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## LEADERS OF THE NEXT DIGITAL DECADE GITEX TECH VISION SPEAKS TO THE IT LEADERS TASKED WITH DRIVING THEIR COMPANY'S DIGITAL FUTURE

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## **ETECH VISION**



## LEADERS OF THE FUTURE

ince its inception in 1995, CPI Media Group has been fully committed to being the No.1 platform for IT and technology companies across the region to share their knowledge, expertise, insights and analysis on all the trends, products and solutions that are reshaping and driving innovation within the industry.

GITEX is the region's flagship tech conference, and it's during GITEX that we really get to demonstrate our unwavering commitment to the industry through our editorial output.

A shining illustration of that, is this year's GITEX Tech Vision supplement, which features interviews and opinion from leading industry figures from the IT ecosystem.

These leaders are being tasked with the responsibility of driving the digital roadmap of their companies as we enter into the next 'digital universe'.

In a fantastic supplement, these digital leaders cover a broad set of topics that range from the opportunities that exist in the new concept of the Metaverse, issues that remain in relation to cloud transformation, the acceleration of digital transformation – and the need to invest more in cybersecurity as the threat landscape continues to evolve. Enjoy our GITEX Tech Vision Supplement 2022 - it really is a guide for the future!



"GITEX IS THE REGION'S FLAGSHIP TECH CONFERENCE, AND IT'S DURING GITEX THAT WE REALLY GET TO DEMONSTRATE OUR UNWAVERING COMMITMENT TO THE INDUSTRY THROUGH OUR EDITORIAL OUTPUT."

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#### ACER

## ACER ON THE LINKS BETWEEN CLOUD AND CYBERSECURITY

Michele Montecchio. General Manager, Acer Middle East. delves into why cloud is the future. stakeholder opportunities in the Metaverse and the level of CX required of businesses in the experience economy.

loud is the future. However, it's clear to see that across the region many have struggled with the demands of cloud transformation. Can you outline to us why you believe many enterprises have encountered issues transitioning their operations to the cloud - and what cloud model do you believe businesses should

adopt?

First of all, I think the development of a cloud infrastructure needs to be planned between companies, and two years of living in a pandemic likely delayed many ongoing projects, which only resumed this year. There's now the opportunity to migrate to cloud for many companies and I'm sure we'll see it happen more and more.

Embracing cloud is linked to cybersecurity and ensuring the data of a business, and the data of its customers is safe. As cybersecurity advances, we'll likely see more businesses transition to cloud. The more we can ensure that data is protected, the more companies will make the transition.

Over the last 12 months, we have seen more and more mega investments being made in the Metaverse. What are your feelings on the Metaverse and what opportunities does it hold for stakeholders in the IT and tech industry? The Metaverse is opening up opportunities for companies and provides new ways of doing business. The first chance will be for system integrators, who will have a high demand for installations and integrations for both existing and new businesses venturing into the Metaverse. At the same time, companies will have to embrace the new ways of "going to market" in this new virtual space, which in the future will enable businesses to reach a wider range of customers and provide a more effective awareness of the products/ services they offer.

We have talked about digital transformation and cloud transformation, but how critical is it that enterprises get their security transformation right. Cyberattacks are on the increase, what do you think are the best practices businesses need to adopt when it comes to protecting their organisation?

It's very critical and companies in particular need to ensure their security is taken care of as soon as possible. They hold tons of customer data that they're entrusted with, and if hacked, it compromises both their customers and their own business. Investment in cybersecurity needs to be at the top of the list for every industry's budget and cannot be overstated. Within

OCTOBER 2022



INVESTMENT IN CYBERSECURITY NEEDS TO BE AT THE TOP OF THE LIST FOR EVERY INDUSTRY'S BUDGET AND CANNOT BE OVERSTATED. organisations staff must also be trained on how to keep the company's data safe, which becomes more of a challenge when working remotely or in public spaces; more frequent to see in a post-Covid era.

We know that technology is advancing rapidly - and some analysts are predicting a decade of disruption. What is your vision for the future in terms of the tech trends that are really going to drive change and foster further innovation over the next 3-5 years? I believe we just mentioned 3 of the most important ones while answering previous questions: cloud, Metaverse and cybersecurity. Along with these, we cannot forget the key role of artificial intelligence, which is making incredible progress in the collection of ratio data and in decision making. In short, this trend will be applied in many industries despite the autonomy of taking decisions, it will be carefully monitored in its applications. Something very sensitive nowadays are autonomous cars, which is ready to be used on a wide scale if, and only if will they pass the appropriate security standards. I would anticipate setting these standards will become the real job.

We live in the 'experience economy' - and it is critical that businesses get their CX right, or they will lose customers and businesses. What do you believe are the key requirements to be successful in the new digital economy.

We really trust that the Metaverse combined with augmented reality will be able to close the gap in modern times and deliver to customers the best level of CX needed. At Acer, we have a ready to go solution which allows users to visualise in 3D without wearing any dongle or glasses of sort. Imagine seeing a 360-degree simulation from your screen in 3D right in front of your eyes. This incredible technology is available in our Predator Helios 300 SpatialLabs, come and check it out!

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## DEFINING THE FUTURE

S. M. Hussaini. CEO at Almoayyed Computers Middle East. gives his views on cloud transformation. the Metaverse. security challenges and how technology is going to define the future.

Ioud is the future. However, it's clear to see that across the region many have struggled with the demands of cloud transformation. Can you outline to us why you believe many enterprises have encountered issues transitioning their operations to the cloud - and what cloud model do you believe businesses should adopt?

Cloud is not just the future is the most urgent business and technology need today. The adoption has been tremendous during the pandemic period. However, we all agree that we don't have to wait for an event to trigger adoption. Time and again we noted that transformation should remain a constant phenomenon. Enterprises who embarked on the transformation journey early on do benefit in many ways. However, it's not an easy task to transform – irrespective of whether it is transformation to Cloud. The challenge starts with set mindsets and that resistance to unlearn what has been in practice for long. Cloud transformation, in addition to getting people on board with the idea of transformation, a workload level planning to transform in manageable chunks. People readiness should include a detailed skills building exercise internal to the organization before the commencement of the transformation exercise. In reality we have seen the best suited model for most of the medium and large enterprises is hybrid comprising of onpremises and multicloud distribution of workloads.

Over the last 12 months, we have seen more and more mega investments being made in the Metaverse. What are your feelings on the Metaverse and what opportunities does it hold for stakeholders in the IT and tech industry?

We are so much connected to the virtual world now, it is but logical that we start living more of virtual life as we move forward. Metaverse is a massive opportunity for everyone. Whatever we have been doing so far in real life has to be available in Metaverse.

It's like a whole universe getting re-written in a virtual environment. Business will be hungry to provide this whole new experience in the new world for all their offerings to create new revenue streams with the possibility of adding new channels and enhanced market targets.

Enabling these Metaverse possibilities will be a huge opportunity for the IT and tech industry.

We have talked about digital transformation and cloud transformation, but how critical is it that enterprises get their security transformation right. Cyberattacks are on the increase, what do you think are the best practices businesses need to adopt when it comes to protecting their organisation?

Security challenges are growing many fold as we go digital and transform to cloud. This is no surprise as the attackers are also becoming more technologically advanced. To begin

#### **ALMOAYYED COMPUTERS**

with, an assessment of security requirements for any organization is a must.

Monitoring the vulnerabilities as well as periodic testing of the same should be in place. A strong defense must be created by implementing the appropriate solutions based on the assessment of requirements.

In addition, security policies and periodic awareness sessions are very much needed. No matter how strong the defense is, people should know how to keep the organization secure from possible attacks.

We know that technology is advancing rapidly - and some analysts are predicting a decade of disruption. What is your vision for the future in terms of the tech trends that are really going to drive change and foster further innovation over the next 3-5 years?

I have no hesitation to say that technology today has the potential to define our future. Tech disruptions will happen more frequent and more diverse in their impact. And sometimes it will be like one disruption leading to another one. In the near future the way we handle our health matters and our wealth matters will see a massive transformation.

On the health front efforts will be more on making treatments and medicines as personal as possible, matching with the health profile of the individual. This will dramatically enhance the success rate of getting cured.

On the wealth front we already are seeing cryptocurrency and NFTs becoming acceptable. In the near future we will see an evolution of the same that will go mainstream. The evolution will encompass technology as well as governance.

One of the most adopted technologies will be AI that will be omnipresent and shall impact our behavior, businesses and decisions.



We live in the 'experience economy' - and it is critical that businesses get their CX right, or they will lose customers and businesses. What do you believe are the key requirements to be successful in the new digital economy?

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> TECHNOLOGY TODAY HAS THE POTENTIAL TO DEFINE OUR FUTURE.

Today most of the businesses deliver products and services of very good quality. They compete with each other making them better by the day.

However, the experience the customer gets while interacting with the businesses becomes a huge differentiator and decides the success of a company or a product.

The CX makes an impact at every level of a transaction and at every channel of the company's presence. Start from online presence to people interaction the experience decides whether or not the customer will proceed with the transaction and/or go for a repeat business.

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## THE RISE OF THE RESILIENT NETWORK

lacob Chacko. Regional Director -Middle East. Saudi & South Africa at Aruba. a Hewlett Packard Enterprise company has penned an op-ed that examines the rise of resilient networks in the ICT ecosystem.

ver a decade ago, enterprise flexibility was a "nice to have" for many businesses – considered an additional competitive advantage rather than an imperative, and certainly not at the top of the corporate agenda.

Fast forward to 2022 and flexibility now equals survival. As distributed workforces becomes the long-term reality, change is our new constant and flexibility is no longer optional.

Today's increasingly remote and hybrid workforces have created new issues for IT teams, who are already under huge pressure to ensure that enterprise networks remain reliable, secure, scalable, and compliant. Put simply – the importance of a resilient network has never been more paramount.

According to Deloitte, these new networking demands are one of the key factors driving the need for more flexible consumption models from IT services providers.

Their findings show that the pandemic has accelerated a shift towards as-aservice offerings – three-quarters of their IT leader respondents reported that they were running half of their enterprise IT as-a-service. As the report states, "XaaS seems to have won enterprises' hearts, minds and wallets".

Aruba's own recent research confirms this surge towards new service models. Our report, featuring insights from 5,400 IT leaders across EMEA, shows how organisations are adjusting to increased flexibility needs and why Network-asa-Service (NaaS) may well become the consumption model of choice.

#### **The NaaS Paradigm**

Digital transformation in the postpandemic era is drawing IT leaders towards network models that are more agile and adaptable.

Our research found that when it comes to network management goals, businesses are prioritising the need to scale up quickly, as well as the desire to better align network and business needs. On top of this, access to new technology was named by 72% of our respondents as one of the top four drivers for network investment.

However, this desire to adopt new technologies and better flex and align the network will require both IT staff who are equipped to captain these changes, as well as a network that can enable it. Enter NaaS. Our research revealed that 100% of the surveyed technology leaders are already familiar with NaaS as a term, and – more significantly – that it's being discussed in some capacity within 86% of companies. And its not hard to see why...

#### **Flexibility**

As companies continue to transition in and out of lockdown, one of the main factors driving the spike in conversations around NaaS is having the flexibility to scale





NAAS IS DELIVERED, VIA SUBSCRIPTION, THROUGH A CLOUD MODEL TO OFFER A HIGH LEVEL OF CHOICE IN TERMS OF THE SERVICES OFFERED, PRICING, AVAILABILITY, FEATURES, AND MORE.

the network based on business needs – with 75% of companies stating this has triggered their interest in the model.

The appetite for NaaS adoption is also underpinned by the expectation that NaaS can free up IT team time for innovation and strategic initiatives, as well as reduce operational costs.

Indeed, NaaS enables companies to own, operate, and manage a network and its associated services without actually buying the infrastructure. For companies struggling to keep up with the associated costs around ever-changing technologies, choosing NaaS could be an effective and viable solution.

The ability for enterprises to approach infrastructure as an operational expense provides certain balance sheet advantages as well. With budgets already likely strained after two years of unprecedented turbulence but particularly in light of recent inflationary pressures, the outright purchase of networking technology might not be an option.

NaaS is delivered, via subscription, through a cloud model to offer a high level of choice in terms of the services offered, pricing, availability, features, and more. When companies experience a surge in user-base or services, they can easily scale up their network resources to meet these demands. Essentially, the NaaS paradigm addresses the need to pivot quickly – a concrete requirement of the next decade.

#### **Security**

Our research suggests that security has also been driving the increased appetite for NaaS, with 65% of our respondents believing it will help them enhance their abilities in this area.

Indeed, NaaS is a good way to guarantee tighter integrations between networking resources and network security. The outsourcing aspect of the NaaS model allows companies to offload their security responsibilities for more secure, expert-backed NaaS services.

NaaS adoption will also mean that IT teams no longer have to use network manager tools and outdated hardware – instead challenging their provider to ensure they have the most up-to-date solutions serving their business.

What's more, NaaS makes it possible for a single provider to offer both networking services and security services like firewalls. For businesses failing to keep pace with ever-evolving cyber threats, switching to NaaS can ensure their threat defence is in safe hands.

#### Conclusion

Despite the clear benefits, our research also showed that barriers to implementation still remain. While there is widespread recognition of NaaS as a concept, only 2 in 5 technology leaders said that they truly understand it.

It is perhaps unsurprising then that only 11% of leaders see it as an established and viable option for businesses today.

But NaaS can provide lower entry costs and greater flexibility as well as offer easier customisation to one's needs. It can also deliver improved IT staff resilience, agility, and line of business support, faster access to the latest technologies and better quality of service.

In order to make this a reality, however, we need to bridge the gap between awareness and knowledge – unlocking the true potential of NaaS. That's the next battlefield for those of us in the industry.

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## ASUS REMAINS THE EXPERT ON COMMERCIAL LAPTOPS

Tolga Ozdil, Regional Commercial Director (META), ASUS outlines their GITEX expectations for 2022 and elaborates further on their presence in the Middle East Market. hat does it mean to be participating in GITEX this year? What are you expecting out of the event?

