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HIGHLIGHTS: Dahua Technology Raqmiyat Newcom

MODERNISING DATA PROTECTION

KINDA BAYDOUN, REGIONAL CHANNEL AND ALLIANCES MANAGER - MIDDLE EAST AND CIS AT VEEAM TELLS RESELLER ME IN AN EXCLUSIVE INTERVIEW, ALL ABOUT DATA PROTECTION AND HOW VITAL CHANNEL PARTNERS ARE FOR GROWTH AND SUCCESS.

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TOP STORIES



06 Top channel news from the region and beyond.

HIGHLIGHTS



08 Toufic Derbass, Managing Director, Micro Focus, on the company's participation at GITEX and the Hybrid Cloud Management X platform.



- 16 Brant Shen, General manager - UAE, Oman & Yemen at Dahua Technology, on how the company is leading the way with its futuristic portfolio of products and solutions.
- 34 Jai Bhatia - Director -Marketing and Sales at Newcom on the company's growth momentum in the highly competitive distribution market

EDITORIAL





THE FUTURE IS HERE!



ll roads lead to one destination: GITEX. As the region's biggest technology show takes off at the World Trade Centre in Dubai, get ready to experience the most spectacular tech transformations happening worldwide, across a comprehensive showcase of Metaverse, Web 3.0, Sustainability, Quantum Computing, 5G, Cloud, Blockchain, AI, Future Mobility, and more.

In this issue, we bring you a sneak-peek into what's on show at GITEX-we train the spotlight on some of the technology and security leaders who will be exhibiting at GITEX. This year promises to be bigger and better as the latest technologies and innovations vie with each other to be seen and heard.

Our cover story this month is with Kinda Baydoun of Veeam. Kinda tells us how the company has been maintaining a strong growth momentum despite all odds and how channel partners have contributed to this progress.

A special interview with Brant Shen, General manager - UAE, Oman & Yemen at Dahua Technology, on how the company is leading the way with its futuristic portfolio of products and solutions is worth the read for its focus on innovation and adaptability.

In yet another special interview, Gopan Sivasankaran, General Manager, META at Secureworks, discusses the company's growth in the past year, its cutting-edge XDR platform and participation at GITEX.

We also bring you an exclusive opinion piece from Liz Parnell, COO at Rackspace Technology, about crafting HR paths that align with future business needs. That's not all: a special report from Checkout.com shows how e-commerce is consolidating its pandemic gains and entering high-growth stage in MENA.

In addition to this, we have the usual news and views, top headlines, perspectives and region snapshots. This issue packs a punch and we're sure you'll enjoy it. Happy Reading!



Sales Director Sabita Miranda sabita.miranda@cpimediagroup.com All rights reserved

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Anita Joseph Editor



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TOP STORIES



AMIVIZ & BLACKBERRY SHOWCASE PREDICTIVE INTELLIGENCE OF CYBERSECURITY AT GITEX 2022

AmiViz, the Middle East region's first enterprise B2B marketplace announced a joint showcase of security solutions with BlackBerry at GITEX Global 2022. The companies boast a strong relationship, with AmiViz hosting the full portfolio of BlackBerry cybersecurity products on its online marketplace.

Ilyas Mohammed, Chief Operating Officer at AmiViz said "We are extremely pleased to align with Blackberry for GITEX this year and present its solutions, which can help businesses of all sizes in the region to strengthen their cybersecurity posture against cyberthreats."

During the five-day event, Blackberry will showcase its Cybersecurity Platform – Cylance® Endpoint Security suite – which provides complete security, effectively predicting and protecting against sophisticated threats using advanced AI and machine learning. It provides a total Zero Trust solution with coverage across the full spectrum of devices, ownership models, networks, apps and people. Furthermore, it continuously authenticates users and dynamically adapts security policies to deliver a Zero Touch experience that improves security with no user interruption.

Mohamed Helmy, General Manager, BlackBerry, said "BlackBerry UEM is a business enabler that delivers complete, unified endpoint management and policy control for a diverse and growing fleet of devices and apps. With its single management console and trusted end-toend security model, BlackBerry UEM is designed to help businesses to increase the productivity of their mobile workforce while ensuring the full and ongoing protection of business data."

WACOM LAUNCHES CINTIQ PRO 27 PEN DISPLAY IN THE MIDDLE EAST

Wacom, the global leader in the pen display and tablet market for creative users, officially unveiled the Wacom Cintiq Pro 27 pen display designed for harmony at a premium launch event held in the UAE-s first digital art theatre ToDA in Dubai.

Cintiq Pro 27 is a creative instrument defined and developed by members of the global art and design community in conjunction with Wacom's product teams to deliver the most immersive and stable pen on screen experience to date,

Purpose built for creative professionals - 2D illustrators, 3D modelers, animators, game developers, virtual production artists, etc. - the Cintiq Pro 27's large digital canvas offers seamless interaction with creative software applications and provides the comfort and ease of use synonymous with all Wacom devices. The new 27-inch Cintiq Pro represents a major step forward in virtually all



categories that matter to digital pen display users, such as improved pen performance and multitouch, better ergonomics, faster refresh rates, vivid and accurate color as well as a focus on comfort and custom options.

"The emphasis on cloud computing and the dependencies placed on professional freelance and studio artists to collaborate freely, quickly and efficiently on a global scale requires a multi-tasking, do-itall creative tool," said Faik Karaoglu, Executive Vice President of Wacom's Branded Business Group. "With the new Wacom Cintig Pro 27 creative professionals can count on intuitive and natural-feeling pen and touch input, extremely accurate, factory-calibrated color, faster refresh and other design features that allow users to comfortably and confidently produce and share work across the creative pipeline."

BARRACUDA TO SHOWCASE LATEST EMAIL, CLOUD AND NETWORK SECURITY INNOVATIONS AT GITEX GLOBAL 2022



Having 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 cloudfirst 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.

KHAZNA DATA CENTERS SIGNS MOU WITH GDS IDC SERVICES FOR DEVELOPING DATA CENTER PROJECTS IN ASIA

🗭 Khazna



Khazna Data Centers, one of the largest wholesale data center providers in the Middle East and North Africa, has signed a memorandum of understating (MoU) with GDS IDC Services Ptc. Ltd. (GDS), to discuss how to collaborate on cooperation and development of wholesale data centers across Greater China, Asia-Pacific (APAC) and the Middle East regions.

This cooperation is intended to provide a framework for joint activities between Khazna Data Centers and GDS to support the strategic development of digital infrastructure in various markets and regions including Greater China. The MoU also explores potential partnership to establish data center projects in accordance with the highest international standards for facility design, operations, and data privacy and security, and to provide comprehensive solutions and end to end data center services, adopting and applying GDS prefabrication, modular design, with multi-cloud managed and cyber security services, digital transformation integration services and application integration services.

Hassan Alnaqbi, CEO of Khazna Data Centers said: "As organisations seek to expand capacity, better efficiency, affordability and implementing clean power solutions, the accelerated growth of the data center sector will continue. The combined skill set between Khazna Data Centers and GDS will spark development by attracting investments and allow to build and operate data centers across new ventured markets."

D-LINK'S DWA-F18 VR AIR BRIDGE ENHANCES VR EXPERIENCE FOR META QUEST 2

D-Link Corporation has unveiled its muchanticipated DWA-F18 VR Air Bridge, a wireless dongle designed specifically for Meta Quest 2 in an exclusive partnership with Meta. The DWA-F18 VR Air Bridge provides high-performance wireless links between Meta Quest 2 and PCs/laptops, eliminating cable clutter to provide enhanced and safer VR gaming experiences.

"While connecting Meta Quest 2 through a PC/laptop will significantly boost performance and graphic quality, most gamers are connected via the home Wi-Fi router or a dedicated gaming router. Many home Wi-Fi router connections can be unstable and are likely affected



by other connected home Wi-Fi devices. Gaming routers can be significantly higher in cost, more time consuming to set up, and definitely not tuned for optimised Meta Quest 2 connectivity," said CJ Chang, CEO of D-Link Corporation.

The DWA-F18 VR Air Bridge is embedded with D-Link's advanced Wi-Fi 6 firmware and Meta's proprietary VR algorithms to bring low-latency wireless connectivity and improved Wi-Fi efficiency. Furthermore, the DWA-F18 features a compact design with simple installation and WPA3 Wi-Fi protection to let gamers experience safer, unrestricted, and fullyimmersive VR adventures in the Metaverse.

"After joining the Metaverse Standards Forum in July, we aim to be a pioneer in Metaverse development. This exclusive partnership with Meta not only validates our innovation, but also affirms that D-Link is the ideal partner to combine technology, security, and quality. In anticipation of growing Metaverse trends, D-Link will continue to develop userfriendly and cost-effective Metaverse products and services to optimize consumer VR experiences," said CJ Chang.

TOP STORIES

VEEAM TACKLES RANSOMWARE, CLOUD AND KUBERNETES CHALLENGES WITH MODERN DATA PROTECTION AT GITEX GLOBAL

Veeam Software, the leader in backup, recovery and data management solutions that deliver Modern Data Protection, has announced its participation at GITEX GLOBAL 2022. The company will use the event as a platform to share its vision for the future of data protection and deliver live demonstrations of its flagship single platform for Cloud, Virtual, Physical, SaaS and Kubernetes environments.

Speaking about the company's presence at this year's GITEX, Mohamad Rizk, Regional Director, Middle East & CIS at Veeam Software said: "Against the backdrop of the pandemic, we have witnessed an acceleration of digital transformation initiatives across regional enterprises. This has brought with it a multitude of challenges and complexities relating to multi-/hybrid-cloud architectures and Kubernetes adoption. The incidence of ransomware is also on the rise. Within the region, 88% of UAE and 84% of Saudi Arabian organizations fell prey to ransomware attacks in 2021. As a global leader in Modern Data Protection with #1 market share in EMEA and as the tied #1 provider worldwide1. we will use GITEX to showcase the innovations that will help our customers drive business efficiency and agility, protect their data, and ensure that they are well prepared for the next stage of their digital transformation."

