the hands of those working to directly address sustainability challenges.

Such efforts align closely with the UAE National Agenda and UAE Vision 2021, which list sustainability as central pillars.

However, where we as Microsoft have the biggest potential to align ourselves with the UAE's visionary leadership and the country's sustainability goal is where we work with and through partners and customers. True to our mission, to 'empower every person and every organisation on the planet to achieve more,' we are partnering with many organisations in the UAE to help them advance their own zero carbon initiatives.

Through Microsoft Cloud for Sustainability and the Emissions Impact Dashboards for

MICROSOFT IS
PROUD OF OUR
CLOUD ECOSYSTEM'S
CAPACITY TO CREATE
JOBS, ACCELERATE
INNOVATION AND
ENTREPRENEURSHIP,
AND FOMENT
ECONOMIC GROWTH
ACROSS THE
MIDDLE EAST."

Azure and Microsoft 365, our customers get access to advanced tools that allow them to manage their businesses in eco-friendly ways.

Enova, a joint venture between Dubai's Majid Al Futtaim and Abu Dhabi's Veolia Environmental Services, leveraged the power of the intelligent Microsoft Cloud to save 320 million kWh of energy, 5 million cubic metres of water, and 210,000 metric tons of carbon dioxide emissions. In June last year, DEWA used Microsoft technologies to implement digital-twins, IoT, advanced cybersecurity, Al, and smart-building management solutions at its new headquarters, Al Shera'a, set to be the tallest, largest, and smartest government Net-Zero Energy Building in the world.

And throughout these efforts, we have strived to work on skilling initiatives such as the Microsoft Cloud Society, and centres of excellence like the Energy Core to ensure the talent is there to build a sustainable future.

44 Gov Tech



The decision by Microsoft to launch their data centres in June 2019 was a seismic moment for the UAE. Many business leaders have said it has served as the foundation and springboard to huge digital transformation across the country. It is now 3 years since you opened your datacenters in Dubai and Abu Dhabi, so can you tell us how you have expanded these services, and can you provide us with some tangible examples of how you have really empowered organisations to achieve more?

Microsoft is proud of our cloud ecosystem's capacity to create jobs, accelerate innovation and entrepreneurship, and foment economic growth across the Middle East.

According to a recent IDC study Microsoft Cloud will generate almost US\$40 billion over four years and generate close to 100,000 jobs. IDC's "Microsoft Cloud Dividend Snapshot" report for the United Arab Emirates shows that between now 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.

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 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.

Microsoft, its partners, and its customers will add 97.150 jobs to the UAE economy, either through direct employment or through the indirect generation of jobs in other organisations. This will include an estimated 29.430 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.

The Microsoft Cloud has also been a significant boon to entrepreneurship. Microsoft for Startups MEA has laid the groundwork for business growth through a series of initiatives.

One example is a partnership with Abu Dhabi Investment Office on the GrowthX Accelerator programme, which bridges the gap between corporates and tech startMICROSOFT'S
METAVERSE VISION
IS BASED AROUND
AN OPEN, TRUSTCENTRIC PLATFORM
THAT PRIORITISES
IDENTITY SECURITY
AND PRIVACY AND
ENSURES NOBODY IS
LEFT BEHIND."

ups through mentoring, demonstration days, and networking opportunities.

Another example is Highway to 100 Unicorns, a virtual-conference series that connects entrepreneurs to industry experts to help them scale their enterprises. Through the trusted, versatile Microsoft Cloud, we continued our skilling efforts for the region's youth, and furthered our upskilling and reskilling initiatives for professionals.

The Microsoft Cloud Society has trained more than 300,000 IT professionals across the Middle East and Africa, and during the pandemic, as part of a global programme, we enabled more than a quarter million people in the UAE to acquire digital skills.

In three years of operations, our Abu Dhabi and Dubai facilities have empowered organisations of varying industries and scales to accelerate their digital transformation.

Those entities include Dubai Airports, DP World, Mashreq Bank, Emaar, Abu Dhabi's Department of Culture and Tourism, Dnata Travel Group, GEMS Education, and e&.

Etihad Aviation Group transformed its finance operations using Microsoft AI and modernised its payment-inspection process using Microsoft Cognitive Services. And Zand, the first digital bank in the UAE to provide both retail and corporate services, used Microsoft Azure to reimagine the secure customer and employee experience.

Our UAE cloud services adhere to Microsoft's trusted cloud principles of security, privacy, compliance, and transparency, allowing organisations to deliver engaging customer experiences while living up to their data residency, security, and local certification obligations.

Enterprise-grade performance and the robust policies, controls, and systems needed to keep your data safe are all there in the Microsoft Cloud. Also present are the means to rapidly assess, prototype and adopt the latest technologies, from AI and predictive analytics to the Internet of Things.

46 GovTech

The Metaverse has been dubbed as the next revolution of the internet. We have already seen Microsoft make significant investments in that space, such as its acquisition of Activision Blizzard. Can you outline to our readers how you plan on helping companies and industry verticals benefit from the Metaverse, and other mixed reality technologies?

The Metaverse is the next step in the evolution of the Internet, and as with many other technology developments, the UAE is leading the way.

Dubai has launched its very own Metaverse Strategy aimed at positioning the emirate as one of the world's top 10 metaverse economies and a hub for the global community.

Some 1.000 blockchain and metaverse companies are envisioned, along with 40.000 virtual jobs by 2030, all of which is expected to add up to US\$4 billion to the emirate's GDP by 2030. The Metaverse has many potential applications across social, commercial, and industrial use cases.

Microsoft's Metaverse vision is based around an open, trust-centric platform that prioritises identity security and privacy and ensures nobody is left behind.

Instead of "One Metaverse to Rule Them All", we must strive for a Metaverse of Metaverses, where identities and content easily flow between experiences, regardless of platform.

We recently launched HoloLens 2 in the UAE. We see this device as a crucial element of the Metaverse, with an abundance of applications, including in the Industrial Metaverse, where Kawasaki now uses HoloLens to build robots for its factory floors.

We developed AltspaceVR, the leading platform for live, mixed-reality experiences that allows artists, creators, businesses, and others to create virtual events more easily. Life-like avatars, spatial sound, and immersive environments deliver realistic sensations to participants.

We also expect to enable Metaverse experiences at scale through Dynamics 365 Connected Spaces, already in preview.



Connected Spaces models how people navigate and interact with almost any space – from shop floors to factory floors – and how they manage health and safety in hybrid-work environments.