This is the second year to showcase ASUS' new innovative commercial products and solutions. ASUS Business will be participating in Gitex 2022, dedicatedly to offer key commercial solutions for key verticals across corporate, SMB, education, and government, ASUS welcomes visitors, channel partners, B2B end-users, and media to experience hands-on the latest range of ASUS Business devices. The two-year period that we have known has undeniably transformed the workplace, and it's up to business owners, executives and other managers to forge the new future of work. More than ever, they need tools that work reliably, seamlessly and in a secure environment day after day. ASUS is known for innovating highly reliable and durable devices for the consumer and gaming markets. Now, with the Expert-series portfolio and solutions, we are setting a new standard for the commercial PC market to enable businesses to define their new work style with elite performance, premium craftsmanship, durability and enterprise-grade tools.

## What are some of the ASUS products that will be on show at the event?

For its 2nd participation at GITEX, ASUS will exhibit a wide range of ASUS Business devices on site and introduce them to media, channel partners, B2B end-users and visitors. Amongst the Expertbooks, three new Commerical laptops, including the ExpertBook B7, the Expertbook B5 Flip and the ASUS ExpertBook B3 Detachable that offer unrivalled performance and mobility, designed for business users in today's fast-paced world, where work is no longer confined to the office.ASUS ExpertBook B7 Flip is an enterpriselevel, 5G-enabled premium laptop that's designed to accelerate your business. Working on the go is easier than ever with a lightning-fast data connection and your own personal secure network. The 360°-flippable design removes any limitations on how you work, and you can enjoy an immersive work environment for all your business needs. The versatile and manageable ExpertBook B7 Flip is ready to power your business to the next level.ASUS ExpertBook B5 Flip is built for business success in style, with a precision-crafted chassis that's as light as 1.38 kg — and a 360° flippable touchscreen to empower the ultimate flexibility. It's also set for serious travel with an amazing all-day battery life and is engineered with many cutting-edge technologies to improve your on-the-go





## ASUS ExpertBook B5 Portable power for business on the go



360° Hinge Ultimate flexibility





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ASUS ExpertBook B5 is built for business success in style, with a precision-crafted chassis that's as light as 1.25 kg. It's also set for serious travel with an amazing all-day battery life, and is engineered with many cutting-edge technologies to improve your on-the-go work efficiency. These include a 11<sup>th</sup> Gen Intel<sup>®</sup> Core<sup>™</sup> processor, AI noise cancellation and dual-SSD RAID support, ASUS NumberPad. It's also packed with features to protect your privacy and business data, including a built-in fingerprint sensor and TPM 2.0 chip.

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work efficiency. These include an Intel Core processor, Al noise cancellation and dual-SSD RAID support, ASUS NumberPad. It's also packed with features to protect your privacy and business data, including a built-in fingerprint sensor and TPM 2.0 chip.Designed for education, and built for business, ASUS ExpertBook B3 Detachable is the perfect 2-in-1 portable companion for uninterrupted remote learning and working. With a detachable design, extensive dual-orientation stand cover, and a 16:10 multitouch screen, B3 Detachable adapts so you can use it both horizontally and vertically, as a tablet or as a laptop. From taking notes with the garaged stylus during class to entering numbers in business spreadsheets, B3 Detachable is ready for it all.

## Tell us about ASUS's presence in the Middle East market.

As a major player in the IT industry, ASUS' corporate mission is to provide innovative IT solutions that empower people and businesses to reach their full potential. ASUS has set forth a new journey towards being a preferred technology brand in Commercial PC business and Education. Our Mission is to be a most reliable Commercial PC brand in Middle East offering wide range of premium products, reliable sales support and trusted service to achieve the number 1 education PC brand in the UAE market.

ASUS' CORPORATE MISSION IS TO PROVIDE INNOVATIVE IT SOLUTIONS THAT EMPOWER PEOPLE AND BUSINESSES TO REACH THEIR FULL POTENTIAL.

#### AVAYA

## INNOVATION WITHOUT DISRUPTION

Avaya, a global leader in unified communications and collaboration will demonstrate use-cases that deliver seamless customer experiences at GITEX Global 2022. vaya's participation at the 2022 edition of GITEX Global, will see the company demonstrate solutions to help its customers simplify and speed innovation and efficiencies in delivering exceptional experiences without disrupting their operations.

Throughout the week of the event, Avaya will show how organisations can harness cloud innovation to improve business resilience amidst today's challenges to operations, from global supply chain issues to staffing shortages.

Attendees will experience this "innovation without disruption" theme through a range of vertical-specific use cases that demonstrate how the Avaya OneCloud™ experience platform can enable organisations to deliver seamless customer and employee experiences without the need for wholesale technology refreshes that disrupt existing operations.

"Organisations are competing in an experience economy, and they need advanced features and capabilities to deliver the experiences that their customers and employees demand. But they also need a migration path to rolling out these capabilities that does not involve the disruptive ripping and replacing of existing technology," said Nidal Abou-Ltaif, President, Avaya International. "With the Avaya OneCloud platform and its extensive partner ecosystem, we can deliver cloud-based capabilities over the top of existing infrastructure, which is extremely important to our customers."

At GITEX 2022, Avaya will showcase how "Innovation Without Disruption" enables organisations to roll out advanced capabilities to address customer and employee needs – while safeguarding the stability of their existing operations.

The use cases being demonstrated on Avaya's stand at GITEX include:

- Metaverse as a channel: Building the link between the metaverse and the real world, this concept makes it easier for organisations to make investments in the UAE – using the metaverse as a communications channel between contact center agents and customers.
- Digital customer journey: Enabling companies to digitally onboard customers – starting from a social media advertisement, moving to Alpowered chat over social media, to finally selling a holiday.
- Proactive relationship management: Using advanced collaboration features to better manage client relationships, as well as outbound capabilities for upselling and Al-powered biometrics for authentication.

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#### AVAYA

## AVAYA



- Al and analytics: Showing how organisations can use facial biometrics, chatbots, speech analytics, and conversational Al to improve the customer experience.
- Public safety: Smart dispatching solutions and mass notifications, combined with Internet of Things integrations, to enable safer cities.

Avaya will also host a number of technology partners at GITEX, highlighting the breadth and depth of the Avaya OneCloud ecosystem to elevate employee and customer experiences with minimal disruption.

"Our common objective is to support our customers in their digital transformation, providing all capabilities needed to make everything connect," said Rukmini Glanard, EVP Global Sales, Services and Marketing at Alcatel-Lucent Enterprise, an exhibiting partner powering the Avaya stand. "At GITEX 2022, we will showcase our strong partnership with Avaya. Looking to the future, we are collaborating to deliver new value and services to our respective customers thanks to the tailored vertical solutions we are building together."

Uniphore, another exhibiting partner, will have its conversational AI and automation platform woven into the Avaya demonstrations on display, showcasing solutions that unlock the value of every conversation.

"Our comprehensive conversational Al and automation platform offers robust capabilities in conversational Al, emotional Al, robotic process automation (RPA) and knowledge Al, all to empower businesses to derive the most value from enterprise conversations," said Gokul Gopalakrishnan, Senior Vice President & Business Head, Asia at Uniphore.

"Joining forces with Avaya, we're able to deliver our solutions across a flexible experience platform, ultimately resulting in a better customer experiences and long-term customer loyalty."

Verint, an exhibiting partner on the Avaya stand, will demonstrate advanced, Al-powered capabilities that supercharge the efficiency of the contact center and back-office staff.

Verint's John Bourne, Senior Vice President, Global Channels and Alliances, said, "At GITEX 2022, we'll continue to showcase our strong partnership with Avaya, through innovative solutions targeted at the contact center and back-office. Together, we are uniquely positioned to deliver Al-based solutions that improve customer and workforce experiences while balancing operational efficiency."

Avaya's presence at GITEX Global comes in partnership with Alcatel-Lucent Enterprise, Uniphore, Verint Systems, GS Lab, Imperium, Konnect Insights, LumenVox, Nectar, Sestek and TOPAZ. Visit Avaya at its stand in Zabeel Hall, at Dubai World Trade Centre between October 10 and 14, 2022.

ORGANISATIONS ARE COMPETING IN AN EXPERIENCE ECONOMY, AND THEY NEED ADVANCED FEATURES AND CAPABILITIES TO DELIVER THE EXPERIENCES THAT THEIR CUSTOMERS AND EMPLOYEES DEMAND.

## TENABLE TO HIGHLIGHT CONTINUOUS EXPOSURE MANAGEMENT CAPABILITIES AT GITEX

At GITEX 2022, we want to help organisations appreciate what constitutes the modern attack surface.



enable, the Cyber Exposure Management company, will exhibit at GITEX Global at the Dubai International Convention and Exhibition Centre from October 10 - 14, 2022. At the event, Tenable will showcase its powerful combination of continuous exposure management solutions for the modern attack surface that will help organisations translate technical asset, vulnerability and threat data into clear business insights and actionable intelligence.

GITEX is timely given the dramatic rise of ransomware, nation statesponsored threats and a flood of new vulnerabilities, which has seen cybersecurity teams under siege. This follows the dramatic adaptations businesses have made to how they operate — with cloud adoption, new applications and the increased use of personal devices and remote access tools transfiguring the corporate attack surface. For security teams, managing the plethora of technologies has been a challenge, leaving enterprises vulnerable to cyberattacks.

"When we think of traditional network security, the goal is to fortify the perimeter to prevent threats outside of the network from getting in. However, the way we work today means this approach is no longer feasible," said Maher Jadallah, Senior Director Middle East & North Africa, Tenable. "At GITEX 2022, we want to help organisations appreciate what constitutes the modern attack surface. Our team will be on hand to help them understand how they can focus their efforts to prevent likely attacks, and accurately communicate exposure risk to their business partners to improve performance cross functionally."

Tenable will be co-exhibiting alongside AmiViz, from booth H1-A1 and Ingram Micro from booth H3-D30. The Tenable Team will be offering demonstrations of its continuous exposure management platform, including Tenable.io, Tenable.sc, Tenable.ot, Tenable.ad and Tenable Lumin.

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BARRACUDA



## BARRACUDA TO STEAL THE SHOW AT GITEX WITH LATEST INNOVATIONS

**Barracuda** to Showcase Latest Email. Cloud and Network Security Innovations at **GITEX Global** 2022. The company is also set to launch its South Africa data centre services. extending its local cloud data protection offering in MEA region.

aving unveiled a series of major updates across its security solutions portfolio at its recent virtual worldwide customer conference,

Barracuda, a trusted partner and leading provider of cloud-first security solutions, is now heading to GITEX Global 2022 where it will demonstrate these enhancements for the first time in the region.

The product and service innovations that Barracuda will showcase at GITEX are designed to help customers stay protected against the most persistent and evolving cyberattacks, such as ransomware, and support them with complex digital business transformation challenges in the areas of Email Protection, Zero Trust Access, Managed XDR, and Data Protection.

"We are excited to once again participate at GITEX Global which will offer us the opportunity to showcase our latest solutions. While these span email, application, and network protection, the common feature they all share is their simplicity and effectiveness. As cyberthreats grow in sophistication, and as IT environments become increasingly complex, it is this message of simplicity that we have found resonates strongly with our customers and prospects. At GITEX, we intend to inform attendees about how our solutions deliver the advanced functionality they need to defend against modern threats, while keeping usability at their core", said Toni El Inati, RVP Sales, META & CEE, Barracuda Networks.

In addition, having made its Cloudto-Cloud Backup solution available to customers in the United Arab Emirates from Microsoft's local cloud data centres in the Emirates, Barracuda is now set to build on this success. Coinciding with its presence at GITEX Global, the company will launch its data centre services in South Africa, extending local cloud data protection to its customers in the country.

Among the latest product innovations the company will be demonstrating at GITEX Global 2022 are:

- Zero Trust Access: as part of Barracuda's SASE platform, Barracuda CloudGen Access now includes web security to protect users no matter where they work.
- Email Protection: now with Zero Trust Access, Barracuda Email Protection hardens the Microsoft 365 environment by continuously verifying and only allowing the right users to access the right resources.
- Data Protection: Barracuda Cloudto-Cloud Backup is transactable in Azure Marketplace. Barracuda's Data Protection business momentum was boosted by the growth in its Cloud-to-Cloud Backup SaaS product line that protects data stored in Microsoft 365.





Barracuda will also leverage its presence at GITEX to engage with and expand its channel ecosystem. "The channel community is currently being challenged to compete largely on price rather than on value. In this competitive landscape, Barracuda presents a unique ability for our partners to land and expand. Given the breadth and quality of our solutions portfolio, I believe there is always a relevant Barracuda solution that can be offered to prospective customers. Once these businesses have experienced the power and simplicity of our solutions, it is easy for our partners to grow these engagements into profitable long-term partnerships", said El Inati.

Top Barracuda executives and members of its sales, pre-sales and technical teams will be present through the five days of the show at the company's stand – Stand C20, in Hall 1.

## CLOUD BOX TECHNOLOGIES ONE OF THE PREMIERE IT INFRASTRUCTURE SOLUTION PROVIDERS IN THE MIDDLE EAST

WHO WE ARE

## Empowering our clients

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

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

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

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





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CLOUD BOX TECHNOLOGIES



## ENABLING DIGITAL TRANSFORMATION

Ranjith Kaippada. Managing Director. **Cloud Box Technologies** discusses how **Cloud Box Technologies** are leveraging their portfolio of solutions to help their customers on their digital transformation journeys.

hat are the most prominent benefits that the UAE has reaped or will reap due to digital transformation?

The UAE government is a front runner for technology adoption and has been implementing it to enable citizens and residents receive the best of breed services and raising the customer satisfaction levels.

With enormous focus on data, it has helped in driving data-based insights which are helpful in future strategy and planning. Most of all, digital transformation efforts help both the government as well as organisations to remain agile and helps them to seamlessly adapt to newer and disruptive technologies for further enhancements.

## What is the most prominent technical sector that will lead the information technology sector in the UAE during the coming period?

The future requirements will centre around advanced technologies that focus on Artificial Intelligence and Machine Learning as well as IoT solutions. The coming years will also see the rise of Data Sciences and Big Data. While DevOps will increase an organisation's service delivery capabilities.

#### What makes Cloud Box Technologies (CBT) stand out from your competitors in the Systems Integration space?

With years of combined technical expertise in the Middle East, Cloud Box Technologies has partnered with Global IT companies providing local support services – all delivered by vendor certified engineers. Solutions include Data Centre, Storage, Server, Backup, Disaster Recovery, Network Security, Server Managed and Desktop Virtualisation.