Veeam is the tied #1 provider worldwide during 2H'21 in IDC's DR&P market. In the latest IDC Semiannual 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.

INTERVIEW. // MICRO FOCUS

MANAGING THE HYBRID MULTICLOUD

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

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

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

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

In recent years, companies around the world increased the adoption of cloud to support the Work From Home movement, lower their capital expenditures, and gain the speed and agility that cloud enables.

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

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



BASED ON AI, HCMX WILL PROVIDE SMART INSIGHTS AROUND RESERVED INSTANCE MANAGEMENT TO HELP YOU OPTIMISE USAGE & SPEND ON PUBLIC CLOUDS.



With HCMX you can expect to:

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

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

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

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

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

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

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Wi-Fi

12





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Al Mesh Optimizer

Al Wi-Fi Optimizer

AI Parental Controls

Al Traffic Optimizer

AI Assistant

PERSPECTIVE // RACKSPACE TECHNOLOGY

CRAFTING HR PATHS THAT ALIGN WITH FUTURE BUSINESS NEEDS

he corporate environment has undergone seismic changes in the last decade. Employees are changing roles, teams and companies frequently. More than ever, they want to be valued and feel that they are making a positive contribution to their organisations and society. They are more conscious about social issues. And technology is dominant in every field. With that, how can organisations appeal and be future-ready?

No leader (none of us!) has the ability to see into the future. What we can do is create environments that provide flexibility, support, and the opportunity to make a difference. As a COO with a company that consistently scores very highly in third-party employee satisfaction surveys, here are six themes that I believe can help organisations better prepare for the future of work.

One: Shift your mindset. Look for people with motivation, potential, and curiosity. Then, bring them together in flexible teams based on skills and team chemistry, rather than fixed hierarchical structures. Help them to build capability, capacity and confidence. When replacing roles, instead of hiring equivalent replacements, pause to think about better ways of getting the work done.

Two: Architect an employee engagement journey. This journey starts at the interview, offer, and onboarding points. An effective onboarding process that immerses them in the culture, values, and business strategy is essential. This is a frequently neglected part of the employee experience- it's common for new hires to be thrown straight into the work environment without preparation, leading to frustration, confusion, and poor integration.

Three: Prioritise Technology as a critical enabler for productivity and customer centricity. Work-from-home and hybrid work structures have emerged in the last few years and have reignited debate over technology investments. Long seen as a cost center, it is clear that technology leads to more innovation, automation, and service capability. Continuous digital transformation should be ingrained into corporate objectives.

Four: Ignite curiosity with a continuous learning environment. A famous quote from Richard Branson remains true- "Train people well enough so they can leave, treat them well enough, so they don't want to". Providing an environment where people can grow personally and professionally, no matter what stage of their career, is the difference between a successful organisation and a struggling one. Organisations with

PREPARING FOR THE FUTURE OF WORK ENTAILS COMPANIES BUILDING OUT THE TEAMS, CAREER PATHS AND A GENUINELY CARING ENVIRONMENT. vertical and lateral mobility, that don't shy away from rapidly pivoting toward growth areas will have a distinct advantage in the market and when attracting and retaining talent. Moving people into positions where they thrive and feel valued will keep the business dynamic and responsive to external and internal change.

Five: Thoughtfully and deliberately create a diverse and inclusive workforce. Teams need to represent society as a whole, and each team member needs to feel safe, listened to, and appreciated for the range of perspectives that they bring to the table. Many companies recruit from within current circles and networksthis can result in echo chambers, a lack of diversity, and tunnel vision. Team members and leaders from different backgrounds benefits your organisation with a broader range of perspectives, experiences, and opinions.

Six: Put a Corporate Social Responsibility strategy and plan in place. Giving back is good for our communities and benefits employees' physical and mental health. A detailed corporate framework that encourages employees to contribute to social initiatives on company time extends community spirit amongst employees, and fosters social connections, mentoring and growth. It also engenders an environment of trust, freedom, and responsibility.

Preparing for the future of work entails companies building out the teams, career paths, and a genuinely caring environment that gives employees work that not only pays well, but allows them to build their personal brand, the value that they deliver, and a transferable and dynamic set of skills.

EPICOR RECOGNISED AS A Challenger in the 2022 gartner Magic Quadrant for cloud ERP for Product-centric Enterprises

picor, a global leader of industry-specific enterprise software designed to promote business growth, has announced the company has been named a Challenger in the 2022 Gartner Magic Quadrant for Cloud ERP for Product-Centric Enterprises.

"We view our Challenger positioning as strong reinforcement of the company's ability to execute on our Industry ERP Cloud roadmap and deliver best-in-class integrated experiences that help our customers succeed in today's complex market," said Vaibhav Vohra, Chief Product Officer of Epicor. "We are committed to continued innovation for our customers in the make, move, and sell economy, delivering advanced capabilities including predictive analytics, artificial intelligence, and automation that puts people at the center."

As companies contend with an array of challenges, including operational efficiency, supply chain disruption, workforce complexities, and changing customer expectations for digital connectedness, the need for flexible, insights-driven industry productivity solutions has never been greater. The Epicor Industry ERP Cloud portfolio is built to deliver a variety of integration, automation, and performance capabilities that help customers stay ahead of these challenges and maximise the power of their data.

This includes the recent introduction of Epicor Automation Studio, a low code integration and synchronisation tool embedded



natively in Epicor Kinetic and Epicor Prophet 21 that empowers users to connect their data and automate workflows both within their Epicor

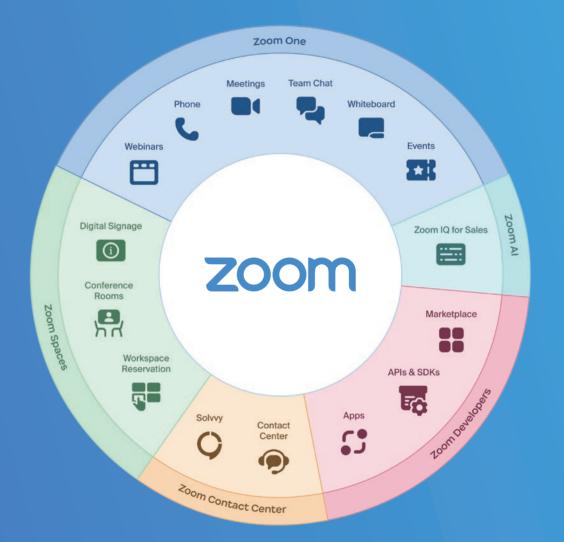
solutions as well as with more than 1,000 applications and databases.

Epicor partners with its customers to curate right-sized, right-fit solutions to meet their unique challenges. The company's deep industry expertise sets Epicor apart in its mission to be the essential partner for the world's most essential businesses.

THE EPICOR INDUSTRY ERP CLOUD PORTFOLIO IS BUILT TO DELIVER A VARIETY OF INTEGRATION, AUTOMATION, AND PERFORMANCE CAPABILITIES THAT HELP CUSTOMERS STAY AHEAD OF CHALLENGES.



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MAKING A DIFFERENCE

Anita Joseph caught up with Brant Shen, General manager - UAE, Oman & Yemen at Dahua Technology, on how the company is leading the way with its futuristic portfolio of products and solutions.

ell us about Dahua Technology and its portfolio of products and solutions.

Dahua Technology is a world-leading video-centric smart IoT solution and service provider. Committed to its mission of "enabling a safer society and smarter living," Dahua Technology offers end-toend security solutions, systems, and services to create value for city operations, corporate management, and consumers.

The company has more than 22,000 employees, of which over 50% are engaged in R&D. Committed to technological innovation, the company invests approximately 10% of its sales revenue to R&D every year. It has established Advanced Technology Institute, Big Data Institute, Central Research Institute, Cybersecurity Institute, and Smart City Institute.

With a global marketing and service network, Dahua Technology has established 57 branches covering the Asia Pacific, North America, South America, Europe, Africa and other regions to provide customers with speedy and high-quality services. Dahua Technology has deployed its products, solutions, and services in 180 countries and regions, covering key industries including transportation, manufacturing, education, retail, banking & finance, energy, environmental protection, etc.

In order to vigorously innovate and continuously expand new high-



growth fields, Dahua Technology attaches great importance to the cultivation of innovative businesses, and constantly seeks innovation and challenges. With accumulated experience in technological development, strong technical foundation, comprehensive insight into customer needs and in-depth understanding of segmented industries, Dahua has established 13 innovative businesses in different fields, including Display & Control, Memory Storage, Transmission, Video Conferencing, Alarm System, Video Intercom, Access Control and more. Dahua will constantly adhere to technological innovation in order to make these innovative businesses competitive for our partners and customers.

Tell us about your partner program. What are the benefits of partnering with Dahua Technology?

Openness and Collaboration are two of Dahua Technology's core values. The Dahua ECO Partner Program (DEPP) is an open partner program tailored to enhance relationships with technology vendors in the security and IoT industries. It is accessible to all technology vendors with existing and potential business relationship with Dahua Technology.

Dahua DEPP partners can benefit from three pillars: technology, marketing and sales: Receive dedicated technical support and enhance in-depth integration; Increase interoperability with their products, solutions, services and lead



innovation; extend their footprints in the industry and co-partner on Dahua exhibitions or participate in Dahua partner day events; elaborate joint success stories and work out common solutions; cultivate strong and longlasting relationships with our local sales teams and find new partners in our network across all verticals; align sales strategies and develop business in key industries, etc.

The video surveillance market is a highly competitive one. What is Dahua's USP?

Dahua Technology has always focused on smart IoT to serve the digital transformation of cities and enterprises. Through its continuous improvement and optimization of R&D and innovation, marketing and service network, supply and delivery, compliance, as well as the open and cooperative ecosystem, Dahua has gained insights into industryspecific scenarios and a profound understanding of client demands, so as to provide clients with satisfying smart IoT solutions and establish its core competitiveness.

