



# 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 PM

## Your AI journey – have you packed everything you need?

Omar Akar, Regional VP, CEE & META, Pure Storage, explores the potential of new AI developments within the region and how organisations must design a bespoke AI journey that adds the right value for their business model.



Omar Akar, Pure Storage

The GCC has been experimenting with, piloting, and adopting artificial intelligence technologies for some time. Saudi Arabia has the National Strategy for AI and Data, Qatar has an Artificial Intelligence Committee, and the United Arab Emirates was the first nation to establish a ministry

dedicated to AI. All this government apparatus was in place before generative AI arrived, which, in many ways, redraws the roadmaps.

In a region where governments and businesses are focused on issues such as health, public safety, sustainability, and economic stability, AI

has a powerful pitch to make. It can accelerate time to market and time to value; it can enhance efficiencies from the back office to the factory floor, and from the warehouse to the field. It can alleviate risk by making market volatility, cyber threats, and even ROI more predictable. It can speed up R&D. AI is set to be the new standard foundation of competitiveness for enterprises everywhere.

It is understandable to be inspired by AI's seemingly endless possibilities. But it is in the implementation that value can become elusive if the right upfront investments are not made in resources and technology.

The GCC's focus on

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## Aginode to showcase innovative networking and data centre solutions at Gitex 2024

At GITEX the company will launch the new LANmark™ ULTIM solution, as sustainability practices are increasingly becoming a norm for businesses.



Arafat Yousef, Aginode

**Aginode — formerly Nexans Telecom Systems — a manufacturer of comprehensive telecom and data network infrastructure solutions, has announced its participation at Gitex Global, October 14-18, at**

**the Dubai World Trade Centre – the world's largest technology fair.** The company will have its dedicated booth at Hall 1 - Stand A40 on the Ingram Micro booth.

**Sustainable Solutions** The company will launch

the new LANmark™ ULTIM solution, as sustainability practices are increasingly becoming the norm for businesses. Sustainability demands are increasingly shaping the selection and use of connectors in various applications. Factors such as performance, material usage, and practical aspects like packaging, production, and recycling play crucial roles in minimising environmental impact.

By choosing high-quality connectors that support IP-based networks, Power over Ethernet (PoE++), and Single Pair Ethernet (SPE), businesses can reduce cable usage,

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## MDS System Integration Group Acquires Majority Shares in Aldeology

MDS SI", the leading regional system integrator, is pleased to announce that it has entered into an agreement to acquire a majority stake in Aldeology.ai, a UAE born start-up and leading provider of AI technologies and services.



Jorge Colotto, Aldeology and Sami Abi Esber, SI

"MDS SI", is pleased to announce that it has entered into an agreement to acquire a majority stake in Aldeology.ai. Aldeology specialises in large AI infrastructure solutions (HPC AI), 3D AI including Digital Twins and Simulations, Generative and Physical AI solutions. Aldeology has achieved NVIDIA's Elite Partner level and collaborates closely with major AI technology players such as Dell, DDN,

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## Transforming cyber defence

In a candid chat, Meriam El Ouazzani, Senior Regional Director, Middle East, Turkey and Africa at SentinelOne, speaks to Anita Joseph about Purple AI and how it is transforming new-age security.



Meriam El Ouazzani, SentinelOne

In a rapidly evolving digital landscape, the need for robust cybersecurity measures has never been more critical. As threats become increasingly sophisticated, organisations are turning to innovative solutions to safeguard their assets.

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## StarLink to showcase AI-driven defense solutions at GITEX 2024

Visitors at GITEX will have the chance to experience the wide spectrum of cyber, secure cloud and secure networks solutions at the StarLink stand.

With great anticipation, preparations are in full swing for the highly awaited GITEX Global 2024. StarLink, an Infigate Group company, is set to offer an immersive experience showcasing a range of innovative technologies.

Under the theme "AI-Driven Defense Solutions for a Secure Cyber Future," StarLink is showcasing a diverse portfolio of solutions from cybersecurity, cloud, and AI domains. This dynamic tech event serves as a hub for technologies, the

channel ecosystem, and enterprises to unite and explore the latest trends and innovations. The lineup features pioneering technologies - Abbyy, Anomali, F5, Fortra, Forcepoint, Infoblox,

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## Your AI journey...

sustainability and societal enhancement also means that organisations must pay due attention to the environmental impact and energy strain associated with AI, especially the large-language models found in GenAI. However, hope lies in some research that suggests AI may be an important tool in reducing greenhouse-gas emissions by up to 10% by 2030.

So, enterprises must design an AI journey that adds the right value for their unique business model in a way that is measurable and therefore able to justify past and future budgets. And they must invest in the infrastructure that will allow them to offset carbon emissions to meet regulatory requirements.

### The right foot forward

The transformative benefits and value of successful AI projects far outweigh the challenges. Most industries are still in the early stages of adoption, but implementation is gathering steam as new use cases are defined

and we move beyond the conservative thinking that prevails within many organisations. In preparation for this shift, regional enterprises must start thinking about what is required to ensure solid foundations are in place for an AI-based future.

To ensure the success of the AI, journey, here are the key issues organisations must address:

#### Access to GPUs

Supply chains must be assessed and factored into any AI roadmap from the outset. Access to GPUs is critically important as without them, AI projects cannot succeed. As regional AI adoption soars, the already significant demand for GPUs will affect the supply chain, and some organisations planning AI implementations may need to look to service providers for access to the technology.

#### Power consumption and space in data centres

Successful AI projects need massive datasets,



## Partners in AI can build the future for the region – insights-driven, sustainable, and globally competitive”.

which creates challenges for already stretched data centres, particularly in relation to power consumption. Modern AI implementations can demand power densities of 40 to 50 kilowatts per rack — well beyond the capability of many data centres. AI is a game changer for the network and power requirements of today’s data centres. A much higher density of fibres is required, together with greater, higher-speed networking than traditional data centre providers can deliver. Power- and space-efficient technologies will be crucial to the success of AI projects. Flash-based data storage can help mitigate this problem, as it is considerably

more power- and space-efficient than HDD technology and requires less cooling and maintenance than traditional hard drives. Every watt allocated to storage reduces the number of GPUs that can be powered in the AI cluster.

#### Model variance

Unlike other data-based projects that can be more selective in the storage and access of data, AI projects need extremely large data sets to train models and extract insights to fuel new innovation. This presents major challenges, especially when it comes to fully understanding AI models and predicting how the introduction of new data

may change outcomes. AI professionals are still grappling with the issue of repeatability but a best practice to help understand data models and very large datasets is to introduce “checkpointing”. This ensures models can be easily returned to earlier states, thereby facilitating a better understanding of the implications of data and parameter changes. The ethical and provenance aspects of using data from the Internet in training models are also yet to be sufficiently addressed. The same goes for the possible impacts of removal of selected data from an LLM or RAG (retrieval augmented generation) vector dataset.

#### Skills gaps

Any GCC organisation will face talent shortages on its AI journey. There is a worldwide shortage of data scientists and other AI professionals. As a result, AI-skilled people are difficult to secure, and command premium salaries. This is likely to remain a significant issue throughout the coming

decade. So, organisations will need to not only invest heavily in talent through recruitment, but also upskill or reskill their existing workforce.