The organisation works with talented professionals' that help clients define the strategies to evaluate, design, develop and implement systems and processes that best achieve their Digital Transformation goals. CBT also provides the best combination of value and expertise required to deploy bespoke IT solutions to drive growth. We believe that quality breeds quality and success is a by-product.

#### From your market experience, what challenges do organisations face today? How is CBT helping them address these challenges?

All revolutionary changes call for skilled resources to implement advanced and innovative solutions. The primary challenges revolve around allocation of adequate budgets and constraints on skilled resources. Any transformation journey requires a tremendous amount of hand holding as technology migration is not an easy task to manage with limited resources.

This is exactly where we as Systems Integrators such as CBT step in to target and tackle. Our primary role is to provide smooth execution of a customers' digital transformation journey.

We are actively involved with our customers' requirements along the strategy, planning and implementation stages. And our skilled resources play a pivotal role in these implementations.





## What can we expect next from CBT on your offerings?

As a Systems Integrator, CBT aims to be able to provide a much more comprehensive and holistic approach to security. Alongside, the Private Cloud offering will provide unique set of cuttingedge solutions to customers. We are striving to build our capabilities to be in a strong position to manage the complete IT environment, preventing security threats, monitoring the environment and managing the solutions.

#### Tell us about your plans for GITEX Global 2022? What are you showcasing at the event?

Our focus at GITEX will be on our IT Infrastructure, Security and Cloud Solutions. As a Titanium Partner of Dell, we will promote their wide range of products. In addition to our infrastructure solutions, we will showcase our strength in cybersecurity built on our best of breed global vendor partnerships.

We will also highlight their inhouse infrastructure that enables them to provide customers with seamless services.

As a trusted Systems Integrator, Cloud Box Technologies has a range of services and solutions that are offered to customers across several industries including healthcare, banking and finance, retail, manufacturing, education, etc. We will emphasize our smart digital transformation for both the small and large enterprise and how our company is capable of addressing customers' individual needs within set budgets.

CBT will also highlight our specialised capabilities of being equipped to tackle on-premise digitisation, our strong NOC as well as how it is being preemptive in the Managed Detection and Response (MDR) service capabilities.

Cloud Box Technologies will be represented by the senior management team to be able to provide a better understanding of the company's offerings. They will be located at Hall 6, Stand A1.



COMMVAULT

## COMMVAULT ON BEST CYBER-PROTECTION PRACTICES

Fady **Richmany**, **Regional Vice** President & General Manager, SEEMEA. Commvault discusses the future of cloud transformation. metaverse aspirations and disruptive technology in the leadup to **GITEX 2022.** 

loud is the future. However, it's clear to see that across the region many have struggled with the demands of cloud transformation. Can you outline to us why you believe many enterprises have encountered issues transitioning their operations to the cloud - and what cloud model do you believe businesses should adopt? When it comes to ransomware and

suffering an attack as a result of a cyber-criminal, it's not a matter of 'if', but 'when' – companies of all sizes are being attacked, and they need the broad fundamentals of data protection to keep data safe. This is exactly what we help customers do.

And we do so by building in layers of technology and processes that give customers peace of mind that we can help them avoid and/or recover from an attack, all through a single pane of glass.

These ransomware threats are not going away, which is why we continue to innovate our leading edge Commvault and Metallic Software-as-a-Service (SaaS) offerings. You should always search for a cloud offering that can offer you protection across all workloads and is also versatile in its solution offering in how it proactively keeps your organisations' data safe. Herein lies the power of SaaS - it is simple, flexible, and cloud-delivered solution that could effectively protect and secure data. No-hassle deployment, no big up-front expenses, no backup infrastructure to manage. A "pay for what you need" model enabling simple scalability as your business grows.



Over the last 12 months, we have seen more and more mega investments being made in the Metaverse. What are your feelings on the Metaverse and what opportunities does it hold for stakeholders in the IT and tech industry?

There is still much uncertainty about the metaverse. However, one thing we do know is that there will be a huge increase in data on the move.

When thinking about data security in the metaverse, the basic arsenal of legal measures is already there. However, from a business perspective, the key consideration with a presence in the metaverse will be with issues of responsibilities. The IT industry already struggles with issues in the cloud where it isn't always clear who is responsible for various layers of infrastructure, data and setting the adequate control measures.

The metaverse will complicate responsibilities further as there will be an indefinite number of stakeholders which are only lightly regulated, and businesses will need to rely on private agreements and contracts between parties.



## Bedata ready.

Commvault is a worldwide leader in delivering data readiness. Our intelligent data management solutions work on-prem and in the cloud, allowing you to store, protect, optimize, and use your data. Always.

commvault.com



One possible direction for protecting your data is more transparency for service providers and less anonymity for the users in this new environment. This is certainly a matter for future discussions.

#### We have talked about digital transformation and cloud transformation, but how critical is it that enterprises get their security transformation right. Cyberattacks are on the increase, what do you think are the best practices businesses need to adopt when it comes to protecting their organisation?

Since the pandemic, and with that, the elevation of those either working from home or on a hybrid basis, the risk of ransomware and cyberthreats has sky rocketed.

Our team has the ability to solve even the most complex data problems for our customers. Every single day, customers face mass data sprawl and increasingly new and different workloads. While on the other hand, cyber-attacks are on the rise, sophisticated and wellfunded, ransomware can easily take an enterprise infrastructure and data. In addition, IT and security team has mounting pressure to protect data while moving to the cloud.

Here at Commvault, we're fortunate to be in the data protection business for 26 years; so we know a thing or two. That's why more than 100,000 organisations have trusted Commvault for their data management.

My recommendation for best practice in defending yourself against these threats, is that you can never be too careful. Protect your data and fight ransomware with a Zero Loss Strategy to better plan, manage and reduce the impact of a ransomware attack. Your organisation must always be proactively searching for the best data protection tool or software – which is why our latest capability, Metallic ThreatWise, is the perfect solution. With ThreatWise, Commvault is further defining data security with an early warning that no other vendor in this space provides, alongside award-winning backup and recovery It uses decoys to proactively bait bad actors into engaging fake resources, spot threats in production environments, and arm businesses with tools to keep data safe.

We know that technology is advancing rapidly - and some analysts are predicting a decade of disruption. What is your vision for the future in terms of the tech trends that are really going to drive change and foster further innovation over the next 3-5 years?

Of course, ransomware is and will always continue to be one of the greatest fights a business faces.

For both our private and public sector customers, a huge target now is the recognition that strategies made during the height of the pandemic to rapidly adjust to support a remote workforce – have left them more exposed to critical business risk – especially in the form of Ransomware.

Being able to defend yourself proactively will become an increasing priority for businesses of all sizes as they begin to gear themselves towards the security side of technology.

> WHEN IT COMES TO RANSOMWARE AND SUFFERING AN ATTACK AS A RESULT OF A CYBER-CRIMINAL, IT'S NOT A MATTER OF *IF*, BUT *WHEN*.

Cybersecurity and automation will continue to be at the front of mind of our customers, and through our conversations with them – we know they need new and intelligent ways to back up their data.

Through Metallic ThreatWise, we see an investment not just for here and now, but for the future as well. This is a next step into cyber deception technology – an early warning system that no other vendor in the market can offer. We listen to our customers, and we will always strive to find the best solutions to protect their most critical asset – their data.

We live in the 'experience economy' - and it is critical that businesses get their CX right, or they will lose customers and businesses. What do you believe are the key requirements to be successful in the new digital economy?

One of the keys to attracting and retaining new business and customers in this industry is to have a complete data protection portfolio, which at Commvault we are proud of. What I mean when I say complete is the capability to manage and protect your organisation's data across all workloads; physical, virtual and in the cloud. To take this a step further, we offer even more simplicity through a single pane of glass management for all of our solutions.

We execute relentlessly and continue to deliver industry-leading innovations. Commvault offers less complexity, more security, ransomware protection, and immutable copies in cloud, helping meet all a customer's workload requirements.

We are already delivering exactly this to thousands of customers all across the SEEMEA region, but especially so with customers in UAE and KSA including Dubai Police, United Arab Bank as well as leading players in regional Telco, Finance, Government and Educations sectors - Meeza in Qatar, Saudi Telecom Company (STC) and Jeddah University in KSA.

## **D-Link** EAGLEPROAI





Wi-Fi that's smarter, safer, faster, and more affordable than ever.



**AI Mesh Optimizer** 

Wi-Fi

6



Al Wi-Fi Optimizer



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AI Traffic Optimizer

# D-Link DLINK SECURITY SECURITY

Sakkeer Hussain. **Director**. Sales and Marketing. Middle East & Africa at D-Link. has emphasised the importance of security transformation and stressed the need for businesses to define their own security roadmap.

Ioud is the future. However, it's clear to see that across the region many have struggled with the demands of cloud transformation. Can you outline to us why you believe many enterprises have encountered issues transitioning their operations to the cloud - and what cloud model do you believe businesses should adopt? While everyone knows cloud is the future organisations are struggling to

future, organisations are struggling to migrate their operations to the cloud for several reasons.

This includes data sovereignty and security concerns, vendor lock-in and shortage of required skillsets. Sometimes it is the fact that they have already made a huge investment for data centers and are now hesitant to spend more to move to the cloud.

Within the region, with global hyperscalers setting up regions here, the data sovereignty and security issue is gradually becoming less of a concern. Companies can avoid vendor lock-in concerns by implementing a multi-cloud strategy and retaining the ownership of their data assets.

The industry has identified that cloud skills gap is a serious problem and are undertaking measures to counter them from having trainings, mentoring programs and certifications.

Over the last 12 months, we have seen more and more mega investments being made in the Metaverse. What are your feelings on the Metaverse - and what opportunities does it hold for stakeholders in the IT and tech industry? The metaverse is fast moving away from being just a buzz word as more and more regional companies understand the benefits of investing in this virtual realm.

Recently, Dubai has announced a new Metaverse Strategy to be led by Crown Prince Hamdan bin Mohammed Al Maktoum. Under this strategy, Dubai's metaverse sector aims to support 42,000 virtual jobs and add \$4 billion to its economy by 2030.

This is huge and reinforces the opportunities in the metaverse. From branding and marketing, enhanced customers experiences, immersive entertainment, the prospects are endless.

We have talked about digital transformation and cloud transformation, but how critical is it that enterprises get their security transformation right? Cyberattacks are on the increase, what do you think are the best practices businesses need to adopt when it comes to protecting their organisation?

Security transformation is critical and must be the underpinning layer of all old and new technologies that an organisation uses.

The investment in an advanced technology will prove to be fruitless if there is no thought on security first. Today most technologies do come in with built in security.

However, that is not sufficient. Organisations must clearly define their security strategy and implement it while also constantly evaluating it to ensure the measures are continuously protecting their critical assets and infrastructure. Best practices include having firewall security, router security, WPA2, email security, DLP technologies, zero-trust policies, data backup and so on.

We know that technology is advancing rapidly - and some analysts are predicting a decade of disruption. What is your vision for the future in terms of the tech trends that are really going to drive change and foster further innovation over the next 3-5 years?

Al and automation will continue to disrupt traditional business models. Blockchain and related technologies will promote growth and transform the world.

Quantum computing will help achieve tasks that were previously impossible, opening the door to many opportunities. Metaverse and XR will drive further innovation in the way we do day-to-day tasks. Seamless connections and smart everything will be a norm.

We live in the 'experience economy' - and it is critical that businesses get their CX right, or they will lose customers and businesses. What do you believe are the key requirements to be successful in the new digital economy?

For successful CX, organisations have to understand what customers want and how that evolves over time and with technology advancements.

At D-Link, we ensure we are offering customers easy, secure and seamless experiences every time by integrating technology innovations and listening to them.

The essence of customer experience does not change – engagement and delivery – and now we have to find the right ways to do it in the digital world. This includes hyper personalisation, seamless platforms, enabling phygital experiences, being available across all channels and so on.



SECURITY TRANSFORMATION IS CRITICAL AND MUST BE THE UNDERPINNING LAYER OF ALL OLD AND NEW TECHNOLOGIES THAT AN ORGANISATION USES.

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**D-Link** 

## **C**PICOR **CLOUD IS** THE FUTURE

Vibhu Kapoor. **Regional Vice** President. **MEIA**, Epicor Software. outlines the issues **businesses** may face with cloud transformation. the metaverse and tech trends.



loud is the future. However, it's clear to see that across the region many have struggled with the demands of cloud transformation. Can you outline to us why you believe many enterprises have encountered issues transitioning their operations to the cloud - and what cloud model do you believe businesses should adopt?

Yes, in certain sectors business have encountered issues migrating to the cloud for several reasons. For a long time, there was uncertainty around the cloud because of where it resides. It had to be in country and few years back most of the countries were not ready with their cloud platforms available in country. So, nobody wanted the data to go out. For example, in government and financial sectors like banking did not believe the cloud could offer the right level of security and so some sectors did not move because of the way their data resided, and the trust on how their customers data was managed was low.

IT communities were resistant to the change too. What if we move to cloud? Does it make us redundant? Does it make our job more difficult? Do we need lesser number of people so that kind of insecurity came into the IT community There was a general feeling of insecurity that this new technology would make IT departments redundant.

Tools and technology also discouraged customers because everyone was in the learning stage. Everybody was still in the learning phase. Like when you're an infant, you can't run straight away

you need baby steps. So, we have now come out of those baby steps. We know how the tools work. We know how the technology works, the IT community, the vendor community, the system integrator community, which is an integral part of cloud transformation for any customer, is more ready than it was in the past.

Cloud has now matured, and businesses are looking what they need to do to remain competitive with their technology. If it's straightforward if you are in the industry which allows you to host your data on a multi-tenant environment, customers should go for it because it provides the right cost of ownership.

No one should host most of the data or applications on cloud, but if you're industry doesn't allow you to post everything to the cloud, and has to be on-premises, then a hybrid cloud approach would be the solution. What is not mission critical for you can be hosted on cloud, whereas the mission critical data can stay on premise and the hybrid approach will be a good one.

