



# GITEX TECHNOLOGY WEEK 60 MINUTES

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# Empowering THE CHANNEL

MAYA ZAKHOUR, DIRECTOR PARTNER ORGANISATION-EEMI (EASTERN EUROPE, MIDDLE EAST, TURKEY, AFRICA, CIS, IBERIA AND LATAM) AT NETAPP, TELLS ANITA JOSEPH HOW THE COMPANY IS LEVERAGING THE POWER OF EMERGING TECHNOLOGIES LIKE AI AND MACHINE LEARNING IN THE DATA MANAGEMENT LANDSCAPE.

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# AI EVOLUTION AT WORK



VISIT OUR TEAM AT GITEX GLOBAL 2024  
**HALL 3 | STAND H3-A10**



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# Empowering the channel

**NetApp has built a robust partner ecosystem over the years. Can you elaborate on how these partnerships enhance NetApp's product offerings and what strategic advantages they bring to your customers?**

NetApp's robust partner ecosystem plays a vital role in enhancing our product offerings and providing strategic advantages to our customers. These partnerships enable us to deliver comprehensive solutions that address diverse customer needs and provide a seamless experience.

1. Enhanced Product Offerings: Through our partnerships, we can integrate complementary technologies, products, and services into our solutions.

2. Access to Specialised Expertise: By working closely with our partners, we leverage their deep understanding of specific industries, use cases and technologies.

3. Global Reach and Market Expansion: Partnering with companies that have a strong global presence and established customer bases allows us to expand our market reach. Through joint go-to-market initiatives, we can reach new customers and geographies more efficiently.

4. Co-Innovation and Technology Advancements: By working together, we can leverage each other's research and development efforts, share best practices, and jointly explore emerging technologies. This collaboration leads to the development of innovative solutions that address evolving customer needs and stay ahead of market trends.

5. Customer Success and Support: By aligning with partners who share our commitment to customer satisfaction, we can offer seamless integration, implementation, and ongoing support for our solutions.

**Emerging technologies such as AI and machine learning are transforming the data management landscape. How is**



Maya Zakhour, NetApp

**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”.**

**NetApp integrating these technologies into its solutions, and what role do your partners play in this integration?**

NetApp recognises the transformative power of emerging technologies like AI and machine learning in the data management landscape. We are actively integrating these technologies into our solutions to enable our customers to harness the full potential of their data. Our approach to integrating AI and machine learning involves collaboration with strategic partners who bring specialised expertise and technologies in these areas.

1. Intelligent Data Management: Our

solutions leverage AI algorithms to analyse data patterns, predict storage needs, and optimise data placement for improved performance and efficiency.

2. Data Security and Compliance: NetApp integrates AI and ML to detect and mitigate security threats, identify anomalies, and ensure data privacy and regulatory compliance.

3. Intelligent Data Analytics: NetApp integrates AI and ML to enable advanced data analytics. By partnering with analytics and AI specialists, we incorporate AI algorithms into our solutions to uncover hidden insights, enable predictive analytics, and facilitate data-driven decision-making.

4. Partner Collaboration: Our partners play a crucial role in integrating AI and machine learning into our solutions. We collaborate with leading AI technology providers, data science companies, and research institutions to leverage their expertise and technologies.

**Looking ahead, what are the key trends or developments in data management and storage that**

**NetApp is focusing on? How do you plan to address these trends through your technology and partnerships?**

NetApp is focusing on several key trends and developments in data management and storage to meet the evolving needs of our customers. These trends shape our technology roadmap and guide our partnerships to ensure we stay at the forefront of innovation. Here are some key areas of focus:

1. Hybrid and Multi-Cloud Environments.
2. Data Security and Compliance.
3. Artificial Intelligence and Machine Learning.
4. Data Resiliency and Disaster Recovery.
5. Data Analytics and Insights.