How do you ensure the security of your products?

The cybersecurity of our products is a top priority for Dahua. We strive to develop and maintain state-ofthe-art cybersecurity practices, including inputting network security into the product life cycle of all our new products and establishing our customer-facing Dahua Cybersecurity Center (DHCC) for transparent vulnerability reporting and handling.

Each year Dahua dedicates a portion of our R&D budget exclusively to cybersecurity utilizing our independent security research center, partnerships with industryleading third-party testing agencies, and precautionary steps following industry standards. Through these efforts we strive to continually evolve our cybersecurity features.

In order to help users clearly understand the security status and capabilities of the device, the product security center will assist users to conveniently and quickly set up the right security configuration to suit the scenarios.

In addition, Dahua has its Product Security Incident Response Team (PSIRT) in place to receive, process and disclose any security vulnerability related to Dahua products and solutions. It is in compliance with ISO/IEC 30111, ISO/IEC 29147 and other industry standards.

IN ORDER TO VIGOROUSLY **INNOVATE AND** CONTINUOUSLY **EXPAND NEW** HIGH-GROWTH **FIELDS, DAHUA** TECHNOLOGY **ATTACHES** GREAT **IMPORTANCE** ΤΟ ΤΗΕ **CULTIVATION** OF INNOVATIVE **BUSINESSES.**



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INTERVIEW OF THE MONTH // SECUREWORKS

ON THE SECURITY FRONTLINES

In a special interview with Reseller ME, Gopan Sivasankaran, General Manager, META at Secureworks, tells Anita Joseph about the company's growth in the past year, its cutting-edge XDR platform and participation at GITEX.

hat can we look forward to from Secureworks at GITEX? This year,

we'll be present along with our partner Redington Gulf, and the spotlight will be on our XDR capabilities. There's a lot of ambiguity around XDR-the common perception is that it's a combination of SIEM & EDR, which is not the case, and GITEX will give us the perfect opportunity to create awareness about what it actually is. We'll also focus on other key areas such as consulting, penetration testing and Incident Response (IR), among others.

Tell us about your partnership with Redington Gulf. What's the synergy like?

There are two facets to this relationship. We benefit from the scale that Redington Gulf provides, with its extensive regional presence and massive partner ecosystem, which helps strengthen our narrative. Redington Gulf, on its part, leverages the Secureworks Taegis platform to power its recently-launched 'DigiGlass' brand, which, in turn, ensures that we deliver on our vision of ensuring that Taegis XDR is at the heart of every SOC.

MSSP partners are important for Secureworks and Redington Gulf is our valued MSSP partner, using our platform to deliver their services. Therefore, this synergy is significant for both of us.

MSSP PARTNERS ARE IMPORTANT FOR SECUREWORKS AND REDINGTON GULF IS OUR VALUED MSSP PARTNER, USING OUR PLATFORM TO DELIVER THEIR SERVICES.



What has the last one year been like for Secureworks?

It was a phenomenal year where we saw growth and expansion at every level. I've completed a year in my new leadership role with Secureworks in the region, and in that period, we witnessed remarkable progress across all fronts. In the channel space, we signed up with Redington Gulf and elevated the relationship to the

LOOKING BACK, IT'S BEEN A PRODUCTIVE AND EXTREMELY REWARDING YEAR. next level. We also grew in terms of headcount, hiring key resources in South Africa and witnessing business growth in emerging Africa. We hired our first employee in Bahrain, who also looks after Kuwait, and appointed a Saudi national for Saudi Arabia. In fact, in the last 12 months, we hired around 13 people-a growth of around 50-60% in terms of headcount.

Our XDR revenues also rose significantly and we signed on some key MSSP partners. We received public references-customer advocacies-where CISOs discussed how they were able to enhance their SOC operations with the Secureworks platform.

Looking back, it's been a productive and extremely rewarding year.

Let's talk security-MDR in particular. With so many MDR players in the market, how do you think a buyer can evaluate a provider and make sure he's getting what he really needs? MDR should be built on sound XDR technology. It's important to realise that you cannot deliver good MDR service without having a solid XDR platform. Contrary to what many believe, a SIEM solution with an EDR or MDR rolled into it does not make it MDR-that's just a stunted version of it and nothing more.

This makes it essential to fully comprehend XDR as a concept before getting into MDR-it's like having a big data lake where you collect raw telemetry instead of just getting alerts. An EDR forwarding an alert to a SIEM is unlike raw telemetry being forwarded to a big data analytics platform, and that's a massive difference.

That said, the 'R' in MDR represents response. So, a buyer would need to really understand how good a provider's Incident Response team is-what their qualifications are, whether they have the skill sets required to handle a breach, how good they are from a detection and investigation perspective, how much threat intelligence visibility they have, what kind of threat research they're doing, how good they're with threat hunting-all of this is extremely vital.

Today, everyone claims to be an XDR provider-they're all being forced into this space because of the huge demand there-so it's important for a buyer to carefully sift through these aspects.

Why choose Secureworks as an MDR provider?

There are two reasons for this. The first is that we have an open XDR platform, which means we do not rip and replace whatever investments a customer has made. This also implies that we can work with other network security controls, whether it's Palo Alto, or Crowd Strike or FireEye, and will not force customers to use the Secureworks controls. Customers find this convenient, because other

WE HAVE AN OPEN XDR PLATFORM, WHICH MEANS WE DO NOT RIP AND REPLACE WHATEVER INVESTMENTS A CUSTOMER HAS MADE.

security providers almost always force them to use their agents and security controls.

The second reason is that we've been doing SOC for 22 years, so we understand this better than anyone else. Also, our service mindset is unique. Most of the MDR providers today are technology companies that got into the service business in the last 2-3 years. But for us, service is our DNA and we've been doing this for a really long time, so we have a clear advantage.

There are the two key differentiators among many others, that make Secureworks stand out from the rest.

Secureworks has a lot of plans for the region going forward. Can you tell us about some of them?

One of the things we're doing globally and I'm replicating in my region, is that we're tapping the mid-market. We used to be an enterprise-class solution and not affordable for the mid-market space till a few years ago. Not anymore. We're now saying that security is not only for enterprises, but also for everyone else. In fact, it's becoming increasingly clear that it's time for the mid-market to invest in security, because this segment is progressively becoming targets of business email compromise and other kinds of fraud. So, Secureworks is stepping in to become affordable for the midmarket.

Another aspect is our improved focus on the channel. Since we're growing beyond the niche space we used to operate in and diversifying into the large, mid-market segment, we need our partners now more than ever, to grow further. I started with two employees in the region 9 years ago, now we're thirty-one. We're not just hiring sales and pre-sales personnel but also expanding our channel and our delivery organisation with presence in Incident Response, Penetration Testing, Program Management and Customer Success Management- we continue to hire these team members in the region, locally. 🚥

SECUREWORKS IS STEPPING IN TO BECOME AFFORDABLE FOR THE MID-MARKET. 24

FOCUS // SWIMLANE

SWIMLANE TO SHOWCASE INNOVATIVE Low-code security automation Solution at gitex global 2022

Company to highlight Swimlane Turbine at top Middle East tech event; Swimlane Co-founder Cody Cornell in attendance

wimlane, the low-code security automation company, announced its participation at GITEX Global 2022. The company plans to showcase its innovative cloud-scale, low-code security automation platform at the Middle East's largest technology exhibition. Swimlane Turbine is a breakthrough in low-code security automation, capturing hard-to-reach telemetry and expanding actionability beyond closed extended detection and response (XDR) ecosystems.

Swimlane co-founder and chief strategy officer Cody Cornell will be in attendance with other Swimlane executives at the event to showcase the platform's capabilities. The company will be exhibiting in both the Evanssion booth at H3-MR#2 and Amiviz booth at H1-A1.

"As threat surfaces expand and present new headaches for security professionals to grapple with, it is absolutely vital for companies to stay ahead of the threat by deploying flexible, low-code automation," said Ashraf Sheet, Vice President of Middle East, Turkey and Africa (META) for Swimlane. "As a world leader in cloud-scale, low-code security automation for companies across several verticals, Swimlane is committed to preventing breaches and enabling continuous compliance with a next-generation security automation solution that functions as a system of record for all security operations."

"As part of our Middle East, Turkey and Africa expansion plans, we believe GITEX is the perfect platform to showcase our cuttingedge security automation platform



to a huge regional audience looking for the latest technologies. This will help strengthen our channel network and reach by engaging with potential partners from different countries," Sheet added.

At GITEX, Swimlane plans to demonstrate how low-code automation can help organisations overcome security talent shortages, unify complex environments and processes, accelerate responses as attack surfaces grow, and can quantify the value of security to business stakeholders. Swimlane Turbine is different from traditional security orchestration, automation and response (SOAR) platforms that are notoriously complex and used exclusively to automate basic security operations center (SOC) workflows such as security information and event management (SIEM) alert triage, phishing, and threat intelligence.

By combining human and machine data into actionable intelligence that security professionals can seamlessly leverage, Swimlane Turbine multiplies the capabilities of an organisation's security teams and improves ROI, mean time to detect/discover (MTTD) and mean time to repair (MTTR). The solution unlocks the true promise of XDR with low-code automation that unifies visibility and actionability at the point of inception.

Swimlane has established itself as a market leader in providing security automation that is approachable and scalable for banking, insurance & finance, healthcare, energy & utilities (and other critical infrastructure), federal government, education, MSSPs & MSPs, and retailers. Swimlane is currently the largest and fastest-growing pure-play security automation company and the company recently raised a \$70m USD growth round of additional financing.

Sheet added, "Security teams need a platform that is flexible and powerful enough to automate any security process, including unique use cases that go beyond what's typically expected within the SOC. Swimlane is the only solution to address the toughest automation challenges both inside and outside the SOC. Through automation, one of Swimlane's Fortune 100 customers has saved \$160,000 monthly by automating 3,700 hours of work. Apart from the significant financial savings, the automation reduces staff burnout and helps maintain talent and institutional knowledge." 🚥

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MODERNISING DATA PROTECTION

Kinda Baydoun, Regional Channel and Alliances Manager - Middle East and CIS at Veeam Software tells Reseller ME in an exclusive interview, all about data protection and how vital channel partners are for growth and success.