Mesh for Microsoft Teams will combine communication channels to deliver a comprehensive human-presence connection that allows avatars to innovate and add value collaboratively through any device, and with no special equipment needed.

GITEX is the region's flagship IT and technology conference, and Microsoft's stand is always one that catches the eye as one of the greatest technology leaders in the world. Can you tell us what solutions, products and partnerships you'll be making at the event?

Microsoft comes to GITEX Global 2022 as a Silver Sponsor and a DevSlam Founding Partner. DevSlam offers a series of workshops and hackathons for the region's digital experience developers.

Delegates will be able to visit the Microsoft Hub in our exhibition area, where we shall be treating them to a series of eye-opening and thought-provoking showcases.

Our industry focuses will be on smart cities, energy, utilities, and tourism, as well as on fintech, retail, education, and cybersecurity. At our stand, we shall be co-exhibiting with 26 partners housed in 13 back-to-back pods.

Perhaps our biggest GITEX 2022 focus will

be our HoloLens 2 device that we recently launched in the UAE.

We see HoloLens as a key enabler for organisations' next-gen use cases and we predict it will play a significant role in a range of emerging use cases, from the Metaverse to digital twins.

HoloLens 2 enables organisations to empower workforces through Microsoft Dynamics 365 and more than 200 applications from our rich partner ecosystem, to address industry-specific use-cases.

HoloLens blends the physical and digital, allowing innovative solution designers to cross the divide between augmented reality and virtual reality.

Thousands of leading organisations around the world, in industries from manufacturing and construction to healthcare and education, are using HoloLens 2 and Azure mixed-reality services to cut costs, reduce energy consumption, and improve learning and retention, among a range of others.

Apart from our keynote address, our speaking and panel engagements include our thoughts on Web 3.0, where we will share Microsoft's vision of our shared future and how we can get there.

We shall be speaking at the Fintech Summit, exploring the many trends faced by start-ups in that space and how digital experiences have evolved, and will evolve, across the FSI sector.

We will address education stakeholders on the future of the sector and how distance learning will continue to take shape in the wake of the many changes we have seen over the past two years.

We will lay out our position on the threat landscape and the implications of the multicloud reality for issues such as identity, data protection, and zero trust in cybersecurity.

We will attend AI Everything to explain the extant trends that are driving culture changes across the region in preparation for low code, no code, and the integration of smart solutions. And we will talk at DevSlam on how we drive efficiencies, security, and collaboration in development pipelines.

What other nascent technologies in addition to the Metaverse do you see driving new innovation across the Middle East in 2023?

If we reserve our projections for the technologies that will drive innovation in the region, we must look to those that are already viable.

One of the most recent is 5G. We see 5G as the foundation of a significant number of new use cases. Many IoT projects were waiting for communications technology to take this leap. The low latency and reliability of 5G makes it the ideal bedrock for an entire generation of new use cases where remote connectivity and connection speed are determining factors for viability.

This has implications for automated maintenance of pipelines, mining, agriculture, healthcare, and many, many others. It may also accelerate drone adoption for several use cases, such as retail and logistics, agricultural surveys, and public safety.

Many technologies already in service will continue to be deployed in new areas as use cases emerge. For example, there is a growing need for cybersecurity in the Metaverse if adoption is to be sustained.

Perhaps more important than emerging tech is the emerging implications of its use and how we, as a society, rise to that challenge.

Technologies such as the Metaverse and Al have the potential to do great good, but if we do not take due care in their implementation, we could propagate undesirable results that could have implications for everything from economic equality to health and safety.

Just as it is our privilege to reap the many rewards of technology, so is it our obligation to ensure those benefits accrue evenly across the fabric of society, rather than being filtered towards a select few.

In terms of brand-new technologies, quantum computing, while still in development, deserves a mention.

While many different points of view can be found on how far we are from a viable quantum computer, some speculate that the only problems that remain are ones of scalability.

This revolution has wide-ranging latency implications for everything from AI to cybersecurity (encryption in particular).

PERHAPS OUR
BIGGEST GITEX 2022
FOCUS WILL BE OUR
HOLOLENS 2 DEVICE
THAT WE RECENTLY
LAUNCHED IN
THE UAE."



ويتيح حل "Microsoft Cloud for Sustainability"، إضافة إلى لوحات معلومات تأثير الانبعاثات التي تشمل مايكروسوفت آزور ومايكروسوفت 365، للعملاء إمكانية الوصول إلى أدوات متقدمة تساعدهم على إدارة أعمالهم بطرق صديقة للبيئة.

وتستثمر مايكروسوفت في الوقت الراهن 50 مليون دولار أمريكي في برنامج الذكاء الاصطناعي من أجل الأرض، والهادف إلى تسريع وتيرة الابتكار من خلال توفير أدوات الذكاء الاصطناعي للمستخدمين حتى يتسنى لهم مواجهة تحديات الاستدامة بصورة مباشرة.

وتنسجم جهودنا مع الأجندة الوطنية لدولة الإمارات ورؤية الإمارات 2021، التي تشكل الاستدامة إحدى ركائزها الجوهرية.

وتعاونت مايكروسوفت مع العديد من الشركاء في دولة الإمارات في إطار مبادرات الاستدامة.

فقد استفادت شركة إينوفا، المشروع المشترك بين

44

تفخر مايكروسوفت بقدرة منظومتها توفير فرص العمل وتسريع الابتكار ودعم ريادة الأعمال وتعزيز النمو القتصادي في الشرق الأوسط".

مجموعة ماجد الفطيم وشركة فيوليا للخدمات البيئية في أبوظبي، من إمكانات سحابة مايكروسوفت الذكية لتحقيق وفورات إجمالية قدرها 320 مليون كيلوواط ساعي من الطاقة، و٥ ملايين متر مكعب من المياه، 210 آلاف طن متري من انبعاثات ثاني أكسيد الكربون. وفي يونيو العام الماضي، اعتمدت هيئة كهرباء ومياه دبي (ديوا) في مقرها الجديد «الشراع» مجموعة من تقنيات مايكروسوفت بهدف تطبيق تقنيات التوائم الرقمية، وانترنت الأشياء، والأمن السيبراني المتقدم، والذكاء الاصطناعي، وإدارة المباني الذكية. ومن المقرر أن يكون «الشراع» أعلى وأكبر وأذكى مبنى حكومي صفري الطاقة في العالم.

ونسعى إلى تعزيز مبادرات صقل المهارات، مثل مجتمع سحابة مايكروسوفت، ومراكز التميز أمثال مركز التميز للطاقة، لضمان إعداد الكفاءات التي ستتولى بناء مستقبل مستدام.