**How does NetApp support and empower its partners to stay competitive in a rapidly changing market? Can you provide examples of successful partner-driven initiatives or programs that have significantly impacted your business strategy?**

NetApp is committed to supporting and empowering its partners to stay competitive in a rapidly changing

market. We recognise the importance of collaboration and mutual success in driving business growth. Here are some ways in which we support our partners:

- Partner Enablement and Training.
- Joint Go-to-Market Initiatives.
- Co-Innovation and Solution Development
- Partner Programs and Incentives: These programs include deal registration benefits, sales incentives, and rewards for partner-led sales and customer success.
- Partner Success and Support: We provide ongoing support through dedicated partner managers, technical support, and access to resources and tools.

One successful partner-driven initiative is our NetApp Keystone program which enables our partners to provide flexible consumption models for our solutions, including pay-as-you-go and subscription-based options. By offering flexible pricing and deployment models, we have expanded our market reach and provided customers with greater flexibility in adopting our solutions.



# Innovation first

Fissal Oubida, General Manager and Global Marketing Director – Middle East, Africa, and India at Lexar, tells Reseller ME about the growth of the company in the region, its participation at GITEX 2024 and strategic plans for the future.



Fissal Oubida, Lexar

**Lexar has experienced remarkable revenue growth in the GCC region over the past two years. What key factors do you believe contributed to this significant increase in market share and retail expansion?**

Lexar achieved a 200 per cent revenue growth in the GCC region over the past two years, which has translated into a significant increase in market share and unprecedented retail expansion in the region.

It's a combination of factors that have contributed to this growth, including our in-depth understanding of the market dynamics and our genuine commitment to address the needs of this market through our range of products that are innovative, reliable, combine the best in aesthetics and practical value and offer unmatched performance.

**With Lexar products now available in over 400 leading stores across the GCC, how have your partnerships with major retailers impacted your brand's visibility and accessibility in the region?**

Lexar's footprint across the UAE, Saudi Arabia, Qatar, Oman, and Bahrain has grown exponentially. Our presence is now solidified in over 400 stores, accounting for nearly 20% of the region's sales. Esteemed retail giants such as Carrefour, Lulu, Nesto, Sharaf DG, Virgin Megastore, Grand Store, Emax, Jumbo, and iStyle are among the many carrying Lexar's high-performance, innovative products.

The strategic collaboration with our distribution partners is key to Lexar's growing market share in our focus markets. We effectively leverage

our partners' extensive network, market knowledge, and strong distribution capabilities to accelerate our market penetration and enhance our brand presence.

**The Middle East is one of Lexar's top-performing markets. Can you elaborate on what makes this region particularly attractive for Lexar's advanced memory solutions, and how do you plan to further capitalise on this potential?**

The Middle East and Africa region is central to Lexar's ambitious growth strategy, driven by favourable market dynamics. According to a recent report published by Future Market Insights, the Middle East and Africa data storage market is forecast to surpass a valuation of USD 8.43 Bn by 2025, and Lexar is well-positioned to capitalise on the growing demand for memory and storage solutions through our wide range of award-winning products.

Lexar will continue to pursue its aggressive growth strategy for the Middle East. We are well positioned to extend our legacy of delivering superior performance in this vibrant market with our range of innovative products for all segments including gamers, photographers, videographers and content creators.

Additionally, we are continually strengthening our distribution channel with key distribution partnership agreements across the region, with

a focus on improving customer service at all touch points.

**At GITEX Global 2024, Lexar will showcase its latest innovations. Can you provide us with a sneak peek of the new products you'll be introducing, and how they address the ever-changing needs of content creators?**

Lexar's lineup of products at GITEX Global come with massive capacities and blazing speeds and are targeted at the Middle East region's growing base of professional photographers, videographers, gamers and content creators. Our product showcase includes portable SSDs, memory cards, DRAM and other memory products.

**Overview of Lexar's product lineup at GITEX Global:**

**Memory cards:** The CFexpress 4.0, ARMOR series and SD 8.0

Lexar is showcasing four new CFexpress 4.0 memory cards leveraging the next-gen PCIe 4.0 performance. The lineup includes the TYPE-B DIAMOND, GOLD, SILVER, and the TYPE-A GOLD card, all enabling seamless 8K RAW video shooting, with massive capacities ranging from a minimum of 1TB to a maximum of 4TB boosted capacities.