Over the last 12 months, we have seen more and more mega investments being made in the Metaverse. What are your feelings on the Metaverse - and what opportunities does it hold for stakeholders in the IT and tech industry? The metaverse will change the way manufacturers work on the shop floor. A shop floor worker could have a virtual software of the factory floor on their device ie., a digital twin of the physical machinery, and without entering the

factory or without entering the plant, can

operate the machine, stop the machine,

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# The know-how to know how to

## accelerate performance

DLIATA



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increase the production, or reduce the production. The shop floor worker will be able to adapt the production working with real time robots in the factory to do the job for you.

With an already shrinking talent pool seen in manufacturing, businesses can also benefit from this innovation and technology and upskill their workforce into other areas to fill labour gaps. Having the ability to do practical things in the virtual world will be huge turning point in this sector. Unlike real life prototype process which may need a series of customisations, users will be able to virtually walk up to that product, move, test, or adapt it, remotely, removing the need to build costly infrastructures, saving both time and money.

#### We have talked about digital transformation and cloud transformation, but how critical is it that enterprises get their security transformation right? Cyberattacks are on the increase, what do you think are the best practices businesses need to adopt when it comes to protecting their organisation?

Cyberattacks are becoming more intuitive and it is critical for business to take important steps to protect their business. These include:

- Educating employees on, how to identify and ways to avoid, phishing
- Regularly patching your software to address any vulnerabilities.
- Ensuring your systems and technology is up to date with antimalware software
- Making sure your business uses an email provider with a robust filtering and multifactor authentication technology
- Ensuring your systems are protected behind firewalls

Continuous updates, continuous upgrades and patching your software is very, very important. So, if you're an on-premises deployment, it gets a little bit harder because you're doing it all alone by yourself, trying to see what's happening in the world. But if your data was in the cloud, cloud vendors can give you that level of security. So, it's very important to be updated on the latest software.

Educating your employees, educating yourselves, and your customers, is important too. Keep them posted, continuously, holding sessions on how important security is and most importantly cyber security as attackers will always find a new way of doing things so the need to protect your business never goes away.

We know that technology is advancing rapidly - and some analysts are predicting a decade of disruption. What is your vision for the future in terms of the tech trends that are really going to drive change and foster further innovation over the next 3-5 years?

We are already seeing businesses moving to smart factories; the integration of traditional manufacturing, industrial factories and smart technology across value and supply chains to automate production processes in real-time. An example of this being a machine or robot fitted with sensors interacting with another machine based on the ERP data received. Epicor Advanced MES helps operators manage operational control can simplify processes and help monitor

BUSINESSES NO LONGER LOOK TO COMPETITIVE PRICING AS THE WAY TO ATTRACT OR RETAIN CUSTOMERS, HAVING THE RIGHT IF NOT, SUPERIOR CUSTOMER EXPERIENCE WILL BE AN IMPORTANT FACTOR. energy consumption and the digital technology landscape will continue to disrupt the industry, innovate, and adapt to everchanging needs of the global economy.

Machine learning algorithms will be built into software so that machines can become smart enough to perform complex actions with intelligent human collaboration. We will see robots working alongside humans with the humans doing the innovation or making adaptations before handing over the production process.

Manufacturers will invest in digital twins i.e., a digital representative of a real product, to better understand and optimise their business real-time. Combining this with manufacturing 'in the metaverse' will change the way for innovative technology in this sector. Users will be able to move, adapt or pivot in accordance to business or customer need.

3D additive manufacturing will power alongside robotics and intelligent systems to engineer and build more cost-effective manufacturing options.

#### We live in the 'experience economy' and it is critical that businesses get their CX right, or they will lose customers and businesses. What do you believe are the key requirements to be successful in the new digital economy?

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It is very much critical that business get their omni-channel customer experience right or they may lose customers, and depending on the experience, on a wider scale, their business reputation. One bad experience is enough for 85% of customers to stop doing business with a company so it is crucial that business get customer experience right.

Understanding your customers will become key. Businesses no longer look to competitive pricing as the way to attract or retain customers, having the right if not, superior customer experience will be an important factor.

Technology can play a big part in delivering good customer experiences. So, businesses must make sure their technology is intuitive, easy to use and integrates with channels their customers already use.



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For more information visit: eset.com/me or Contact sales@esetme.com ESET MIDDLE EAST at GITEX 2022 - Hall 1, Stand H1-E1

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## ESET TO PROTECT REGIONAL ENTERPRISES ON THEIR DIGITAL JOURNEY

During GITEX this year, ESET will highlight its world class cybersecurity solutions that ensure a secure and smooth digital journey.



SET, Europe's leading global-scale digital security provider, announces its participation at GITEX Global 2022, where the company will highlight its

new refreshed line of business products that ensures enterprises in the Middle East can embark on a secure and a smooth digital journey and prevent cybercriminals doing any damage to their networks.

Demes Strouthos, General Manager at ESET said: "ESET has been a pioneer in the digital security, and we have part of several organisations in the region to keep their assets, employees and data safe for decades. With our refreshed line of business products organisation can be sure of running their networks smoothly and securely, so that their digital journey is not hampered in any which ways".

#### ESET INSPECT CLOUD

ESET Inspect Cloud is a sophisticated cloud-based tool, which enables the ESET PROTECT platform to evolve into an Extended Detection and Response (XDR) solution for enterprisegrade security and risk management capabilities, including advanced threat hunting, incident response, full network visibility, cloud-based threat defence, and more. ESET Inspect Cloud identifies post-execution malicious code, while ESET PROTECT gives the user full visibility of the response.

#### ESET PROTECT

The ESET PROTECT platform has been enhanced with ESET's customers in mind, with the main objective being in assisting IT admins to better manage the security risks in their environments. Firstly, an auto-update mechanism ensures that all ESET Endpoint agents and implemented solutions are always up to date, lightening the burden on IT admins' shoulders. Secondly, an in-depth integration of ESET Inspect Cloud and the ESET PROTECT platform allows for a much smoother experience, with sleeker dashboards and more streamlined deployments. Furthermore, ESET PROTECT will now offer a dashboard for ESET LiveGuard Advanced, an advanced threat defence solution with cloud sandboxing included within one of its layers, that analyses suspicious files submitted by endpoints for new or previously unseen threats.

For admins to better defend businesses in the remote work era, ESET PROTECT will include the new Brute-Force Attack Protection module for ESET Endpoint Security products for Windows. Combining reputation data from the cloud with password-guessing and honeypot systems, ESET's Brute-Force Attack Protection module blocks repetitive infiltration attempts. Finally, with the expected growth of ARM64 hardware reaching employees' hands due to increased processing demands from new technologies such as high-resolution

ESET





displays, realistic 3D gaming and voice recognition, ESET Endpoint Security and ESET Endpoint Antivirus will now offer ARM64 builds.

In addition, a new web control feature in ESET PROTECT Cloud allows IT admins to regulate employees' access to websites from their Android mobile devices. Using built-in categories and custom rules, admins can blacklist, whitelist, or warn about URLs that lead to sites with harmful content.

For Mac users, ESET has also released a new version of ESET Endpoint Antivirus, built with a microservices architecture that replaces the previous monolithic one. As a result, ESET Endpoint Antivirus

OCTOBER 2022

has an improved multithreaded design for faster scanning; is more stable as failed components can automatically restart instead of causing the entire application to crash; has better security isolation because components can run with non-privileged user rights; and is compatible with Apple M1 devices via Rosetta 2.

ESET has also launched new cloud and XDR solutions for Managed Service Providers (MSPs) and with this launch, ESET's MSP partners will now have access to a sophisticated, cloud based EDR solution with ESET PROTECT and new cutting-edge tools, which will increase visibility into their networks. "GITEX has always been a wonderful platform to connect with partners, customers, industry experts, ad at the same time from all across the world. We look forward to yet another successful GITEX and take this opportunity to interact with peers and showcase our cutting-edge technology during the weeklong show", Demes added.

Visitors at the GITEX Global 2022 can reach out to us at Stand No. H1-E1 in Hall 1 and can engage with the ESET leadership team to understand how our solutions can ensure they can embark on a smooth digital journey and prevent cybercriminals from playing havoc with their networks.
# FERTIDET FORTINET TO EQUIP ORGANISATIONS FOR THE **GLOBAL THREAT LANDSCAPE**

Alain Penel. **Regional Vice** President. Middle East and Turkev. Fortinet discusses the demands of cloud transformation. the state of the global threat landscape and what experience economy means to them.



loud is the future. However, it's clear to see that across the region many have struggled with the demands of cloud transformation. Can you outline to us why you believe many enterprises have encountered issues transitioning their operations to the cloud - and what cloud model do you believe businesses should adopt? Cloud adoption is on the rise, but its adoption comes with certain challenges. When you look at this from a cybersecurity point of view, there are several securityrelated challenges that organisations must overcome in the process, including compliance breaches and malware. Our recently cloud survey showed some of

the concerns about cloud migration from IT leaders such as the lack of visibility, high cost, lack of control, and lack of security as the biggest unforeseen factors that slow or stop cloud adoption. To avoid struggling with cloud transformation, first organisations must understand and control data traffic across all the divergent environments, this includes visibility into and security over north-south and east-west traffic. Then, they should enforce strict Identity and Access Management (IAM) policies and finally reinforce end-user cyber awareness.

Businesses must adopt the cloud model that best suits their business and customer requirements. Cloud strategies are only as successful if the networking and security connects and protects the cloud compute, whether private, public or hybrid. A security fabric uses open standards and protocols to integrate all security activities into a single platform. With all security routed to the same platform, organisations can more rapidly detect, investigate,

and respond to threats. Additionally, if a security fabric approach leverages machine learning (ML), the system can become a self-healing security and networking system that protects devices, data, and applications across on-premises data centres and cloud services.

Over the last 12 months, we have seen more and more mega investments being made in the Metaverse. What are your feelings on the Metaverse - and what opportunities does it hold for stakeholders in the IT and tech industry? The metaverse and its implementation is still in development, thus there are a lot of moving parts that we cannot yet address but as any new digital ecosystem, it presents an opportunity for cyber threat risk. We are likely to see a lot of social engineering attacks looking to take advantage of novice users. On the other hand, we can also have the opportunity to integrate security from the beginning. Security by design is going to be essential to build secure and safe virtual environments. Data security and privacy is also a concern that should be addressed as early as possible.

We have talked about digital transformation and cloud transformation, but how critical is it that enterprises get their security transformation right. Cyberattacks are on the increase, what do you think are the best practices businesses need to adopt when it comes to protecting their organisation?

According to the 1H 2022 FortiGuard Labs Threat Landscape Report, there was an almost 100% growth in ransomware variants in half a year. CISOs must ensure they are implementing the best prevention and protection solutions:

# Digital Security, everywhere you need it.

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





- Real-time visibility, protection, and remediation coupled with zerotrust network access (ZTNA) and advanced endpoint detection and response (EDR) are critical. Advanced endpoint technology can help mitigate and effectively remediate infected devices at an early stage of an attack.
- Segmentation is also foundational since it can help limit the spread of an attack and also limit lateral movement which is something we saw in our report as still being a key goal as WFA continues.
- Services such as a digital risk protection service (DRPS) can be used to do external surface threat assessments, find and remediate security issues, and help gain contextual insights on current and imminent threats.
- Network detection and response (NDR) with self-learning artificial intelligence (AI) is helpful to better detect intrusions.
- Integrated, AI and ML-driven cybersecurity platforms with advanced detection and response capabilities powered by actionable threat intelligence are important to protect across all edges of hybrid networks.
- Cybersecurity awareness and training are also important as the threat landscape changes to keep employees and security teams up-to-date.

#### We know that technology is advancing rapidly - and some analysts are predicting a decade of disruption. What is your vision for the future in terms of the tech trends that are really going to drive change and foster further innovation over the next 3-5 years?

The FortiGuard H1 2022 Threat Report findings show that the convergence of IT and OT networks, combined with today's Work-From-Anywhere (WFA) environment, mean that bad actors are finding more opportunities to carry out both familiar and new cyberattacks while using more clever techniques to evade detection. **44**.....

#### CISOS MUST ENSURE THEY ARE IMPLEMENTING THE BEST PREVENTION AND PROTECTION SOLUTIONS.

The 2022 Global Threat Landscape report identifies several cybersecurity trends:

#### Defence Evasion is the Most Prominent Attack Tactic

Attackers are often using system binary proxy execution, hiding malicious intentions is one of the most important things for adversaries, therefore they are attempting to evade defences by masking their exploits and attempting to hide commands using a legitimate certificate to execute a trusted process and carry out malicious intent.

#### Ransomware-as-a-Service Opens the Door to New Variants

Ransomware remains a top threat, and cyber adversaries continue to invest significant resources into new attack techniques. The explosive growth of ransomware is unsettling and can be attributed to the increasing popularity of Ransomware-as-a-Service (RaaS) operations, which offer cybercriminals an easy means to a quick payday.

#### IT and OT Endpoints are Still Prime Targets as Work-From-Anywhere Continues

IT and OT endpoints remain key attack vectors and many vulnerabilities at the endpoint involve unauthorised users gaining access to a system, likely with a goal of moving laterally across the corporate network.

#### Wiper Malware an Increasing OT Security Concern

In the first six months of 2022, FortiGuard Labs identified at least seven significant

new wiper variants used by attackers in various targeted campaigns against government, military, and private organisations and this number is very crucial as it is nearly as many total wiper variants publicly detected in the previous 10 years and in many geographical locations.

#### Maximise AI and Machine Learning (ML)

When organisations gain a deeper understanding of the goals and tactics used by adversaries through actionable threat intelligence, they can better align defences to adapt and react to quickly changing attack techniques proactively. It is critical to maximise AI and ML-powered prevention, detection, and response strategies based on a cybersecurity mesh architecture to allow for much tighter integration, increased automation, as well as a more rapid and effective response to threats across the extended network.

#### We live in the 'experience economy' - and it is critical that businesses get their CX right, or they will lose customers and businesses. What do you believe are the key requirements to be successful in the new digital economy?

Across all industries, great customer experiences are now just as important as business outcomes. Organisations are accelerating their digital transformation initiatives, which is driven by the user experience versus speeds and feeds. At the same time, companies need to ensure security while maintaining high user experience.

Digital Experience Monitoring (DEM) solutions offer complete visibility of network performance and security posture, combined with automated remediation to ensure an application in any deployment is meeting user expectations. The Fortinet Security Fabric, for example, can apply predictive and proactive steps for better outcomes and experiences.