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فصل جديد للمستقبل الرقمي

تحدث مارك فوركر، محرر مجلة كومبيوتر "نيوز ميدل إيست"، مع نعيم يزبك، مدير عام مايكروسوفت الجديد في الإمارات، لمعرفة المزيد حول رسالة الشركة الرامية إلى تحقيق الريادة في عالم الميتافيرس في الأسواق، إلى جانب دور سحابة مايكروسوفت في تحفيز الابتكار، والنمو الاقتصادي وريادة الأعمال في دولة الإمارات، والتزام مايكروسوفت المستمر بالاستدامة.

شكلت الاستدامة احدى المواضيع الرئيسية التي ناقشتها مع فريق مايكروسوفت الإمارات العام الماضي. وندرك تماماً مكانة مايكروسوفت كشريك رئيسي يرفد دولة الإمارات بالإمكانات اللازمة لتحقيق أهداف أجندتها الوطنية ومخرجاتها. هلّا أخبرتنا حول رسالتكم في مجال الاستدامة، ودوركم في دعم دولة الإمارات لمعالجة مسائل استقطاب المواهب وسد فجوة المهارات في قطاع تكنولوجيا المعلومات؟

لا تدّخر مايكروسوفت جهداً للحدّ من التأثير البيئي لعملياتنا وتعزيز مساهمة تقنياتنا المبتكرة في مجال الاستدامة.

ونحرص على توفير حلولنا لجميع الشركات التي نتعاون معها والمجتمعات التي نقدم خدماتنا لها. كما نفخر بقيادة جهود خفض البصمة الكربونية، ونلتزم بأهدافنا لإزالة الكربون بحلول عام 2030 بعدما نجحنا في تحقيق حيادية الكربون منذ عام 2012.

ونعتزم بحلول عام 2050 إزالة كمية كربون تعادل إجمالي الانبعاثات الصادرة عن الشركة منذ تأسيسها في عام 1975.

وتهدف استراتيجيتنا إلى التحول بشكل كامل نحو الطاقة المتجددة، وإعادة توجيه رسوم الكربون لدعم سلاسل التوريد والقيمة، بالإضافة إلى الاستثمار في تقنيات جديدة لخفض الكربون وإزالته من خلال صندوق ابتكار المناخ بقيمة ١ مليار دولار أمريكي.

كما نسعى إلى قيادة جهود إزالة الكربون عن طريق تعزيز مستوى شفافية عملية إعداد التقارير ذات الصلة، حيث هدفنا من خلال حملة "Carbon Call" إلى وضع معايير محددة لعملية إعداد التقارير بغرض مساعدة الشركات الأخرى على تحقيق أهدافها المتعلقة بالكربون. (تضم حملة Carbon Call مجموعة من المؤسسات والشركات في قطاعات مختلفة تتعاون للوصول إلى البيانات الأساسية والعلوم).



تواصل بين رواد الأعمال وخبراء القطاع لتمكينهم من

اعتمادنا على سحابة مايكروسوفت الموثوقة ومتعددة

وقامت مايكروسوفت من خلال مجتمعها السحابي

بتدريب أكثر من 300 ألف متخصص في تكنولوجيا

المعلومات في منطقة الشرق الأوسط وأفريقيا. كما

أطلقت الشركة خلال أزمة كوفيد-19 برنامجاً عالمياً

نجح في تمكين وصقل المهارات الرقمية لأكثر من ربع

وطوال ثلاث سنوات من العمليات، ساعدت مرافقنا السحابية في أبوظبي ودبي على تسريع عمليات التحول

الرقمى للعديد من الشركات والمؤسسات مختلفة الأحجام وفي قطاعات عدة، بما يشمل مؤسسة مطارات

توسيع نطاق أعمالهم وتطوير عملياتهم. وواصلنا

الاستخدامات لصقل مهارات الشباب في المنطقة،

بالإضافة إلى توسيع نطاق مبادرات تطوير مهارات

الموظفين وتزويدهم بمهارات جديدة.

مليون شخص في دولة الإمارات.

مايكروسوفت لعالم الميتافيرس إلى منصة موثوقة ومفتوحة تولى أولوية قصوى لحماية الهوية والخصوصية وضمان مشاركة الجميع".

تستند رؤية

دى، وموانئ دى العالمية، وبنك المشرق، وإعمار، ودائرة الثقافة والسياحة بأبوظبي، ومجموعة دناتا للسفريات، وجيمس للتعليم، وشركة اتصالات إي أند.

اضافة إلى ذلك، قامت مجموعة الاتحاد للطيران بتحويل عملياتها المالية باستخدام تقنيات مايكروسوفت للذكاء الاصطناعي، فضلاً عن تحديث نُظم رقابة عمليات الدفع باستخدام تقنيات الخدمات المعرفية. فيما يُعد «بنك زاند» مثال آخر، وهو أول بنك رقمي يقدم خدمات مصرفية للأفراد والشركات في دولة الإمارات، والذي استفاد من منصة مايكروسوفت آزور السحابية لإعادة ابتكار تجربة العملاء والموظفين.

ونقدم خدماتنا السحابية في دولة الإمارات انسجاماً مع معايير الأمن والخصوصية والامتثال والشفافية من مايكروسوفت، بما يتيح للشركات والمؤسسات توفير تجربة عملاء تفاعلية والوفاء بالتزاماتها المتعلقة بتوطين البيانات وضمان أعلى معايير الأمن والمصادقة المحلية. وتوفر سحابة مايكروسوفت مجموعة عالية الجودة من مقومات الأداء والسياسات وأدوات التحكم والأنظمة

الضرورية لحماية البيانات، بالإضافة إلى وسائل التقييم ووضع النماذج الأولية لأحدث التقنيات واعتمادها، انطلاقاً من أدوات الذكاء الاصطناعي والتحليلات التنبؤية ووصولاً إلى تقنيات إنترنت الأشياء.

يشكّل عالم الميتافيرس الثورة الجديدة في فضاء الإنترنت، وقد شهدنا توجه مايكروسوفت نحو إطلاق استثمارات مهمة في هذا المجال، مثل استحواذها على شركة «أكتيفيجن بليزارد». نرجو منكم تعريف القرّاء بخططكم لمساعدة الشركات ومختلف القطاعات على الاستفادة من عالم الميتافيرس وتقنيات الواقع المختلط الأخرى؟

يمثّل عالم الميتافيرس فصلاً جديداً في عالم الإنترنت. وكما هو الحال بالنسبة للتطورات التقنية الأخرى، تتميز دولة الإمارات بمكانة رائدة في هذا المجال الجديد.

