



60 MINUTES

GITEX TECHNOLOGY WEEK

Show dates: 14-18 October 2024, Dubai World Trade Centre | Exhibition hours: 10am-5pm

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DAY 1 AM

Positive Technologies empowers cybersecurity experts in Gulf countries to safeguard financial sector

A recent study revealed that on the dark web, 13% of all expert-reviewed messages related to the Gulf region target the financial industry. This area attracts cybercriminals due to opportunities to access user personal data.



Evgeniya Popova, Positive Technologies

On September 16–19, Positive Technologies experts conducted hands-on cybersecurity workshops for the financial sector in Saudi Arabia, Bahrain, and the United Arab Emirates.

The workshops

were designed for cybersecurity department managers in banks and financial institutions, as well as other information security managers, analysts, and architects. Participants gained deeper insights into the

evolution of cyberthreats in the region and vulnerabilities in the banking system with a focus on strategies to prevent data leaks and financial losses.

In 2023, financial organisations ranked among the top three most targeted sectors globally. A recent study by Positive Technologies on the market for cybercriminal services targeting Gulf countries revealed that from early 2023 to mid-2024, 13% of all expert-reviewed messages on the dark web were related to the financial

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SolarWinds to showcase comprehensive suite of solutions at GITEX 2024

SolarWinds to present latest innovations at booth #H8-C15 with in-depth demonstrations of its expanded observability, database, and service management solutions.



Abdul Rehman Tariq Butt, SolarWinds

SolarWinds recently announced its presence at GITEX GLOBAL 2024, October 14-18, in the Dubai World Trade Centre, Dubai, United Arab Emirates.

SolarWinds will exhibit at booth H8-C15, alongside its value-added distribution

partners in the region — CyberKnight and Spire Solutions. The company is spotlighting cutting-edge advancements in its full-stack observability portfolio, comprehensive database management solutions, and AI-powered IT service management software.

SolarWinds enables companies to manage increasingly complex hybrid and multi-cloud environments to accelerate digital transformation, drive automation, modernise applications, and undertake cloud migration initiatives. The company has further enhanced its solutions through the unified SolarWinds® Platform, providing customers with AI-powered full-stack observability and database, service management, security, and automation capabilities. These solutions are designed

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Innovative Sennheiser Audio Technology and products at multiple locations across GITEX

Explore solutions for classrooms, meeting & conference centres, discover integrated audio, video and control automation like never before.

This year, Sennheiser is broadening its reach at GITEX by presenting at multiple locations throughout the exhibition. Our products are showcased at Venuetech booth #H3A30 in Hall 3 and Avientek booth #H2B40 in Hall 2. Plus, our Alliance Partners

Q-SYS offer visitors a 20-minute guided journey to experience our latest integrations with the leading UC platform. Our products are complete with full immersive room controls, driven by vision-based room automation and presenter tracking newly certified for Microsoft

Teams Rooms.

The product range on display at the Venuetech and Avientek stands focuses on Sennheiser's extended TeamConnect Family offering a variety of solutions to fit every need. The acclaimed

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Avaya to showcase vision for human-AI collaboration at GITEX Global 2024

Avaya to highlight a range of technology demonstrations seamlessly integrating AI into every facet of customer interaction.

Avaya, a global leader in enterprise CX, recently announced its participation at the 2024 edition of GITEX Global, where the company will showcase a vision for the future in which human and artificial intelligence (AI) collaboration redefines the landscape of customer experience

(CX).

Avaya's major presence at GITEX Global will highlight a range of technology demonstrations seamlessly integrating AI into every facet of customer interaction, transforming traditional contact centres into dynamic experience

centres. These capabilities are delivered through a roadmap for modernising contact centres without the disruption associated with full cloud migration, and will empower agents to deliver personalised, efficient, and memorable customer journeys.

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GITEX GLOBAL 2024: Huawei to Accelerate Industrial Digitalization and Intelligence

Huawei's goal is to create a leading digital and intelligent infrastructure by bringing together partners and developers through an open ecosystem.

From October 14 to 18, Huawei will participate in the GITEX Global 2024, one of the world's largest technology exhibitions, as a Diamond Sponsor.

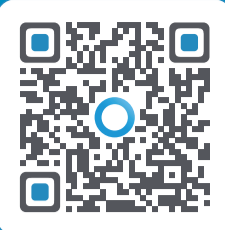
Huawei will showcase a variety of innovative products and solutions

at the exhibition, with the theme "Accelerate Industrial Digitalization and Intelligence". Huawei will come together with industry customers, partners, thought leaders, and technical experts from around the world to discuss

important initiatives for the digital and intelligent transformation of industries.

At the exhibition, Huawei will unveil and showcase a range of flagship products

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Positive Technologies empowers...

sector. This area attracts cybercriminals due to opportunities to access user personal data. Analysts note that banks in the region, along with the public sector, have recently become more of a target for hacktivist groups.

Additionally, analysis revealed that on dark web forums, 40% of data purchase requests (the

majority of such ads) were for databases from financial institutions.

Evgeniya Popova, Director of International Business Development at Positive Technologies, commented: "Positive Technologies has vast experience in combating cybercriminals. Recently, with rising global tensions, our experts have faced a surge of increasingly

sophisticated attacks on companies and organizations in Russia. We are ready to share our expertise and knowledge, introducing our colleagues to the most advanced cybersecurity tools to help them build result-driven cybersecurity in the financial sector of Gulf countries".

The workshops helped local cybersecurity



We are ready to share our expertise and knowledge, introducing our colleagues to the most advanced cybersecurity tools to help them build result-driven cybersecurity in the financial sector of Gulf countries".

experts deepen their understanding of the ever-evolving cyberthreat landscape in the region and vulnerabilities in banking infrastructure that malicious actors can exploit. Positive Technologies experts also covered common hacker methods and techniques to help improve participants' practical skills in fortifying banking systems, preventing data leaks, and minimizing financial losses from cyberattacks. [@](#)

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Avaya to showcase...

"We're committed to extending our leadership in the enterprise CX sphere through the intelligent integration of AI capabilities and the human experience", said Cameron Thomson, GVP – Europe, Middle East and Africa, Avaya. "The advanced solutions we're demonstrating at GITEX drive predictive analytics, personalized service delivery, and real-time customer journey adjustments, enabling large enterprises and public sector organisations to not only meet evolving customer expectations but set new benchmarks for exceptional customer experiences powered by AI".

At GITEX Global 2024, Avaya will showcase solutions that help organizations to unify customer interactions across all channels, enhance the usability of AI-based tools, optimise



The advanced solutions we're demonstrating at GITEX drive predictive analytics, personalized service delivery, and real-time customer journey adjustments".

operations, and more easily orchestrate customer journeys.

Unified Interactions: By integrating voice, email, chat, and social media into a cohesive conversation, the Avaya solutions on display can reduce customer effort and enhance satisfaction, providing a consistent and

coherent experience at every touchpoint.

Enhanced Connectivity: The AI-powered virtual assistants, chatbots, and automated workflows that Avaya will showcase work alongside human agents to handle repetitive tasks, allowing agents to focus on complex issues requiring empathy and nuanced understanding. This symbiotic relationship boosts efficiency and accuracy in customer service.

Optimised Operations: The solutions demonstrated by Avaya highlight an AI framework that includes capabilities such as AI-powered agent assistance and journey orchestration, which can enhance real-time decision-making and service efficiency. By handling routine tasks, these AI-powered solutions significantly reduce post-call work and improve overall service delivery.



Orchestrated Workflows: The tools being highlighted for customer journey orchestration, proactive customer care, and integrated service channels enable organisations to anticipate customer needs, resolve issues proactively, and deliver personalised experiences that drive loyalty and satisfaction.

All of these capabilities combine to highlight the power of the Avaya Experience Platform™, Avaya's robust and comprehensive CX

platform, which empowers enterprises to maintain their core capabilities while evolving through flexible innovation paths, including on-premises, private cloud, public cloud, or hybrid deployment models.