In particular, the Lexar Professional DIAMOND CFexpress 4.0 Type B Card won the 'TIPA WORLD AWARD 2024' and boasts industry-leading speeds of up to 3700MB/s read and 3400MB/s write.

The Lexar ARMOR series includes GOLD SD UHS-II and SILVER PRO SD UHS-II cards, the world's first memory cards made of 316 stainless steel. They offer IP68 waterproofing, dustproofing, and bend-resistance—ideal for outdoor filming.

For the SD8.0 card, Lexar Professional GOLD PRO SDXC Express Card delivers up to 1700MB/s read speeds—over 5x faster than SD4.0 cards.

**Portable SSDs:** Lexar Professional Go Portable SSD with Hub is a revolutionary 1-2TB portable SSD for seamless mobile video shooting. It offers unmatched freedom and portability, working alone or with a hub to add lights, mics, and power. The USB 3.2 Gen 2 SSD delivers blistering 1050MB/s read and 1000MB/s write speeds, enabling 4K 60fps ProRes video capture directly on iPhone 15 Pro/Max and beyond.

**Gaming Memory:** Lexar ARES RGB 2nd Gen DDR5 Desktop Memory is an exclusive series featuring premium SK hynix DRAM chips and blazing-fast speeds of up to 8000MT/s. The upgraded exterior design blends classic and fashionable elements.

Lexar is also introducing the new 'pexar' brand and its product—the pexar digital picture frame. Featuring an excellent 2K and anti-glare display, it is a smart WiFi frame that serves as a shared photo album for the whole family, making it a perfect gift for loved ones.

As Lexar continues to grow in the GCC region, what are your strategic priorities for the next few years, and how do you envision the brand evolving to meet the increasing demand for high-performance storage solutions?

For more than 25 years, Lexar has been trusted as a leading global brand of memory solutions – so we know first-hand just how quickly data is transforming our world. In the GCC region, our focus will be to continue serving the needs of the market with our innovative, reliable and high-performance memory solutions. We will also focus on strategically building our brand and retail presence in association with our ever-growing partner network. 🇩🇪



**The strategic collaboration with our distribution partners is key to Lexar's growing market share in our focus markets".**

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# Setting new security benchmarks

Avinash Gujje, Practice Head, Cloud Box Technologies, tells Anita Joseph that a constantly evolving, innovating security solutions portfolio has positioned Cloud Box Technologies well ahead of competition.



Avinash Gujje, Cloud Box Technologies

## How is Cloud Box leveraging emerging technologies to strengthen its product/solutions portfolio?

UAE is undergoing a significant digital transformation, driven by the adoption of AI, cloud computing, automation, and more. These technologies help businesses achieve objectives such as operational efficiency, quicker turnaround times, and cost savings. At Cloud Box Technologies, we use the latest technologies to build our product and solutions portfolio, helping us maintain a competitive edge.

By leveraging AI-driven security solutions, we enable our customers not only to detect and mitigate data breaches

and cyberattacks but also to predict potential threats. This allows them to reinforce their networks and defend against future attacks and with better accuracy and speed.

Our cloud solutions allow customers to scale their businesses according to demand, without the significant spendings in systems for on-premises infrastructure. Our use of cloud-native platforms helps our clients stay ahead of security challenges while scaling their operations without any compromises.

For more than a decade, Cloud Box Technologies has taken on various challenges. Through continuous improvement and integration of the latest technologies, our

portfolio ensures that our customers remain competitive, secure, and compliant, while overcoming the security challenges that arise from the ever-growing pace of technological change.

How are emerging technologies posing a security threat to existing network infrastructure and systems, and what can organisations do to



**Our cloud solutions allow customers to scale their businesses according to demand, without the significant spendings in systems for on-premises infrastructure”.**

tackle these threats?