The GCC shows remarkable maturity in its AI journey, including its identification of use cases, its recognition of the need for infrastructure investment, and its prioritisation of the skilling and upskilling of its workforces. Progress has been made in part through identification of a fundamental truth — that the AI journey is best taken in allegiance with others. Whether for skills, infrastructure, or consultation, partnerships can be the difference between success and failure. Across the region, cloud service providers, managed service providers and others have an opportunity to step forward and join hands with AI innovators to make their journeys smoother. In collaboration, partners in AI can build the future for the region — insights-driven, sustainable, and globally competitive. 🌐

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## Transforming cyber defence...

SentinelOne’s Purple AI stands at the forefront of this revolution, offering a powerful tool that simplifies threat detection and empowers analysts of all skill levels.

### Shift from Signature-Based Solutions

SentinelOne is at the forefront of the AI revolution, taking a huge leap from traditional security approaches. In Meriam’s words: “Traditionally, cybersecurity relied heavily on signature-based solutions, which required known attack signatures to block threats. This method proved limiting, as it could not effectively identify new or unknown attacks. SentinelOne recognised this gap and developed an AI-driven platform that employs advanced algorithms for threat detection. This shift not only enables early identification of threats but also facilitates a faster response, dramatically improving security outcomes.”

### Safeguarding Critical Data

Purple AI is a comprehensive solution designed for data protection and privacy. Meriam says, “Purple AI is never trained with customer data and is architected with

the highest level of safeguards. We see a lot of hacks now happening with AI as well, and we have the responsibility to make sure that whatever AI is doing today is real and safe.”

### A Seamless Experience

Purple AI is a game changer. “One of the standout features of SentinelOne’s Purple AI is its ability to use natural language for threat hunting,” Meriam points out. “This user-friendly approach democratises cybersecurity, allowing analysts—even those with minimal technical expertise—to interact with the platform effectively. By transforming simple queries into complex actions, Purple AI empowers even junior analysts to perform advanced threat analysis, significantly enhancing the efficiency of security operations.”

### Bridging the Skills Gap

The cybersecurity skills gap is a huge concern, and Purple AI steps in to address this gap. “The intuitive interface of Purple AI addresses a common concern among organisations: the cybersecurity skills gap. Many companies struggle to find qualified personnel, but SentinelOne’s platform

allows less experienced staff to participate actively in threat detection. With this approach, organisations can optimise their workforce, reducing the need for many highly specialised analysts while boosting overall productivity,” Meriam says.

### The Importance of a Unified Platform

In an era where a unified cybersecurity platform is vital for comprehensive defence against threats, SentinelOne’s singularity platform integrates data from multiple sources—both internal and external—offering a holistic view of security operations. “This cohesive framework reduces complexity and enables real-time analysis, allowing analysts to take informed actions swiftly. By centralising data, the platform enhances collaboration among teams, ensuring that security measures are both effective and efficient,” adds Meriam.

### Looking Ahead: The Future of AI in Cybersecurity

The evolution of AI in cybersecurity is just beginning. “SentinelOne is committed to developing responsible AI that prioritises data

privacy and security. The ongoing research and development efforts aim to enhance the capabilities of Purple AI, enabling organisations to stay one step ahead of emerging threats. As the landscape continues to change, the integration of AI in cybersecurity will play a pivotal role in shaping the future of threat detection and management,” Meriam says.

### A New Era of Collaboration and Learning

SentinelOne’s Purple AI fosters a culture of collaboration within security teams. Analysts can share queries and findings, promoting collective learning and improving overall threat response. Even team members without a technical background can engage in threat hunting exercises, demonstrating the platform’s accessibility and potential to develop a more skilled workforce.

### Empowering the Next Generation of Cybersecurity

SentinelOne’s Purple AI represents a significant leap forward in cybersecurity technology. By simplifying complex processes and enabling a broader range of



## At GITEX 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”.

users to engage in threat detection, it transforms the landscape of cybersecurity. As organisations continue to navigate the challenges of the digital age, tools like Purple AI will be essential in empowering teams to protect against ever-evolving threats. In this new era, cybersecurity is no longer the sole domain of experts; it is a collective effort, open to all.

SentinelOne’s Purple AI represents a paradigm shift in how organisations approach cybersecurity. By making advanced threat detection accessible to a broader range of users, it empowers teams to work collaboratively in the face of evolving threats. This innovative platform not only addresses the pressing challenges of the cybersecurity skills gap but also enhances overall operational efficiency. As businesses continue to navigate an increasingly complex digital landscape, tools like Purple AI will be essential in equipping them to protect their assets and data. In this new era of cybersecurity, the focus is not just on advanced technology, but on empowering people—making cybersecurity a collective effort that is inclusive, effective, and resilient. 🌐

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## Aginode to showcase...

optimise energy efficiency, and extend product lifecycles. Of course, high-quality, reliable preterm links mean no rework is needed, and material wastage is theoretically zero. Additionally, eco-friendly packaging, efficient installation, and modular designs can also enhance sustainability in connector usage. It's always good to look beyond 'traditional' RJ45-based designs. Aginode is launching its new LANmark™ ULTIM solution, including a new connector, at Gitex.

Aginode designs and manufactures connectivity solutions for digital networks in FTTx, Mobile, LAN, and Data Centre markets. The company aims to enable the infrastructure that delivers applications to make lives more connected and productive.

The brand's international teams have over 30 years of proven track record in developing, implementing,

and servicing advanced infrastructure solutions, with Aginode's diverse product range under brand names:

- LAN & Data Centres: LANmark™, LANsense™, LANactive
- FTTx & Mobile: XPLOER™, BRIGHTBOX™, INFRABIRD™, UPSKY™

With a state-of-the-art industrial footprint and recognised technological know-how in Europe, the Middle East, North-West Africa, and Asia, Aginode is a key player in digitalisation and connectivity.

The company will exhibit some of its flagship enterprise networking and data centre solutions designed to help businesses grow and manage effective ICT communication.

Speaking on their participation, Arafat Yousef, Managing Director - Middle East & Africa at Aginode, said: "At Aginode, we are

**By choosing high-quality connectors and eco-friendly packaging, businesses can significantly lower their environmental impact while enhancing performance".**

committed to delivering connectivity solutions that not only meet the demands of modern businesses but also contribute to a more sustainable future. Our LANmark™ ULTIM solution, launching at Gitex, is designed to optimise energy efficiency, reduce cable waste, and support long-term product lifecycle management. By choosing

high-quality connectors and eco-friendly packaging, businesses can significantly lower their environmental impact while enhancing performance. We are excited to engage with industry leaders at Gitex and demonstrate how our cutting-edge solutions are helping shape the future of networking and data centres".

Some of the solutions that Aginode will be showcasing at Gitex Global 2024 for enterprises and data centres include:

**Category 6A/7A High-End Structured Cabling**  
Aginode's high-end cabling solutions are designed to support high bandwidth needs, offering 10G speeds and beyond with enhanced support for smart buildings and converged technologies through our shielded LANmark™ Category 6A, 7A, and 8 offerings. These solutions support Power over Ethernet (PoE) in all categories with power levels up to 90 watts, along with excellent heat

dissipation and energy-efficient performance.

### LANactive

An effective and cutting-edge network solution designed to overcome the limitations of networking across large distances, or instances where unavoidable requirements pose restrictions. A fibre-based network solution, LANactive is secure, energy-efficient, and scalable to match business growth. Furthermore, Aginode's iSwitches are essential for network deployments in harsh environments, providing exceptional network redundancy and stability.