At GITEX Global, Avaya will demonstrate its ability to offer flexible integration options and enable customers to leverage third-party solutions through APIs and SDKs, delivering superior outcomes while providing the freedom to innovate and customise their

experience.

Avaya will also host a number of their global technology partners and customers at GITEX, highlighting the breadth and depth of its ecosystem to elevate employee and customer experiences with AI. Avaya's presence at GITEX Global will come in partnership with Sestek as well as additional technology partners.

Visit Avaya at its stand in Zabeel Hall, at Dubai World Trade Centre between October 14 and 18, 2024. [@](#)

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Innovative Sennheiser Audio...

TeamConnect Ceiling 2 and options for smaller spaces TeamConnect Ceiling Medium, TeamConnect Bar S and M and TeamConnect Intelligent Speaker that will capture the attention of visitors from higher education and business looking for the best audio solutions. Also on display is the ultimate audio solution for smaller Microsoft Teams Rooms meetings TeamConnect Intelligent Speaker. Visitors are encouraged to book time for one-to-one meetings at Gitex so that Sennheiser team experts can demonstrate the products and supplementary software such as Room Planner, Mobile Connect and Control Cockpit that guide and assist users to make best use of the systems. Click here to Book Meetings or 1 on 1 demo at Sennheiser booth.



Our innovative range, including the renowned TeamConnect Family, is specifically designed to cater to diversified business needs, providing crystal-clear audio quality, cutting-edge technology, and effortless integration with your existing infrastructure".

"We're excited to introduce you to our growing Sennheiser family at the Dubai World Trade Centre from 14th

to 18th October." Says Mig Cardamone, Sales Director at Sennheiser Middle East.

"Our suite of solutions are curated to transform the way you conduct business, making interactions seamless, regardless of whether participants are on-site or connecting remotely. Our innovative range, including the renowned TeamConnect Family, is specifically designed to cater to diversified business needs, providing crystal-clear audio quality, cutting-edge technology, and effortless integration with your existing infrastructure. And if you are in higher education, our products offer top-tier audio solutions for educational environments designed for exceptional sound quality and reliability. Classrooms at universities around the world have embraced



Sennheiser for audio. You will join the Sennheiser community and experience the excellence of German engineering in your campus." He added. [Learn More](#)

Also on display are two leading series from Sennheiser's advanced technology digital wireless range. The SpeechLine Digital Wireless for speech and lecture is designed and optimized for university and corporate use. The system is versatile and can be adapted to the requirements of individual applications, making the

daily work of IT and AV managers easier.

The Evolution Wireless Digital is the successor to the analogue evolution wireless G4 systems and a harbinger of the next-gen technology for Sennheiser for public address systems in use at university and corporate campuses. Building upon the renowned reliability and sound quality of Sennheiser's evolution wireless G4 systems, Evolution Wireless Digital delivers numerous enhancements compared to G4 analogue system; it offers users a simplified

app-assisted setup process, the most reliable UHF connection, lowest latency of any digital wireless system, a higher audio resolution and increased dynamic range.

Another not-to-be-missed Sennheiser audio experience at Gitex 2024 can be accessed at our alliance partner Q-SYS stand H3-B30. Book a 20-minute guided tour with a Q-SYS sales representative using the link here to go through an immersive collaboration room that will take you on a technology deep dive beyond meeting spaces. [@](#)

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SolarWinds to showcase...

to identify and remediate issues and improve service delivery, reliability, and productivity — all while reducing costs.

“The past 12 months have been transformative for the region’s IT sector. We’ve witnessed AI strategies mature from intent to implementation, cyber threats grow in scale and sophistication, and a continued surge in cloud adoption. At SolarWinds, we offer powerful solutions that enable organisations to successfully navigate these trends. GITEEX



GITEEX allows us to align our offerings precisely with the needs of the local market”.

allows us to align our offerings precisely with the needs of the local market”, said Abdul Rehman Tariq Butt, Regional Sales Director, Middle East at SolarWinds.

“Our participation also reflects our commitment to staying close to our partners and customers — meeting them where and when it matters most, as we expand in one of the world’s fastest-growing markets. Together with our value-added distribution partners, we look forward to showcasing our diverse observability portfolio, empowering customers to drive digital acceleration across the region, and beyond”.

SolarWinds Highlights at GITEEX GLOBAL 2024:

1. Pioneering Solutions: Discover SolarWinds Observability, the company’s AI-assisted

full-stack solution available in self-hosted or SaaS options, IT service management, and database performance management innovations — all in one platform designed to reduce complexity and ready for every transformation.

2. Live Demonstrations: Dive into the world of SolarWinds through live product demonstrations. Witness firsthand how the company’s cutting-edge technology can empower organisations to successfully accelerate digital transformation and gain a competitive edge.

3. Expert Insights: Engage with the SolarWinds team, get

insights into emerging trends and best practices, and explore how in-depth, AI-powered insights from SolarWinds can help you monitor and observe everything from anywhere and deliver an exceptional customer experience.

4. Comprehensive Portfolio: Explore the SolarWinds collection of self-hosted software or cloud-native SaaS to systematically track, manage, and optimise your organisation’s IT infrastructure and its services, delivering an automated and holistic picture for faster time to resolution and greater IT agility.

Visit SolarWinds at GITEEX, booth H8-C15. This is a great opportunity to meet with SolarWinds executives, including president and CEO Sudhakar Ramakrishna, and several of the company’s engineers and experts, to explore all SolarWinds offerings and learn about the latest in tech.

Those interested in one-on-one meetings to discuss specific challenges can book here.

SolarWinds will also host a reception at its booth on Thursday, October 17th, at 3:00 PM, celebrating the best story in software and 25 years of SolarWinds.

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GITEEX GLOBAL 2024: Huawei...

and solutions for the global enterprise market. Huawei will also showcase its reference architecture for intelligent transformation and innovative practices in digital and intelligent transformation across various industries worldwide. In addition, Huawei will host the Industrial Digital and Intelligent Transformation Summit, along with dozens of forums, hundreds of talks, and numerous speeches to facilitate idea exchange with thought leaders, industry professionals, technical experts, and partners from around the world to discuss a wide range of topics related to the pan-enterprise market, industry intelligence trends, and practices.

Leo Chen, Huawei’s Corporate Senior Vice President and President of Enterprise Sales, stated, “The intelligent world is fast approaching. The widespread use of digital and intelligent technology is revolutionizing our lifestyles, business productivity, and city operations. As a leading global ICT infrastructure provider, Huawei works with partners to help customers in various regions and industries worldwide, to lay a solid foundation for the intelligent era. At GITEEX Global 2024, we will showcase innovative practices of



digital and intelligent transformation and engage in discussions with global customers, partners, and industry leaders to explore the potential of intelligence in driving industries, ecosystems, and beyond. We look forward to seeing you in Dubai, the city of innovation”.



At GITEEX Global 2024, we will showcase innovative practices of digital and intelligent transformation and engage in discussions with global customers, partners, and industry leaders to explore the potential of intelligence in driving industries, ecosystems, and beyond”.

Showcasing innovative practices of digital and intelligent transformation

Covering over 1400 square meters, the Huawei booth in GITEEX GLOBAL 2024 will fully showcase the deep integration of intelligent technology with various industries based on our reference

architecture for intelligent transformation. Visitors can experience Huawei’s innovative, global, and open collaboration atmosphere first-hand.

At the “Accelerate Industrial Digitalization and Intelligence” exhibition area, Huawei will display practices in industries like

public utility, finance, transportation, electric power, oil and gas, mining, manufacturing, ISP & OTT, education, healthcare, etc. Also on display will be scenario-based solutions for the commercial market and HUAWEI eKit for small- and medium-sized enterprises and partners. Visitors can learn about Huawei’s path to accelerate industries into the intelligent era.