Cloud environments have been pivotal in digital transformation, providing access to resources like computing and storage without the need for on-premises infrastructure. However, they also increase the attack surface. Weak encryption, insufficient access controls, or misconfigurations can expose stored data to threat actors.

IoT devices are designed to accomplish specific tasks and relay data but often come with inadequate security configurations, making them vulnerable to attacks like DDoS. Edge computing, another emerging technology, further expands the attack surface as data is processed closer to end users, making it harder to maintain uniform security protocols and centralised control.

To address these risks, organisations should adopt a comprehensive cybersecurity strategy that includes standardised encryption practices and continuous monitoring of connected devices and

systems. Regular security audits help businesses identify vulnerabilities and fix them before threat actors exploit them. Employing a multi-layered defence strategy, including multi-factor authentication, can also help safeguard both digital and physical assets, preventing unauthorised access and reducing the risk of security breaches reducing instances of financial and reputational losses.

What, in your experience, is the biggest security threat being faced by businesses in the region today?

Based on our 15 years of experience at Cloud Box Technologies, ransomware currently stands out as one of the most significant security threats. These attacks particularly target high-value sectors such as finance and healthcare & can cripple organisations, resulting in financial losses, damage to reputation, downtime, and even regulatory penalties for not addressing vulnerabilities.

In the UAE, we have encountered numerous such attacks and have mitigated them by strengthening our clients' cyber defences. While the exact measures to secure a business against ransomware can vary, they generally include robust endpoint protection, access controls, and regular data backups. At Cloud Box, we also leverage AI to conduct behavioral analysis and pattern detection, which enables us to identify and prevent ransomware attacks before they happen. Our AI-driven predictive analysis, combined with

strong detection and response capabilities, has proven essential in protecting businesses from such threats.

Cloud security is a huge concern for businesses today, as they seek to accelerate their digital transformation journey. How is Cloud Box stepping in to help them address this need?

As companies increasingly migrate to the cloud to remain competitive, cloud security has become a crucial issue. Many organisations fail to secure their data adequately, leading to data breaches and cyberattacks. At Cloud Box Technologies, we have developed tailored security solutions to address specific needs, rather than adopting a one-size-fits-all approach.

Our solutions include data encryption to prevent unauthorised interception of data and continuous threat detection and monitoring, which keep businesses informed about the state of their security defenses. When vulnerabilities are identified, we guide our clients on how to resolve them before it's too late. Additionally, we implement zero-trust architectures, ensuring that only authenticated users have access to specific resources, unlike traditional systems that may allow broad access across the network.

We continuously train our employees to stay abreast of emerging threats. This proactive approach allows us to protect our clients' cloud environments from all angles as they continue their digital transformation journey.

# HiStone Maintains Strong Position as #4 in the Global Self-Checkout Market for the Second Year Running

This ranking reflects HiStone's dedication to delivering innovative, reliable, and effective self-checkout solutions to retailers worldwide.



HiStone, a global leader in hardware solutions, proudly announces that it has maintained its position as the #4 player in the

rapidly expanding self-checkout market for the second consecutive year. This ranking, confirmed in the latest report by Datos

Insights, reflects HiStone's unwavering dedication to delivering innovative, reliable, and effective self-checkout solutions to

retailers worldwide.

In a market characterised by fierce competition and rapid technological advancements, HiStone's consistent ranking is a testament to the company's commitment to excellence and its ability to meet the evolving needs of the retail sector. The Datos Insights report highlights the intense competition within the self-checkout market, with companies vying for leadership positions by pushing the boundaries of innovation.

"We are proud to have maintained our #4 position in the global self-checkout market," said Yin Wei, G.M of International Department at HiStone.

"This achievement is a reflection of our team's hard work, dedication to innovation, and the trust our partners and customers place in us. As the self-checkout market continues to grow, we remain committed to



**We are proud to have maintained our #4 position in the global self-checkout market”.**

enhancing our solutions to better serve our clients and help them succeed in this dynamic landscape."