Meet team Genesys and our partners IST Networks, Fourth Dimension Systems, CCR Group, HADEF, Al-Futtaim, Servion and Uniphore at GITEX Global 2022, **stand Z3-B35**.

Visit our Genesys demo stations Experience as a Service, CX Your Way, Rich Actionable Insights, Customer Journey Analytics and Frictionless Conversational AI and learn more about our innovative CX solutions in the Cloud, how AI can impact your customer journey, how to achieve the best personalized digital customer engagement and much more about next level customer experience solutions.

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

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# GENESYS IS PREPARED FOR THE 'DECADE OF DISRUPTION'

Evren Aker, Director of Partnerships, Genesys, META and France outlines the issues frequently encountered with cloud transformation as well as the 'decade of disruption'.

loud is the future. However, it's clear to see that across the region many have struggled with the demands of cloud transformation. Can you outline to us why you believe many enterprises have encountered issues transitioning their operations to the cloud - and what cloud model do you believe businesses should adopt? There are multiple advantages of migrating applications to the cloud such as cost savings, faster deployments, scalability, flexibility, and quick access to channels and innovation. The concept of migration might seem intimidating. However, it follows a logical progression

to a destination, as does every journey. Businesses that view migration as merely a huge technological upgrade will overlook its benefits.

Rushing to move workloads to a cloud platform without a clear strategy in place first and a solid plan for each step is risky. Businesses can miss unexpected costs or face issues with systems integration.

Evolving to deliver true omnichannel service shouldn't happen overnight. With an open customer experience platform, businesses can transition in phases, at a deliberate pace. By focusing on each phase through completion, businesses can build confidence in the new processes and ways of thinking.

Most firms want to keep their onpremises solution but also want cloud benefits like global resiliency and elasticity. Cloud's continuous delivery process allows them to upgrade without disruption. On-premises or hosted deployments can't provide all these benefits. A hybrid cloud solution allows an on-premises contact centre to integrate with one or more public clouds. The customer experience industry is under pressure to abandon on-premises contact centre solutions for the cloud. A Hybrid cloud model allows businesses to preserve on-premises investments while maximising efficiency.

We have talked about digital transformation and cloud transformation, but how critical is it that enterprises get their security transformation right. Cyberattacks are on the increase, what do you think are the best practices businesses need to adopt when it comes to protecting their organisation?

Keeping customers' data secure is a top priority. Less-than-rigorous internal security and compliance controls leave contact centres vulnerable to cyberattacks and data breaches. These breaches can damage the company's reputation and bottom line.

Some best practices to security include automating security scanning and threat elimination processes as this protects data from evolving threats to contact centre security. Even better, automated processes improve via machine learning and artificial intelligence (AI): systems learn the difference between actual security threats and false positives and only act on situations and vulnerabilities that pose a risk.

#### **GENESYS**

Moreover, integrating security protocols or measures into existing software is good practice. But having cloud-native security built right into the software from day one is even better.

Customers share valuable data with businesses every day, including names, phone numbers, addresses, payment information and other personal details that offer rich context and add value. Contact centre security involves protecting data within the centre's platform in a way that builds consumer loyalty and trust. To do this, every system, form of software and server supporting customer experience must meet strict security standards. In order to protect customers and safeguard businesses, enterprises must find right vendor that is as dedicated to security as they are.

We know that technology is advancing rapidly - and some analysts are predicting a decade of disruption. What is your vision for the future in terms of the tech trends that are really going to drive change and foster further innovation over the next 3-5 years? Gone are the days when businesses

could win in the market with a one-sizefits-all customer experience.

Consumers say a brand is only as good as its service. Winning on both fronts requires a secure, agile and real-time platform that can orchestrate individual components across the customer journeys.

Al will better orchestrate customer journeys, leading a culture shift toward empathy. Businesses will use advanced, Aldriven systems of listening, understanding, predicting, acting and learning to orchestrate customer journeys across marketing, sales and service to deliver cohesive, empathetic experiences at scale.

Composable platforms will drive cx differentiation at speed and scale. In the fast-approaching future, composability will be a key requirement for CX cloud platforms. Composable platforms enable the real-time assembly, combination and orchestration of capabilities across four major building blocks: development, ecosystem, marketplace and product. These secure and flexible platforms evolved from — and complement the API-first, continuous deployment, global availability and built-in security characteristics of modern clouds.

#### We live in the 'experience economy' and it is critical that businesses get their CX right, or they will lose customers and businesses. What do you believe are the key requirements to be successful in the new digital economy?

Winning in today's experience economy requires delivering empathy at scale to customers and employees.

To be successful in the new digital economy, businesses must prioritise empathy and listen to their customer's needs. There are many mechanisms available for companies to gather voice of the customer data, including metrics and surveys, sentiment analysis, social listening, and focus groups. This is the starting point for empathy. CX leaders should answer the following question: "Do we really understand and deliver on our customers' top priorities?"



## **GENESYS**

RUSHING TO MOVE WORKLOADS TO A CLOUD PLATFORM WITHOUT A CLEAR STRATEGY IN PLACE FIRST AND A SOLID PLAN FOR EACH STEP IS RISKY.

Businesses must also drive urgency around technology refresh and expansion: The pandemic highlighted many of the limitations of aging technology, particularly rigidity and inability to scale. CX leaders should also understand how aging technology constrains their ability to improve staff engagement and service quality. Cloud and Al-based technology can empower teams with rich data and dashboards, provide real-time support, offload administrative tasks, and drive quality and consistency.

Enterprises must also focus on training and engagement. CX teams have been through a period of immense change, both personally and professionally. It's essential that they also prioritise training and workforce engagement to empower these teams to deliver exceptional experiences.

Finally, business leaders must break down data silos. CX teams can use data and AI for customer understanding and personalisation; and gaining deeper insights and driving performance improvement. Yet organisational silos that prevent data sharing are barriers to CX success. Businesses must break down those silos to gain a full perspective of the customer journey, as well as the effectiveness of distinct interactions.

OCTOBER 2022



**GULFIT NETWORK DISTRIBUTION** 

# GULFIT IS READY TO SHARE THEIR PORTFOLIO AT GITEX

Amrita Ghanty, Channel Manager, GulfIT Network Distribution FZ LLC, discusses partnerships, MENA market performance and the IT ecosystem. an you tell our viewers about some of the products, solutions, and partnerships that you have announced at GITEX 2022?

We are participating in this GITEX with almost all our products portfolio. Before telling about our portfolio, I would like to announce our big partnerships this year with Pentera, an amazing, automated security validation product which is also said by many peers in the market as next big thing in security. We also have joined hands with Cyble a threat intel provider which can help predict future attacks and also protect your brand against malicious campaigns on internet. We are participating in this GITEX with following products Ping Identity, SailPoint, Netwrix, Imperva, Resolve, Array Networks, Cato networks CyberArk, Niagara Networks and SealPath.

In the 12 months that have elapsed since GITEX 2021, how has your company performed in the MENA market - and can you disclose some of your biggest business successes during that period?

The MENA market has provided us with continuous growth across all regions over the past 12 months. We've seen growing interest from all sectors, demonstrating how vital identity is for organisations in a growing connected, borderless world.

We know that technology is growing at rapid speed, and the IT ecosystem is constantly evolving. However, which trends and technologies do you see driving new innovations in 2023 and beyond?

We see the need for the very best user experience. At a time when people are more & more reliant on digital services,



(9)

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how you engage and connect to your customers & workforce has never been more crucial. Identity is a strategic priority for all organisations in order to provide better digital experiences and improved security. Orchestration makes it easy to stitch user journeys and security policies across various applications in a no-code manner. This leads to speed, agility and ultimately, more value and revenue creation. GITEX is the region's flagship IT conference and has been for decades. However, considering we now live in a 'work from anywhere world' - is GITEX now more important than it ever was, as it enables us all to meet, engage and network in a face-to-face capacity?

Despite its being easier than ever to connect to colleagues and clients around the world it's still vitally important to have that face-to-face connection/interaction. GITEX offers a fantastic platform to come together in one of the most innovative markets in the world.





The full **Hikvision commercial display** line-up is being showcased, integrating with the latest CCTV products for solutions covering **Retail**, **Education**, **Energy**, **Building Apartment** and **Smart Home**.

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#### HIKVISION

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# BUILDING SMARTER CITIES

Binson Xu, Regional President at Hikvision MENA, has said disruptive new technologies can drive the acceleration of smarter cities designed to improve the lives of all citizens. ow important, especially in the Middle East region, is the move to smart cities? Modern cities, which

have accumulated a mass of social, technological and environmental

problems, are becoming experimental platforms for the coming digital age. The combination of the latest IT technologies with urban infrastructure and services promises not only to streamline and improve the lives of citizens, but also to save money.

Smart City concept emerged from the expanding potential of the IoT and can vary depending on the actual needs of a particular city and its financial capabilities.

Transportation, utilities, and security are major areas in which the power of wireless digital technology is already being successfully applied. Invisible strands of wireless communication entangle the city today, connecting its inhabitants with a huge number of all kinds of IoT devices. Middle East is a very important region for Hikvision.

With its technical advancements and breakthroughs, the Middle East is known as a place that challenges the frontiers.

In the United Arab Emirates, Qatar, and Saudi Arabia, smart cities are being created at an accelerating rate, and the region's best is poised to be showcased.

#### How does Hikvision solution can help logistics industry to be more efficient?

There are currently thousands of logistics parks around the world, from where millions of parcels are delivered to consumers every day. Therefore, it is important to improve the safety of logistics parks, while enhancing the operational efficiency.

Hikvision answers to concerns of logistics companies, with an allencompassing solutions powered by Al plus video perception technology, with focus on critical components including intelligent logistics parks, last mile delivery and more.

With the integration of parcel code reading and video fata, the entire process from inbound, sorting, packing, outbound, is visually traceable. Hereby enhancing overall warehouse efficiency.

Hikvison with AI and video perception technology at its core, promote intensive, visual, smart operation and management in the logistics industry, creating a greater value for customers.



With retail and leisure facilities now fully opening, how can your solutions help the leisure and hospitality sector in improving their security?

For Retail industry, Hikvision's goal is to boost operation with Efficient management. One of the biggest challenges for retail in the new normal is how to enable high-efficiency management and elevate standards across branches. Hikvision is targeted to create centralised systems and link all branches and teams together to unlock potential of equipment staff for more agile management.

Data-driven operations have become increasingly important in the retail industry. Therefore, Hikvision emphasizes on enhancing operational awareness with data fusion.

> THE COMBINATION OF THE LATEST IT TECHNOLOGIES WITH URBAN INFRASTRUCTURE AND SERVICES PROMISES NOT ONLY TO STREAMLINE AND IMPROVE THE LIVES OF CITIZENS, BUT ALSO TO SAVE MONEY.



# THE HUMAN ASPECT

Kerry Koutsikos. Vice President and General Manager, Middle East & Africa at Infor. believes that many businesses are guilty of ignoring the 'human aspect' when embarking upon organisational transformation.



loud is the future. However, it's clear to see that across the region many have struggled with the demands of cloud transformation. Can you

outline to us why you believe many enterprises have encountered issues transitioning their operations to the cloud - and what cloud model do you believe businesses should adopt?

Organisations often experience challenges when they think of cloud – and wider business transformation projects – as mere IT projects. These projects are transformative and need to be treated as such: Cloud is central to transformation, and so the vision and strategy should be communicated effectively from the top executives to everyone in the organisation. Every member of the team should understand what they are doing and why, and what the business outcomes will be. Poor change management is a key reason for stalled projects, and one of the key issues is that organisations fail to translate a strategy into an effective plan of execution. In cases of failure there is often a good vision and a strategy, but there is a failure to take that and turn it into a realistic plan and it falls flat; things fall through cracks, there are misalignments between teams, and missed expectations.

Organisations must also select their transformation partners carefully. It is a long-term partnership, not a one-off transaction. Partners should be fully aligned with your vision and plans and feel invested in your success.

The human aspect of organisational change is often overlooked but it is arguably the most important part. The most successful organisations have effective change agents in place – managers who focus on managing the change and ensuring transformative projects are a success. In this light, it is imperative that companies recognise that change cannot be left to chance and must be proactively managed.

Change agents should understand their business very well, understand why the organisation needs to transform and the impact the transformation is expected to have. Change agents – and indeed the organisation's management – should be able to articulate and 'sell' the transformation plan to all other team members to ensure everyone is on board and invested in the change. This will help fuel a successful transformation.

Digital transformation is about taking a comprehensive analysis of your organisation and understanding what you



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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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want to achieve, followed by a journey of continual innovation. By embracing powerful cloud-based software and a culture of continuous innovation, organisations can turn many of their current challenges into advantages, bringing simplicity where there was complexity, gathering and using data to maximum effect, and enhancing their ability to work in tandem with suppliers and partners.

#### We have talked about digital transformation and cloud transformation, but how critical is it that enterprises get their security transformation right? Cyberattacks are on the increase, what do you think are the best practices businesses need to adopt when it comes to protecting their organisation?

Security should be an intrinsic part of any transformation plan. The urgency of data security and privacy can't be overstated. In 2021, the global average cost of a data breach was \$4.24 million, representing a 9.8% increase over 2020. Yet the immediate costs are a trifle when compared to the incalculable, lasting brand, reputation, and business damage that a data security incident causes.

Organisations can significantly improve their security by migrating to the cloud with a reliable provider. SaaS solutions offer a safe, secure environment to protect an organisation's digital resources. In a SaaS solution environment, infrastructure and application security are managed by the service provider, whose dedicated resources can continuously monitor systems for security breaches and threats. This, in turn, enables a faster response to any potential problem or identified security risk.

Industry-leading cloud service providers invest millions of dollars every year on their internal security measures, including: training and tools to analyse existing services, and constant updates to multiple levels of protection including network- and host-based detection and protection. Furthermore, the ability of industryleading cloud providers to safeguard their customers' valuable data requires investments and available resources that most organisations cannot afford. Moving to a cloud service can allow an organisation to isolate and protect its internal networks and the valuable data it stores on internal systems.