Data Centre Solutions  
For data centre solutions, Aginode will be demonstrating options available to support core network spines with either duplex LC or parallel optics (MPO) for speeds up to 400G. Solutions will be available for discussion depending on data centre needs, ensuring the right distance support and overcoming space constraints.

### Smart City & Smart Campus (Edge Datacentre)

Solutions tailored for indoor setups to support indoor 5G with hybrid power/fibre cables. This setup will include the use of LANactive switches to provide support for high-speed Ethernet.

### LANsense

Aginode's Automated Infrastructure Management (AIM) system, LANsense, uses a combination of hardware and software to easily identify network disconnections, log network changes, optimise port utilisation on switches and patch panels, share network documentation for easier network changes, and streamline overall network management.

Aginode's senior executives will be available to meet customers and partners to showcase how their best-in-class solutions can transform network infrastructures and data centres. 

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## MDS System...

HPE, Lenovo, Microsoft, NetApp, Supermicro, Vast Data, Weka among others, bringing a robust AI ecosystem to the region.

Aldeology has been instrumental in deploying some of the largest GPU clusters in the Gulf region, including NVIDIA SuperPOD comprising thousands of GPUs, advanced AI storage, and high-speed networking infrastructure empowering customers to effectively train and deploy AI models, pushing the boundaries

of innovation. Aldeology has also pioneered NVIDIA Omniverse in the region, the powerful real-time collaboration and simulation platform that enables users to create and operate virtual worlds and enabling seamless collaboration on complex 3D projects. The company provides tailored consulting and development services to help enterprises unlock the full potential of Generative AI (GenAI) and has recently expanded into Physical AI integrating AI into physical systems and robotics to enable intelligent decision-making,


automation, and interaction with the physical world.

Sami Abi Esber, President of MDS SI, commented on the acquisition: "This acquisition further strengthens MDS SI's AI capabilities in accelerating

the digital transformation journeys of our clients. Artificial intelligence is, and will continue to be, a critical component of every organisation's operation. Customers require expert guidance in

crafting AI strategies that generate value and create sustainable competitive advantages. By combining Aldeology's expertise with MDS SI's robust system integration services, partner ecosystem, financial strength, and geographic presence, we aim to be the catalyst and trusted partner for AI adoption across the region."

Jorge Colotto, CEO and Founder of Aldeology, added: "Joining forces with MDS SI presents enormous opportunities for both Aldeology and our customers. This

partnership will extend our reach and fuel further innovation. Our go-to-market strategy emphasizes a unique blend of youthful enthusiasm, multidisciplinary expertise, seasoned enterprise experience, and diversity to swiftly adapt to the rapidly evolving AI landscape. This fusion of perspectives fosters a dynamic and innovative environment where fresh ideas converge with industry insights and experience, ultimately benefiting our customers by unlocking the true potential of AI." 

**This fusion of perspectives fosters a dynamic and innovative environment where fresh ideas converge with industry insights and experience".**

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## StarLink to showcase...

Juniper Networks, Keysight, LinkShadow, Exabeam, Nextthink, OPSWAT, Palo Alto Networks, Pure Storage, Recorded Future, Sophos, Tenable, Thales, Trend Micro, Trellix, SkyHigh Security, and Zscaler.

"GITEX Global will always hold a special significance for StarLink and serves as the perfect platform to kick-off our joint plans and roadmap for 2025", said Nidal Othman, CEO of StarLink. "Throughout our journey within the cybersecurity

landscape, every challenge and partnership has reinforced our dedication to a safer digital future. The support of our stakeholders has been the cornerstone of our growth and success. Every year, this foundation is further reinforced at this remarkable platform, which we eagerly anticipate."

Visitors at GITEX will have the chance to experience the wide spectrum of cyber, secure cloud and secure networks solutions at the

StarLink stand where the StarLink experts would be supporting with insights on the market trends, providing solutions demos and opportunities for deeper conversation on the most trending solutions.


Adding to the excitement, Mahmoud Nimer, President, StarLink said, "The robust partnerships established at GITEX facilitate strategic discussions that contribute to our success. Our integrated solutions-selling strategy allows us to comprehend customer needs and deliver tailored solutions through our



channel community. At GITEX 2024, we aim to harness market dynamics and trending insights to gain a deeper understanding of our

customers' requirements, empowering us to create a more resilient cyber environment.

Meet the StarLink Experts at the StarLink

Stand - Hall 1. Discover solution demos on display. Book a meeting: <https://www.starlinkme.net/gitex2024> 



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# WSO2 to demonstrate ‘foundational technologies’ at GITEX

Company to showcase latest advancements in API management, leading-edge developer platform Choreo, and breakthroughs in customer identity access management.



WSO2, recently announced its participation at the forthcoming GITEX Global 2024, where it will exhibit under the theme “Foundational technologies to create awesome digital experiences”.

As attendees at GITEX Global air the technology industry’s most pressing issues, WSO2 will offer its unique expertise on how to leverage technology to create digital experiences quickly, easily and securely. The company will showcase its latest advancements in API management and integration, including Choreo, its internal developer platform that redefines how DevOps teams create digital experiences. It will

also demonstrate its customer identity access management (CIAM) capabilities at a time when IBM estimates the average cost of a data breach in the Middle East at US\$8.7 million.

As a channel focused organisation, WSO2 will also look to strengthen its partnerships at GITEX and expand its market reach. “GITEX is a global event that attracts a wide range of technology stakeholders, including potential partners, customers, and investors”, said Uday Shankar Kizhepat, Vice President and General Manager - Middle East and Africa Region, WSO2. “This is an opportunity for us to

forge new relationships and expand our presence throughout the MEA region. We onboard two partners each year to give them exposure to GITEX through WSO2. This year we have partnered with 3Pillars Digitalisation and Aujas, and we’ll also be introducing a new partner, Systems Ltd., at the event”.

At the heart of WSO2’s GITEX 2024 strategy is the ongoing investment in digitalisation by Middle East governments, especially the UAE and Saudi Arabia. Digital transformation now tops policymakers’ agendas as they initiate programs to improve public services and enhance citizen engagement. Behind

this trend lie nation-level economic schemes such as Saudi Vision 2030 and UAE Vision 2031. WSO2’s API management, identity management, and integration solutions are designed for enabling seamless digital services, ensuring secure data exchange, and building scalable digital ecosystems.

“By partnering with WSO2, organisations can accelerate their digital initiatives and adopt open-source technology to modernise public services efficiently”, said Kizhepat. “Digital experiences delivered as apps, workflows, and automation require powerful cloud-native infrastructure to do the heavy lifting. Enterprises can now focus on their business

requirements while we handle the complexities. WSO2 gives you the option of building your digital platform your way. Our solutions allow you to run it yourself, in a private cloud, as SaaS, or you can subscribe to our Internal Developer PaaS and start coding today”.

Another trend that will drive WSO2’s GITEX participation is that of cloud adoption, the rate of which has risen sharply since 2020. The surge is most distinctive in sectors such as banking, healthcare, and retail, where migration to hybrid and multi-cloud infrastructures is seen as a way to deliver much-needed improvements in agility and efficiency while reducing operational costs.

“The cloud is unquestionably an exciting prospect to deliver what these industries so desperately need”, said Kizhepat, “but migration is not without its challenges. We must face up to an increasingly sophisticated

threat landscape and devise appropriate playbooks for data security, compliance, and scalability”.