At the “Innovative Digital and Intelligent Infrastructure” exhibition area, Huawei will showcase its main products and portfolios for data communication, all-optical networks, data storage, smart campus, data centre, and Huawei Cloud, which are designed to meet

the needs of customers at different stages of digital and intelligent transformation. Huawei’s goal is to create a leading digital and intelligent infrastructure by bringing together partners and developers through an open ecosystem.

GITEEX GLOBAL 2024 will be held at the Dubai World Trade Centre from October 14 to 18. Huawei’s booths are located in B10 and B20 of Hall 22. You are warmly welcome to visit Huawei booths at GITEEX GLOBAL 2024 and join us on our journey to accelerate industrial digitalization and intelligence.

For more information, please visit <https://e.huawei.com/ae/events/branding/gitex>.



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Tate Wu General Manager of Hikvision FZE

“ **GITEX 2024** promises to be another groundbreaking event for **Hikvision**. We're excited to continue our collaboration with valued partners to drive innovation in the AIoT landscape. This year's theme, "**Enabling Diverse Intelligent Applications with AIoT**", underscores our commitment to delivering cutting-edge solutions that address a wide range of industry needs. Join us at GITEX 2024 to experience the future of AIoT. ”

Enabling Diverse Intelligent Applications with AIoT: Shapes the Future of Technology

The Role of AI in Video Security

has been transformative, paving the way for faster problem detection and enhanced video processing. AI-driven technologies, such as Hikvision's next-gen technology **DarkFighter 2.0**, are setting new standards for image quality, especially in challenging low-light environments, with **AI-powered low-light imaging** running on a powerful image processor. Additionally, it is equipped with AI noise reduction, clear capture, higher frame rates, and automatic wide dynamic ranges.

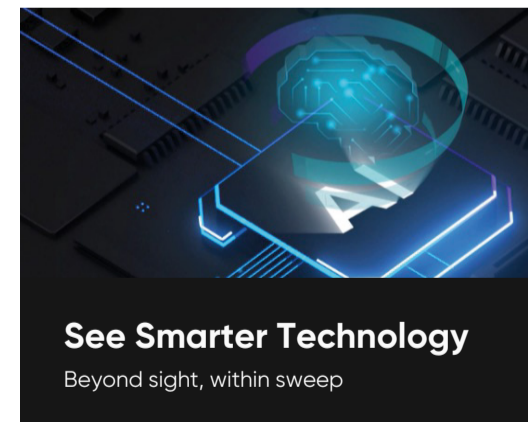
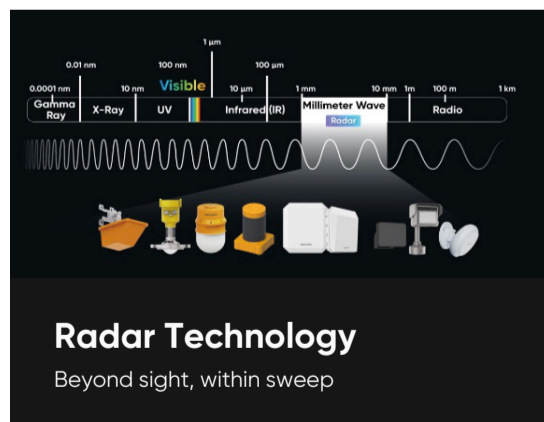
Hikvision's Radars Utilize millimeter wave technology,

operating within **1 to 10 mm wavelengths**. They precisely detect targets' distance and velocity by analyzing signal time and phase differences. This technology offers high accuracy, strong directivity, and great anti-interference capabilities. Radar-video fusion technology pairs radar-collected data with a camera's visual perception, boosting traffic signal control, safety alerts, and digital road mapping for safer, more efficient roads.

Hikvision's See Smarter Technology

is a powerful AI-driven solution designed for physical security applications. It leverages **deep learning algorithms** to automate the process of detecting, classifying, and analyzing objects and their movements within a camera's field of view and associated backend devices. It reduces costs, speeds up responses, and facilitates new practices and processes.

Besides that, Hikvision's **AI large model**, optimized through professional parameter tuning and tailored to various industries, delivers specialized solutions for each sector. To address diverse user needs, the **AI Open Platform (AIOP)** offers a library of algorithm models, allowing users to **train custom AI algorithms with sample images**. These models can then be deployed across Hikvision's product range.



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Zebra Technologies to demonstrate AI-powered solutions at GITEX

Attendees will experience the latest advances in AI-enabled machine vision, retail software, RFID, and enterprise mobile computing



Hozefa Saylawala, Zebra Technologies

Zebra Technologies Corporation, will present some of its latest AI-powered solutions at GITEX Global Dubai, 14 - 18 Oct. 2024, in Stand H5-B20, alongside regional channel distribution partners and independent software vendors (ISVs). Attendees will learn how Zebra empowers every worker across several industry sectors, providing businesses with AI-powered solutions to streamline internal processes, optimise

decision-making and enhance customer interactions. Zebra's solutions support companies looking to modernise their operations and better equip their front-line workers, making them visible, connected and fully optimised. As a community of innovators, Zebra's purpose is to create new ways of working to make everyday life better for organisations, their employees, and those they serve.

Last month, Zebra was ranked #51 on Fast Company's sixth annual list of the 100 Best Workplaces for Innovators, reflecting the company's commitment to building an innovative culture at every level of the organisation. "At GITEX, we'll be showing how AI is powering Zebra's portfolio of hardware, software, services and solutions to digitise and automate workflows in manufacturing, retail, transport and logistics

(T&L), healthcare and government", said Hozefa Saylawala, Director, Middle East, Zebra Technologies. "Zebra helps set the standard when it comes to delivering AI-powered solutions to end-users. For example, we enabled a large, national bakery to reduce its forecast errors by up to 30% using Zebra's AI-powered Workcloud Demand Intelligence software for demand forecasting and planning. And we're committed to sharing our expertise and aligning AI initiatives to

industry best practices". Zebra's AI offerings include its Workcloud Workforce Optimisation Suite software which has AI applications for retailers and consumer packaged goods companies, and its Zebra Aurora™ machine vision software with deep learning tools for machine builders and manufacturers in the automotive, food and beverage, electronics and pharmaceutical industries. Zebra's booth demonstrations will include radio frequency identification (RFID) and warehouse optimisation solutions, which are critical for business operations. Attendees can interact with the new AI-driven ET65W rugged tablet demonstrated in smart

ambulance and law enforcement evidence tracking virtual reality experiences. The AI-powered Workcloud suite will be shown as part of Zebra's Modern Store framework, which also includes RFD40 UHF RFID sleds, and point-of-sale solutions including the PS30 personal shopper and MP72 Series multi-plane scanner/scale which can run computer vision applications. Attendees will also see how Zebra's FS42 fixed industrial scanner with AI-derived optical character recognition (OCR) tools can speed up operations. Zebra partners joining the stand at GITEX include 42Gears, Axes Software, Bluestar, Celerway, Cleverence, Ingram Micro, Innovent, Jarltech, Loqus, Mantis, Mishipay, Smartway, and Sygic. Zebra's PartnerConnect programme includes over 10,000 partners in 100+ countries. In the Middle East, around 250 partners serve a broad range of customers with a growing portfolio of solutions across a range of industries including retail, T&L, manufacturing, healthcare, and energy in the UAE, Gulf Cooperation Council, Egypt and the Levant. [60](#)

We'll be showing how AI is powering Zebra's portfolio of hardware, software, services and solutions to digitise and automate workflows in manufacturing, retail, transport and logistics, healthcare and government"

Nutanix to showcase Cloud Innovations at GITEX 2024 with the theme "Experience Cloud Freedom"

Nutanix aims to highlight its commitment to cloud freedom through innovative solutions, including strategic partnerships and groundbreaking technologies. Their goal at the event is to effectively demonstrate how its full stack of solutions addresses the IT challenges faced by organisations today.