HiStone's EPOS and self-checkout systems are designed with the end-user in mind, offering seamless integration, intuitive interfaces, and robust performance. These qualities have made HiStone a preferred partner for retailers and hospitality businesses looking to enhance their customer experience and streamline operations.

As part of its ongoing commitment to innovation, HiStone continues to invest in research and development to ensure its products not only meet but exceed market expectations. The company is also exploring new technologies and partnerships that will further strengthen its position in the self-checkout market.



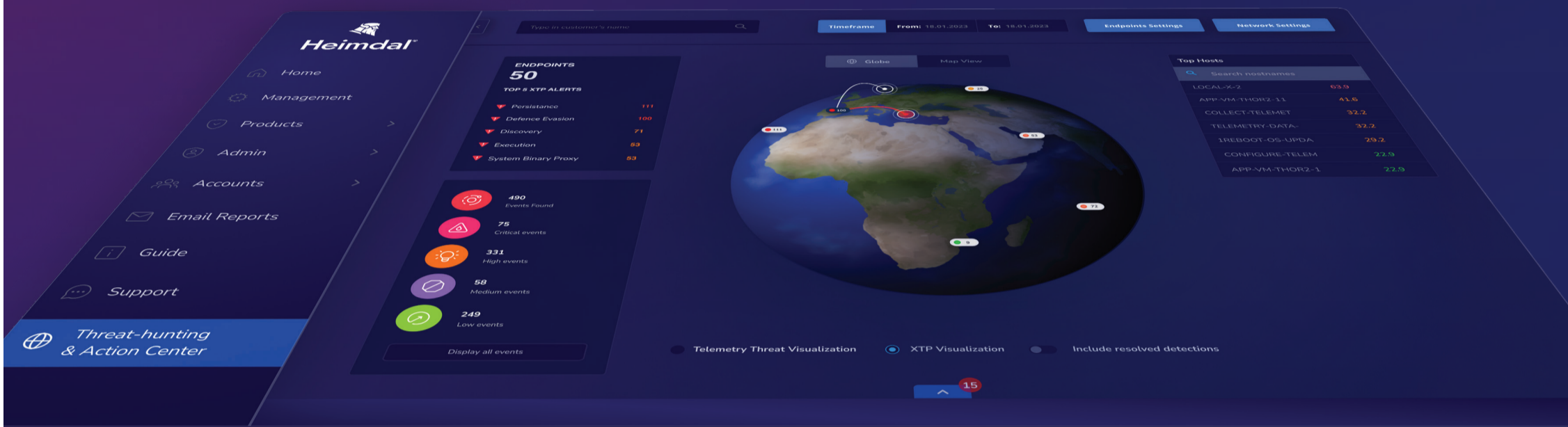


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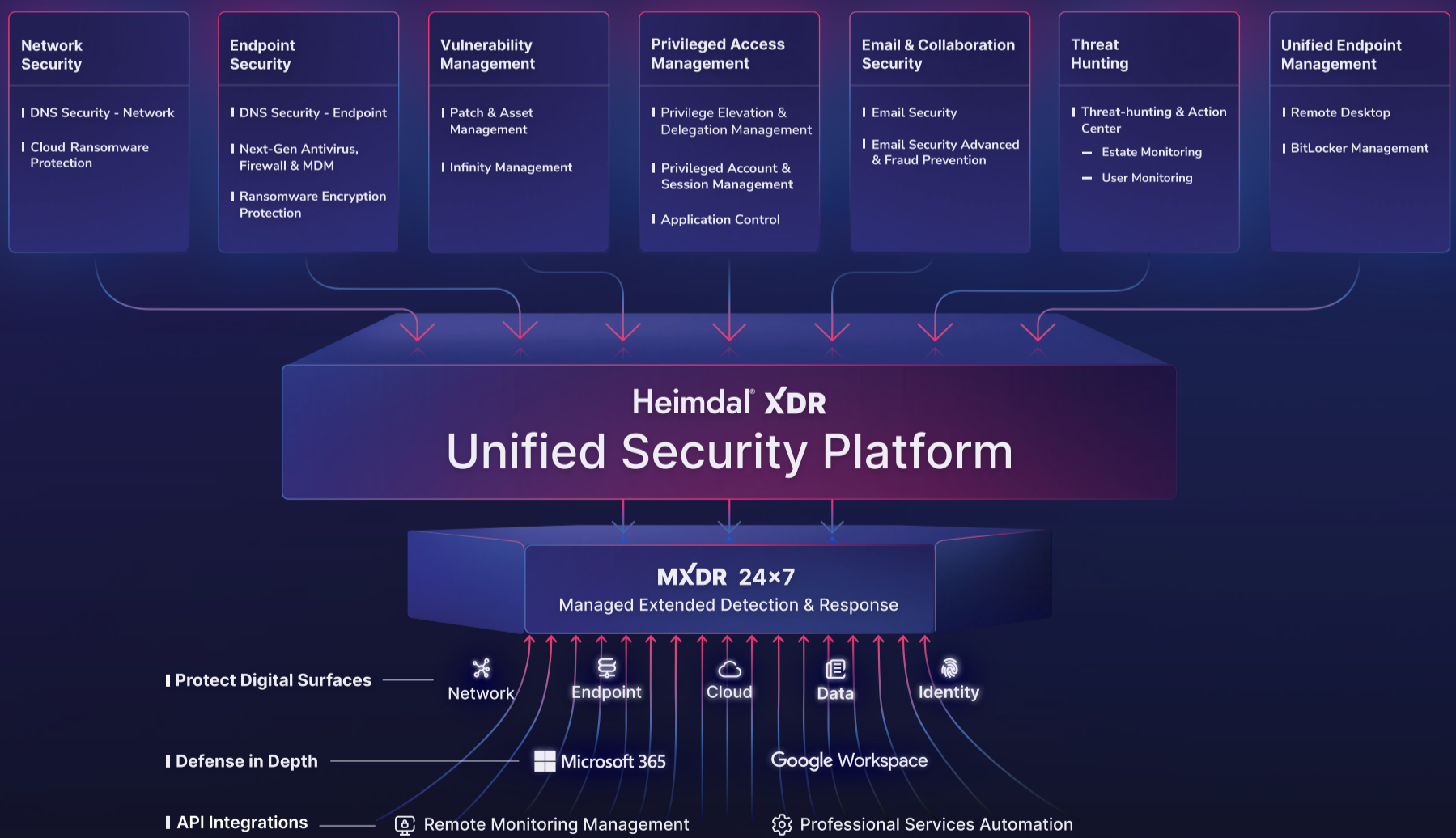
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# Resecurity Partners with emt Distribution META to Elevate Cybersecurity Solutions Across the Middle East and Africa

The partnership will empower emt Distribution META to provide its partners with the tools and knowledge necessary to implement Resecurity's cutting-edge technologies effectively.



Ahmad Halabi, Resecurity and Khaled Kamel, emt Distribution

Resecurity, a global provider of cybersecurity solutions, is proud to announce its strategic partnership with emt Distribution META, a leading value-added distributor in the Middle East and Africa. This

collaboration aims to deliver comprehensive cybersecurity solutions tailored to the unique challenges faced by businesses in the META region. As cyber threats continue to escalate

in complexity and frequency, organisations are increasingly seeking robust defenses to protect their digital assets. Resecurity's suite of advanced cybersecurity products, including threat intelligence, endpoint

protection, and risk management solutions, will now be made available through emt Distribution META's extensive network of resellers and partners. "We are excited to partner with emt Distribution META to drive

cybersecurity innovation and protect businesses and consumers in the region from emerging threats. This great alliance will accelerate the global channel network and facilitate unparalleled delivery of our solutions", said Ahmad Halabi, Managing Director MENA at Resecurity.

The partnership will empower emt Distribution META to provide its partners with the tools and knowledge necessary

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

to implement Resecurity's cutting-edge technologies effectively. This includes training sessions, workshops, and ongoing support to ensure that businesses can navigate the increasingly complex cybersecurity landscape.