WSO2 has a long track record in cloud-native integration and identity access management, positioning the company as the ideal guide for organisations that want to migrate securely to the cloud, manage user identities across environments, and safeguard against evolving threats.

“GITEX is a time-honored platform for discussing the ‘now’ of technology while planning for the future,” said Kizhepat. “When experts gather at Dubai World Trade Center in October, they will celebrate advancements, but they will also raise red flags where appropriate. This is the true value of GITEX. It is not only a platform for networking and business growth; it is a forum for information sharing. Strategies change at GITEX. You may see a new solution that excites you, but you will also hear from global experts who can put what you witness into perspective, so you make the decisions that add the greatest value for your organisation”.

At GITEX Global 2024, WSO2 will exhibit from Stand No. CC2-2, Concourse 2. [@](#)



**This is the true value of GITEX. It is not only a platform for networking and business growth; it is a forum for information sharing”.**



Salman Ali, Riverbed Technology

## In the Run up to GITEX, Riverbed Reveals What’s in Store

Salman Ali, Senior Manager – Solution Engineering, META, Riverbed Technology, dives deep into what attendees at GITEX 2024 can expect from their showcase in this exclusive interview.

**Riverbed has traditionally organised its GITEX participation under a theme. Can we expect the same this year?**

Yes. We recognise that today’s IT teams face the daunting task of delivering on the digital experience while managing complex IT environments and vast amounts of data and alerts without sufficient context or actionable insights. In recent years, unified observability has emerged as the solution to help enterprises understand the behaviour, health, and performance of their infrastructure, network, and applications. With it, organisations can proactively manage their

hybrid and multi-cloud environments for fast problem resolution. And when combined with the incredible power of AI, these abilities are augmented even further.

To convey this message to the market, our theme for GITEX this year will be ‘AI-Powered Observability for Optimal Digital Experiences’.

**And what solutions will you showcase to address this theme at GITEX this year?**

This year, we unveiled some of the most significant advancements to our Riverbed Platform which provides full-stack observability (using real data), enabling customers

to optimize digital experiences by using AI to prevent, identify, and resolve IT issues. Riverbed collects full-fidelity data from across the entire technology stack, through the application of AI, it then analyses all this data and accelerates troubleshooting by offering automated remediations.

As a result, by leveraging the Riverbed Platform which includes Unified Observability and Application Acceleration solutions, organisations can reduce the complexity of supporting highly distributed environments to drive operational efficiency, deliver better digital experiences, and enable business growth.

At our GITEX stand, we will host live demos of this platform to highlight the value it can deliver to regional enterprises as they accelerate forward on their digital transformation journeys.

**Can we expect any major announcements or presentations from**

**Riverbed during GITEX?**

Yes, in the week leading up to GITEX, we’ll be unveiling the regional results of our 2024 Global AI & Digital Experience Survey. This study explores the sentiment around AI adoption; its benefits; the gaps and strategies for success; and AI’s role in relation to IT operations and the digital experience. At Riverbed, we can offer some practical steps organisations can take to improve their AI strategy and successfully integrate AI into their IT operations.

This will further highlight our commitment to leading the AI-powered observability space and empowering businesses with the tools they need to

thrive in the digital era.

**As a channel-led organisation, how do you see AI supporting your channel partners?**

AI is a game-changer, not just for end-users but for our channel partners as well. For the channel, AI-based solutions open entirely new revenue streams. Additionally, AI empowers partners with valuable data-driven insights, enabling them to make smarter, faster decisions based on real-time information.

At Riverbed, we focus on AI use cases that deliver tangible business outcomes. Our AI-powered observability platform exemplifies this by significantly improving

business efficiencies, driving productivity, and enhancing digital experiences. The platform provides intelligent insights and automated remediation, allowing IT teams to address issues before they affect end-users. In short, it helps organisations shift from reactive problem-solving to proactive management.

**How will Riverbed engage with its channel and alliance partners at GITEX?**

At GITEX 2024, we’re eager to strengthen our relationships with channel partners, showcasing our latest innovations and exploring new opportunities for collaboration. We view our channel ecosystem as critical to ensuring that our customers in the Middle East have access to the best-in-class support and expertise they need to succeed.

Throughout the event, we’ll engage with our partners to provide a comprehensive view of our product roadmap. This collaborative approach helps us align our offerings with the needs of the market and ensures that our solutions continue to meet the evolving demands of businesses in the region. [@](#)



**At Riverbed, we can offer some practical steps organisations can take to improve their AI strategy and successfully integrate AI into their IT operations”.**



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# GITEX 2024 GLOBAL

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# OPSWAT Announces GITEX Global 2024 Participation Under Theme of ‘Future Forward Critical Infrastructure Protection’

Critical infrastructure security leader to speak out on urgency to address IT-OT convergence and protect which matters most



Sertan Selcuk, OPSWAT

OPSWAT recently announced its participation at GITEX Global 2024, under the theme “Future Forward CIP.”

Trusted by several of the region’s governments and largest private sector entities, OPSWAT’s participation at the 44th GITEX will demonstrate its ongoing commitment to delivering cybersecurity solutions that span the OT-IT divide and give security professionals the

tools they need to support mitigation of their threat vectors.

“Critical infrastructure calls for critical defence”, warned Sertan Selcuk, Vice President of Sales for the Middle East, Turkey, Africa, Pakistan, and CIS at OPSWAT. “OPSWAT urges clients to trust no file or device. We believe it is only through this approach that we can eliminate malware, particularly zero-day exploits, and guard against

attacks on our most vital IT and OT environments.”

The central showcase of OPSWAT’s GITEX booth will be its Mobile CIP Lab where delegates can get an in-depth understanding of the company’s MetaDefender platform. Interactive demonstrations of region-specific use cases will cover storage security, supply-chain security, secure managed file transfer, peripheral and removable media protection, access and endpoint security, email security, OT security, cross-domain security, and many others.

Visitors can also tour OPSWAT’s Nuclear Plant Model Reactor, which reinforces the company’s credentials in securing the most sensitive industrial environments. GITEX visitors will see firsthand how OPSWAT’s IT/OT platform deployment works in real-world scenarios relevant to GCC critical infrastructure.

Selcuk said, “Faced with increasingly complex technology environments

and relentlessly targeted by sophisticated attackers, today’s critical infrastructure security leaders must think not only about detection, but about the perimeters of their organisation and how they guard against peripheral media and endless file uploads; about how they implement security for web applications and storage security; and about how they build a culture of awareness that allows them to deliver the protections needed to maintain public trust”.

While visitors peruse OPSWAT’s purpose-built advanced technologies, its experts will be celebrating Cybersecurity Awareness Month by offering complimentary CIP certifications to attendees at the company’s event stand and through on-demand sessions. “This OPSWAT Academy initiative not only enhances the GITEX learning experience for participants but reinforces our commitment to

**Today’s critical infrastructure security leaders must think not only about detection, but about the perimeters of their organisation and how they guard against peripheral media and endless file uploads”.**

advancing cybersecurity knowledge and skills across the industry”, commented Irfan Shakeel, VP of Training and Certification Services at OPSWAT.

As part of Cybersecurity Awareness Month, the OPSWAT Academy will also be running a Cyber Challenge, where participants can enhance their skills while having the chance to win prizes. Additionally, there will be quizzes designed to test and expand visitors’ understanding of cybersecurity fundamentals.