Raif Abu Diab, Nutanix

Nutanix, a leader in hybrid multicloud computing, is excited to announce its participation in GITEX 2024, taking place from 14 - 18 October at the Dubai World Trade Centre. This year, Nutanix will highlight its commitment to delivering cloud freedom through innovative solutions, including strategic partnerships and groundbreaking technologies. Raif Abu Diab, Country Manager - South Gulf

& Sub-Saharan Africa at Nutanix comments, "Nutanix is dedicated to helping customers accelerate their digital transformation. Our solutions simplify the deployment and management of hybrid multi-cloud infrastructures, ensuring scalability, flexibility, and cost efficiency. We are committed to supporting organisations in navigating today's digital-first world". "GITEX is a crucial

platform for us to connect with the vibrant technology community in the Middle East. We look forward to showcasing our latest innovations, strengthening relationships with customers and expanding our ecosystem by building on current partnerships and forging new connections with local technology firms, cloud providers, and channel partners".

Nutanix will be showcasing its full solution stack at GITEX, with a particular focus on 4 areas of customer needs:

1. Hybrid Multi-Cloud Management with Nutanix NC2

As businesses navigate their cloud journeys, Nutanix NC2 provides a universal cloud operating model that simplifies management across private and public clouds. By partnering with major hyperscalers like Azure and AWS, NC2 enables seamless application mobility and unified management of apps and data.

2. AI: One Platform, Infinite Possibilities

Nutanix empowers organisations to jumpstart their AI transformation with infrastructure that prioritises control, privacy, and security. The company's solutions help maximise the success of AI initiatives by providing the optimal foundation for deployment.

3. Migration to Nutanix: A Solution to IT Vendor Uncertainties

Nutanix addresses the challenges of vendor diversity by offering a singular platform for running applications and managing data, enabling organisations to de-risk their IT strategies.

4. Nutanix Kubernetes Platform (NKP)

Building on the company's commitment to simplifying Kubernetes management, NKP is designed to streamline containerized application deployments, enhancing operational efficiency and productivity. Nutanix will be exhibiting at Hall 6, stand #C10 for the ninth consecutive year, welcoming alliances and partners from across the Middle East to share a unified go-to-market message. The goal is to demonstrate how its full stack of solutions addresses the IT challenges faced by organisations today. As part of its alliance strategy, Nutanix is keen to

showcase its collaboration with Dell Technologies to deliver new joint solutions that enhance hybrid cloud strategies for customers. This partnership reinforces Nutanix's mission to provide comprehensive, customer-centric solutions that address the diverse needs of the market. "We are dedicated to placing our customers and partners at the heart of everything we do. Our goal is to cultivate strong partnerships built on trust, profitability, and long-term commitment. As a 100% channel focused organisation, Nutanix prioritises our partners by providing targeted incentives and investing in skill development to empower their success. We strive to promote partner autonomy, making the channel a true extension of Nutanix in the market. The time for transformation is now and we invite current and potential partners to join us on this exciting journey", concludes Shaista Ahmed, Director, Channel, OEM Alliances and Distribution - Emerging Markets at Nutanix. [60](#)

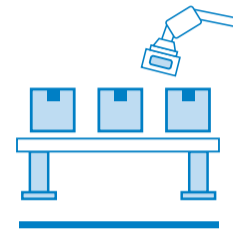
Our solutions simplify the deployment and management of hybrid multi-cloud infrastructures, ensuring scalability, flexibility, and cost efficiency"



Revolutionize your Supply-Chain: Unleash Efficiency through Automated Solutions

Maximize efficiency gains in your Warehouse, Transport & Logistics operations.

Set a new standard of operational excellence with Zebra's RFID Technology and Fixed Scanning Warehouse Solutions including Pack Bench, Forklift Scanning, Scan Tunnel and the Dock Door Scan Portal. Realise faster operations, reduced maintenance and downtime, and fewer delays and returns.



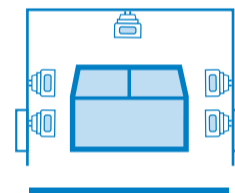
Packing Bench

- Up to **33% faster** packing
- Save up to **3 seconds** per pack
- **Better frontline** worker experience
- **Less waste** and maintenance



Forklift Scanning

- **Faster** forklift-mounted scanning
- **Optimise** operational efficiency
- **Lower safety hazards** for drivers
- **Reduce maintenance** downtime



Scan Tunnel

- Automation drives **Opex savings**
- **Improved speed** through automation
- **Less manual intervention** required
- **Fewer delays** from misreads



Dock Door Scan Portal

- **Automate 97%** Goods Out scanning
- **Scan multiple pallets** simultaneously
- **Less rework** & manual processing
- **Eliminate** misreads & miss-shipments



RFID Technology

- **Real-time** asset **visibility**
- **Reduced** inventory **mistakes**
- Inventory **accountability & visibility**
- Improved **productivity**



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To learn more about **Zebra Industrial Scanning Solutions**, and how they improve productivity in warehouse operations, scan the QR code to read the **Zealandia Case Study**



Cloudflare to showcase cloud for the “Everywhere World” at GITEX 2024

At GITEX 2024, Cloudflare will spotlight the connectivity cloud, a state-of-the-art AI-enabled solution designed to enhance connectivity and optimize performance for enterprises across the globe.



Bashar Bashaireh, Cloudflare

Cloudflare Inc., the leading connectivity cloud company, is excited to announce its participation in GITEX 2024, the premier technology event in the Middle East, taking place from October 14 to 18 at the Dubai World Trade Centre.

Cloudflare will present its latest suite of products and solutions that help businesses regain control of their technology and security environments, by reducing complexity and improving visibility across

their on-premises, public cloud, SaaS and public Internet domains.

At GITEX 2024, Cloudflare will demonstrate how its technologies are reshaping the landscape of digital infrastructure and security. The company will spotlight the connectivity cloud, a state-of-the-art solution designed to enhance connectivity and optimize performance for enterprises across the globe. This AI

enabled platform offers unparalleled visibility, reliability, security, privacy and speed by leveraging Cloudflare’s extensive global network that spans 330 cities in over 120 countries.

Key highlights of Cloudflare’s GITEX 2024 showcase will include:

- **Connectivity cloud:** A revolutionary platform that empowers enterprises with seamless, high-performance connectivity. By integrating advanced routing and traffic management technologies, the connectivity cloud helps organisations improve application performance and reliability while reducing latency and downtime.

- **Zero Trust Security:** Cloudflare One, Cloudflare’s comprehensive Zero Trust solutions will be on display, offering robust protection against modern cyber threats. This includes identity and access management, secure web gateways, and advanced threat detection capabilities.

- **Scalable DDoS Protection:** Demonstrations of Cloudflare’s industry-leading DDoS protection solutions will highlight how enterprises can safeguard their digital assets from malicious attacks while maintaining service availability.
- **Optimized Content Delivery:** Attendees will experience Cloudflare’s

Our participation at GITEX 2024 underscores our dedication to supporting Middle Eastern businesses as they navigate the complexities of today’s digital landscape”.

cutting-edge Content Delivery Network (CDN) services that accelerate website performance and ensure smooth, uninterrupted user experiences.

- **The latest Cloudflare innovations announced at its recently concluded Birthday Week:**

- AI Audit tool - giving power back to creators and builders
- Workers AI - helping to accelerate the development of AI applications
- Speed Brain - helping web pages load 45% faster
- The democratisation of Critical Security Tools
- The securitisation of Whatsapp, the world’s most popular messaging application
- The free sharing of insights and findings of Cloudforce One, Cloudflare’s Threat Intelligence Research team

Bashar Bashaireh, RVP Middle East and Türkiye at Cloudflare, commented on the company’s commitment to the region: “Today, everything needs to be connected to everything everywhere, all the time. This hyperconnectivity creates new challenges related to security, performance, resilience

and privacy. As the world’s first connectivity cloud, Cloudflare helps connect and protect millions of customers globally. Everyone from individuals to the world’s largest enterprises use our unified platform of networking, security, and developer services to succeed in the everywhere world”.