GITEX Global 2022? If yes, what products and solutions will you be showcasing at the event? Yes, Veeam will be participating this year at GITEX Global. We will use the event as a platform to share our company's vision for the future of Modern Data Protection and deliver live demonstrations of Veeam Platform – the single platform for ALL workloads, whether Cloud, Virtual, Physical, SaaS and Kubernetes environments. We will also look to engage and enter into high level discussions with our 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:

re you

participating in

• 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 everchanging 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 backup market 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 on-premises, 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 optimise and de-risk Kubernetes investments. These advancements all aim to help the expanding Kubernetes community work more efficiently and securely in cloud native applications.

WE WORK VERY CLOSELY WITH OUR PROPARTNER ECOSYSTEM TO ENSURE THAT WE ARE HELPING THEM DEVELOP THE RIGHT CAPABILITIES AND OFFERINGS TO MEET THE COMPLEX NEEDS OF THE END-CUSTOMER.

COVER STORY // VEEAM SOFTWARE



WE WILL CONTINUE TO EXPAND OUR ECO-SYSTEM BUT ON A SOFT SEGMENT BASIS SO THAT EACH PARTNER CAN FIND A REAL SPACE WHERE THEY CAN DEVELOP THEIR ACTIVITIES.

What are your expectations from the event this year?

Besides networking with customers, partners and industry peers, we 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'

How have your regional strategies changed in recent months?

The Middle East findings of Veeam Data Protection Trends Report 2022 throws up some interesting statistics:

- 98% of UAE organisations and 97% of Saudi organisations experienced unexpected outages within the last 12 months.
- 86% of UAE organisations and 84% of Saudi organisations suffered ransomware attacks, making cyber-attacks one of the single biggest causes of downtime for the second consecutive year.
- 69% of UAE organisations and 76% of Saudi Arabian organisations are already running containers in production, while 29% and 22% respectively plan to do so in the next 12 months. There is a need for data protection to keep pace with the maturation of containers.

Veeam recognises these trends and our focus is on giving the region's businesses the tools needed to protect the vital data and information upon which their businesses depend. We work very closely with our ProPartner ecosystem to ensure that we are helping them develop the right capabilities and offerings to meet the increasingly complex needs of the end-customer. We work with our partners in a collaborative, rather than prescriptive process that provides the ideal environment for mutual success. We will continue to expand our ecosystem but on a soft segment basis so that each partner can find a real space where they can develop their activities. Customers will also be able to find any competency they're looking for via our partner ecosystem that provides a rich variety of competencies.

At GITEX this year we will be announcing and promoting new partnerships, and onboarding new Veeam Accredited Service Partners (VASPs) and aggregators.

How important is channel for you and how do you enable channel partners to work with you?

We attribute a great deal of our success to our channel partners. Veeam Backup for Microsoft 365 is big focus for Veeam this year, especially with the new release which provides our Microsoft 365

WE CAN FEEL A GREAT RESPONSE FROM OUR PARTNERS FROM ACROSS ALL THE MIDDLE EAST COUNTRIES WHERE WE SEE HUGE POTENTIAL IN THE DATA PROTECTION MARKET.

customers with more control and effortless recovery. That being said, we are running many initiatives with our partners, service providers, distributors and aggregators around this solution. The initiatives include hands-on training, round tables and very attractive promotions. In addition to this, we are also planning multiple initiatives within our channel ecosystem that includes our strategic alliance partners and Veeam Accredited Service Providers (VASPs). As an example, Veeam is the one of the major ISV sponsors for the Microsoft Datacenter launch event in Qatar, which is a very strategic event that will change the dynamics of the Cloud landscape in the entire Middle East region. This is key for spreading more awareness about the Veeam portfolio, especially within the enterprise segment. We can feel a great response from our partners from across all the Middle East countries - in particular, Saudi Arabia, Egypt, UAE and Qatar,

I IN THE DATA PROTECTION MARKET.

where we see huge potential in the Data Protection market and we are witnessing the fastest growth.

What is the advice that you would like to give to the channel community at GITEX?

A key area that needs attention from partners is the ability to build specific skills and knowledge around technology domains that are in line with today's digital transformation imperatives. We see that most of our partners are still adopting the traditional model, which is being a one-stop shop for all vendors. This model is no longer viable, as customers are looking for experts and advisors. Considering the huge potential in this region, partners need to invest in their staff and decide on the big bets that will ensure their company's survival and future growth.

Any other info you would like to add?

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

A KEY AREA THAT NEEDS ATTENTION FROM PARTNERS IS THE ABILITY TO BUILD SPECIFIC SKILLS AND KNOWLEDGE AROUND TECHNOLOGY DOMAINS THAT ARE IN LINE WITH TODAY'S DIGITAL TRANSFORMATION IMPERATIVES.

SENTINELONE TO HIGHLIGHT AUTONOMOUS XDR CYBERSECURITY PLATFORM AND IDENTITY PROTECTION AT GITEX GLOBAL

entinelOne, an autonomous cybersecurity platform company, plans to showcase its autonomous extended detection and response (XDR) platform, and identity and credential protection solution at GITEX Global 2022, the region's largest technology exhibition. The company will also engage with channel players in key Middle East and Africa markets as part of its aspirations to expand further in the region, as the appetite for technology grows.

Joining GITEX Global 2022's extensive conference and workshop agenda, Tamer Odeh, Regional Sales Director at SentinelOne will give a presentation on 'The Importance of Identity Security Modernization' on the first day of the event.

"GITEX Global has evolved from its original concept in step with the market and, as a result, it has maintained its position as the Middle East's key ICT exhibition. We are excited to be part of the event this year and plan to showcase our Singularity XDR and Singularity for Identity autonomous cybersecurity solutions. These solutions offer enterprises autonomous, comprehensive and responsive protection, which is absolutely vital given the rapidly evolving global threat landscape and the potential damage a security breach can cause," said Tamer Odeh, Regional Sales Director, SentinelOne.

Cybersecurity solutions must be able to see across every corner of the enterprise, offer rapid and efficient protection across the organisation, and offer an automated response



across the connected security ecosystem. SentinelOne's Singularity XDR was designed to respond to these requirements in full; it can autonomously supercharge, fortify, automate and extend protection from the endpoint to beyond, with unfettered visibility, proven protection, and industry leading responsiveness.

The XDR solution was built to be better, faster and autonomous, and is a comprehensively better approach to cybersecurity when compared to traditional approaches. Singularity XDR is also designed with the security analyst experience in mind and empowers users with richer data, smarter workflows, and powerful tools at every step of the threat lifecycle.

"SentinelOne looks forward to engaging with existing partners and customers and making new connections at GITEX Global 2022. We have a strong desire to expand our presence in this rapidly transforming region with a broader channel and look forward to continuing our work with partners to protect regional businesses from current and new threats," added Odeh.

Senior executives and cybersecurity experts from SentinelOne will be at stand C55 in Hall 1 to meet with customers and partners throughout the duration of GITEX Global 2022.

SENTINELONE'S SINGULARITY XDR CAN AUTONOMOUSLY SUPERCHARGE, FORTIFY, AUTOMATE AND EXTEND PROTECTION FROM THE ENDPOINT TO BEYOND.



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Business Bay, #014, 801 P.O.Box: 6257, Dubai, UAE TREND // HISENSE

HISENSE AND FIFA REPRESENT A 'PERFECT MATCH' AS ELECTRONICS GIANT LAUNCHES FIFA WORLD CUP CAMPAIGN ACROSS GULF REGION

Customers must make a purchase of any Hisense product(s) from the retail outlets or e-commerce platform on the given campaign date and upload the receipt of purchase and other details on the dedicated website for a chance to win.

hether it is enabling fans to feel pitch-side while sitting in their own homes or ensuring drinks and snacks never run dry even in extra time, Hisense and FIFA World Cup Qatar 2022 matches are set to prove their 'perfect match' this winter. The global electronics and whitegoods manufacturer and the official sponsor of FIFA World Cup 2022, Hisense, has launched its most exciting campaign for the onset of FIFA World Cup to make sure fans feel closer to the game than ever before as the Gulf region prepares to host its first FIFA World Cup.



As an Official Sponsor of FIFA World Cup 2022, Hisense is committed to helping grow the game and the comfort in which fans can enjoy this year's tournament. With FIFA World Cup match tickets proving elusive for many fans, watching the likes of Brazil, England, France, and Argentina battle it out for the illustrious golden trophy will for millions of Gulf residents be an event enjoyed at home therefore Hisense prepares to set up the right environment in your living space with all comforts for the best viewing experience. As a part of this 'the perfect match' campaign, Hisense gives a chance to its customers to win major prizes that includes - Semi-Final and Group Match FIFA World Cup 2022 tickets, premium range of Hisense products like 100-inch Laser TV, side-by-side refrigerators, washing machines, dishwashers, AC, and many other exciting prizes.

Through this campaign, Hisense highlights how it is an ideal partner to enjoy the FIFA World Cup not only in the stadium but also from your own living space. The 100-inch Laser TV with surround sound transports viewers into the managerial dug-out; its air-conditioning units keep you cool even as the atmosphere heats up during the knock-out stages; and its spacious Smart refrigerators are ideal for storing drinks, food, and half-time oranges even when friends and family fill the living room.

"The FIFA World Cup 2022 being

held in the Middle East for the first time is a historic event and will result in many spectators tuning in for the first time," said Jason Ou, President of Hisense Middle East & Africa. "With this campaign, we want to make sure that the end-users experience this global game in the best way possible, with technology that brings them closers to the thrills just like that of a stadium. Hisense along with FIFA share the same key focus of best technology, innovation, and experience. We look forward to giving the best experience to all our consumers in the Middle East Region."