وتهدف استراتيجية دبي للميتافيرس إلى ترسيخ مكانة دبي ضمن أفضل 10 مدن في الاقتصادات الرائدة في مجال الميتافيرس، وجعلها مركزاً رئيسياً لمجتمع الميتافيرس العالمي، واستقطاب 1000 شركة تعمل في مجال البلوك تشين والميتافيرس ودعم 40 ألف وظيفة افتراضية، ومن المتوقع أن تسهم في تحقيق 4 مليار



مثّل إعلان مايكروسوفت عن إطلاق مراكز البيانات التابعة لها في يونيو 2019 حدثاً بارزاً في السوق الإماراتية، حيث أشاد العديد من قادة الشركات بدور هذه المراكز في توفير قاعدة انطلاق لعمليات التحول الرقمي في الدولة. وبعد مضيّ ثلاثة أعوام على افتتاح مراكز البيانات في دبي وأبوظبي، هلّا أطلعتنا على الوسائل المعتمدة لتوسيع هذه الخدمات، وهل يمكنك مشاركة بعض الأمثلة الملموسة حول جهودكم في دعم تقدم الشركات والمؤسسات؟

تفخر مايكروسوفت بقدرة منظومتها السحابية على توفير فرص العمل وتسريع الابتكار، فضلاً عن دعم ريادة الأعمال وتعزيز النمو الاقتصادي في الشرق الأوسط. وأجرت المؤسسة الدولية للبيانات دراسة تتوقع مساهمة سحابة مايكروسوفت في الإمارات، بما يشمل الشركاء والعملاء المستفيدين من السحابة، في توفير إيرادات جديدة تقارب 27 مليار دولار أمريكي خلال

السنوات الأربع القادمة، فضلاً عن توفير 69 ألف فرصة عمل في دولة الإمارات بحلول عام 2024، بما يشمل 16 ألف وظيفة لخبراء تكنولوجيا المعلومات.

وتشكل سحابة مايكروسوفت نقلةً نوعيةً لقطاع ريادة الأعمال، حيث نجحت مايكروسوفت للشركات الناشئة في الشرق الأوسط وأفريقيا بتمهيد الطريق لنمو الشركات من خلال إطلاق سلسلة من المبادرات.

وتتجلى جهود مايكروسوفت بهذا المجال من خلال شراكتها مع مكتب أبوظبي للاستثمار لإطلاق برنامج مسرع الأعمال "GrowthX Accelerator"، الذي يسهم في ردم الفجوة بين الشركات الكبرى والشركات الناشئة المختصة بالتكنولوجيا، من خلال تقديم التدريب العملي اللازم وتوفير التوجيه الإرشادي المناسب وفرص التواصل وبناء العلاقات.

كما أطلقت مايكروسوفت سلسلة مؤتمرات افتراضية بعنوان الطريق إلى 100 يونيكورن بهدف توفير منصة

ونتوقع أن تكون التقنية الجديدة أحد عوامل التمكين الرئيسية للجيل القادم من التطبيقات المؤسسية، بالإضافة إلى دورها المهم في مجموعة الاستخدامات الناشئة، انطلاقاً من عالم الميتافيرس ووصولاً إلى التوائم الرقمية.

وتساعد نظارة «هولولنز 2» الشركات والمؤسسات على تمكين الموظفين من خلال مايكروسوفت داينامكس 365 وأكثر من 200 تطبيق توفرها منظومة شركائنا المتطورة، بهدف تلبية الاستخدامات المخصصة لكل قطاع.

كما تدمج منصة الواقع المختلط من مايكروسوفت العالمين الواقعي والرقمي، وتتيح لمصممي الحلول المبتكرة الانتقال بين الواقع المعزز والافتراضي.

وسيقدم ممثلو مايكروسوفت مجموعة من الكلمات الرئيسية، بالإضافة إلى حضورهم في العديد من الجلسات النقاشية، بما يشمل طرح أفكارنا المتعلقة بمجال الجيل الثالث من الويب 3,0، حيث سنقوم بمشاركة رؤية مايكروسوفت حول المستقبل وكيفية تحقيقها. ونعتزم خلال مشاركتنا في قمة التكنولوجيا المالية استكشاف العديد من التوجهات التي تواجهها الشركات الناشئة في هذا المجال، إلى جانب كيفية تطور التجارب الرقمية في قطاع التكنولوجيا المالية.

كما سنتحدث مع الجهات المعنية في مجال التعليم حول مستقبل القطاع، ومدى تطور التعليم عن بعد في ظل التغيرات العديدة التي شهدناها خلال العامين الماضيين. وسنستعرض موقفنا من مشهد التهديدات الراهن، وتداعيات الواقع متعدد السحابات على قضايا الهوية وحماية البيانات، بالإضافة إلى نموذج أمان الثقة الصفرية في مجال الأمن السيبراني.

وسنشارك أيضاً في قمة عالم الذكاء الاصطناعي بهدف الوقوف على التوجهات الحالية ودورها في إحداث تغييرات ثقافية في المنطقة، والتي تأتي توازياً مع انتشار حلول التطوير المبسطة وتكامل الحلول الذكية. كما نشارك في ملتقى «ديڤ سلام» للحديث عن دورنا في تعزيز الكفاءات ومستويات الأمن وأوجه التعاون في مشاريع التطوير.

ما هي برأيكم التقنيات المبتكرة الأخرى التي ستقود دفة الابتكارات الجديدة في الشرق الأوسط خلال العام القادم إلى جانب عالم الميتافيرس؟

في حال استثنينا توقعاتنا حول التقنيات التي ستقود دفة الابتكار في المنطقة، يجب أن نقف على التقنيات

القابلة للتطبيق أولاً، وفي مقدمتها شبكة الجيل الخامس، التي نعتبرها أساساً لعدد كبير من الاستخدامات الجديدة. وكان العديد من مشاريع إنترنت الأشياء تترقب تقنية التواصل هذه لاتخاذ خطوات ملموسة، حيث تتميز شبكات الجيل الخامس بالموثوقية وزمن استجابة منخفض يجعل منها الخيار المثالي لجيل كامل من الاستخدامات الجديدة، التي تعتمد قابلية تطبيقها على إمكانية الاتصال عن بعد وسرعة الاتصال.