“The Middle East is experiencing rapid digital transformation, and we are proud to be at the forefront of this evolution. Cloudflare’s solutions are designed to meet the unique challenges faced by enterprises in this region, providing them with the tools they need to achieve secure, reliable, private and high-performance connectivity. Our participation at GITEX 2024 underscores our dedication to supporting Middle Eastern businesses as they navigate the complexities of today’s digital landscape”, Bashaireh continued.

Cloudflare invites all GITEX attendees to visit its booth to experience live demonstrations of its innovative products and to discuss how the company can support their digital initiatives.

Trade attendees interested in a meeting, can visit Cloudflare@GITEX at stand H8-B40, Hall 8.

Image Credit: Cloudflare

Pure Storage to demonstrate their new AI innovations at GITEX 2024

The Pure Storage platform meets all enterprise storage needs and addresses some of the most pressing challenges and AI opportunities IT leaders face.



Omar Akar, Pure Storage

Pure Storage, a developer of data storage technologies and services, recently announced its participation (Hall 6, Stand C40) at GITEX 2024.

Underpinned by its unique Evergreen® architecture, Pure Storage provides agility and risk reduction to organisations with a simple, energy efficient, consistent storage platform delivered as-a-service. At the event, Pure Storage will outline how it helps customers

with issues such as implementing tech to support AI initiatives for long term success.

EVENT SHOWCASE

Pure Storage will use this year’s GITEX to showcase several innovations in the platform which enable organisations to address their broad set of data challenges. These include supporting current and future AI needs, handling exponential data growth, mitigating against data loss incidents and cyber

threats and meeting sustainability goals. Recently announced solutions to support these are:

- **Industry-first storage automation and Generative AI copilot:**

Alongside integrating Pure Fusion — the company’s storage fleet management solution — into the Purity operating system, Pure Storage will showcase the first AI copilot for storage. This enables IT teams to leverage aggregated insights from tens of thousands of arrays deployed in the field and direct knowledge of the organisations’ infrastructure to simplify the complexities of storage management.

- **Industry’s most comprehensive set of Storage-as-a-Service SLAs:**

With the addition of several advanced SLAs — including guaranteed storage performance for GPUs to support training, inference, and HPC workloads and a Cyber Recovery and

Resilience SLA to account for disaster recovery scenarios — Evergreen// One™ is the only true outcome-oriented STaaS offering in the market. With the industry’s record number of concurrent SLAs, customers get the reliability, performance, and sustainability their business requires.

- **Industry’s largest flash drive:** Pure Storage plans to launch 150TB DirectFlash® Modules

Pure Storage continues to innovate and set the industry benchmark for what a storage platform should deliver”.

(DFM), later this year, enabling organisations to future proof their infrastructure investment and handle the largest data sets. In addition, the industry’s largest flash drive will support AI at scale and help organisations tackle some of the biggest AI challenges.

INDUSTRY SIGNIFICANCE

As enterprises further embrace AI to drive innovation, streamline operations, and gain a competitive edge, traditional storage infrastructure fails to meet the performance, scalability and energy-efficiency requirements needed. In fact, according to a recent survey that Pure Storage conducted, 98% of CIOs & IT decision makers state that their IT infrastructure requires urgent improvements to create the necessary conditions for AI success. 81% believe that AI-generated data is likely to outgrow their organisation’s current data centres, emphasising the need for a robust, high-performance, efficient and cyber-resilient AI infrastructure.

Customers today also face challenges around ease of management

and automation of disparate systems. While competitors look to address these issues by offering a potpourri of disparate products — consisting of different operating systems, APIs and management — Pure Storage offers a single, consolidated, consistent, and highly orchestrated platform that delivers more than 10x the reliability at less than one half the power, space, cooling and labour of competitive solutions.

EXECUTIVE INSIGHT

“Between the pace of technological advancement, demands to incorporate more AI, focus on sustainability and managing disparate systems, it’s no wonder today’s customers are struggling. Pure Storage continues to innovate and set the industry benchmark for what a storage platform should deliver”, commented Omar Akar, Regional VP for CEE & META at Pure Storage. “I look forward to GITEX and the opportunity to show customers and partners how Pure Storage’s unified data storage platform can be the engine that powers regional organisations’ business transformation strategies”.

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Learn more at fortinet.com

Mindware to bring cutting-edge innovations to GITEX 2024

Mindware's participation at GITEX 2024 underscores its dedication to delivering high-impact IT solutions and fostering technological advancement.



Bashar Bashaieh, Cloudflare

Mindware, a leading value-added distributor (VAD) in the Middle East and Africa, is thrilled to announce its participation in GITEX Global 2024 taking place from 14-18 October at the Dubai World Trade Centre. This year, Mindware is set to showcase its latest technological advancements and strategic solutions

designed to drive digital transformation across diverse industries. Mindware will be exhibiting at Booth H2-A30, where attendees will have the opportunity to experience firsthand the company's innovative technologies tailored to meet the evolving needs of today's digital landscape. Highlights of Mindware's

participation at GITEX 2024 include:

- 1. Advanced Cloud Offerings:** Discover Mindware's state-of-the-art cloud infrastructure and services, engineered to enhance scalability, security, and efficiency for enterprises of all sizes. Learn about the company's latest offerings in cloud migration, management, and optimisation.
- 2. AI and Machine Learning Innovations:** Explore Mindware's cutting-edge AI and machine learning platforms that empower businesses with actionable insights, predictive analytics, and automation capabilities to drive strategic decision-making and operational excellence.
- 3. Next-Generation Cybersecurity:** Engage with industry experts to understand how

Mindware's advanced cybersecurity systems safeguard digital assets from emerging threats, ensuring robust protection for organisations in a rapidly changing threat landscape.

- 4. Smart IT Infrastructure:** See demonstrations of Mindware's innovative IT infrastructure designed to streamline operations, improve performance, and reduce costs, including the latest advancements in data centre management and network optimisation.
- 5. Interactive Workshops and Demos:** Attend Mindware's interactive workshops and live demonstrations to gain practical insights into how Mindware's solutions can be leveraged to achieve business objectives and accelerate digital transformation. With a dedicated AI Business Unit, Mindware is keen to demonstrate to channel partners and customers its MAGIC (Mindware's Aggregation Gateway for Innovation and Collaboration) Hub, which now includes

comprehensive AI services aimed at overcoming the challenges to AI adoption in enterprise settings. Under MAGIC, Mindware will guide partners and customers through their AI journey with the company's professional services and expertise. Mr. Philippe Jarre, President, Mindware Group says, "GITEX Global 2024 is a significant opportunity for us to

connect with our channel ecosystem and industry leaders and display our latest innovations, while demonstrating our commitment to driving digital transformation in the region. We are excited to present our extensive portfolio and engage with attendees to explore how we can support their technology needs and help them navigate the future of IT".

"Additionally, we are fortunate to have exceptional support from our vendors, with over 20 vendors showcasing their latest technologies at our booth. Every year, we aim to unveil something exciting, and this year will be no exception", he continues. Mindware's participation at GITEX 2024 underscores its dedication to delivering high-impact IT solutions and fostering technological advancement. The company invites all attendees to visit Booth H2-A30 for a comprehensive overview of its offerings and to discuss tailored solutions that address their specific challenges and goals. <#>

We are excited to present our extensive portfolio and engage with attendees to explore how we can support their technology needs and help them navigate the future of IT".

F5 to highlight new API security, multicaloud and AI credentials at GITEX Global 2024

F5's API security, multicaloud networking and AI credentials are set to take centre stage at GITEX Global 2024.