"We are excited to collaborate with Resecurity to enhance our portfolio of cybersecurity offerings", said Khaled Kamel, Business Unit Director at emt Distribution META. "Resecurity's innovative solutions will enable us to better serve our partners and clients, helping them to safeguard their operations against cyber threats".

To kick off this partnership, Resecurity and emt Distribution META will host a series of webinars and events designed to educate partners and end-users about the latest trends in cybersecurity and the importance of proactive measures in today's digital environment.

# CNS leverages AI at GITEX 2024

Asef Sleiman, General Manager, CNS Middle East, discusses operational resilience and the facilitation of AI threat detection and mitigation at GITEX 2024.



Asef Sleiman, CNS Middle East

**Can you outline to our readers what CNS' focus is at this year's GITEX 2024 - and what key products and solutions you are showcasing at your stand?**

At GITEX 2024, CNS Middle East is excited to partner with Fortinet to showcase cutting-edge Operational Technology (OT) security solutions, emphasising the importance of securing critical infrastructure and industrial environments against evolving cyber threats. This year, our focus is on demonstrating two key use cases: ATM security and OT security. We are excited to feature a 3D model

that vividly illustrates how the operational side of businesses is increasingly adopting technology, which, while offering tremendous benefits, also introduces significant risks. As IT and OT converge, robust OT security technology is pivotal in ensuring operational resilience, minimising downtime, and safeguarding against complex attacks in sectors such as Manufacturing, Energy & Utilities and Oil & Gas. Visitors to our stand will witness live demonstrations of how these technologies protect industrial control systems, secure connected devices, and maintain the integrity

of critical operations, highlighting the growing role of technology in enhancing operational efficiency and resilience.

**The central theme of GITEX 2024 is AI. Can you provide our readers with a better understanding of how CNS is leveraging AI to enhance its product portfolio to deliver better outcomes for your customers?**

As governments in the region are increasingly implementing AI strategies, we play a pivotal role in enabling our customers to embrace AI, ensuring they remain competitive in a digital world. This strategic alignment with governmental AI initiatives underscores our commitment to fostering AI enablement, reflecting the widespread interest and necessity of AI integration for future growth.

AI is central to our strategy at CNS Middle East, where we harness its evolving capabilities to transform our product portfolio and deliver superior outcomes for our customers. AI's evolution has reached

new heights, allowing us to enhance efficiency, improve decision-making, and elevate customer experiences across multiple sectors. In Cyber Security, AI facilitates real-time threat detection and mitigation, while in Cloud solutions, it optimises resource management. Our Fintech solutions benefit from AI through advanced fraud detection, risk assessment, and customer service automation.

**The opportunities of Generative AI are boundless. However, there are valid ethical and data privacy concerns in relation to Gen AI. How important is it for robust regulations and frameworks to be established in order to safely accelerate the deployment of Gen AI across the enterprise space?**

Establishing robust regulations for Generative AI is crucial as it offers transformative potential but must be implemented responsibly. At CNS Middle East, we emphasise the alignment of AI advancements with ethical

standards and data privacy laws, advocating for frameworks that ensure transparency, accountability, and fairness. Our commitment to these values is underscored by achieving the ISO/IEC 27001:2022 certification for Information Security Management Systems and the ISO/IEC 20000-1:2018 certification for IT Service Management Systems. These certifications reflect our dedication to secure and ethical AI deployment, fostering trust with our clients and partners. Recognising the dynamic and challenging nature of our sector, we are committed to continuously building our capabilities and adapting to technological changes, striving for excellence

in our operations. By prioritising secure and ethical AI deployment, we aim to mitigate risks such as data misuse and bias while safely unlocking the opportunities that Generative AI presents.