ويحمل هذا التطور تأثيرات واسعة النطاق، يشمل عمليات الصيانة المؤتمتة للأنابيب، وقطاعات التعدين والزراعة والرعاية الصحية وغيرها، كما يسهم في تسريع اعتماد طائرات الدرون للعديد من الاستخدامات، مثل التجزئة والخدمات اللوجستية وعمليات المسح الزراعية والسلامة العامة. وسيستمر ظهور استخدامات جديدة للتقنيات القائمة في عدة مجالات، مثل تنامي الحاجة للأمن السيبراني في عالم الميتافيرس لضمان الأمن على المدى الطويل. وفي حال أثبتت العملات والأصول المشفرة جدواها الملموسة، فسيتم فرض قوانين أكثر صرامة على الشركات المتخصصة بمعالجة التعاملات بهذه العملات. وترتبط استخدامات هذه التكنولوجيا الناشئة بتأثيرات غاية في الأهمية، وتفرض على المجتمع العديد من غاية في الأهمية، وتفرض على المجتمع العديد من التحديات الواجب تجاوزها.

وتتميز التقنيات مثل الميتافيرس والذكاء الاصطناعي بقدرتها على تحقيق فوائد كبيرة، ولكن عدم توخّي الحذر الواجب في تطبيقها قد يؤدي إلى نتائج سلبية تؤثر على المساواة الاقتصادية والصحة والسلامة.

وتوازياً مع الإنجازات والفوائد الاستثنائية التي حققناها بفضل التكنولوجيا، نلتزم في مايكروسوفت بضمان توزيع هذه المزايا بشكل عادل يشمل نسيج المجتمع ككل، وليس في خدمة مجموعات محددة فقط. وتجدر الإشارة أيضاً إلى مجال الحوسبة الكمية الذي يُعد من التقنيات المبتكرة قيد التطوير.

وقد يرى الكثيرون أن شوطاً طويلاً يفصلنا عن الوصول إلى حواسيب كمية فعالة، في حين يعتقد البعض أن المشاكل المتعلقة بهذا الموضوع تنحصر بقابلية توسيع هذه التقنية المبتكرة.

وينتج عن هذه الثورة التقنية مجموعة واسعة من التأثيرات اللاحقة، انطلاقاً من الذكاء الاصطناعي وصولاً إلى الأمن السيبراني (وتحديداً التشفير).

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يتمحور تركيزنا خلال مشاركتنا في معرض جيتكس 2022 حول جهاز "هولولنز 2" التي أطلقناها مؤخراً في دولة الإمارات".



كما تضم منصة ميش (Mesh)، المخصصة لمايكروسوفت تيمز، قنوات تواصل متعددة بهدف توفير اتصال واقعي وشامل يتيح للصور الافتراضية إمكانية

الابتكار وتوفير قيمة مضافة من خلال أي جهاز وبدون

أي معدات خاصة.

معرض جيتكس هو إحدى أبرز الفعاليات الإقليمية في مجال التكنولوجيا وتكنولوجيا المعلومات، ولطالما كانت منصة مايكروسوفت عنصراً فريداً ورائداً في المعرض. هلّا أخبرتنا عن الحلول والمنتجات والشراكات التي تعتزمون إطلاقها خلال هذه الفعالية؟ تشارك مايكروسوفت في معرض جيتكس 2022 بصفتها الراعي الفضي والشريك المؤسس لملتقى «ديڤ سلام»، الذي يقدم سلسلة من ورش العمل وفعاليات «الهاكاثون» المخصصة لجهات تطوير التجارب الرقمية في المنطقة.

ويُتاح لمندوبي الشركات في المعرض زيارة مركز مايكروسوفت في منطقة العرض المخصصة لشركتنا، حيث نعتزم تقديم عروض استثنائية وغامرة.

وينصبّ تركيز قطاعنا على مجالات المدن الذكية والطاقة والمرافق والسياحة والتكنولوجيا المالية والتجزئة والتعليم والأمن السيبراني؛ ونتعاون خلال المعرض مع 26 شريكاً في 13 حجرة مختلفة لاستعراض منتجاتنا المبتكرة.

وسينصب تركيزنا خلال المعرض على جهاز «هولولنز 2» التي أطلقناها مؤخراً في دولة الإمارات. دولار أمريكي إضافية في الناتج المحلي الإجمالي للإمارة بحلول عام 2030. ويوفر مجال الميتافيرس العديد من التطبيقات المحتملة للاستخدامات الاجتماعية والتجارية والصناعية.

ونتوقع أن تساهم تقنيات الواقع الافتراضي والمعزز والمختلط بتوفير نمط جديد لاستخدام منصات التواصل الاجتماعي.

كما يتيح الميتافيرس للبنوك إطلاق العديد من الخدمات بالاعتماد على الأصول المشفرة والرموز غير القابلة للاستبدال والخدمات المالية اللامركزية؛ في حين يفتح مجالات كثيرة لإعادة ابتكار عالم الفن وطرق استخدامه وتطويره.

وترتكز رؤية مايكروسوفت حول عالم الميتافيرس على منصة موثوقة ومفتوحة تولي أولوية قصوى لحماية الهوية والخصوصية وضمان مشاركة الجميع.

ويتعين علينا السعي لتطوير هذا المجال ليشمل العديد من عوالم الميتافيرس الأخرى، عوضاً عن الاكتفاء بفضاء واحد يهيمن على المجالات المماثلة، بحيث يمكن للهويات والمحتوى والتجارب التحرك بسهولة بصرف النظر عن المنصة التي تتواجد عليها.

وقد أطلقنا مؤخراً جهاز «هولولنز ٢» في دولة الإمارات، والتي تشكّل عنصراً رئيسياً في مجال الميتافيرس يوفر العديد من التطبيقات، بما يشمل حلول الميتافيرس الصناعي، حيث تستخدم شركة «كاواساكي» حالياً نظارة هولولنز لإنتاج روبوتات مخصصة للعمل في مصانعها.

وقمنا بتطوير منصة ألت سبيس في آر (AltspaceVR) الرائدة في مجال تجارب الواقع المختلط الحية، والتي تتيح للفنانين وصناع المحتوى والشركات وغيرهم إقامة فعاليات افتراضية بطريقة أكثر سهولة، بالاعتماد على الصور الافتراضية التي تحاكي الواقع والصوت المحيطي والبيئات الغامرة لإيصال تجارب ومشاعر واقعية للمشاركين.