Alongside the competitions and training, OPSWAT will actively engage with IT professionals and key stakeholders at GITEX. “We aim to build and strengthen strategic partnerships that enhance cybersecurity integration across diverse technological domains”, Selcuk explained. “Our focus will be on creating collaborative opportunities that address both IT and OT security challenges, driving innovation and enhancing our collective ability to protect that which matters most from that which threatens us most”.

At GITEX Global 2024, OPSWAT will exhibit at the “CyberValley” section – Stand H25-C70, Hall 25. <#>

# Lenovo to Showcase ‘Smarter AI for All’ Vision at GITEX 2024

This vision underscores Lenovo’s commitment to making artificial intelligence accessible and beneficial for everyone, from individuals to large enterprises.



Shashank Sharma, Lenovo META

Lenovo, a global technology leawwder, is set to showcase its comprehensive ‘Smarter AI for All’ vision at GITEX 2024, one of the world’s largest technology exhibitions.

At GITEX 2024, Lenovo will present its end-to-end solutions, including infrastructure solutions, innovative services, and smart devices designed to drive intelligent transformation across

various sectors in the region.

Lenovo’s ‘Smarter AI for All’ vision is centred on creating inclusive, equitable, and smarter technologies that empower users globally. This vision is built on three core pillars: inclusivity, innovation, security and privacy. Inclusivity ensures that AI technologies are accessible to all, regardless of the size of the organisation or individual capabilities.

Innovation focuses on continuously advancing AI capabilities to drive intelligent transformation in every aspect of life, from personal devices to enterprise solutions. Security and privacy involve implementing robust security measures to protect user data and privacy, ensuring AI operates securely within devices or on-premises servers.

Lenovo’s ‘Smarter AI for All’ vision aligns closely with the UAE’s ambitious AI strategy, which aims to position the country as a global leader in artificial intelligence by 2031. Both Lenovo and the UAE emphasize inclusivity and accessibility, ensuring AI technologies benefit a wide range of users, from individuals to large enterprises. Lenovo’s focus on continuous innovation supports the UAE’s goal of creating high economic value through AI across sectors such as transport, health, renewable energy, and education. Additionally, both prioritise

robust security measures to protect user data and ensure the safe use of AI. Lenovo’s AI solutions incorporate advanced security features, aligning with the UAE’s emphasis on secure and ethical AI practices. Furthermore, Lenovo’s AI solutions for smart cities and government applications enhance public sector efficiency, aligning with the UAE’s goal of improving government services. By showcasing its ‘Smarter AI for All’ vision at GITEX 2024, Lenovo demonstrates its commitment to supporting the UAE’s strategic

**We believe AI should be available to all, constantly evolving, and always secure”.**

objectives, contributing to the nation’s vision of becoming a global AI leader.

At GITEX 2024, Lenovo will demonstrate its comprehensive portfolio of AI-driven solutions. The showcase will include high-performance computing and data centre solutions that support AI workloads and enable seamless integration of AI technologies. These infrastructure solutions are designed to meet the demands of modern businesses, providing the scalability and efficiency needed to handle complex AI tasks. Additionally, Lenovo will present tailored AI services that help businesses harness the power of AI for improved decision-making, efficiency, and innovation. These services are designed to address specific business needs, offering customized solutions that drive growth and competitiveness.

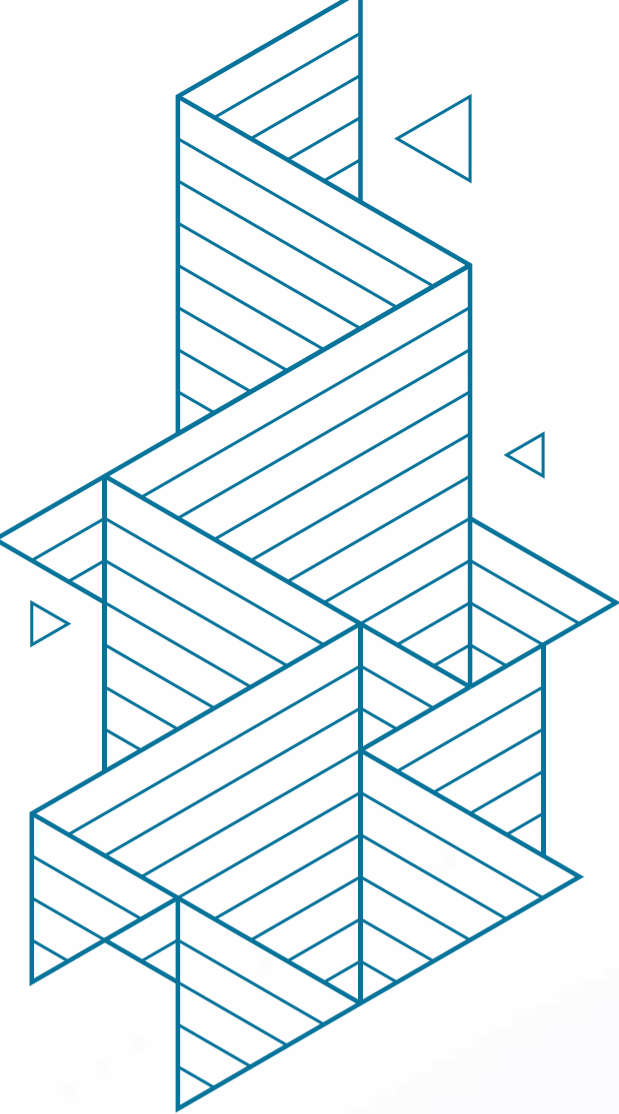
Lenovo’s smart devices, including laptops, tablets, and smart collaboration products, will also be featured at the event. These AI-powered devices are designed to enhance user experience and productivity, offering intelligent features that adapt to user needs. From voice-activated assistants to advanced

security features, Lenovo’s smart devices demonstrate the practical applications of AI in everyday life. By integrating AI into its product lineup, Lenovo ensures that users can benefit from the latest technological advancements, making their lives easier and more efficient.