Keeping the mechanism of the campaign simple - customers have to make a purchase of any Hisense products from the retail outlets or e-commerce platform in the given campaign date as per your respective country* and upload the receipt of purchase and other details on www. hisensefifaworldcup2022.com for a chance to win.

(Note: Campaign ongoing in UAE, Qatar, Kuwait, Bahrain, Oman, Lebanon, Jordan and Iraq. The campaign dates in these countries may differ.)

"We are equally excited for this magnificent football game. We want to bring such exciting marketing campaigns in our region for our customers as well as partners. It is an exciting phase and surely a successful collaboration," said Fazalur Rahman, Marketing Director, Hisense Middle East & North Africa.



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INTERVIEW // NEWCOM

ADDING VALUE TO DISTRIBUTION

Jai Bhatia - Director – Marketing and Sales, Newcom, tells Anita Joseph how the company continues to be a frontrunner in the highly competitive distribution market.

> hat are the different industries you primarily focus on? Newcom works on a unique model of providing solutions to business groups and enterprises as well as channel markets. We are associated with wellknown brands like Logitech, Samsung, Targus, Hyper, Rapoo, J5create, Lindy, and Arozzi, which marks our strong presence in the market for VAD solutions such as video collaboration and Interactive panels. To cater to business solutions for industries like hospitality, education, automotive and more, we work closely with the best System Integrators. When it comes to the channel market, we firmly support and nurture our customers by providing them with all the assistance

required from our expert team members. Newcom empowers channel partners in important areas like sales training, building industry expertise, technical training and beyond.

What were the organisation's major business achievements this year?

Our most recent accomplishments include securing Master Distribution for Targus in Africa and a distributorship for Logitech in Oman. As a result, Newcom is beginning to broaden its scope in Oman and other countries, with a very special announcement of our partnership with top brands in the coming months. The last few years have been fruitful for us. At Newcom, we view every difficulty as an opportunity to succeed. Our 18-year-old existence has been a learning process. Since the



AT NEWCOM, WE VIEW EVERY DIFFICULTY AS AN OPPORTUNITY TO SUCCEED.

market is gradually returning to its usual vibrancy, the competition has grown stronger and there is a greater demand for devices. The world has gone digital and grown more tech smart, and here's where Newcom plays an integral role with its philosophy of Partnership beyond Business, by building the bridge between the vendors and channel partners to make sure that the demand in the market is fulfilled.

As a leading distributor in the region, what is your strategy for the Middle East in 2023?

Newcom believes in pushing through the fear, stepping out of the present and peering around the corner toward 2023 and beyond. We have observed the industry's interest in Artificial Intelligence (AI), Augmented Reality (AR) and security solutions has grown exponentially and we want to explore and expand our partners in these areas. In coming years, a strong digital presence with unique marketing strategies using Geofencing data will drive the market. In 2023, Newcom is looking forward to increasing omnichannel selling and expanding our business into the global market. We are also increasing our horizons in different regions and countries in the Middle East and Africa region.

How promising is your partnership for the channel?

Newcom has offered their partners the much-needed foothold and helped increase their customer base. Newcom also offers partners partnership programs that are easy for them to understand and achieve their goals. Our sales team is in constant touch with partners in the field and sell together with them. This strategy helps integrate direct proficiency with the local presence of channel partners for the ultimate win-win.

Can you tell us how Newcom is creating an impact in the VAD market?

Newcom is creating an impact in the VAD market by providing impeccable VAD solutions that include video collaboration and Interactive panels with well-known brands such as Logitech, Samsung and a few more in the pipeline. We work directly with leading System Integrators to offer best business solutions to different verticals such as hospitality, education, automotive and much more. FOCUS // RING

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



RING ALARM, THE LATEST ADDITION TO THE RING PRODUCT LINE, WILL BE ON DISPLAY AT GITEX FOR VISITORS TO EXPERIENCE." 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, motionactivated alerts, two-way 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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THE CHALLENGE OF SHARED Responsibility in the cloud — Whose keys are they, anyway?

Sebastien Pavie VP Data Protection Products, Southern EMEA at Thales

ey management - the processing, management and storage of keys for who can decrypt and access protected information - is an often-overlooked, and vet critical element of encryption. Many organisations left that part up to their vendors or stored them inconsistently across their IT infrastructure in both hardware and software. This lack of centralized control can jeopardize the integrity of encryption. In fact, the management of the keys is more important than the encryption itself, because if something happens to the keys, entire sets of data can be stolen or lost, and there's nothing you can do about it.

The fact that major cloud heavyweights are diving into this technology is a sign that key management is being taken more seriously. And rightly so. The ability to demonstrate control of data is critical to meeting compliance mandates. But how do you really own your data if you do not have total control and ownership of the keys?

With every passing day, an increasing number of organisations are migrating their sensitive data and business applications to the cloud for operational flexibilities, cost efficiencies and quick scalability. To avoid vendor lock-in on a single cloud service provider (CSP), like Microsoft Azure, AWS, Oracle Cloud, and IBM Cloud, many organisations are opting to work with multiple CSPs in a multicloud environment. As an increasing amount of critical data

gets stored in the cloud, the prospect of cyber-attacks and data breaches rises exponentially. While most CSPs offer native data protection features, the "Shared Responsibility Model" dictates that the ultimate onus of safeguarding business and customers' sensitive data rests with organisations. While there is a shared responsibility to secure data in the cloud, there is no shared liability and the impact of potential security incidents jeopardising sensitive data remains the responsibility of the company and it is the company's responsibility to ensure compliance with the relevant privacy regulations such as the GDPR, the Schrems II ruling, PCI-DSS, HIPAA or CCPA.

While organisations are increasingly investing in perimeter security mechanisms, they fail to adequately invest in encryption technologies that act as the critical line of defence in the event of a cyber-attack. This is evident through the ever-increasing incidents of sophisticated cyber-attacks that result in data breaches costing organisations billions in losses.

To minimise the impact of potential security incidents and to optimise sensitive data protection, security and privacy regulations like GDPR, PCI-DSS, HIPAA or CCPA mandate the adoption of encryption.

However, merely encrypting sensitive data in the cloud is not sufficient. The Cloud Security Alliance recommends as an industry best practice for storing information in the cloud to put the customer in control of both the key management and the encryption process. Effectively managing the key lifecycle and being crypto-agile is paramount for establishing trust in the confidentiality, integrity, and availability of your data.

To that extent, the EU Cybersecurity Agency (ENISA) points out that client-side encryption is the only way to provide the customer with true control over their data, while mitigating the risk of an unauthorised access by third parties. NIST SP 800-144 adds that organisations should be "in control of the central keying material and configure the key management components for cloudbased applications."

Barriers to multi-cloud data protection

When it comes to cloud security and efficient key management, there are a number of major pain points organisations face today that prevent them from taking full advantage of the potentials offered by cloud platforms.

- 1. Lack of visibility into security and encryption practices. With CSPs providing limited visibility and access on encryption practices and schemes, organisations' risk management teams are reluctant to allow the storage of sensitive and mission critical data in the cloud due to high impact in case of a data breach.
- 2. Meeting compliance requirements. Security and privacy regulations mandate the use of state-of-the-art practices for securing the confidentiality and integrity of personal and sensitive data, requiring agility and strong control over key management. Lack of such controls entail big regulatory penalties.
- 3. Managing encryption keys across multiple cloud environments. Organisations are embracing multi-cloud strategies to avoid vendor lock-in. The use of cloud-native encryption and key management solutions is a barrier to multi-cloud adoption.
- 4. **Custodianship of encryption keys**. When organisations elect



WHILE ORGANISATIONS ARE INCREASINGLY INVESTING IN PERIMETER SECURITY MECHANISMS, THEY FAIL TO ADEQUATELY INVEST IN ENCRYPTION TECHNOLOGIES THAT ACT AS THE CRITICAL LINE OF DEFENCE IN THE EVENT OF A CYBER-ATTACK. to use cloud-native encryption services, the corresponding keys are being managed by the providers. Not having direct control on the keys presents potential risks and vulnerabilities in the case of a security or cryptographic incident.

5. Managing, monitoring, and deploying multiple cloud native security tools. Since cloud-native key management services offer limited ability to automate the lifecycle of encryption keys, especially across multiple subscriptions, organisations are forced to implement labour-intensive, errorprone manual key management processes to meet their security requirements.

The right approach to cloud data protection

Lack of proper security and key management practices in a multicloud environment will only increase the organisation's attack surface, with cybercriminals eager to take advantage of it as they get smarter and more sophisticated. Luckily, there are many industry best practices, such as Bring Your Own Key (BYOK), Bring You Own Encryption (BYOE) and centralised and automated key lifecycle management that can optimise data protection in the cloud.

With cloud providers being responsible for the security "of" the cloud, and organisations having responsibility for the security of their data "in" the cloud, every CISO should ask the five pertinent questions below:

- 1. How do I maintain strong security controls of my cloud assets?
- 2. Post-migration, what key management controls do I need?
- 3. How do I manage my personal and sensitive data risks?
- 4. How do I manage my audits?
- 5. How do I meet regulatory compliance?

Cloud security is important for your business prosperity. Thales's multi-cloud security solutions offer a cohesive answer to each of these questions. Please visit our website for more information. PARTNER WATCH // KYNDRYL

KYNDRYL LAUNCHES Collaborative Co-creation experience

Kyndryl Vital is led by global teams of designers who work side-by-side with customers and partners to define and solve complex problems.

yndryl, the world's largest IT infrastructure services provider, has announced the launch of Kyndryl Vital, a designer-led, open and collaborative co-creation experience that helps customers and alliance partners solve their business challenges and create groundbreaking technology platforms.