In the current era of end-to-end value chain collaboration, third-party vendors and suppliers often require integration with an organisation's enterprise resource planning (ERP) system. If that ERP system is hosted in a cloud service, vendors and suppliers will never need to connect to the organisation's internal network. As a result, multi-tenant cloud customers enjoy

> THE HUMAN ASPECT OF ORGANISATIONAL CHANGE IS OFTEN OVERLOOKED BUT IT IS ARGUABLY THE MOST IMPORTANT PART.

less risk because security and uptime are dramatically better when managed by world-class experts.

However, a cloud environment is only as secure as the weakest link in its security chain. This is why Infor Cloud employs a "defense-in-depth" strategy. Multiple layers of overlapping security safeguard customer data through each link of the chain. These security controls are enforced by a team of specialists who continuously monitor and improve Infor Cloud security posture to stay ahead of threats and vulnerabilities.

Infor helped automotive supplier DBK David + Baader GmbH (DBK) move to the cloud after the company fell victim to a cyberattack that abruptly knocked out the company's existing on-premises systems last year. The switch came with a go-live using Infor CloudSuite Automotive just three weeks after the attack. Infor helped with damage control with a team of experts from a wide range of disciplines and worked closely with the company to ensure that DBK was able to restore its production capability as quickly as possible.

We know that technology is advancing rapidly - and some analysts are predicting a decade of disruption. What is your vision for the future in terms of the tech trends that are really going to drive change and foster further innovation over the next 3-5 years? Machine Learning and Al will continue to be disruptive technologies. Increasingly we will see companies using Machine Learning and Al solutions to detect change and anomalies within their organisation and use this to quickly take corrective measures. Al and Machine learning have the capability to learn how your business operates, to learn how everything looks when things are going right, and therefore notice and raise the alarm when something unusual and potentially detrimental to the business, is taking place. For example, as part of financial software, AI could spot a suspicious transaction, while in a supply chain and it could notice when there is a hold up or a problem brewing in the chain. This type of solution will become increasingly important as organisations adapt to the more challenging global economic outlook.

Infor is already using AI solutions to help companies transform. For example, Combilift, the largest global manufacturer of multi-directional forklifts and a leading provider of long-load handling solutions, is using Infor Coleman AI-driven parts recommendations, in combination with Infor CloudSuite Industrial, to boost equipment uptime and customer service while increasing employee satisfaction. Within 60 days of the solution being deployed, Combilift predicts a 30% increase in first-time fixes, a 40% reduction in costs for service jobs, and a 30% increase in revenue per transaction.



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# THE 'LINK' TO SUCCESS

Fadi Sharaf. **Regional Sales** Director at LinkShadow believes that their portfolio of security solutions and products are empowering their customers with the greater visibility they needed to protect and secure their infrastructure.

Ioud is the future. However, it's clear to see that across the region many have struggled with the security demands of cloud transformation. Can you outline to us why you believe many enterprises have encountered issues whilst planning the security for their operations in the cloud? With cyberattacks on the rise, what do you think is the most important factor for cloud/digital Transformation from a defence and preparedness perspective?

We usually talk about digital and cloud transformation and how to get them right, but it is equally important for enterprises to get their security transformation sorted as well.

Before planning for Digital or Cloud transformation the most important aspect to consider is how are you going to secure your infrastructure for which you need visibility. Security starts with visibility because you cannot secure or plan to secure what you cannot see.

This applies to all Digital Assets, Users, Devices, and their exposure. There should be well balanced combination of People, Processes, and Technology to get optimal visibility from their information assets.

At LinkShadow, we have made this our priority. LinkShadow Next-Generation Cybersecurity Analytics Platform helps to provide visibility into the different Devices, Users - On-Premises as well as on the Cloud. This empowers the Security Teams to have complete control as they have full information, right there, instead of searching across various tools. Over the last 12 months, we have seen more and more mega investments being made in the Metaverse. What are your feelings on the Metaverse - and what opportunities does it hold for stakeholders in the IT and tech industry? Metaverse is revolutionising the digital world – it's a whole new experience and gradually unfolding.

Many organisations are taking up to this immersive technology to reinvent and enrich their customers' experiences. So, the opportunities are immense and evolving.

Our latest feature is very much in the space – it's called 'Attack Surface powered by Metaverse'.

With this feature, LinkShadow aims to empower organisations monitor, discover, and recommend security best practices for various infrastructure components to provide defenders with a complete understanding of their attack surface of all assets at any given time.

It will enable organisations to see the blind spots visible to adversaries and move the advantage back to security teams to eliminate any expected attack on their infrastructure whilst actively interacting with resources, threats, and prospect attackers through a reliably rich virtual space.

We have seen more and more breaches for Internet-based companies, and post-breach they carry on with the transformation of their cybersecurity operations. Where do you think the biggest gaps are currently in cybersecurity practices that are being followed these enterprises?



SECURITY STARTS WITH VISIBILITY BECAUSE YOU CANNOT SECURE OR PLAN TO SECURE WHAT YOU CANNOT SEE.

Until recently, security was always an afterthought, not largely addressed at the board level. The recent unfortunate scenarios in the threat landscape brought upon the realisation and the need to prioritise security. This was one of the biggest gaps.

Moreover, IT resources are not trained or equipped with the right cybersecurity knowledge and toolsets. Only post a major security incident, enterprises get to know their exposure and weaknesses and that's when planning or damage control begins and temporary security investment and put into place. We know that technology is advancing rapidly -and some analysts are predicting a decade of disruption. What is your vision for the future in terms of the security trends that are going to drive change and foster further innovation over the next 3-5 years?

Al-based cyberattacks are going to be a major challenge in upcoming years. We have seen it already in Kill Chain where we have the weaponisation stage after the Initial Recon.

If we refer to the MITRE Framework the Recon stage is followed by Resource Development, and we



predict this is where the major change is going to happen at weaponising Al for cyberattacks to make it more sophisticated to detect.

We might see an increase in metamorphic code-based malware. Malware that can rewrite its code on the fly, based on the environment using AI.

On one hand, the adversaries are getting smarter and better equipped, and on the other hand, there is a skill shortage/ scarcity of Skilled Cybersecurity professionals/ Resource Crunch in Cyber Security. What's your view on reducing this gap between attackers and defenders?

This gap cannot be minimised with just the traditional training approach as technology is changing rapidly.

New and disruptive technologies are emerging each day.

Since adversaries are now turning their attention to Al-based cyber-attacks we can counter them with Al-based analysis tools, reduce the time to respond, introduce Al based Threat hunting automation for information gathering, correlating and keep it ready for the human analyst to just focus on important things rather than dealing with repetitive tasks.

#### Large and small enterprises are going big on budgets towards cybersecurity investments however the results are not as expected. What could be the reason for that?

The challenge is the prioritisation of the investment. Historically most of the security investment is always towards bolstering the perimeter security but now perimeter is getting bigger with cloud and remote workforce. Investments are usually aimed at protecting the organisation from the outside, but limited focus is put into insider threats, privilege misuse, and misconfiguration. Security Leaders often get confused about which security area to focus on first. We at Linkshadow support organisations to prioritise their security investments and calculate the Return of Security Investments (RoSI) on existing security technologies to avoid major disruptions.

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# LOGITECH AIMS TO DELIVER THE RIGHT TOOLS FOR HYBRID MEETINGS

UAE-focused Logitech survey reveals that without the right tools hybrid meetings create an uneven playing field for the workforce. ogitech today released the results of its hybrid meeting survey, which revealed that hybrid meetings may be creating uneven playing fields for meeting participants. Polling more than 500 white-collar workers in the UAE, the survey examines the state of current working arrangements, impact of hybrid work on meetings, and the challenges that business leaders and employees face in this new way of working.

Despite organisations welcoming employees back into physical office spaces, the report revealed that more than five in 10 respondents (55%) would prefer to work either in a hybrid or a fully remote work arrangement.

"There's no going back to how work used to happen as employers and workers have gotten used to hybrid working", said Loubna Imenchal, Head of Enterprise Business at Logitech, Africa, Middle East, Turkey and Central Asia.

"This is exactly why businesses need to embrace this change and provide their workforce with the right tools and resources to manage the set of challenges and pressure that arise".

#### Hybrid meetings create an uneven playing field for participants

Organisations have adapted to new ways of collaborating to accommodate the

varying working arrangements of their workers. Hybrid meetings, which have a mix of virtual and in-office participants in different locations, are becoming more common.

The hybrid meeting survey revealed that 51% of respondents who have joined a hybrid meeting virtually felt that they had fewer opportunities to build rapport amongst meeting participants. Additionally, 58% agreed that their input would be valued more if they were attending the meeting physically instead of virtually, and 47% felt less included as compared to in-person meeting participants.

While 75% of respondents agree that hybrid meetings would be more productive if all participants had an equal chance to speak and contribute, 59% of those who participate in hybrid meetings in-person shared that they tend to engage more with participants that are in the same room.

#### Access to technology a key driver for successful hybrid meetings

Respondents highlighted that technical issues are the most significant challenges with hybrid meetings, with connectivity issues (48%) and poor audio quality (42%) ranking amongst the top concerns. 38% of respondents also shared that not being able to see/hear in-person participants



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also was an issue they experienced during hybrid meetings. Interpersonal issues such as participants not paying attention (37%), poor video quality (36%), participants being late (32%) and getting talked over by other participants during meetings (31%) were also cited as challenges in hybrid meetings.

To address these pain points, organisations will have to ensure that employees have access to critical technology, including string network connectivity and video conferencing devices.

In fact, the survey revealed the critical role of video conferencing technology in solving the meeting equity problem. More than 7 in 10 respondents (77%) agreed that hybrid meetings are more engaging when video conferencing systems with high-quality audio and video output are used.

Closing the gap in hybrid meetings with enterprise-grade tools and solutions

Logitech sees meeting room devices, personal headsets and webcams as critical elements for the overall quality and experience of video meetings. In today's increasingly hybrid work environment, there are several key aspects companies must consider to enable seamless collaboration, foster engagement, and place virtual meeting participants on equal footing with their counterparts in the conference room:

• Equip: Provide teams with enterprise-level equipment such as in-room video conferencing systems, webcams, microphones, and earbuds. This enables organisations to build a consistent, reliable

> THERE'S NO GOING BACK TO HOW WORK USED TO HAPPEN AS EMPLOYERS AND WORKERS HAVE GOTTEN USED TO HYBRID WORKING.

experience that is natively integrated with its ecosystem of choice. Video conferencing systems also provide remote participants with a full view of everyone in the office meeting room through multiple cameras with different perspectives, placing them in the best seat in the room and help them feel more included, leading to more engaging, collaborative meetings.

- Simplify: With employees constantly switching between in-office and home working environments, creating an easy employee experience by ensuring that the home office closely resembles their office set-up will emerge as a top priority for organisations. Companies will have to identify pain points for both in-office and virtual meeting participants when setting up internal hybrid meeting systems, considering factors such as usability and complexity of equipment and meeting set-ups.
- Empower: Fostering meeting equity requires facilitators and organisers to take an active approach to empower and encourage engagement from virtual participants. They have to practice active facilitation, minimise visual and audio clutter, and minimise side conversations.

The mix of remote and in-person participants, especially in hybrid work arrangements, create unique challenges for companies wanting to run inclusive and participative meetings. Nevertheless, modern video conference technologies such as those from Logitech allow meeting organisers to make the world of work more equitable and productive.

#### **Research Methodology**

Logitech surveyed 500 white-collar employees in the UAE, to gain an understanding of their preferences, perceptions, challenges, and behaviours as they navigate the hybrid work environment. The survey was conducted online In September 2022.

#### LOGITECH

# FINDING THE RIGHT MODEL

Robert Nehme, Cybersecurity Division Manager at MDS UAE, has reinforced the importance of enterprises selecting the cloud model that adequately meets their needs. loud is the future. However, it's clear to see that across the region many have struggled with the demands of cloud transformation. Can you outline to us why you believe many enterprises have encountered issues transitioning their operations to the cloud - and what cloud model do you believe businesses should adopt?

#### Security and privacy:

 Cloud suppliers do take protecting data seriously, but they aren't responsible for your business's applications, servers, and data security and customers should invest and take care of his environment.

#### Migration to the Cloud:

 Migration itself it is pretty straightforward task if you start with new application. However, it becomes challenging and complicated if you are moving an existing application to a public cloud - and even selecting the right application to start with sometimes it's challenging, Therefore, you must find the right service model for your business.

#### Cost:

 Using lift and shift which is the most comfortable approach for customer.
Unfortunately, this doesn't always work and can increase operational costs up to 15%.  The best cloud model is building a hybrid environment to start exploring cloud facilities and a marketplace to find the right products and adopt as such.

#### **Repurchasing:**

 Moving to a different product (more competitive and efficient) or Refactoring / Re-architecting—Re-imagining how the application is architected and developed, typically using cloud-native features.

Over the last 12 months, we have seen more and more mega investments being made in the Metaverse. What are your feelings on the Metaverse - and what opportunities do it hold for stakeholders in the IT and tech industry?

We are very excited and as you can see technologies are driving every aspect of our lives. The metaverse bring new opportunities presented by interactive, digital worlds seem limitless.

The metaverse will likely infiltrate every sector in some way in the coming years, with the market opportunity estimated at over \$1 trillion in yearly revenues.

As a result, we see companies of all shapes and sizes entering the metaverse in different ways, including companies like Walmart, Facebook and Emirates and many others.

So, more Business leaders, started adopting metaverse to build new competitive advantages and offering a new digital experience by moving from web 2.0 to web 3.0





We know that technology is advancing rapidly - and some analysts are predicting a decade of disruption. What is your vision for the future in terms of the tech trends that are really going to drive change and foster further innovation over the next 3-5 years? Nowadays visions and strategies became shorter and usually CxOs build their vision for the coming 2 years because of the emerging and disruptive technologies, so what we believe technologies will continue leading changes and all the industries will get effected.

However, nobody really can predict what will happen and what will be the shape of future after 3 – 5 years and because of that we should stay tuned, and expect more changes and challenges to come that will happen very fast once they get started.

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# CLOUD SECURITY IS CRITICAL

Ahmad El Dandachi. Enterprise Lead at Microsoft UAE. has called for husinesses to increase their focus on cloud security solutions as they look to power technologies designed to drive the Metaverse. Loud is the future. However, it's clear to see that across the region many have struggled with the demands of cloud transformation. Can you outline to us why you believe many enterprises have encountered issues transitioning their operations to the cloud - and what cloud model do you believe businesses should adopt?