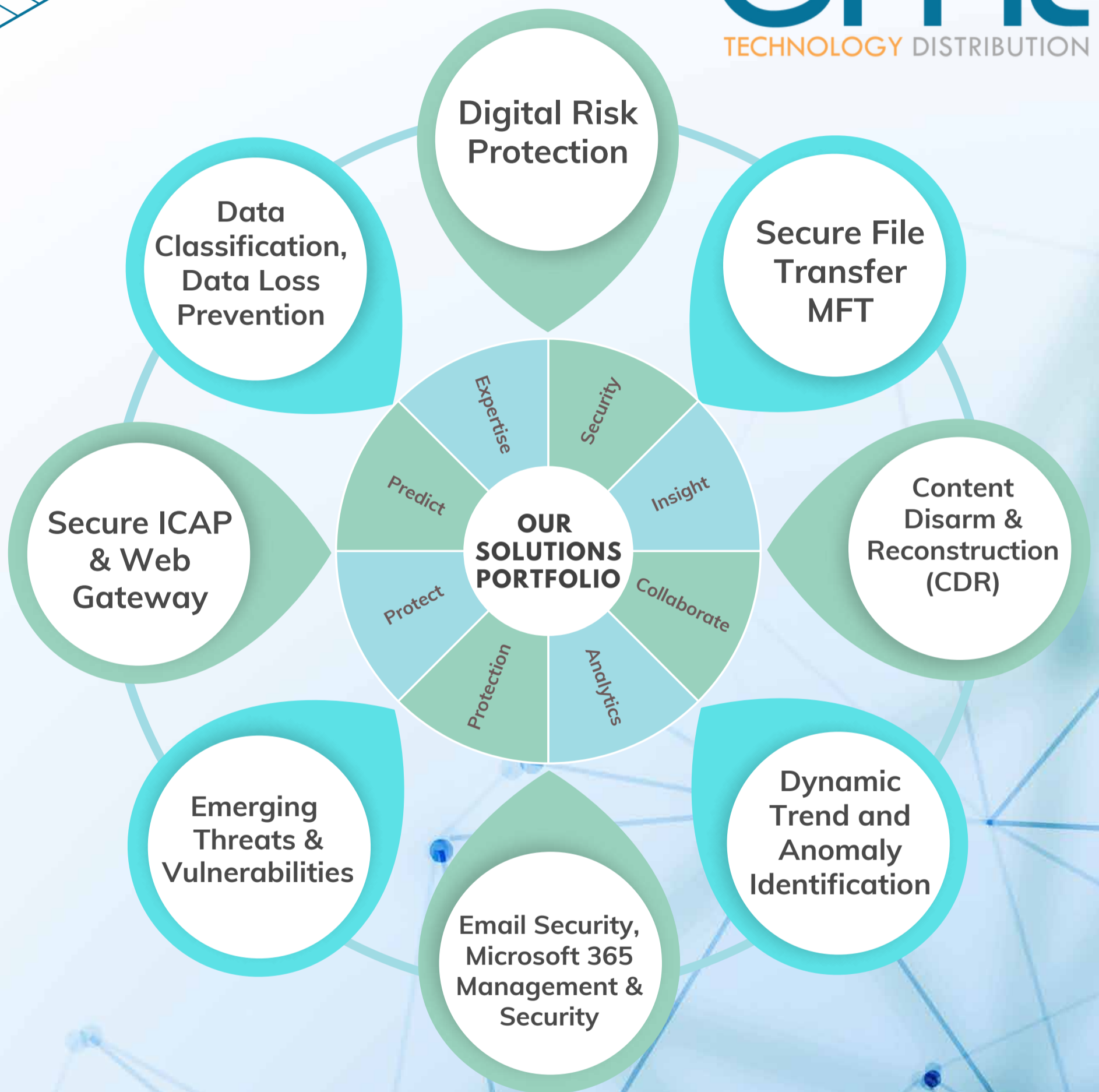
Shashank Sharma, Vice President & General Manager, Lenovo META, said: “At GITEX 2024, we are looking forward to showcasing our ‘Smarter AI for All’ vision. We’re passionate about making AI accessible and beneficial for everyone, whether you’re an individual or a large enterprise. Our vision is all about inclusivity, continuous innovation, and robust security. We believe AI should be available to all, constantly evolving, and always secure. This approach aligns perfectly with the UAE’s ambitious AI strategy, which aims to position the country as a global leader in AI by 2031. We invite our customers and partners to visit our booth at GITEX 2024 to see how our AI-driven solutions can enhance both enterprises and everyday life.”

Visitors can visit the Lenovo stand in Hall 6 Stand B30. <#>





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## Hikvision Unveils Cutting-Edge AIoT Solutions at GITEX 2024

The company will showcase its latest advancements in AIoT technology, demonstrating its commitment to enabling diverse intelligent applications that shape the future.



Tate Wu, Hikvision FZE

Hikvision, a global leader in innovative security solutions, is thrilled to announce its participation

at GITEX Global 2024. Tate Wu, General Manager of Hikvision FZE, expressed his

excitement about the event, stating, "GITEX 2024 promises to be another groundbreaking showcase for Hikvision. We are eager to collaborate with our valued partners to drive innovation in the AIoT landscape. Our theme, 'Enabling Diverse Intelligent Applications with AIoT,' reflects our dedication to delivering cutting-edge solutions that address a wide range of industry needs."

Hikvision's commitment to innovation is evident in its groundbreaking technologies, such as DarkFighter 2.0, which sets new standards

for image quality in challenging low-light environments. Additionally, the company's radar technology, which is applied for perimeter security and traffic management, utilises millimeter wave technology to precisely detect targets and offers high accuracy, strong directivity, and excellent anti-interference capabilities. Besides that, we will feature a variety of other innovative products and solutions.

"We invite visitors to our booth to experience the future of AIoT firsthand," continued Wu. "Hikvision is dedicated to providing intelligent solutions that enhance safety, efficiency, and security in various industries. We look forward to showcasing our latest innovations and building stronger partnerships at GITEX 2024."

## Mappable to showcase cutting-edge geospatial solutions at GITEX 2024

The company will reveal its flagship Neurogeocoder API and a range of other advanced geospatial technology solutions.



Sabina Mirza-Akhmedova, Mappable

Mappable, is set to make waves at GITEX 2024, one of the largest and most influential technology events in the world.

The company will reveal its latest innovations and intelligent geospatial technologies for businesses across multiple sectors, with its flagship Neurogeocoder API and a range of other advanced solutions taking centre stage.

Capitalizing on the GCC's projected 15.1% CAGR for Geographic Information Systems until 2028, the Neurogeocoder API, recently launched by Mappable in the UAE, is gaining traction across industries such as e-commerce, real estate, logistics, food tech and ride-tech. Powered by machine learning and artificial intelligence (AI), it goes beyond conventional geocoding tools by adapting to local terminology for districts, towers, and roads, as well as colloquial expressions, ensuring that businesses can process unstructured or error-filled location requests with accuracy. Neurogeocoder's capabilities to convert raw map points into precise addresses and seamlessly display user-entered locations queries on maps offer businesses a much-needed edge in improving customer experience and operational efficiency.

Mappable will also unveil key advancements in its navigation products, including enhanced route optimisation features that are designed to streamline complex routing scenarios and ensure safety for heavy-vehicle fleets, offering valuable efficiency gains for logistics and transportation companies. The 'Avoid Custom Zones' feature empowers businesses to designate areas to

avoid when planning routes; the 'Waypoints Optimisation' ensures the most efficient travel paths between multiple stops, and the 'Left Turns Deprioritisation' eliminates high-risk turns, improving both safety and time metrics. These features are integrated into Mappable's Distance Matrix, Retrieving Route Details and NaviKit SDK products.

Sabina Mirza-Akhmedova, CEO of Mappable, commented: "In a world where 80% of enterprise data is linked to location, cutting-edge mapping technologies are transforming logistics, real estate, and e-commerce. At GITEX 2024, we are excited to showcase how our solutions, particularly the Neurogeocoder and our routing and navigation APIs, enable businesses to streamline operations and adapt to the region's unique infrastructure challenges in the UAE. We are committed to driving innovation that empowers organisations to navigate an increasingly digital world easily".

Mappable's participation at GITEX 2024 marks a significant milestone, with the company preparing to announce several strategic agreements, further reinforcing its position as a key player in the Middle East's geospatial solutions market.

To experience Mappable's latest solutions, including live demos of the Neurogeocoder and advanced routing APIs, visit their stand B20 in Hall 4 at GITEX 2024.

For more information about Mappable and its suite of advanced mapping, geospatial and navigation tools, visit [mappable.world](https://mappable.world).