Mohammed Abukhater, F5

F5's API security, multicaloud networking and AI credentials are set to take centre stage at GITEX Global 2024. According to F5's 2024 State of Application Strategy (SOAS) Report, 88% of enterprises are currently deploying apps and APIs across a mix of on-premises and cloud or edge environments. The report also highlights significant challenges faced by today's enterprises as they manage apps across multiple infrastructure environments. More than one third of respondents (38%, nearly double the 2023 figure) operate apps across six or more different environments. F5 is in a strong position to help organisations adapt to these trends, and currently offers the industry's most

effective and most comprehensive AI-ready app and API security suite. This includes recently launched solutions such as F5 Distributed Cloud Services Web Application Scanning, BIG-IP Next Web Application Firewall (WAF), and NGINX App Protect for open source deployments. "Streamlined operations across distributed environments is more important than ever before. At GITEX Global, we're doubling down on how we're simplifying the management and security of the huge numbers of applications and APIs that are at the heart of modern AI-driven digital businesses", said Mohammed Abukhater, RVP for the Middle East, Türkiye and Africa at F5. "APIs are now the target of most cyberattacks, and organizations of all sizes

must complement their web app security solutions with comprehensive API security. F5's expansive portfolio brings our leading security capabilities to both traditional and modern apps and APIs—enabling customers to maintain consistent security policies across data centre, cloud, and edge deployments". F5 Distributed Cloud Services Web Application Scanning, provides effortless and continuous identification of all apps and APIs across an organisation's digital domains. Featuring one of the industry's most intuitive and comprehensive web app scanners, it automates the scanning process, generating deep and insightful analysis of potential vulnerabilities. By minimizing the attack surface and bolstering the security of sensitive data within app and APIs, Distributed Cloud Web App Scanning ensures a robust defence against cyberthreats, safeguarding digital assets while maintaining business integrity. F5 BIG-IP Next WAF enhances enterprise security posture across a constantly evolving threat landscape, protecting APIs and web apps from human and bot-driven attacks. BIG-IP Next

WAF can also facilitate and manage "security as code," ensuring that app and API protections can be integrated early and throughout the development pipeline. This unified approach promotes seamless transitions from testing and staging to production environments. F5 NGINX App Protect WAF on OSS further brings the power of F5's leading app security engine to Kubernetes-based applications in public clouds and on-premises deployments. With sophisticated security features and a smaller footprint, the solution separates the control and data planes,

We're doubling down on how we're simplifying the management and security of the huge numbers of applications and APIs that are at the heart of modern AI-driven digital businesses".

significantly reducing the corresponding attack surfaces.

NGINX One simplifies app security and delivery for Dev, Ops, and Platform teams

In other portfolio developments set to make an impact at GITEX Global 2024, F5 has announced the general availability of F5 NGINX One. The solution combines advanced load balancing, web and application server capabilities, API gateway functionalities, and security features in a dedicated package. Customers are now able to simply manage and secure F5 NGINX instances and NGINX Open Source from a single cloud management interface. End-to-end visibility speeds apps to market and enables advanced features like AI more efficiently versus a traditional siloed approach. The new offering makes NGINX technology easier to deploy, unlocking capabilities unmatched by competitors. NGINX One consolidates formerly individual offerings such as NGINX Plus into a unified solution, leading to cost savings and simplified deployments. Via the new NGINX One Console, customers can ensure global policy compliance and establish a comprehensive view of NGINX, making it easier for organisations to do the right thing for their teams and their business.

F5 Collaborates with Intel to Simplify the

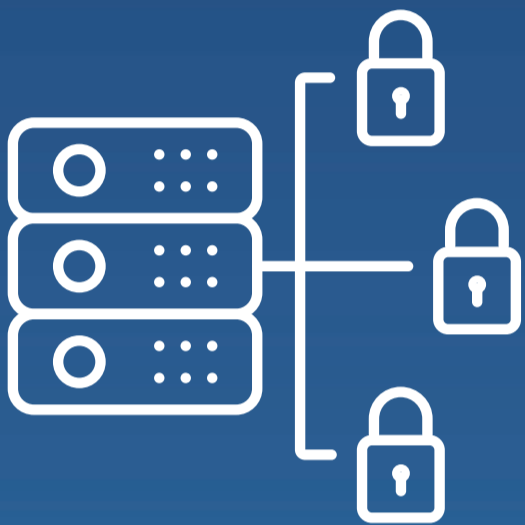
Security and Delivery of AI Services

GITEX Global 2024 will also see F5 underline its ability to bring robust application security and delivery capabilities to AI deployments. This includes a joint solution with Intel that combines security and traffic management from F5's NGINX Plus with the optimisation and performance of the Intel Distribution of OpenVINO toolkit and Infrastructure Processing Units (IPUs) to deliver superior protection, scalability, and performance for advanced AI inference. The integrated solution is particularly beneficial for edge applications, such as video analytics and IoT, where low latency and high performance are crucial. By running NGINX Plus on the Intel IPU, the solution helps ensure rapid and reliable responses, making it ideal for content delivery networks and distributed microservices deployments. "Teaming up with Intel empowers us to push the boundaries of AI deployment. This collaboration highlights our commitment to driving innovation and delivers a secure, reliable, and scalable AI inference solution that will enable enterprises to securely deliver AI services at speed. Our combined solution ensures that organizations can harness the power of AI with superior performance and security", said Kunal Anand, Chief Technology Officer at F5. <#>



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SentinelOne to spotlight AI Security at GITEX Global 2024

The company will showcase its entire portfolio of AI-powered cybersecurity solutions and spotlight its market-leading Singularity Platform and innovations in Purple AI, the industry's most advanced AI security analyst, and only solution built on a single platform, console and data lake.



Meriam ElOuazzani, SentinelOne

SentinelOne, a global leader in AI-powered security, announces its participation in the 44th edition of GITEX Global, (October 14 – 18) at

the Dubai World Trade Centre. The company will showcase its entire portfolio of AI-powered cybersecurity solutions and spotlight its market-

leading Singularity Platform and innovations in Purple AI, the industry's most advanced AI security analyst, and only solution built on a single platform, console and data lake.

SentinelOne's theme at GITEX this year is 'Empowering Autonomous Cybersecurity: Protecting the Future Today.' The company will offer live solution demonstrations in its booth, and attendees can also participate in SentinelOne's 'Mortal vs. Machine' competition, where they can go head-to-

head with a SentinelOne cybersecurity expert, and supported by Purple AI, see how quickly they can find, remediate and report on a threat.

"AI is reshaping the way businesses approach security in an increasingly digital world, and SentinelOne is at the forefront of proactive AI-powered defenses that anticipate and neutralize threats before they cause harm," said Meriam ElOuazzani, Senior Regional Director – Middle East, Turkey, and Africa at SentinelOne. "GITEX provides SentinelOne with the opportunity to

We support organisations in securing their critical data and operations, enhancing business continuity and resilience through our cybersecurity solutions."

demonstrate our AI-driven innovations to a global audience. We are excited to engage with other industry leaders, partners, and customers to share insights on how SentinelOne is empowering organisations to combat cyber threats with minimal human intervention. We support organisations in securing their critical data and operations, enhancing business continuity and resilience through our cybersecurity solutions."

Senior executives from SentinelOne will be available at Cyber Valley Hall 24, Stand B-50 during GITEX 2024. Through live-action workshops, expert discussions, and presentations, SentinelOne experts will lead conversations on the future of cybersecurity. <#>

G42 Unveils the 'Intelligence Grid' at GITEX GLOBAL 2024, Showcasing the Future of AI-Driven Innovation

G42 will showcase how a new concept of an 'Intelligence Grid' will set a new standard for scalable AI solutions at GITEX 2024.



G42, the UAE-based leading technology holding group, announced it will return to GITEX GLOBAL 2024 as the event opens its doors for the 44th time from October 14-18, 2024. Aligned with GITEX's focus on global AI collaboration, G42 will showcase how a new concept of an 'Intelligence Grid' will set a new standard for scalable AI solutions across critical sectors, including Government, Healthcare, and Energy.