Kyndryl Vital is led by global teams of designers who work side-by-side with customers and partners to define and solve complex problems with elegance and innovation. These designers lead the co-creation experience with a human-centered design and rigorous research approach. This outsidein model integrates data with a deep understanding of people's needs and behavior. Paired with design strategy, experience design, storytelling, data-driven research, and the implementation of technologies, Kyndryl Vital forms the foundation for building creative solutions and a compelling vision for the future.

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

"Kyndryl Vital unlocks business value for our customers and partners by bridging the gap between human experiences and technical



capabilities. Our designer-led approach provides us with a powerful basis for engaging and establishing a deep understanding of their

KYNDRYL VITAL TEAMS WILL INTEGRATE EXISTING SYSTEMS, METHODS, AND TOOLS USED BY CUSTOMERS AND PARTNERS." business challenges. Together with Kyndryl's technical experts, Kyndryl Vital will enable our customers and partners to develop innovative approaches for building missioncritical technology systems of the future," said Tom Rourke, Global Leader Kyndryl Vital."

Kyndryl Vital teams are currently located in US, Canada, Germany and Spain, with plans to expand to several more countries by the end of the year. This nimble and versatile co-creation experience can support new customers seeking to begin a relationship with Kyndryl, as well as established customers interested in expanding their scope of work with Kyndryl to support future business needs.

Solar Powered Camera

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Powered by solar energy, this kit sets up without any electrical wiring.

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Prone to extreme weather such as strong wind and rainstorms.











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FOCUS // AVAYA

AVAYA TO DEMONSTRATE 'INNOVATION WITHOUT DISRUPTION' AT GITEX GLOBAL 2022

Attendees will experience this theme through a range of vertical-specific use cases that demonstrate how the Avaya OneCloud experience platform can enable seamless customer and employee experiences vaya, a global leader in solutions to enhance and simplify communications and collaboration, has announced its participation at the 2022 edition of GITEX Global, where the company will 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 Avava 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 AI powered 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 AI-powered biometrics for authentication.

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

- AI and analytics: Showing how organisations can use facial biometrics, chatbots, speech analytics, and conversational AI 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.

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.



FORTINET INTRODUCES ENHANCED AIOPS CAPABILITIES ACROSS ITS SD-WAN, WIRED/ WIRELESS AND 5G/LTE GATEWAY PORTFOLIO

ortinet, a global leader in broad, integrated and automated cybersecurity solutions, today announced enhanced AIOps capabilities across its entire networking portfolio, including the industry's first artificial intelligencebased network operations management for 5G/LTE gateways. When combined with the latest AIOps enhancements to Fortinet's Secure SD-WAN and Wired/Wireless LAN portfolio, network operations teams have access to even more dynamic insights and event correlation across their entire network, making FortiAIOps the most complete AIOps network management platform in the industry.

John Maddison, EVP of Products and CMO at Fortinet said, "Fortinet has spent the past decade maturing its AI and ML technology to analyse over 100 billion global security events a day covering all types of threats and attack techniques, which in turn informs over 1 billion daily security updates to Fortinet's products. We're continuing our commitment to AI innovation and automation by delivering AIOps capabilities across our robust portfolio of enterprise networking technology to help our customers proactively simplify Day 2 operations and improve uptime of the network. These latest enhancements are another significant step towards truly autonomous and self-healing networks that converge networking and security."

Growing Urgency for Alenhanced Network Automation

With accelerated digital innovation and the continued growth in the hybrid workforce, the network has never been



more critical for business success. NOC teams are becoming increasingly reliant on artificial intelligence-based management tools like AIOps to maximise network visibility, improve the response time to anomalies and reduce ticket volume to remediate potential network issues.

FortiAlOps Delivers Better Visibility and Control Across the Network

Fortinet started its artificial intelligence and machine learning journey a decade ago, and today, FortiGuard Labs can process over 100 billion security events per day, from more than 6 million devices, to provide actionable insights that help quickly identify zero-day threats and malware, reduce the number of false alarms, detect insider threats, and enable both automated and human cybersecurity responses. Fortinet has advanced its FortiAIOps capabilities in the following ways:

SD-WAN

Fortinet was named a Leader in the 2022 Gartner Magic Quadrant[™] for SD-WAN for the third consecutive year for Fortinet Secure SD-WAN, which now benefits from enhanced FortiAIOps capabilities, including the ability to track metrics such as interfaces, system resources, and ISP bandwidth, as well as dynamically compute SLA baselines to ensure that the best performance is always achieved.

Wired/Wireless LAN

From its inception, FortiAIOps has supported the Fortinet Wired/ Wireless LAN portfolio, including FortiSwitch and FortiAP. This latest release enhances Fortinet's existing Wired/Wireless LAN AIOps capabilities by improving its ability to provide NOC teams with real-time visibility of potential issues before network users are negatively impacted. Additional enhancements deliver configurable SLAs, allowing teams to customise and fine-tune their preferred network metrics to best represent their network health.

5G/LTE Gateways

The addition of AIOps capabilities to support FortiExtender 5G/LTE gateways makes Fortinet the only vendor providing AIOps on a 5G/ LTE link. This critical evolution of AIOps expands visibility for NOC teams and allows analysis of data down to the WAN link level, not just at the SD-WAN abstraction level. This helps IT teams better diagnose issues and ensure resiliency.





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CLOUDFLARE TO TURN FOCUS ON BOOSTING INTERNET SPEED, PERFORMANCE & RELIABILITY AT GITEX GLOBAL 2022

loudflare, Inc., the security, performance, and reliability company helping to build a better Internet, has announced its participation at GITEX Global 2022. The company will use the event as a platform to highlight its efforts to support the development of regional digital economies through

of regional digital economies through innovative technology that protects and optimises organisations' internet presence.

Speaking about the company's participation at GITEX, Bashar Bashaireh, Managing Director of Middle East & Turkey at Cloudflare said, "With digital transformation and cloud adoption gaining traction, it has become imperative for enterprises in the Middle East to have access to fast, secure and reliable Internet services, in order to optimally serve their customers, partners, and employees. Cloudflare is at the forefront of innovation in this space, with an integrated global cloud network (that is often faster than the internet) spanning more than 270 cities in over

100 countries worldwide, including 27 data centres in the MET region. We provide a wide range of open cloud-based services that include cybersecurity, storage and serverless application development."

"We are very excited to be present at GITEX on the back of our company recently opening its first regional office in Dubai in May, as part of the ongoing expansion of its EMEA operations. The exhibition is happening after two major innovation weeks at Cloudflare where we unveiled several of our latest technologies. So, the timing is perfect for us to share our portfolio and new transformational solutions with the region's IT and networking professionals. We are also looking forward to engaging with current and potential partners, as we build out our channel ecosystem and expand our program."

Some of the initiatives and innovations that the company is keen to demonstrate at GITEX include:

Cloudforce One: new threat operations and research team that will publish research and track and



disrupt threat actors. Access to this A class team is available via an addon subscription, and includes threat data and briefings, security tools, and the ability to make requests for information (RFIs) to the team.

Cloudflare One: provides a comprehensive Zero Trust SASE platform that is built natively into Cloudflare's global network. The company's Cloud Access Security Broker (CASB) and Data Loss Prevention (DLP) services are now available as part of Cloudflare One, giving customers more control and visibility across their network, data and apps.

Cloudflare R2 Storage: offers a better way for developers to store and access everything they need. Whether its storage for large media files, logs, or delivery of web assets, Cloudflare R2 offers flexibility with zero egress fees. Developers can focus on innovating building the applications and websites they need—instead of worrying about high storage costs or vendor lock-in.

Cloudflare Workers: enables developers to deploy serverless code instantly across the globe to give it exceptional performance, reliability, and scale. The code is powered by Cloudflare's network which is milliseconds away from virtually every Internet user.

Cloudflare Area 1: is a cloud-native email security platform. It crawls the Internet to pre-emptively stop phishing, Business Email Compromise (BEC), and email supply chain attacks at the earliest stages of the attack cycle.

"We see power in the network and we aim to be the "future network" that you wish the internet had been from the beginning, when it was designed. One of our value propositions is the fact that our solutions are totally scalable and therefore can be rightsized to fit public sector institutions and large corporations at one end of the spectrum, to SMB's and startups at the other end, who can utilise our technology with an easy-to-implement and affordable model," said Bashar Bashaireh.

Trade attendees interested in a meeting, can visit Cloudflare@GITEX at Dubai Internet City stand, Concourse 2, opposite Hall Number 8.

APPOINTMENT // KISSFLOW

KISSFLOW APPOINTS INDUSTRY VETERAN AS REGIONAL DIRECTOR

Sujay Pail brings over 17 years of experience selling enterprise solutions in the Middle East and India.



s it looks to aggressively grow its share in the US\$50 billion lowcode market, Kissflow has announced the appointment of Sujay

Patil as its new Regional Director for the Middle East and Africa (MEA). In his new role, Sujay will be responsible for driving Kissflow's vision and revenue objectives in the MEA, championing digital transformation success for regional end-customers, and driving the sustainability and profitability of the company's valued channel ecosystem. Sujay will report directly to Kissflow I AM CONFIDENT THAT WE WILL BUILD ON THIS SUCCESS – GUIDED BY OUR CORE VALUES OF CUSTOMER-CENTRICITY AND SIMPLICITY." CEO, Suresh Sambandam who said, "Since the establishment of our physical presence in the Middle East over two years ago, we seen the demand for lowcode and no-code platforms skyrocket as businesses have looked to digitalise operations at an unprecedented pace and scale. As an early entrant that has demonstrated unwavering commitment to the market, Kissflow rapidly established itself as a leader in this space, and now with the appointment of Sujay, I am confident that we will build on this success - guided by our core values of customer-centricity and simplicity."

Sujay brings over 17 years of experience selling Enterprise Solutions in the Middle East and India. Having held senior leadership positions at leading value-add distributors such as Ingram Micro and Redington, he is especially well versed in channel dynamics and the intricacies of partner onboarding and management. This is complimented by his expertise in developing go-to-market strategies for a broad range of IT solutions and services.