ونتوقع توسيع نطاق تجارب الميتافيرس من خلال حلول داينامكس ٣٦٥ كونيكتد سبيسز (Dynamics) (Connected Spaces 365 التي دخلت مرحلة الاختبار في الوقت الحالي.

وتركز هذه التقنية على طبيعة تفاعل المستخدمين مع أي مكان، مثل المتاجر والمصانع، وأساليب إدارة مستويات الصحة والسلامة في بيئات العمل الهجينة.

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WHO WE ARE

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

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

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



TALK TO US

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MANAGING THE HYBRID MULTI CLOUD

Toufic Derbass, Managing Director, Micro Focus, tells Anita Joseph about the company's participation at GITEX and the Hybrid Cloud Management X platform.



ITEX 2022, the much-awaited technology event, is here. How is Micro Focus making its presence felt at the show? What new solutions/products can we look forward to?

We're looking forward to meeting our customers and partners at GITEX this year. It's great to be present at such a gathering of technology companies from all over the region. We'll have 2 meeting rooms in Hall 3 with Micro Focus VIP Lounge to host and meet our clients-to discuss, debate and challenge new ideologies. We acknowledge global changes in our customers' need to move fast with digital transformation, but keep running their businesses in parallel. We call it run and transform at the same time.

Tell us about Micro Focus' Hybrid Cloud Management X platform.

In recent years, companies around the world increased the

adoption of cloud to support the Work From Home movement, lower their capital expenditures, and gain the speed and agility that cloud enables.

While the benefits of cloud are undeniable, we also have to address the disruption and complexity to the IT ecosystem-the hybrid, multi cloud ecosystem. Challenges include deficient governance controls and spiralling cloud costs — average overspending is estimated at over 30%.

Micro Focus Hybrid Cloud Management X or HCMX, was built to resolve these challenges. It is an industry leading solution, highly regarded by analysts and customers alike.

With HCMX you can expect to:

- 1. Significantly lower your cloud spend
- 2. Speed-up multi-cloud infrastructure provisioning,
- 3. Ensure compliance with policy-based controls



What is the USP of this new platform? How will it help enterprises in their digital transformation journey?

HCMX enables IT to design deployment-ready, full-stack environments across onpremise technologies and public clouds. It unifies and automates provisioning, day 2 life cycle operations and de-provisioning, making sure you're governing the entire life cycle of those hybrid cloud services. Those services are delivered to end users with a unified selfservice portal for on-demand consumption.

These offer an alternative approach to catalogue browsing, and guide end users to quickly

find IT-approved offerings. On the other hand, HCMX provides strong governance and cost control, including flexible approval management, advanced cost reporting and granular budget management. Add to that, built-in Machine Learning capabilities to enable intelligent insights around reserved instance management, to help our customers optimise their usage and spending on public cloud.

HCMX is an enterprise-

grade solution that supports you at scale, provides multitenancy, and can be deployed as SaaS, onpremise, or also on Hyperscalers. Unify your multi-cloud and on-premise operations, lower cloud spending, speed up provisioning, and ensure compliance – with automation and AI built-in. To get more information on HCMX, please follow this link:

https://www.microfocus.com/ en-us/products/hybrid-cloudmanagement-x/overview anna

Based on AI, HCMX will provide smart insights around reserved instance management to help you optimise usage and spend on public clouds.

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KINGSTON TECHNOLOGY

LONG LIVE THE KING

Kingston Technology are celebrating 35 years in business this year, and **Antoine Harb**, Team Leader, Middle East, and North Africa, tells CNME Editor Mark Forker, what differentiates the storage and memory solutions provider from its market rivals.

ingston Technology has firmly established itself as the global market leader in memory products. However, what do you think it is that really differentiates Kingston Technology from your competitors – and how have you been able to sustain your success since your inception in 1987?

At Kingston we've been developing storage and memory solutions to support emerging technologies for over 35 years. We believe that our success is rooted in patience, time and most importantly great relationships with our partners, employees and customers. Following these values has allowed us to become the number 1 third party supplier for DRAM and the number 1 SSD supplier in the channel.

Due to the nature of Kingston Technology's product portfolio, our products are often placed as the beating heart within other technologies such as PC's, Laptops and smart gadgets meaning that we are unknowingly used



in most households which further demonstrates our #KingstonIsWith ethos.

Additionally, to our years of experience our Ask- an- Expert service places us as a trusted advisor within the industry, helping companies not just to find the newest, but rather the right solutions to power their future.

We know that data is at the heart of the digital economy, and it drives the strategy of businesses across all key industry verticals. Data is now the critical asset of any forward-thinking business, so it goes with saying, that protecting your data is fundamental. Can you tell our readers how Kingston Technology leverages its portfolio of products to protect their customers in both the energy and telecommunications sector? In 2019 the UAE passed the

Federal Law No 2/2019 (ICT Health Law) which like the Health Insurance Portability and Accountability Act of 1996 (HIPAA) prevents the disclosure of sensitive patient health information without the consent or knowledge of the patient.

This means, when healthcare professionals store patients' protected health information on portable storage devices such as SSDs or USBs, these devices should prevent unauthorised users from viewing any information.



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Advanced Threat Defense



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Cloud App Protection



Mail Security



Detection & Response





For more information visit: eset.com/me or Contact sales@esetme.com ESET MIDDLE EAST at GITEX 2022 - Hall 1, Stand H1-E1 A similar scenario applies to the telecommunication sector, where huge amounts of confidential costumer information are being stored by the providers. But in an increasingly mobile world, these providers must ensure they offer not only a best-in-class experience for their customers, but also be relied upon to keep their data secure.

This is when encrypted USB drives can make all the difference. Hardware–encrypted USB drives offer exceptional security and data protection. They abide by strict industry standards, reducing risks from missing drives.

They are self-contained, requiring no software on the host computer to operate. This means that they have cross-platform compatibility, a great benefit to those working in a mixed OS and device environment. This also prevents common attack vectors such as sniffing, brute force and memory hash attacks from working, since there is no vulnerable software handling the encryption.

Many of the industry's most secure hardware-based encrypted USB drives use AES 256-bit encryption in XTS mode.

This level of encryption ensures that even if the drive is lost and found by an unknown third party, they won't be able to access the data on the drive. Trying to 'brute force' the password is not possible either, as the drive's data becomes completely inaccessible after a preset number of incorrect password guesses.

Can you outline to our readers how important Encrypted USBs can be in terms of protecting their businesses data - and why companies should consider them despite the glamour to move to the cloud?

The data on an encrypted USB drive is an exact copy of the files in your cloud. Which leads to the question: What's the difference then?