Building on recent strategic partnerships with leading U.S. technology firms such as NVIDIA, Cerebras, and OpenAI - and having attracted a US\$1.5 billion investment from Microsoft - G42's has solidified its position at the forefront of innovative, safe, responsible, and sustainable AI

development. At GITEX, Peng Xiao, Group CEO of G42, will be presenting and elaborating more on the concept of an 'Intelligence Grid', during a fireside chat on the Main Stage on Tuesday 15th.

Ahead of the show, Faheem Ahamed, Group Chief Marketing and Communications Officer, G42 said: "At G42, we envision a future where AI becomes an indispensable utility, as integral to our daily lives as electricity. This vision is embodied in our concept of the Intelligence Grid, designed to integrate AI into every facet of people's lives, delivering knowledge, assistance and capabilities on demand. The Intelligence Grid relies on a scalable infrastructure, ensuring that AI services are always accessible,

reliable and secure."

For G42 to achieve this ambitious goal, and in support of the broader UAE AI Strategy 2031, the company has built an ecosystem of leading portfolio companies, each specializing in various fields of AI and technology.

Four of them will have a stand-alone presence at GITEX this year: Space42 combining satellite communications, and geospatial analytics with AI; Core42, providing sovereign cloud, and AI infrastructure solutions; Presight, the region's leading data analytics company powered by generative AI showing its suite of enterprise solutions; and Khazna, which provides the AI-ready data centre infrastructure acting as the backbone of the AI economy.

Additionally, Inception, which focuses on advanced specialized AI models and applications, including large language models (LLMs), will showcase at the G42 stand its contributions to AI-driven innovation across various sectors.

"Our commitment to developing safe, responsible, and sustainable AI is reflected in every project we undertake," Ahamed continued.

A prime example of this is G42's partnership with Microsoft, which led to the creation of two new Responsible AI centres in Abu Dhabi. These centres aim to ensure that AI is used responsibly, while also addressing global challenges.

Speaking about GITEX and G42's partnership, Mr. Ahamed added: "As a UAE-headquartered firm, GITEX remains a highlight in our events calendar. As the lanyard sponsor of this

year's event, we are proud to use the platform once again to educate, inspire, and collaborate with visitors, talent, and like-minded industry peers."

During GITEX, visitors to G42's stand can expect a packed schedule. From exciting on-stand speaking engagements with topics ranging from Smart Cities to Genomics, AI Factories, and Climate Tech to G42's live-recorded G42onAIr podcast and demos, visitors will be spoiled for choice.

Additionally, and stepping into the footsteps of G42's many research partnership with the likes of the Mohamed Bin Zayed University of Artificial Intelligence (MBZUAI), and more recently POLITICO's Research and Analysis Division, G42 will see the launch of a new landmark AI research report, on October 16, 2024, at the G42 stand. This report will explore the transformative impact of AI in sports, highlighting cutting-edge developments and future potential.

For talent and graduates interested in working for G42, the company's Talent Acquisition team will be on-ground and is looking forward to meeting aspiring candidates with relevant skill sets wanting to work for one of the UAE's leading AI firms.

You can find G42 and its portfolio companies at the following locations: <#>

- G42:** Stand No- H6-B40, Hall 6
- PRESIGHT:** Stand No- H6-C60, Hall 6
- KHAZNA DATA CENTRE:** Stand No- H6-C70, Hall 6
- INCEPTION:** G42 stand, No- H6-B40, Hall 6
- CORE42:** Stand No- H18-A30, Hall 18
- SPACE42:** Stand No- H20-A25, Hall 20

We support organisations in securing their critical data and operations, enhancing business continuity and resilience through our cybersecurity solutions."

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intel

 **Microsoft**



Visit us at Hall 6, Stand A10

Vertiv set to showcase AI-ready Liquid Cooling, Smart Solutions at GITEX Global 2024 in Dubai

Vertiv's exclusive stand will include interactive demonstrations with VR technology to allow attendees to immerse themselves in the transformative power of the latest offerings



Tassos Peppas, Vertiv

Vertiv, a global provider of critical digital infrastructure and continuity solutions, recently announced its participation at the upcoming GITEX Global 2024. During one of the most established and iconic large-scale tech exhibitions, locked in for October 14-18 at Dubai World Trade Centre (DWTC), Vertiv will continue its long-running association with the event – exhibiting its latest next-

generation liquid cooling and intelligent solutions.

Ahead of the highly anticipated annual showpiece, Vertiv has revealed its involvement, focusing on the AI evolution. Attendees will become acquainted with the Vertiv™ 360AI pre-engineered AI-ready offerings to power and cool even the highest-density workloads in the most challenging deployments. As each solution is built from the

industry's most complete portfolio of critical digital infrastructure offerings, Vertiv is ready to meet and support customers' AI application objectives in the years ahead.

Tassos Peppas, Regional Director for Middle East, Turkey, and Central Asia (METCA) at Vertiv, said: "Our involvement at GITEX Global 2024 stems from an enduring organisational commitment to pioneering technological exploration and providing those we serve with state-of-the-art solutions. We are excited to meet with the international tech community again while highlighting the key AI-enabled innovations essential in enabling our customers' AI and high-performance computing applications."

Recently, Vertiv announced a new portfolio of high-density data centre infrastructure solutions to support the accelerated computing IT stack's higher cooling and

power requirements. The new Vertiv solutions are designed to accelerate AI adoption through pre-engineered infrastructure solutions, digitized management, and end-to-end services, which can result in deployment speeds that are up to twice as fast as compared to typical infrastructure installations. The solutions include power, cooling, enclosures, end-to-end lifecycle services, and digitized management.

Live from its exclusive stand at the event (#H9-B20) in the AI Hall at DWTC, Vertiv will showcase brand innovations designed to enhance customer and partner experiences by meeting AI applications' power and cooling demands.

These include the Vertiv™ Liebert® XDU 450 Coolant Distribution Unit (CDU), our latest liquid cooling solution designed to enhance the performance and efficiency of high-performance computing (HPC) systems and modern data centre applications.

The Liebert® XDU 450 safeguards the cooling fluid in such environments is restricted to a minimum volume with flow, pressure, and temperature accurately

controlled and maintained. All products from Vertiv's liquid cooling range are critical in managing the thermal challenges posed by the increasing computational demands of AI and HPC, ensuring optimal performance and reliability.

Additionally, Vertiv will showcase its smart solutions, which are crucial for partners to deliver superior services and products to end-users successfully. Among these is the Vertiv™ SmartCabinet™ ID, a micro data centre that bolsters critical technologies by combating extreme conditions synonymous with industrial environments, such as dust, dirt, humidity, and temperature fluctuations.

With integrated power management, flexible heat rejection, space-saving cooling, and feature-packed racks, this product provides IT system managers with enhanced protection.

Karsten Winther, President for Europe, Middle East, and Africa (EMEA) at Vertiv, added: "The Middle East is a pivotal market for Vertiv and our strategic initiatives here are a testament to our commitment to supporting the region's digital infrastructure needs. We are excited to engage with industry leaders, partners, and customers and contribute to this region's dynamic growth. This next step of this journey begins at GITEX Global as we showcase the products, services, and solutions that will enable our customers to be at the forefront of AI evolution with enhanced efficiency across their infrastructure operations."

Vertiv's GITEX Global exhibit will feature interactive demonstrations of its products and services using VR technology throughout the event. This will allow attendees to experience the transformative power of its technology first-hand and become thoroughly acquainted with all solutions on display.

We are excited to engage with industry leaders, partners, and customers and contribute to this region's dynamic growth".