Indeed, cloud technologies are the future. We have seen massive trust placed in our UAE cloud locations by the region's innovators. The Dubai and Abu Dhabi data centers served as businesscontinuity hubs throughout 2020, when public and private sector organisations were battling with lockdowns and widespread market changes.

Cloud adoption leads to enterpriselevel economies of scale, and we are seeing an acceleration in that adoption. Although global spending on traditional IT infrastructure still accounts for around 57% of the total, this share is in steady decline. Local data center services in the UAE solve problems of data residency, latency, and availability of services across the region, and spark greater innovation and economic growth.

When we see companies struggle to adopt the cloud, it is many times because they are lacking a coherent and concise framework or plan to that guides their cloud migration from beginning to end.

At Microsoft, we use our Microsoft Cloud Adoption Framework, which offers best practices, data and resources that cloud developers, IT experts and business decision makers need to achieve their desired business outcomes. This standardised approach also helps to ensure greater coordination between company and technological strategies and ensures that enterprises end up with an operating model that truly supports their business goals.

Over the last 12 months, we have seen more and more mega investments being made in the Metaverse. What are your feelings on the Metaverse - and what opportunities does it hold for stakeholders in the IT and tech industry?

We believe a metaverse is enabled by a set of technologies that allows for persistent, digital representations connected to aspects of the real world.

Today we see early stages of the metaverse in scenarios such as individual mixed reality experiences, collaborative experiences, digital twins and AI enabled edge computing, as well as within immersive gaming experiences.

At Microsoft, we have long been building metaverse technologies through our work on the Microsoft Cloud to enable the bridge between the physical and digital worlds – from investing in IoT and digital twin solutions at scale, to broad AI deployments, the future of meetings with Teams and our work with Mesh and HoloLens in mixed reality.

We see how the metaverse has the potential to transform every industry – from healthcare to retail, to education to FSI. And we're seeing that happening already: For example, in Spain, we partnered with CaixaBank to promote the use of AI in financial solutions, as well as building next-generation work environments in the Metaverse. 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

#### MICROSOFT

the Industrial Metaverse, where Kawasaki now uses HoloLens to build robots for the factory floor.

In addition, we developed AltspaceVR, the leading platform for live, mixed-reality experiences. It allows artists, creators, businesses and others to create their virtual events more easily. Life-like avatars, spatial sound, and immersive environments deliver that in-the-room feeling to participants as never before.

We believe that security, safety, and openness should guide this next computing shift and are committed to working across the industry to enable experiences that meet these needs for customers.

Data privacy and security are top of mind for many of our customers and this extends to the metaverse. Trust is core to every element of our business and our product portfolio. We are approaching experiences in the metaverse with the same set of principles - Safety by design, security by design, and a commitment to an open platform built for creators.

We have talked about digital transformation and cloud transformation, but how critical is it that enterprises get their security transformation right? Cyberattacks are on the increase, what do you think are the best practices businesses need to adopt when it comes to protecting their organisation?



As businesses increase adoption of cloud to power metaverse technologies, it is creating an even bigger need for organisations to focus on cloud security solutions. We are facing a moment of reckoning as the world witnesses a rise in increasingly sophisticated and expansive cybersecurity attacks.

This reality—coupled with work entering its next great disruption, the move to hybrid environments—has created an urgent opportunity for all companies around the world to adopt a Zero Trust approach and assume all activity, even by trusted users, could be an attempted breach. Signals across the industry highlight that every company needs to create a culture of security and modernise their approach to ensure they are protected.

This is why Microsoft will invest \$20 billion over five years, a four-fold increase from current rates, to speed up our cyber security work. Windows 11, which we will be showcasing at GITEX, the most secure version of Windows ever, was designed with security in mind, and to meet the challenges we will face in this new work environment and beyond.

Our approach to security is unmatched as we provide a truly end-to-end solution. We are the only company that brings together security, compliance, identity, and management.

Through the power of the cloud and Al, our integrated approach enables us to think holistically about security and to address the most challenging problems confronting the world today, like passwords, decentralised identification, data regulations, and more.

We know that technology is advancing rapidly - and some analysts are predicting a decade of disruption. What is your vision for the future in terms of the tech trends that are really going to drive change and foster further innovation over the next 3-5 years? When looking at technologies that will really propel us into the future, I think it is important to look at AS BUSINESSES INCREASE ADOPTION OF CLOUD TO POWER METAVERSE TECHNOLOGIES, IT IS CREATING AN EVEN BIGGER NEED FOR ORGANISATIONS TO FOCUS ON CLOUD SECURITY SOLUTIONS.

enabling technologies, such as 5G. This can be the catalyst and driver behind a great many IOT applications that have a wide variety of use cases, such as smart city applications and industrial applications in the manufacturing industry.

We should also expect more of a trend that emerged during the pandemic across industries: the heightened focus on employees. Companies will look to support frontline factory workers to a greater degree, connecting them with engineers in real-time and, more importantly, with data that allows enterprises to improve their workday experiences.

We should also expect more leveraging of technologies, such as mixed reality and collaboration tools to keep operations running smoothly and employees engaged. Additionally, companies will have to address skills gaps decisively and sustainably.

Lastly, technologies that already exist will have to be adopted for new use cases. For example, we will have to rethink our approach to security as we continue adopting metaverse technologies and cloud.

#### 

## NETAPP EXPLORES THE TECH TRENDS THAT FOSTER INNOVATION

Maya Zakhour. Director Channel Sales. Eastern Europe. META. Iberia & Latin America. NetApp takes a moment to talk about the demands of cloud transformation. **Metaverse** opportunities and tech trends to watch.



Ioud is the future. However, it's clear to see that across the region many have struggled with the demands of cloud transformation. Can you outline to us why you believe many enterprises have encountered issues transitioning their operations to the cloud - and what cloud model do you believe businesses should adopt?

A few years ago, many companies thought that the future of IT operations included shutting down their data centres and migrating to the public cloud as part of their efforts to transform, modernise, and differentiate. Organisations are certainly running more workloads in the cloud today, but the on-premises data centre isn't going away any time soon.

Instead, the future (and present) of the enterprise data centre is a hybrid cloud that connects multiple distributed infrastructure environments through a continuous data management plane, with a consistent operating model, on premises and/or in multiple public clouds. And to get the most out of your hybrid cloud, companies want it to enable seamless movement of data between on premises and multi-cloud without the need for any data conversions or application refactoring.

Many organisations are still in the early phases of their journey toward this integrated hybrid IT operating environment and are trying to cut through the complexity and hype to establish a solid, strategic path forward.

To conclude, hybrid cloud flexibility enables organisations to innovate faster, get data security, better continuity, greater reliability, and increased data accessibility and availability on the list of business benefits.

Over the last 12 months, we have seen more and more mega investments being made in the Metaverse. What are your feelings on the Metaverse - and what opportunities does it hold for stakeholders in the IT and tech industry? Digital transformation is an imperative not only for IT teams but for the entire world, and the Metaverse is a great example of what can be an aspect of our future life. At the moment, it is still in the early stage. What we are sure is that the data that are required to manage a virtual reality and a virtual environment like the Metaverse will be exponentially higher than any other social experience, so the infrastructure in private public need to be much more reliable and robust than what it is now.

We have talked about digital transformation and cloud transformation, but how critical is it that enterprises get their security transformation right? Cyberattacks are on the increase, what do you think are the best practices businesses need to adopt when it comes to protecting their organisation?

One of the biggest challenge companies in MEA face is keeping data secure, and it's probably one of the main reasons why the move to cloud is still sometimes timid. Data is the foundation of business today. As such, malicious actors are increasingly focused on accessing and capturing that data. Ransomware attacks, which have risen exponentially over the past few years, can have dire consequences, especially for mission-critical organisations such as hospitals or energy providers. The truth is, the more we are connected digitally, the more opportunity there is for cyberattacks to occur. The best way to **Distributor Partner** 



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mitigate these risks is to take proactive steps to safeguard your data. We regularly speak with customers about securing their data and we encourage them to take as many precautions as possible. We have solutions that can track when inappropriate user behaviours are underway, often a precursor to an attack. In addition, we enable customers to set up regular snapshots and immutable copies of their data, so that they can recover guickly from potential attacks. Most of the precautionary steps are already at our fingertips, and we work closely with our customers to conduct regular check-ups on their data health to stay secure in the cloud

As ransomware attacks have become a whennotif reality of modern computing, enterprises need to have a cyber resilience strategy in place by taking a datacentric approach to cybersecurity in order to protect their organisation. NetApp looks at the problem of cyber resilience from the inside out. We combine data protection with data security, so organisations can bounce back from a cyberattack. Even if an intruder manages to breach the perimeter or an insider takes malicious action, the data is covered - because it has protection that's built in rather than bolted on as an afterthought.

#### We know that technology is advancing rapidly - and some analysts are predicting a decade of disruption. What is your vision for the future in terms of the tech trends that are really going to drive change and foster further innovation over the next 3-5 years?

Sustainability – ESG becomes a competitive advantage. Green topics are on the rise and enterprises will also become intrinsically motivated to deliver green innovation. One area concerns production processes, which can be made more environmentally friendly with the help of IT. More automation and optimisation, flexible production, testing and planning in software, are all things that reduce wastage. Net Zero targets will become a priority for businesses, and they are impacting corporate decision-making already now. This will result in companies examining not just their own actions but their supply chain, digital and non-digital, as they strive to deliver net zero (carbon emissions) as quickly as possible.

Artificial intelligence starts to permeate all industries. We will see it used in agriculture, food production, fast-food chains and the entertainment and hospitality sector. Agriculture and the food industry, for example, will use it for packing and processing, while other sectors gain most from general automation and the simplification of their processes. One driver is "Tiny Machine Learning." Experts are forecasting a massive increase in Al at the edge, down to very low cost, extremely resource

IT'S NOT ONLY THE ACCESS TO TECHNOLOGY OR INVESTMENT THAT GUARANTEES A WINNING EXPERIENCE, BUT ALSO THE HUMAN ELEMENT THAT MAKES THE DIFFERENCE.

constrained edge devices. Think sensors rather than compute devices. This is another generation of devices that feed the ever-growing edge-core-cloud data pipeline, which industries need to access and leverage to differentiate themselves.

There are a number of technology subtrends that drive change and innovation. One is Analytics & Optimisation of digital services. E.g., Finops results are much easier to come by as more automation and smarter applications take hold. This results in increases ROI from cloud investments throughout the public and private sector. Another trend concerns production environments. There is a clear move away from applications as companies deliver their services through containerised solutions and microservices.

#### We live in the 'experience economy' and it is critical that businesses get their CX right, or they will lose customers and businesses. What do you believe are the key requirements to be successful in the new digital economy?

Customer experience is a top priority. It's not only the access to technology or investment that guarantees a winning experience, but also the human element that makes the difference. The personal relationship with customers and partners is a major factor of success. We as NetApp are committed to keeping our customers at the centre of everything we do. As companies continue to embrace hybrid, digital and data-driven business in the future, we will continue to leverage our data-centric innovation to bring a broad portfolio of cloud services and business models to customer's data centres and our proven data centre technologies to customers in the cloud. This will enable our customers to manage their own digital business and hybrid cloud IT transformation with NetApp as their trusted partner.

Also, the people that work for a company are a key requirement to be successful. At NetApp, our employees are the most important asset to our business. We listen to them in multiple ways but especially through our quarterly surveys, which enable us to hear about key themes and topics our employees care about. But it's not only about listening, it's also about taking action. Our regular touchpoints with employees have led to us formalising our hybrid approach to work; letting our teams choose what works best for them, whether that means working from home, in the office, or a mix of both, and designing workspaces that best foster collaboration, team brainstorming, learning and innovation. And finally, we know that we must remain agile by trying out new ways of working, learning, adapting, and getting better every day.





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# **GREATER INNOVATION**

Sascha Giese, HeadGeek at IT leader SolarWinds, believes that the security industry needs further 'innovation' in a bid to combat and tackle increasingly sophisticated cyberattacks. e have talked about digital and cloud transformation, but how critical is it for enterprises

#### to get their security transformation right? Cyberattacks are increasing; what best practices do businesses need to adopt when protecting their organisation?

We all know that there is no 100% secure IT. So, what can a business do?

It's about lowering risk, mitigating impact, and preparing for an emergency. Most businesses face "generic" risks, like

ransomware or homemade problems, based on a too complex IT environment and lack of expertise in dealing with it.

The good news is that lowering risks is not rocket science, and simple things like a well-implemented backup strategy would be considered "low-hanging fruit," as it is one way to deal with ransomware. Ongoing user training is another pillar of a solid strategy.

But, this should include a two-layered approach. There are two definitions of users in this context: First, there is the end-user, an employee not working in IT.

They are a challenging group because they don't always understand risks and the possible impact of their actions. Creating and maintaining awareness and verifying it with checks like the occasional phishing test is essential.

On the other hand, IT professionals usually won't cause security risks by browsing the web, but they need time to learn and understand new technology. Unfortunately, there's a challenge in many organisations: Watching YouTube is frequently considered a waste of time, but it's beneficial to give professionals time to learn new things.

This requires a change of mindset on the C-level. Another essential task is to exercise for emergencies. When things escalate, it gets hectic, and when people start running around in circles, valuable time is wasted. To prevent this, create an emergency plan. Whom to notify, and in what order?

When should the public be informed? It's a good idea to prepare public messaging upfront and put it in a drawer; you never know when you might need it. From our experience, we're using each minor incident, maybe just an employee who forgot to log out of a workstation, to test our communication channels, alert mechanisms, and response time.

It's the IT security version of a fire drill, and it helps build up confidence and experience, which will be beneficial in situations requiring a clear mind.

We know that technology is advancing rapidly - and some analysts are predicting a decade of disruption. What is your vision for the future in terms of the tech trends that are really going to drive change and foster further innovation over the next 3-5 years?

Change is an ongoing and much-needed process, and that's even more true for technology.

In the past, IT supported the business; nowadays, it's merely running it. This means successfully deploying new technology is a way to gain a competitive advantage.





Picking a single trend is difficult, as it heavily depends on the industry and size of a business and the department where new tech would be beneficial. Instead, let's look at current challenges and possible ways to make them less challenging.