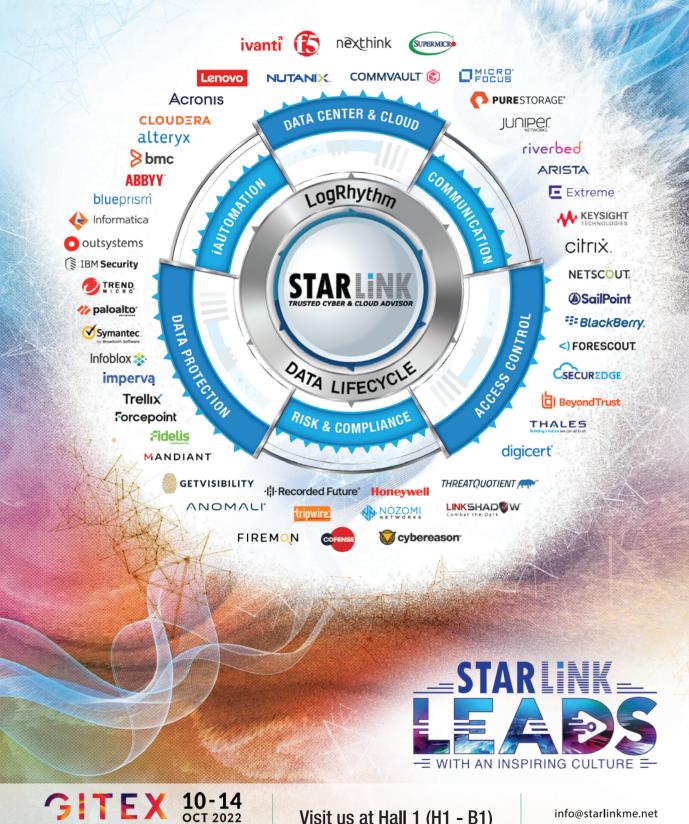
Growing and empowering Kissflow's channel ecosystem is also a primary focus for Sujay. "Given their close ties with customers and their role as trusted advisors, partners are key to understanding and addressing our customer's requirements. Developing a sustainable and profitable partner network is therefore my number one priority. Partner profitability is extremely important to Kissflow, and we will strongly invest in and reward partners who go that extra mile to help our customers. Moreover, we will follow a focussed and transparent channel strategy which will ensure every partner is rewarded proportionate to their efforts," he said. 🚥



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OPINION // INFOR

CONTINUOUS INNOVATION VITAL FOR MANUFACTURING SUCCESS IN MIDDLE EAST

Pranish Kushare, Senior Principal Solutions Consultant – Middle East & Africa, Infor.

he manufacturing sector in the Middle East has often been overlooked, with industries such as real estate, construction, finance, and leisure and tourism taking most of the limelight in the business media. Yet the region has long been home to a vibrant manufacturing sector, which looks set to experience rapid growth and development in the coming years.

Major markets across the region, including the UAE, Kingdom of Saudi Arabia, and Egypt, recognise the importance of manufacturing and the need to invest to develop the sector. The UAE's 'Operation 300 Billion' strategy, which was announced in 2021, aims to raise the industrial sector's contribution to the GDP from AED 133 billion (\$36.2bn) to AED 300 billion by 2031, thereby enhancing its role in stimulating the national economy. What's even more reassuring is the UAE's commitment to increase the efficiency and sustainability of production cycles and supply chains by driving research and development (R&D), and to encourage manufacturers to digitally transform, positioning them to potentially lead in global markets.

The scale of the opportunity in the region was clear at the Middle East Manufacturing & Technology Expo, which is being held September 12-14 at Abu Dhabi National Exhibition Centre (ADNEC), hosted with the support of Ministry of Industry and Advanced Technology (MoIAT), Abu Dhabi Department of Economic Development (ADDED), and jointly organised by the Abu Dhabi Chamber of Commerce & Industry (ADCCI) and CONNECT.

With Infor being the technology partner for the event, it was fascinating to meet with so many manufacturers under one roof and to hear about the immense possibilities they see in the region, as well as to learn more about the nuanced challenges that they are seeking to overcome.

Certainly, from the conversations I had at the event, manufacturers face a variety of challenges including supply chain issues and price increases due to global inflation. While these challenges may have compelled many companies to transform, it's interesting that many directors and management teams still lack awareness of the nature of genuine transformation. This is a point that Infor was keen to convey at the event: Transformation is about taking a deep and comprehensive analysis of your business or organisation and understanding what you want to achieve, followed by a journey of continual innovation, adaptation, and evolution - which is best achieved in the cloud and with software tailored for your specific industry.



MAJOR MARKETS ACROSS THE REGION, **INCLUDING THE UAE, KINGDOM OF** SAUDI ARABIA, AND EGYPT, **RECOGNISE THE IMPORTANCE OF** MANUFACTURING **AND THE NEED TO INVEST TO DEVELOP THE** SECTOR.

This type of holistic innovation in manufacturing is being powered by software built on converging technologies including Cloud, AI, machine learning and Edge computing. This software can connect organisations to their customers, supply chain network, plant and equipment, and which enables employees to drive predictable revenues. By adopting a culture of improvement and starting on a journey 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're excited to continue working with manufacturers in the region to be their trusted partner at every stage of the journey. 🗠

CHANNEL // SOLARWINDS



SOLARWINDS LAUNCHES GLOBAL TRANSFORM PARTNER PROGRAM

Transform offers channel partners strong profit potential, significant growth opportunities, and industry-leading tools and resources

olarWinds, a leading provider of simple, powerful, and secure IT management software, has announced the launch of the SolarWinds Transform Partner Program to support and drive growth for the company's valued global channel partners. The new channel program is designed to transform the way SolarWinds partners with industry-leading technology distributors, value-added resellers (VARs), global system integrators (GSIs), managed service providers (MSPs), and cloud partners around the world.

SolarWinds Transform enables partners to accelerate digital transformation for their customers through simple and AI-powered SolarWinds observability solutions designed for today's modern, distributed, hybrid, and multi-cloud network environments. Transform offers SolarWinds partners strong profit potential, significant growth opportunities, and world-class tools and resources. The new program provides SolarWinds partners with several benefits, including financial incentives, performance rebates, enablement and training programs, an enhanced Partner Portal, and new marketing and sales support.

"Our purpose at SolarWinds is to enrich the lives of the people we serve. For our customers, this means providing secure solutions that make the job of managing multicloud environments simple and cost effective. And for our partners, it means creating greater margins and opportunities for shared growth," said Sudhakar Ramakrishna, president, and chief executive officer of SolarWinds. "We are building further on our monitoring leadership and are now evolving our business to deliver the best solutions in full-stack observability, service management and database monitoring. Our exciting portfolio and value proposition enable us - and our partners - to help accelerate our customers' business transformation wherever they may in their cloud journey."

As a vital component of the company's growth strategy,

Transform provides a new model for partners to offer their clients world-class SolarWinds technology solutions through SaaS and cloudconnected, on-premises deployments. This new partner program follows the launch of SolarWinds Hybrid Cloud Observability as a comprehensive, integrated, and cost-effective solution designed to increase performance and reduce remediation time across on-premises and multi-cloud environments.

As the first solution built on the new SolarWinds Platform and leveraging the company's Secure by Design principles, Hybrid Cloud Observability helps organisations shift from reactive to proactive IT

TRANSFORM **PROVIDES A NEW MODEL** FOR PARTNERS **TO OFFER** THEIR CLIENTS WORLD-CLASS SOLARWINDS TECHNOLOGY SOLUTIONS THROUGH SAAS AND **CLOUD-**CONNECTED. **ON-PREMISES** DEPLOYMENTS. postures as they meet the challenges of hybrid IT. And with the Transform launch, SolarWinds adds a new partner category to support MSP partners with an engagement mode for MSPs ranging from global scale to regional providers. MSPs can now offer SolarWinds Hybrid Cloud Observability to provide full-scale observability with flexible licensing and pricing models designed to offer them and their customers the flexibility and scale they value.

"We're so thankful for our amazing partners and are excited to celebrate our joint successes," said Jeff McCullough, vice president of worldwide partner sales, SolarWinds. "Our partner relationships are critical as we move forward with a bold plan to grow our business through customer-centric technology innovations. Together with our partners, we share a vision to completely transform the market for IT management software."

The new program represents the company's enhanced focus on channel growth and development. While channel partners have been integral to the company's success throughout its more than 20-year history, Transform is the first formal SolarWinds channel program. Consistent with the company's customer-first approach, Transform was developed in close partnership with many of the more than 2,000 existing SolarWinds partners.

With over 300,000 customers, including 498 of the top Fortune 500 companies, SolarWinds is rated a leading provider of IT and network management1 software. Customers regularly provide high ratings for SolarWinds solutions across observability, network management, application performance, and database management. The company's Secure by Design initiative, designed to make SolarWinds a leader in enterprise software security, has been critical to the development of the new SolarWinds Platform, unifying observability and services management to consistently deliver simple, secure, AI-powered solutions for IT Ops, DevOps, CloudOps2, and SecOps teams. 🚥

A 10 NETWORKS ANNOUNCES LAUNCH of harmony controller AS-A-Service

The A10 Harmony Controller provides centralised management and analytics for A10 secure application services.

etwork admins for enterprises and service providers all know the pain of growth and change. Rapid or unexpected growth in users, subscribers and traffic; migration from centralised data centers to edge deployments, cloud, multi-cloud or hybrid cloud environments; and the pandemic-inspired shift to distributed and suburban/home-based applications means network administrators must continually scramble to ensure capacity is correctly and efficiently deployed to meet demand.

For the critical functions that A10 provides, including Thunder Application Delivery Controller (ADC), Thunder Convergent Firewall (CFW) and Thunder Carriergrade Networking (CGN), customers are managing their Thunder appliances or virtual machines throughout this massive change using A10 Harmony Controller. The A10 Harmony Controller provides centralised management and analytics for A10 secure application services including A10 Thunder ADC, SSLi, CFW, and CGN in multi-cloud environments for application configuration and policy enforcement. It is available on selfmanaged (on-premises/cloud) and as-a-service.