The answer is simple: if you work from home or abroad and use an encrypted USB drive,

We believe that our success is rooted in patience, time and most importantly great relationships with our partners, employees and customers."

you don't need to log into your company's cloud via the public Wi-Fi network of a restaurant or your hotel where your data could be compromised. The truth is, that you can be hacked if you try to use your VPN over an unknown Wi-Fi connection.

If your company mandates the cloud, it doesn't always control where you use it.

This makes your computer or laptop a target for hackers. An encrypted USB drive can make a big difference here, as carrying an encrypted USB drive with all your files on it is like having the cloud always at hand, but without having to use Wi-Fi.

Hardware encryption devices, such as our Kingston IronKey product line, meet strict security standards and provide the best data protection to manage threats and mitigate risks, and require no additional software on the host computer.

Summarised, this means that the best way to protect your data should rely on teamwork between the cloud and encrypted USB drives.

We know you're a global leader, but can you tell us about your market presence in the UAE and across the Middle East?

Kingston has had a presence in the UAE market for many years, with a local team that looks after several regions of the local markets. Our UAE team is further supported through an established network of local distributors and resellers across the region.

Again, true to our #KingstonIsWithYou ethos our success in the UAE market is reliant on the reinforcement of the communication between our local Kingston team and all the local channel partners including corporate customers.

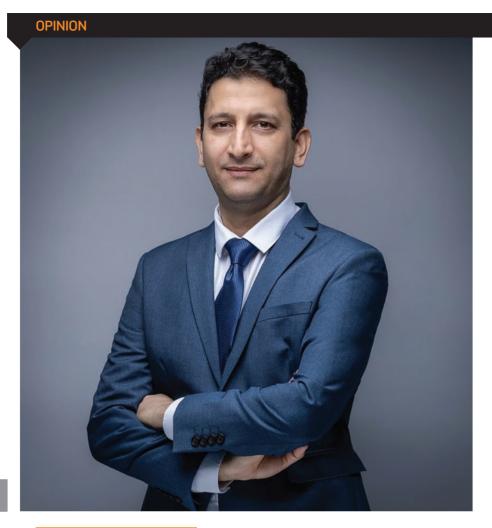
What are your plans and objectives for the remainder of 2022 - and looking ahead to 2023?

Most of all we want to use the new launches of our Kingston IronKey range to raise awareness on how the switch from commodity USB drives to encrypted USB drives can have a huge impact on the overall security landscape and the risks we face for both our corporate and private data.

Additionally, we are keen to expand the education on what the benefits of encrypted USBs really are and why they come with advantages to both the cloud and software-based encryption.

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HERIOT-WATT UNIVERSITY

VIRTUAL WORLD BECOMING AREALITY

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

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

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

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

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

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

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

With advanced software, smaller hardware, high fidelity screens and more user-friendly interface, this year's product rollout suggests that VR and GLOBAL
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AR are the future of consumer technology. In this backdrop, discusses new experiences powered by AR and VR that will further the market's growth:

Travel Experiences:

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

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

In addition, some companies within the travel industry are developing augmented reality apps, which allow tourists to enhance physical locations and tourist attractions. This may allow a user to point their smartphone at a building or landmark and learn more about it, in real-time.

The Metaverse:

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

Metaverse, in the form of popular games, is already underway. For example, Microsoft's acquisition of Activision Blizzard and Sony's purchase of Bungie is proof of that. With the help of AR, virtual objects can be embedded into the real physical world, and VR immerses you in a 3D virtual environment using 3D computer modelling.

Retail Experiences:

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

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

Nike is a good example of this; the apparel giant has acquired RTFKT studio, a digital collectibles company, which will allow the company to sell virtual sneakers to outfit people's avatars in the metaverse.

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

Many companies are realising the importance of VR and AR technology in helping them create connections with their brands."

Enhanced Training and Education

One of the most significant growth areas for AR and VR technology includes a more engaging and immersive educational environment.

The disruption in education caused by COVID-19 highlighted the importance of accessible education and training imparted online and remotely. Using VR technology, students will be able to visualise concepts, making them easier to understand.

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

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

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

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











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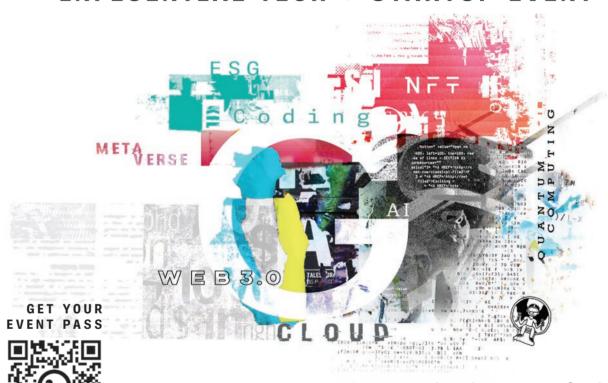




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ASHISH DAS

DIGITAL SUPPLY CHAINS

Ashish Das, is one of the most prominent and respected technology evangelists in the Middle East, and he spoke to CNME Editor Mark Forker, about the positive impact digital supply chains are having in terms of driving new growth and increasing efficiency in key industry verticals.



de know that a combination of the COVID-19 pandemic and Geopolitical issues has placed huge strain on traditional global supply chain processes. Can you outline to our readers how the digital supply chain offers a remedy to the headaches facing many businesses in relation to shipping and receiving goods and products?

The COVID 19 pandemic and the geopolitical issues, has created a major impact on the global supply chains which has affected our day to day lives adversely.

The disruption in supply chain has led to customer dissatisfaction, inflation going over the roof, primarily due to a simple imbalance created between supply and demand. It's simple economics.

Let's take an example of automobiles. You would be seeing a major imbalance in the region between the delivery of new cars and their wait time.

Whether it's an EV car or a normal gasoline car, it does not matter. The way it works is that a car manufacturer either makes the car based on parts they manufacturer themselves or outsource them to 3rd party vendors which are then finally used to assemble and make your car ready.

Any delay in this chain creates a ripple effect in the full supply chain delivery and things start to fall apart. The result being price fluctuation, inflation, dissatisfaction in the customers resulting in economy being adversely affected. This is true for most industries.

Ukraine

The war in the Ukraine has placed a lot of stress on the availability of wheat and engineering products from Ukraine.

Many countries were heavily dependent on them. However, those organisations who did their sourcing using Digitally agile systems, were able to find alternatives in Australia or Argentina and much faster.