At SolarWinds, we recently asked our customers what's in their minds, and one of the findings was that the increase in IT complexity is getting severe. It's even worse, considering that there's a global talent shortage, and in many organisations, there's little room, or time, to upskill.

Everyone wishes to see tech that's easier to use, with built-in automation where it makes sense and some form of Al to provide a level of autonomy. So, what's needed are tools with advanced features out of the box without the need for extensive customisation.

In IT management, for example, an observability solution should discover what metrics a user clicks frequently and automatically create dashboards with related and relevant information. The same applies to alerts; the system should be able to autonomously discover a normal condition and only alert when an anomaly appears that can't be fixed with built-in intelligent automation. But even in for small and medium businesses. It's regular business software, we're going to see a trend.

FOR THE FIRST TIME IN MANY YEARS. **EXTERNAL THREATS ARE TAKING THE** LEAD REGARDING THE HIGHEST RISKS. WHEREAS PREVIOUSLY. **IT WAS BASED ON INTERNAL THREATS.** LIKE UNEDUCATED **USERS**.

Many organisations employ administrators for solutions like Salesforce to adjust and customise it to individual business needs. In the nottoo-distant future, we're going to see more and more low/no-code interfaces. so an employee who can create a flowchart feels enabled to deal with the necessary adjustments.

Unfortunately, we also require more innovation regarding IT security.

For the first time in many years, external threats are taking the lead regarding the highest risks, whereas previously, it was based on internal threats, like uneducated users. But now we're facing state-sponsored attacks and hackers who use sophisticated technologies like artificial intelligence and the unlimited resources of hyperscalers. That's a complex one cat vs. many mice situation.

Technologies combining swarm intelligence to gain data and artificial intelligence to process it near real-time exist, but they're priced out of reach about time that we see a disruptor in this specific field.





# SOPHOS TO HIGHLIGHT 'CYBERSECURITY AS A SERVICE' AT GITEX

Harish Chib, Vice President, Middle East & Africa, Sophos, discusses solutions to showcase at GITEX and the importance of supporting organisations in the current cyberthreat landscape. hat is your theme of participation at GITEX 2022? This year, our

GITEX theme is 'Cybersecurity as a Service,' which we believe is the future of cybersecurity. Organisations need services to help them defeat cyberthreats, which have increased exponentially in the last couple of years, both in volume and sophistication – to the point where it is difficult for businesses to handle alone.

Attackers are constantly changing their tactics, techniques and procedures (TTPs) to launch cyberattacks like ransomware. To make matters worse, the ransomware business model is continuously shifting and expanding, with Initial Access Brokers (IABs) selling network access to any potential ransomware attacker. Even "unskilled hackers" can get into the ransomware business – by buying the network access, encryption code and other bespoke pieces needed to launch the attack. Compounding the issue is the current cybersecurity skills gap.

## Elaborate on the products/solutions you'll be showcasing at the event this year.

At the show, we are showcasing our entire range of advanced cybersecurity solutions, including our broad portfolio of endpoint and network products and Managed Detection and Response (MDR) and incident response services, which help organisations defeat cyberattacks and defend against phishing, malware, active lateral attacks, ransomware, and more.

The focus will be to highlight Sophos' Cybersecurity as a Service capabilities, which is a combination of

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Sophos' experts and tools provided as a service, that can help organisations of all sizes to deal with any cyber issues 24x7 365 days of the year.

It helps organisations to have the right tools, people and processes to effectively provide the active threat protection their business needs. It also helps organisations to proactively hunt for threats, scope their severity, initiate action, and provide actionable advice to address the root cause of incidents.

#### In terms of regional strategies, what will Sophos focus on this year?

Along with protecting our regional customers with our advanced cybersecurity solutions, we are also focusing on providing Cybersecurityas-a-Service (CSaaS) to organisations needing fully managed, turnkey security solutions. Regional customers can manage their cybersecurity directly with Sophos' security operations platform or use a hybrid approach by supplementing their in-house teams with Sophos CSaaS capabilities, such as threat hunting and remediation.

#### How does Sophos aim to support organisations given the present cyberthreat landscape?

Cybersecurity is a 24/7 job; attackers often strike on weekends, during holidays or after hours, when a network could be less monitored. Sophos can help organisations to better protect their digital transformation by providing around the clock cybersecurity through advanced cybersecurity solutions and services. ORGANISATIONS NEED SERVICES TO HELP THEM DEFEAT CYBERTHREATS, WHICH HAVE INCREASED EXPONENTIALLY IN THE LAST COUPLE OF YEARS, BOTH IN VOLUME AND SOPHISTICATION.



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# ZERO TRUST

Nidal Othman, CEO at StarLink, believes that the Metaverse represents exciting new opportunities, but declared that businesses can't ignore the security aspect of the

new concept.

and called

for them to

adopt a Zero

Trust model.

Ioud is the future. However, it's clear to see that across the region many have struggled with the demands of cloud transformation. Can you outline to us why you believe many enterprises have encountered issues transitioning their operations to the cloud - and what cloud model do you believe businesses should adopt?

Cloud transition has been on the rise since a decade and during the pandemic organisations accelerated their transformation journey or rather, they were forced to expedite this process.

However, it was not an easy transition. There were many challenges associated with cloud adoption such as data sovereignty regulations, skill gaps, existing on-prem data centre investments etc.

Moreover, concerns remain around cloud security as well.

We know that cloud computing comes in various models and sizes. Organisations should first identify why their business need cloud computing – is it for scalability, affordability or for security. With the right cloud service model, business can ensure a smooth transformation.

#### Over the last 12 months, we have seen more and more mega investments being made in the Metaverse. What are your feelings on the Metaverse - and what opportunities does it hold for stakeholders in the IT and tech industry?

Metaverse has become the hot topic and is meant to provide an enriched digital experience. It looks very promising and holds huge potential for organisations. However, today's threat landscape is more dangerous and ever. Now with this new technology, threat attackers are gearing up to take advantage and especially at the initial stages, organisations are not fully equipped to thwart any occurring threats. Adopting a Zero Trust model seems like the most effective way.

They should look to incorporate Al driven cybersecurity tools that can analyse behavioural patterns across networks. Basically, if an organisation is considering Metaverse, then they should also consider the security aspect of it too.

We have talked about digital transformation and cloud transformation, but how critical is it that enterprises get their security transformation right? Cyberattacks are on the increase, what do you think are the best practices businesses need to adopt when it comes to protecting their organisation?

As organisations rush to transform digitally, a critical part of the process is neglected - which is the integrating a strong security strategy.

Rapid technology changes and constant need to remain competitive puts them under a lot of pressure. Ironically, with expanding digital initiatives, they are at a bigger risk.

Moreover, adversaries are deploying smarter breach techniques. Some highlevel best practices would be:

- Raising cybersecurity awareness especially amongst employees as they could be one of your biggest risk or defence.
- Implement a robust access management process to secure critical data
- · Simplify the infrastructure topography



We know that technology is advancing rapidly - and some analysts are predicting a decade of disruption. What is your vision for the future in terms of the tech trends that are really going to drive change and foster further innovation over the next 3-5 years? Technology is evolving at a rapid pace, and to stay relevant we must update yourself with the latest.

At StarLink, we do our due diligence in this area and are constantly on the lookout for technologies that are most trending and helpful to our customers to easy their digital transformation journey.

Some technologies are just fads – they come and go. We are interested in those that have the capability to adapt and integrate well with the existing ones within the customers environment as we do not want to cause major disruption.

However, at the same time, our aim is to enhance and help build a better and resilient cybersecurity infrastructure that can have a bigger impact on business operations.

We continue to see current trends around remote working cybersecurity risks, cloud security and data protection that have led to further innovation and we expect to see more sophisticated technologies driven by AI and Machine Learning, Behavioural Analytics and Zero-Trust.

#### We live in the 'experience economy' and it is critical that businesses get their CX right, or they will lose customers and businesses. What do you believe are the key requirements to be successful in the new digital economy?

Every business strives for an ultimate customer experience because this is what determines an organisation's growth, competitiveness, and customer retention.

With digital transformation gaining momentum, organisations are trying to adopt more and more technologies to enhance operations and gain a competitive edge.

However, very few focus on sustainable strategies because this is not an overnight process. It has to be phased out and planned meticulously over a period.

The factors that can increase the chances of success are strong technology savvy leadership, critical thinking, capability building, empowering workers, upgrading tools, and communication. NOW WITH THIS NEW TECHNOLOGY, THREAT ATTACKERS ARE GEARING UP TO TAKE ADVANTAGE AND ESPECIALLY AT THE INITIAL STAGES, ADOPTING A ZERO TRUST MODEL SEEMS LIKE THE MOST EFFECTIVE WAY.

## Veeam

# **VEEAM SHARES FUTURE VISION AT GITEX 2022**

**Mohamad** Rizk. Regional Director. Middle East & **CIS at Veeam** Software outlines the steps and flagship solutions in data backup/ replication being presented at **GITEX 2022.** 

hat products and solutions will you be showcasing at Gitex Global 2022? Veeam will use

the event as a

platform to share our company's vision for the future of data protection and deliver live demonstrations of Veeam's flagship single platform for Cloud, Virtual, Physical, SaaS and Kubernetes environments. We will also look to engage and enter into high level discussions with its ecosystem of channel partners. Over the past year, Veeam has unveiled more than 30 product updates. Trade attendees visiting the Veeam stand at GITEX can expect to learn more about the following innovations among others:

#### Veeam Backup & Replication v12 -

Released as the most advanced data protection solution for Cloud, Virtual, Physical, SaaS and Kubernetes workloads, Veeam Backup & Replication v11 has been downloaded by more than 850,000 users. The company has continued innovation and expansion of its expansive feature set with v12 by further hardening the capabilities customers need in today's ever-changing IT ecosystem. The new version expands the ability to reduce business risk through improved data and systems security recoverability at scale.

#### Veeam Backup for Microsoft 365

v7 – As the Microsoft 365 backupmarket leader, with over 11M users

under paid contract, the new version will include enterprise-grade monitoring and reporting capabilities as a result of integration with Veeam ONE, helping to keep systems and infrastructure running smoothly thanks to built-in intelligence.

#### Veeam Backup for Salesforce -

Following the success of its Microsoft 365 product, the company will provide a demo of Veeam Backup for Salesforce, a much sought-after addition to Veeam's portfolio. With the ability to back up in the cloud and onpremises, the new offering eliminates the risk of losing Salesforce data and metadata.

Kasten K10 v5.0 – the most complete enterprise data management solution to date purpose-built for Kubernetes. This latest release is focused on delivering a comprehensive risk management strategy, streamlined CI/CD pipelines and new ecosystem advancement details that optimize and de-risk Kubernetes investments. These advancements all aim to help the expanding Kubernetes community work more efficiently and securely in cloud native applications.

## What do you hope to achieve from your participation at the event this year?

Besides networking with customers, partners and industry peers, we



# **Ransomware:**

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## Veeam



will present our brand and position as a global leader in modern data protection. Veeam is the tied #1 provider worldwide during 2H'21 in IDC's DR&P market. In the latest IDC Semi-annual Software Tracker, 2H'21, Veeam had the fastest revenue growth in the worldwide data replication and protection (DR&P) market among the top five vendors, all other vendors combined, and overall market average. In fact, Veeam's YoY growth was more than double its nearest named top five competitors in the market. I can attribute much of our success to the relationships we have built and fostered at the event over the years and I expect GITEX 2022 to be no different. We expect to build a strong business pipeline by showcasing our innovations that will help customers drive business efficiency and agility, protect their data no matter where it resides, and ensure that they are well prepared for the next stage of digital transformation.

#### What will be your theme of participation at GITEX?

The theme of our participation will be around 'Helping Organisations tackle Ransomware, Cloud and Kubernetes Challenges with Modern Data Protection'.

#### Where can trade visitors find you at GITEX?

Veeam will be exhibiting from Hall 7, Booth D-20.

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## RING SHOWCASES SMART HOME SECURITY INNOVATIONS AT GITEX

Visitors can experience **Ring**'s full range of smart home security solutions at the Middle East's largest technology event.



ing, whose mission is to make neighborhoods safer, will be participating at GITEX Global 2022 to be held from October 10-14 at the Dubai World Trade Center (DWTC). The company will spotlight its innovative suite of devices from Video Doorbells, and Indoor and Outdoor Security Cameras, as well as the company's latest offering – Ring Alarm. Visitors can also enjoy interactive product demos, giving them the opportunity to experience the benefits of a whole-home security system.

Ring customers can secure their homes using the company's range of devices, from DIY-installed video doorbells to battery-powered security cameras, while keeping an eye on their property whether home or away.

"Peace of mind is essential when away from home, and what better way to ensure that than giving families the ability to always be home, from wherever they are? Ring is committed to keeping homes and communities safe and connected, and we hope to change the way homeowners view security with our easy-to-use devices," said Mohammad Meraj Hoda, Vice President– Emerging Markets, Ring. "GITEX is an exciting event for us to meet customers, showcase our line of products, and host demos for visitors to experience how effective and easy to use Ring's solutions for home security are."

At GITEX, Ring will showcase its entire range of smart home security products, including Floodlight Cam Wired Pro, an outdoor camera, hardwired for reliable protection. With advanced motion settings, 1080p video with HDR, powerful LED beams and a security siren, homeowners can secure their property, talk to anyone on their premise, and even set off the siren remotely.

In addition to Floodlight Cam, Ring will also highlight Video Doorbell 4, Spotlight Cam, Indoor Cam, and Stick Up Cam for indoor and outdoor use. These devices are all Wi-Fi enabled and equipped with HD video, motion-activated alerts, twoway talk, and night vision.

Ring Alarm, the latest addition to the Ring product line, will be on display at GITEX for visitors to experience. An easy-to-install home security system, Ring Alarm includes a Base Station, Keypad, Contact Sensor, Motion Detector and Range Extender.

"At Ring, security, privacy, and user control is foundational to achieving our mission. It motivates our teams, from design to engineering, as we continue to innovate for our customers. Technology in the home is evolving to meet changing customer needs and busy lifestyles, and we're excited to showcase our easy-to-use, affordable solutions at GITEX this year," added Hoda.

Company executives and experts will be available at Zabeel Hall Z3-B10 to meet with potential distributors and customers, and show visitors the full range of Ring products available, as well as how to set up and operate the devices using the Ring app.

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