Harmony Controller as-a-service has key advantages over self-managed systems, providing organisations a centralised management interface for installation, configuration, monitoring and troubleshooting of physical and virtual devices wherever they are deployed. Adding or changing Thunder devices used to require manually intensive processes for installation, licensing, registration of devices. Harmony Controller as-a-service makes



WITH THE HARMONY CONTROLLER, ORGANISATIONS CAN EFFICIENTLY AUTOMATE DEPLOYMENT AND OPERATIONS OF APPLICATION SERVICES.

those processes simple and easy to use. The service is operated by A10 to ensure its security and availability. The service creates simpler elastic capacity with a management interface that automatically scales as the system grows, supporting millions of users and thousands of devices.

Harmony Controller as-a-service, Release 5.4, includes the following enhancements:

Stronger Security with Multi-Factor-Authentication (MFA)

Now, administrators can enable MFA for all the users in the account. MFA is available when the users are authenticated locally in Harmony Controller. Users need to install the Google Authenticator app on their mobile devices for a one-time set up of MFA. While users can postpone set-up, the administrator can set an enforcement deadline. The device communicator role is created for users who use Harmony Controller to register Thunder devices.

Local Authorisation after Remote Authentication

Now, users can authenticate on the remote servers, such as LDAP, TACACS +, or RADIUS, and authorise locally in Harmony Controller. The user privileges and access information are stored in Harmony Controller.

Flexible Device Configuration Backup

Now, users can schedule periodic device configuration backups with precise time-zone and frequency.

"With the Harmony Controller, organisations can efficiently automate deployment and operations of application services, increase operational efficiency and agility, enhance end-user experiences and reduce TCO, simplify the management of distributed application services to dramatically shorten troubleshooting times, receive alerts on performance or security anomalies, improve capacity planning and optimise IT infrastructure and cloud environments," said Amr Alashaal, Regional Vice President - Middle East at A10 Networks. 🚥



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PRODUCT // BENQ

BENQ INTRODUCES COMFYCORNER THEATER

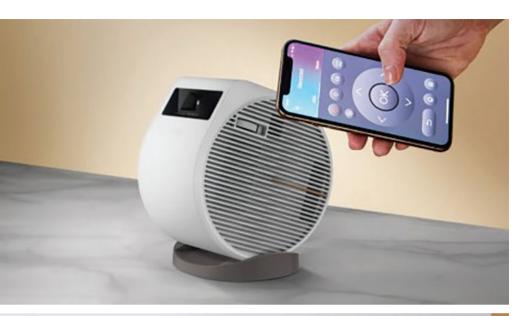
GV11 provides the freedom of free-angle ceiling / wall / screen projection and battery-powered portability.

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

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

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

GV11's rotating lens and automatic vertical keystone offer an incredible





range of angles for projecting onto walls, screens, or ceiling for laidback viewing. Requiring just 7.5 feet distance for an 80" image, GV11 delivers immersive cinematic experiences in the same space that a smaller TV would occupy.

Powered by Google-certified Android TV 10, GV11 instantly serves up a sea of content from over 5000 streaming apps such as Prime Video, Hulu, YouTube, and more. Unlike other budget projectors, GV11 provides glitch-free movies, shows, sporting events, and music without the hassle of additional streaming equipment. Equipped with a 270-degree 5W sound system with treVolo-tuned audio modes and bass-extending sealed enclosure design to offer best audio experience for free angle projection, GV11 comes with everything needed to stream endless entertainment, cast from any device, play music in a neatly integrated all-in-one device with a seamless interface, Voice Assistant, and Chromecast built-in.

To learn more about BenQ GV11 smart LED portable projector, please visit https://www.benq.com/en-ap/ projector/portable/gv11.html. **OUR LATEST** PROJECTION SOLUTIONS **COME WITH ALL THE** NUANCED BENQ EATURES AND **TECHNOLOGIES** THAT USERS HAVE COME TO EXPECT AND THE **GV11 HAS BEEN** DESIGNED TO TAKE PORTABLE **BIG-SCREEN** ENTERTAINMENT **A NOTCH HIGHER. WE** ARE DELIGHTED **TO BRING IT** TO THE UAE ARKET AND ARE CONFIDENT THAT IT WILL, IN TIME, BECOMÉ A UTILÍTY GADGET FOR A NUMBER **OF PEOPLE.**"

PRODUCT REVIEW // LINKSYS

LINKSYS HYDRA PRO 6E: NEXT-GEN WI-FI

Linksys' legacy in WiFi networking truly comes through while using this router.

Ľnksys

uilt with Velop Intelligent Mesh* and utilising the newly opened 6GHz band, the Linksys Hydra Pro 6E expands the user's network for the fastest speeds possible to every corner of the home. WiFi 6E offers the 6GHz band connection that is needed for device-heavy homes and ensures optimal performance for video conferencing, working and learning from home, as well as the latest AR and VR devices.

"WiFi 6E is driving a surge in technology innovation and we're proud to deliver next-level solutions that harness 6E speeds and efficiency, coupled with built-in Velop Intelligent Mesh," said Amanulla Khan – Managing Director of Linksys Middle East, Turkey & Africa. "As one of the first to market with a WiFi 6E system certified by the WiFi Alliance we remain steadfast in our commitment to provide our customers reliable, innovative and secure WiFi solutions," he added.

The Linksys Hydra Pro 6E triband router unleashes multi-gigabit WiFi speeds at up to 6.6Gbps (AXE6600, 600+1200+4800 Mbps) to cover 2,700 square feet and more than 55 devices at one time. It combines built-in mesh technology and industry-leading chipset from Qualcomm for wirelike stability and blazing-fast performance for a home full of people to enjoy pro gaming or HD streaming.

Its classic design also makes it a natural fit into any home environment. Linksys' legacy in WiFi networking truly comes through while using this router. It comes equipped with all the features for even the heaviest WiFi usage.

Other key features include a 5Gbps WAN port for multi-gigabit speeds, easy setup through the free Linksys app, seamless compatibility with existing modem and internet provider, and automatic updates and guest access to ensure your network is secure, up-to-date, and safe from cyber threats.

Key features include:

1.8GHz Quad Core Processor 4x4 MU-MINO Advanced Security Dynamic Backhaul Easy Setup with the Linksys App Expanded Spectrum with 6GHz Band Gigabit Ethernet LAN Ports Next-Gen OFDM Technology USB 3.0 Port

IT COMBINES BUILT-IN MESH TECHNOLOGY AND INDUSTRY-LEADING CHIPSET FROM GUALCOMM FOR WIRE-LIKE STABILITY AND BLAZING-FAST PERFORMANCE."

INFINIGATE ANNOUNCES STRATEGIC Merger with mea vad giant starlink

The geographical addition by Starlink is unique and is a step in taking the Infinigate Group global.



nfinigate Group, the pan-European value-added distributor (VAD) of cybersecurity solutions today announced its merger with Dubai-based Starlink, the market-leading VAD in cybersecurity, secure cloud and secure networking in Middle East and Africa. This is the latest important step in Infinigate Group's expansion strategy. In July, the Infinigate Group announced its intention to acquire large parts of the Nuvias Group, subject to the approval of the authorities, and in August the company announced the acquisition of cloud service provider Vuzion.

The geographical addition by Starlink is unique and is a step in taking the Infinigate Group global. The move will extend Infinigate Group's reach to more than 50 countries, with offices in more than 30 countries, and the joint enterprise will consolidate its position as a full EMEA powerhouse with increased relevance for its vendors and resellers, and with more than 1,100 dedicated personnel, taking all completed and projected acquisitions also into account. The total turnover of the Group is estimated at $\notin 2.2$ billion for 2023.

Founded in 2005, Starlink is the fastest growing and largest specialised cyber and cloud VAD in Middle East and Africa with \$500 million annual revenue, and a projected 20% year-on-year growth. In the Gulf Cooperation Council (GCC) region, comprising Bahrain, Qatar, Kuwait, Oman, Kingdom of Saudi Arabia and United Arab Emirates, Starlink is the leading cybersecurity distributor with more than 20% market share. It employs more than 300 people across 11 countries in the Middle East and Africa, caring for a portfolio of 60 vendors, including several market leading vendors, and 1,500 resellers.

Klaus Schlichtherle, CEO of Infinigate Group comments: "Merging Starlink enables us to offer a broader geographical platform and wider technical expertise to our vendors and resellers and represents another key milestone on our journey towards becoming a global player. Both Infinigate and Starlink have a long history of market leadership and have significant expertise in the SMB and enterprise sector – and as well as being able to offer increased technical know-how, we will be able to leverage Starlink's experience and relationships across EMEA. The transaction will further accelerate growth both for Infinigate and for those we serve, and offers a wealth of opportunities for our employees, our partners and our customers."

"We are excited to be joining forces with Infinigate," states Nidal Othman, CEO of Starlink. "There are strong synergies between what Infinigate has built in Europe and what Starlink has created in the Middle East - both in terms of our strategic growth patterns and our business strategies. Starlink is a specialist in the enterprise market and Infinigate is a master in the commercial market - so our combined portfolio and expertise grows even bigger. And we are a strong cultural fit too – which will underpin our future growth and success. Together we can reach further, provide greater value as we work towards becoming a global player."

Infinigate and Starlink have several non-shared vendors, so the merger is also an opportunity for Infinigate's SMB vendors and Starlink's enterprise vendors to augment their footprint.

Following the merger, Starlink will operate under the Infinigate Group banner. Starlink's joint founders, Mahmoud Nimer and Nidal Othman, will remain invested in the enterprise, Nidal will take up a new role with Infinigate as CEO of the MEA region as well as participating in the global development of the vendor portfolio and Mahmoud becomes president of the MEA region. Both will report to Infinigate Group CEO Klaus Schlichtherle.



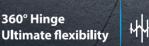


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