## Oracle Marks 35 Years in the UAE with Groundbreaking AI and Multi-Cloud Innovations at GITEX 2024

Hugely popular Oracle Red Bull Racing experience makes a comeback at GITEX GLOBAL with the Champion Formula 1™ car, latest simulations, and race winning cloud powered performance analytics.



Industry leading Artificial Intelligence (AI) and Multi Cloud innovation that is geared to solve complex business challenges in every industry and help accelerate the UAE and wider Middle East's AI economy will be the key focus for Oracle at GITEX GLOBAL 2024.

Celebrating its 35th Year of supporting the UAE's growth ambitions with latest digital technologies, Oracle will showcase a comprehensive portfolio of AI solutions including next gen cloud applications on a best-in-class AI cloud infrastructure and state-

of-the-art generative AI innovations.

"This year, at GITEX, we celebrate 35 years of supporting the UAE's growth ambitions with state-of-the-art local cloud infrastructure, latest cloud technologies, developing top talent, and expanding our local presence", said Nick Redshaw, senior vice president – Tech Cloud, Middle East and Africa, and UAE country leader, Oracle. "The UAE's leadership has set forth an inspiring vision in the AI era, and we are yet again ready to support national aspirations with powerful AI innovation

**At GITEX, our customers, partners, and visitors will experience enterprise ready AI solutions and innovative multi cloud solutions".**

from Oracle. At GITEX GLOBAL 2024, our customers, partners, and visitors will experience enterprise ready AI solutions and innovative multi cloud solutions to drive unprecedented innovation and achieve seamless cloud interoperability".

Oracle's presence at GITEX GLOBAL will be headlined with the popular Oracle Red Bull Racing experience. Visitors can once again experience what it's like to be at the wheels of the championship winning Formula 1™ car and learn about the role Oracle Cloud powered real time data plays in helping Max Verstappen and Sergio Perez win.

Business and technology leaders can also experience Oracle's specially designed AI focused interactive pods across finance, healthcare, human resources, customer experience and many more functions. Furthermore, Generative AI demo stations operated by Oracle's AI experts, will also help visitors explore customised growth scenarios for their businesses.

Oracle will also explain why du, e&, stc, Uber, DHL, Hyatt, and many more regional and global organisations have chosen Oracle Cloud solutions for driving major business transformations.

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# Tenable Urges Organisations to Reimagine Cybersecurity at GITEX 2024

At the event, Tenable will showcase its AI-powered exposure management solutions that illuminate the attack paths that exist within organisations' infrastructure.



**Maheer Jadallah, Tenable**

Tenable®, the exposure management company, will exhibit at GITEX Global at the Dubai International Convention and Exhibition Centre from October 14 - 18,

2024. At the event, Tenable will showcase its AI-powered exposure management solutions that illuminate the attack paths that exist within organisations'

infrastructure, from IT infrastructure, to the cloud, to Operational Technology (OT) and everywhere in between. In addition, Tenable will launch its 2024 Cloud Risk Report during the show.

Scattered products, siloed views and disjointed teams are struggling to hold back threats across a fragmented attack surface. The cyber risk challenge won't be won with security strategies and solutions that stand divided. Enterprises need one view of risk across all assets, to connect the dots between the damaging risk relationships that span solution silos and

bring together disparate teams with the intelligence they need to strengthen defences and protect against attacks as one.

Tenable exists to expose and close the resulting priority security gaps that put businesses at risk. Our industry-leading exposure management platform radically unifies security visibility, insight and action across the attack surface, equipping modern organisations to protect against attacks, from IT infrastructure to the cloud to OT and everywhere in between.

"Rapid advancements in technology and

digital transformation make it challenging for organisations to stay one step ahead of attackers," said Maheer Jadallah, Senior Director Middle East & North Africa, Tenable. "Security teams often

have to juggle multiple clouds and identities across a converged IoT, OT and IT landscape. At GITEX 2024, we will show organisations how they can expose and close the priority security gaps that put their businesses at risk. Our team will be on hand to help visitors reimagine cybersecurity as a global force for eradicating their exposure."

Tenable will be co-exhibiting, alongside AmiViz from booth number H24-A45, Hall 24, and StarLink DMCC from booth number H1-A20, Hall 1. The Tenable Team will be offering demonstrations of its exposure management platform TenableOne, as well as Tenable Cloud Security, Tenable OT Security, Tenable Vulnerability Management and Tenable Identity Exposure. [@Tenable](#)

**Rapid advancements in technology and digital transformation make it challenging for organisations to stay one step ahead of attackers".**

# Cloud Box Technologies to showcase AI, cybersecurity, and emerging technologies at GITEX 2024

The primary focus will be cybersecurity resilience, AI, and machine learning, alongside emerging technologies like IoT, edge computing, and blockchain.



**Ranjith Kaippada, Cloud Box Technologies**

Cloud Box Technologies, a specialized IT System Integrator, will participate in the 44th edition of GITEX Global from October 14 - 18, 2024 at the Dubai World Trade Center.

The primary focus will be cybersecurity resilience, AI, and machine learning, alongside emerging technologies like IoT, edge computing, and blockchain.

Cloud Box Technologies strategic partnerships with Dell enable businesses to unlock their true potential by leveraging High Performance Computing and AI. At GITEX 2024, the company will be highlighting AI and machine learning, which have become central to many IT functions. This results in ROIs through operational efficiency,

cost-effectiveness, and improved customer service.

Ranjith Kaippada, Managing Director at Cloud Box Technologies, said, "We are passionate about advancing with the latest technology trends every year and this year, we will be positioning how cutting-edge tech, and their direct and indirect impacts on various business sectors such. As cyber threats affect businesses of all sizes, we will also be focusing on cybersecurity resilience, dedicated to combating the increasing threats that can cause financial, trust, and reputational damage to businesses. We are looking forward to strengthening our connections with old and new customers, industry leaders and potential partners at GITEX 2024".

Having been in the business for over 15 years, Cloud Box Technologies has been growing at an exponential pace and has added many advanced and innovative solutions to its portfolio and has been servicing customers within the banking and finance, hospitality, healthcare, retail, and education sectors.

Senior company executives will be available to address visitor enquiries and will be available in Hall 6, Stand A1, in partnership with Dell Technologies. [@CloudBoxTech](#)

**As cyber threats affect businesses of all sizes, we will also be focusing on cybersecurity resilience, dedicated to combating the increasing threats that can cause financial, trust, and reputational damage to businesses".**

# Sophos Highlights Advanced MDR Capabilities at GITEX Global 2024

At the event, Sophos is showcasing its advanced cybersecurity solutions and services, including Sophos Managed Detection and Response (MDR).



**Harish Chib, Sophos**

Sophos, a global leader of innovative security solutions for defeating cyberattacks, recently, announced its participation at GITEX Global 2024, which runs from October 14 to October 18, 2024, at the Dubai World Trade Centre. At the event, Sophos is showcasing its advanced cybersecurity solutions and services, including Sophos Managed Detection and Response (MDR).

Sophos MDR was recently recognised as a Leader in the IDC MarketScape: European Managed Detection and Response (MDR) Services in 2024 Vendor Assessment. It is a fully managed, 24/7 cybersecurity

service delivered by experts who specialise in detecting, responding to and remediating cyberattacks that technology alone cannot prevent. By combining human expertise with protection technologies and advanced machine learning models, MDR analysts can detect, investigate and neutralize advanced human-led attacks, preventing data breaches and ransomware.