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Infor Targets Business Velocity with Added Process Mining, ESG and GenAI Capabilities

Customers will benefit from an industry cloud complete approach



Soma Somasundaram, Infor

Infor, the industry cloud complete company, recently announced significant platform technology updates to its industry-specific CloudSuite portfolio on Day One of the company's 2024 Infor Velocity Summit. Each innovation, including a GenAI Assistant, process mining capabilities, and ESG Strategy Management, meaningfully enhances Infor's suite of industry-specific products built to drive value. Infor developed its multi-tenant CloudSuite tech stacks with out-of-the-box hyper-specific capabilities, redesigning the way organisations work and helping to reduce risk. To

further drive value, Infor offers industry specific automation, leveraging AI and machine learning, which are pre-configured solutions that customers can easily deploy without disruption to core systems. "I am excited about the immense value these solutions will drive for our customers," says Soma Somasundaram, President and CTO of Infor. "Infor's deep industry expertise is showcased through thousands of best-practice, micro-vertical processes built into the product. With each release, we increase the volume of pre-built experiences that harness the power of transformative

technologies. For example, with embedded process mining capabilities, customers can quickly examine process efficiencies, optimize, and automate with minimal disruption to business operations."

Key updates of Infor's October release include: Turning conversations into business clarity with a new GenAI Assistant and additional embedded experiences.

To help customers unleash hyper-productivity in their flow of work, Infor GenAI Assistant enhances the user experience of Infor CloudSuites and is limited availability in October. This conversational assistance offers a more dynamic, intuitive, and actionable approach to interacting with industry-centric data, addressing time-consuming tasks such as managing manufacturing projects, analyzing requisitions, and tracking products.

Infor GenAI Assistant is part of Infor's Industry AI portfolio, that also includes Infor GenAI. GenAI continues to be embedded deeply in the flow of industry-specific processes, enriching applications one

experience at a time. "With the assistance of Infor GenAI, we have significantly accelerated our project with greater accuracy and consistency. The initial plan to cleanse our item master data would have taken several years with a two-person team manually grouping and updating over 800,000 items," said Elisabetta Venezia, Group Director, ERP System & Data Management, GMM Pfaulder. "We now expect to complete the project within the next six months. By eliminating duplicates

With embedded process mining capabilities, customers can quickly examine process efficiencies, optimize, and automate with minimal disruption to business operations."

with a cleaner database, we anticipate at least a 5% reduction in inventory costs, which translates to \$1-2M Euro in savings."

Providing enhanced, accelerated visibility into business processes with Infor Process Mining. Users quickly gain streamlined data definition, simplified export-import capabilities, efficient data loading, accelerated insights retrieval, and comprehensive insights analysis—all within a simply, easy-to-use, unified platform that enhances operational agility and decision-making effectiveness.

"This transformative tool [process mining] provides visibility into business process events within our daily order-to-cash operations, highlighting areas for improvement and actionable opportunities," says Steve Turner, Director of Information Systems for Oberg Industries. "We anticipate by addressing these process inefficiencies and bottlenecks we will be able to increase our business throughput with existing resources over time."

Helping customers stay on top of new compliance regulations with new modules for ESG Strategy Management and Execution.

Infor announces new capabilities that allow

organisations to develop a systematic approach to set, meet, and report on their organisational ESG goals. With this release, Infor is embedding ESG data and processing improvements into day-to-day workflows for continuous improvement.

Industry-specific supply chain management enhancements help improve supply chain accuracy, reduce manual intervention, and speed time to value.

Using AI and embedding purpose-built capabilities within Infor CloudSuites, we unlock and unify data, which can reduce manual intervention, and accelerate time to value. For example, Infor is the first and only healthcare ERP provider to embed procedure supply planning and distribution management capabilities. For additional industry-specific supply chain enhancements, such as supply planning, warehouse management and demand forecasting, visit the link below.

Infor invites businesses to follow along in the conversation at its two Velocity Summit customer events, in Las Vegas from Oct. 1-2 and in Amsterdam from Oct. 22-23 with the hashtag #InforVelocitySummit. For more information on all the new innovations please visit <https://www.infor.com/products/enhancements>

Infotech believes in strong and long-term partnerships

Anu Cherian Philip, General Manager, OCS Infotech, discusses the significant changes happening across the MENA region's channel ecosystem and Infotech's role within it.



Anu Cherian Philip, OCS Infotech

How has the channel ecosystem across the MENA region evolved and changed over the last 2-3 years?

The COVID-19 pandemic accelerated digital adoption across the region. Businesses have gradually adopted e-commerce, cloud computing, and digital payment solutions. This shift has led to a surge in demand for IT services and solutions, creating new opportunities for

channel partners. Countries like the UAE and Saudi Arabia have been actively working to diversify their economies away from oil dependency. Initiatives such as Saudi Vision 2030 and the UAE's National Innovation Strategy have spurred investments in technology, healthcare, and renewable energy sectors. This has opened new avenues for channel partners to offer specialized solutions. The entry of

international players into the MENA market has increased competition. Local channel partners are adapting by forming strategic alliances, enhancing their service offerings, and focusing on customer-centric solutions to stay competitive.

These trends indicate numerous opportunities for growth.

Many of the largest technology players globally rely on rock-solid channel partners to be successful, and that is especially pertinent in the Middle East region. What are the key characteristics required to be an effective channel partner?

Understanding the local market, unique cultural, economic, and regulatory landscape of each country is critical. This includes being aware of local business practices, customer preferences, and compliance

requirements. Building and maintaining strong relationships with both vendors and customers is always vibrant. This involves trust, reliability, and effective communication to ensure smooth operations and customer satisfaction.

Presence of Local Technical Expertise having in-depth knowledge of the products and services being offered is essential to maintain the customer relation and market penetration.

Commitment to Customer Success,

We prioritise customer satisfaction through exceptional service and responsive support"

This involves providing excellent after-sales support, understanding customer needs, and helping them achieve their business goals.

By these characteristics, channel partners can effectively support global technology players and drive success in the Middle East region.

What would you say differentiates your company from other players in the channel industry?

We believe in strong and long-term partnerships, we build and maintain healthy relationships with partners, ensuring mutual growth and success.

We build strong Sales, Pres Sales and Technical Capabilities for the Products we partnered with. Provide extensive training programs for the resources and customers to ensure they can maximize the value of the products or services.

We prioritise customer satisfaction through

exceptional service and responsive support.

Can you tell us more about how important your partnership with Fortinet is for you as a company - and what makes Fortinet's technology stand out?

We have more than a decade-long relationship with Fortinet and are getting stronger year by year. This is just because of the focus from both the sides.

We maintain an excellent pool of Fortinet resources for Project implementation and local support.

Fortinet's comprehensive security solutions help us provide robust protection for our clients' networks, data, and applications. From firewalls and VPNs to endpoint security and cloud solutions, Fortinet offers a wide range of products to meet diverse security needs, so we continue to invest in Fortinet Security solutions.



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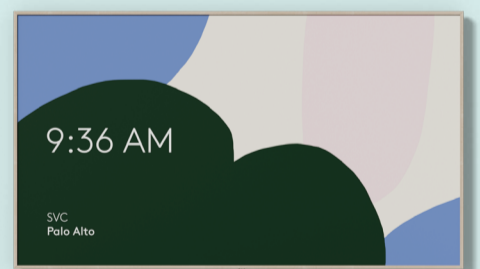
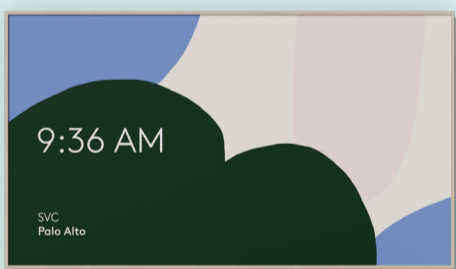
BYOD



PC-BASED

ONE MOUNT, THREE WAYS

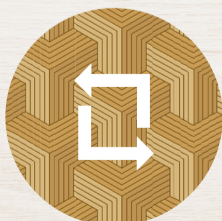
Achieve flexible placements and simple installations with the included multi-mount and attach MeetUp 2 to a display, table, or wall. Plus, there is a built-in threaded insert so it is compatible with tripods.



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