A large flour milling business in Nigeria was a sitting duck when Ukraine stopped supplying Wheat, however its Wheat Purchasers were able to quickly route Argentinian wheat through the Wheat network they had subscribed to.

Similarly, when a Ship ran aground in the Suez Canal a few years ago and blocked the Shipping lanes for weeks, many suppliers were caught off guard, there were other alternatives that quickly opened up, like shipping across the Bearing straights via the Siberian coast.

Those with good online visibility could negotiate and get the deals sorted.

A digital supply chain provides cost effective alternatives to each bottleneck that we come across, faster and cheaper than others.

Hence, optimising the supply chain has become a hot topic for every CEO of every company. It has reached a stage that business continuity is now given more importance than just cost alone.

Statistics say that 85 % of CEO's think that digitalising the existing supply chain will enhance cash flows and drastically reduce DSO (days sales outstanding)

So, what is digital supply chain? Simply put, digital supply chain is automating all your analog supply chain processes to a seamless digital way.

This means automating your data entry to your current ERP systems whether its inside your organisation or data coming from outside your organisation (Like markets trends and fluctuations). Simply put, this basically means automating your planning side, manufacturing side and the logistics side.

There are a lot of interdependencies in supply chain and automating them itself is a challenge and needs to be taken one step at a time.

Imagine a world where you can predict your customer demand based on trends of the past (internal data inputs from historical data) and future

(external data inputs), plan your sourcing or planning your manufacturing to address the demands and fluctuating trends of the market.

In the logistics & Shipping industry, timely decision making is critical and establishing a balance between demand and supply is key because the volumes are high, and demand and supply fluctuates which has an adverse effect to your cash flows, inventory carrying costs and eventually the bottom line.

Analyzing massive amounts of data and predicting the right balance is key. Some of the systems and functions used to automate supply chain are advanced Forecasting, Predictive analysis, demand and supply planning, intelligent logistics and warehousing, advanced MES systems and advanced asset management systems which use IOT (Internet of things), Advanced Robotics, Machine learning & advance analytics to name a few.

Logistics from over last 30 years is moving from just an operational function to an independent supply chain function and many companies now have a dedicated leader called chief supply chain officer whose job is to make the chain more efficient and reliable.

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One of the concepts that have come from the Digital Supply Chain is called the 'Digital Twin."

We live in a fast-paced digital economy, that is being constantly disrupted by nascent technologies. If we learned one thing from the pandemic, then it is the need to be 'agile'. How does the digital supply chain improve efficiency for enterprises in our complex and evolving marketplaces?

The 4th Industrial revolution also called Industry 4.0 is the movement from manual processes to using computers and automation to start making the operations more efficient and business more predictable.

The supply chain today is a series of largely silo based business functions which are loosely connected to each other, primarily due to a lot of manual inputs.

Right from planning, forecasting, marketing, product development, manufacturing, and finally delivering to the customer.

Digitisation this brings down those silos and the chain becomes a completely integrated ecosystem which is transparent to all involved right from suppliers to manufacturers to the distributors and hence improves efficiency.

One of the concepts that have come from the Digital Supply Chain is called the "Digital Twin". It's nothing but a virtual model of a physical product or a process.

This technology enables the business to make a "digital copy" of its supply chain and use it to model what-if scenarios. In an example of a product A one vendor might cost 20% more than from another, but meeting demand

will require product from both (or more).

Buyers might be able to ask, "what if we drop our three most expensive providers" and the model will predict if demand will still be met. Machine-learning algorithms allow the technology to perform predictive modeling and make recommendations on how to respond to changing conditions.

A digital twin simulates the processes in a manufacturing Unit and can predict when something will fail or what are the consequences.

If modelled well, maintenance and repair costs can be substantially lowered. A digital twin can also be used to improve safety, as certain hazardous scenarios can be avoided if we simulate it first.

A study by a leading management consultancy firm Bayne & Company says investments made to enable more resilient supply chains deliver several benefits:

- Accelerate Revenue Growth between 40% and 60%.
- Customer satisfaction increases by as much as 30%.
- Inventory turns increase 10% to 40%, cutting costs and increasing cash flow.
- Lead times are significantly reduced while costs stay under control.

What are the fundamental key characteristics that you need to in a functioning 'digital supply chain' - and what are the main differences between a digital supply chain and a traditional supply chain?

The key difference in traditional supply chains and digital supply

chain is that in traditional supply chains, humans are making decisions based on machine inputs, while in digital supply chains, machines are driving the decisions with human oversight, thus getting the best of breed.

A supply chain network is across multiple suppliers and customer chains, infact a series of them. With Digital Supply Chain, information flows from each level of supplier to the next Customer through the interlinked system, thus reducing surprises, errors and bottlenecks.

Some main characteristics of a functioning supply chain are intelligent planning, accurate forecasting, Product Life cycle management, product development, intelligent manufacturing, and intelligent logistics that finally deliver to the customer

"Sourcing" a key functionality of Supply Chain, has been drastically altered with greater visibility, and more agile options with Digital Supply Chain

Supply Chain managers can now source products and services across much larger Geographies and markets than before, much greater access to newer products and cheaper products due to availability of technology.

A digital twin can also be used to improve safety, as certain hazardous scenarios can be avoided if we simulate it first." Can you tell our readers what are the main risks associated with the digital supply chain - and how can businesses better protect themselves when using a digital supply chain?

Because it leverages new technologies and "turns on" systems on the shop floor that were never meant to be connected to the Internet, for all its promise, the digital supply chain can introduce risk like any other new venture or technology that you use.

One area of focus is the potential for Internet of Things (IoT) security issues. Part of the real promise of IoT lies in the so-called industrial IoT realm, in which assets and machines share data via sensors and software that enable advances, like predictive maintenance.

Sensors can monitor the temperature of a machine, its noise level or how much it vibrates. Increases in any of these factors could point to an imminent failure. Accurate monitoring lets maintenance teams fix issues before they become critical.

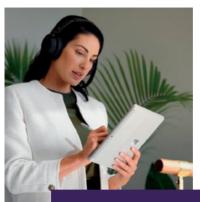
In the manufacturing process, this is a keyway to reduce downtime. Yet because of the increased connectivity this digitisation necessitates, risk can propagate across the supply chain network all the way through to — or from — the customer.

Bad actors ranging from overly zealous competitors to criminals seeking to hold processes hostage could corrupt data or even instruct machines to operate unsafely. Shipments could be misdirected, or orders could be intercepted.

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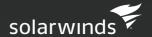
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