"As organisations expand, their IT infrastructures tend to grow making it more complex and challenging to manage the attack surface and maintain the necessary tools and technologies. The rising complexity of

cyberthreats, along with the security required to combat them, is driving fast-growing demand for MDR services. Recent Gartner data estimates the MDR market at \$7.5 billion, with a compound annual growth rate (CAGR) of 25.8%," said Harish Chib, vice president of emerging markets in the Middle East and Africa, Sophos.

The rapid pace of innovation in the cybersecurity landscape in the Middle East region makes it increasingly challenging for organisations to stay ahead of persistent and dynamic cyberattacks and maintain effective security measures. According to the Sophos 2024 Threat Report, 90% of mid-sized organisations now have some form of cyber insurance coverage, with 50% holding standalone policies and 40% including cyber protection within broader business insurance. Investing in cyber insurance, alongside robust cyber defenses, works hand in hand to help organisations mitigate and reduce their overall cyber risk.

Sophos is co-exhibiting, alongside Logicom, booth H2-A10, Hall 2, and Starlink, booth H24-A40, Hall 24 (Cyber Valley). The Sophos team is available on the ground to assist visitors on how Sophos' security solutions strengthen organisations by delivering the best possible cybersecurity outcomes and help organisations with their security strategies. [@Sophos](#)

**The rising complexity of cyberthreats, along with the security required to combat them, is driving fast-growing demand for MDR services".**



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# Empowering global businesses with transformative Gen AI and the AI Data Cloud

Snowflake is set to demonstrate its solutions in Generative AI and data management, underlining a commitment to empowering businesses in the UAE.



Mohamed Zouari, Snowflake

Snowflake, the AI Data Cloud company, is thrilled to announce its participation at GITEX Technology Week 2024, the premier technology event held at the Dubai World Trade Centre. This year, Snowflake is set to demonstrate its cutting-edge solutions in Generative AI and data management, underlining its commitment to empowering businesses in the UAE and beyond.

At GITEX 2024, Snowflake will unveil its latest advancements, including Native Apps, Cortex, and the innovative Snowflake Gen AI & LLM feature, designed to revolutionise how businesses leverage data for strategic advantage. Attendees will have the opportunity to experience live demonstrations and engaging presentations at Booth H8-B30 in Hall 8

by Snowflake's technical team and industry partners. This year's theme, "Empowering the Future with Data and AI in the UAE," reflects Snowflake's dedication to supporting the UAE's vision of becoming a global hub for AI and data-driven innovation. In line with this, Snowflake is proud to announce its DESC Certification, further solidifying its position as a leader in secure data solutions. "Snowflake's participation at GITEX 2024 marks a pivotal moment in data technology, especially as we highlight our cutting-edge capabilities in Generative AI", said Mohamed Zouari, General Manager - Middle East, Turkey, and Africa at Snowflake. "This year, our focus is not only on showcasing our robust AI Data Cloud platform but also on demonstrating its vital role in enabling

organisations within the UAE to spearhead innovation and redefine their industries. We are here to show that with Snowflake, enterprises can seamlessly integrate advanced AI functionalities, ensuring agility and precision in their operations, all while maintaining rigorous data governance and security". "By leveraging the full spectrum of our Generative AI and LLM features, we aim to elevate operational efficiencies and unlock new growth avenues for our clients. Our presence at GITEX is a testament to our commitment to empowering businesses with a platform that is as dynamic and scalable as the markets they operate in. We are setting the stage for a new era where data fluidity and AI-driven insights are the backbones of business success", added Zouari. Visitors to Snowflake's

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

stand can expect a dynamic and interactive experience, featuring tech talks, a thought leadership keynote, and one-on-one meetings with technical experts. These sessions are designed to provide deep insights into Snowflake's capabilities in addressing current trends and challenges in cloud-based data management. Highlighting real-world applications, Snowflake will showcase success stories from key partners, demonstrating the tangible impacts of its solutions across diverse industries. These case studies will illustrate the robustness of Snowflake's platform in enhancing operational efficiency and driving innovation. Joining Snowflake at Booth H8-B30 are esteemed partners Fivetran, Microstrategy, and Insight, each contributing to a comprehensive showcase of integrated solutions that enhance and extend the capabilities of Snowflake's platform. Visit Snowflake at GITEX 2024 and experience the cutting-edge solutions that power the Data Cloud and AI-driven insights.

## STANDS TO WATCH



Microsoft

Stand No: H7-A20, Hall 7

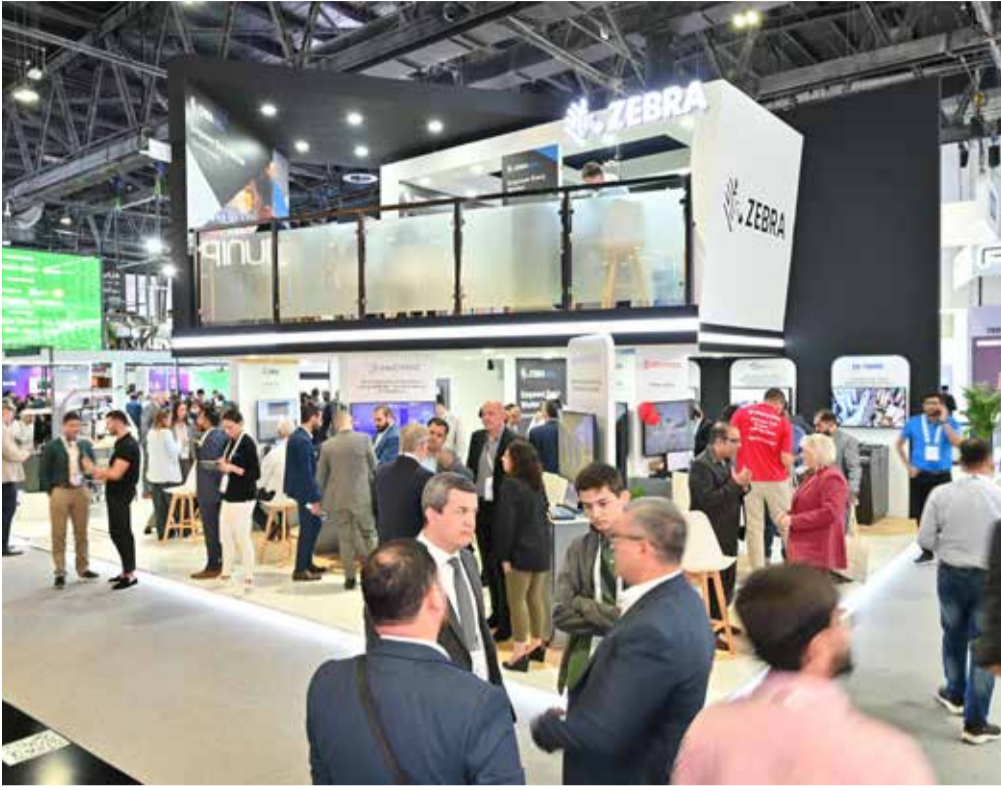
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# STANDS TO WATCH



Zebra

Stand No: H5-B20, Hall 5



Logitech

Stand No: H3-C30, Hall 3



# STANDS TO WATCH



**StorIT**

Stand : H3-A10, Hall 3



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