**Outside of AI, what other trends do you see emerging across the technology landscape in 2025?**

As we approach 2025, Cybersecurity remains a top priority as threats become more intricate, necessitating advanced solutions to protect critical data and infrastructure. Our focus on OT Security emphasises the need to safeguard industrial systems and critical operations from evolving cyber threats, ensuring resilience and continuity in sectors like Manufacturing and Energy & Utilities. Additionally, advancements in Business Applications are transforming how organisations operate, driving efficiency, and enabling smarter decision-making. At CNS, we are dedicated to leading in these areas, leveraging our expertise to provide cutting-edge solutions that support our clients' strategic objectives and enhance their operational capabilities in an increasingly digital and interconnected world.

**At CNS we are dedicated to leveraging our expertise to provide cutting-edge solutions that support our clients' strategic objectives".**





# HiStone

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# Juniper Networks Delivers Tangible Business Results with Industry-leading AI-Native Networking Platform

Juniper's AI-Native Networking Platform is built from the ground up to fully harness the power of AI.



Yarob Sakhnini, Juniper Networks

Juniper Networks®, a leader in secure, AI-Native Networking, today announced its participation in GITEX Global 2024. At the world's largest tech and AI event exploring the future AI economy, Juniper will demonstrate how organisations can leverage the industry's first AI-Native Networking Platform to build smarter, more efficient networks. To assure the best operator and end-user experiences, Juniper's solutions consistently enable critical connections across sectors such as education, public services, healthcare, retail and secure banking.

The market for AI moves rapidly. Within the Gulf Cooperation Council (GCC) countries alone, AI is estimated to create a real value of up to US \$150 billion across all sectors of their economies. Generative AI has quickly transitioned from R&D to a boardroom imperative across industries. This drives

increased investment in IT infrastructure, particularly the fast, flexible data centre networks required for AI training and inference. Customers need to have confidence that, regardless of the scale or complexity, their connectivity will function seamlessly and securely, reducing the risk of human error and enabling an optimised, personalised experience for every user.

"Juniper's AI-Native Network Platform provides the assurance that every connection is reliable, measurable and secure for any device, user, application, or asset in the cloud-first open ecosystem. At GITEX Global 2024 Juniper will showcase how our solutions meet customer demands, positioning us as a leader in delivering future-ready, high-performance networks designed for AI-driven business environments."

- Yarob Sakhnini, Vice President, Emerging

Markets, EMEA at Juniper Networks

Juniper Networks media spokespeople will be available at GITEX Global 2024 to discuss the significant operational and business benefits that the company's innovative solutions and services can provide to organisations in the Middle East and beyond. Join them at the Dubai World Trade Center from October 14th to 18th in H5, H5-B30.

## Juniper Highlights at GITEX Global 2024:

Networks are experiencing tremendous and ever-growing pressure from digital transformation to AI initiatives to user and device growth. With limited IT budgets and skills, the combination of complexity and unpredictability of traditional networks is a growing liability. Juniper's AI-Native Networking Platform is built from the ground up to fully harness the power of AI. From real-time fault isolation to proactive anomaly detection and self-driving corrective actions, it provides campus, branch, data centre and WAN operations with next-level predictability, reliability, and security.

## Elevated networking performance with Wi-Fi 7

The Juniper AI-Native Networking Platform has been enhanced to enable customers and partners take full advantage of the emerging 802.11be amendment (Wi-Fi 7),

which brings higher throughput, lower latency, extended range and greater reliability than previous Wi-Fi versions. By combining new Juniper Wi-Fi 7 access points (APs) and high-power campus EX Series Switches with Juniper's award-winning Mist AI™ and cloud-native networking and security services, Juniper's market-leading wired and wireless Local Area Networking (LAN) access solution maximises the potential of Wi-Fi 7 while enabling a seamless, cost-effective and more sustainable transition to the latest wireless technology.

## Intent-based networking and AIOps for application assurance in the data centre

Juniper will demonstrate the newest enhancements to its data centre assurance capabilities, driving exceptional user experiences through increased network visibility, analysis and automation. The Juniper data centre networking solution, which is the most-flexible-to-design and easiest-to-manage, now incorporates new cloud-hosted services that leverage AI for networking to deliver enhanced insights into application behaviours, both traditional and emerging AI workloads, for ongoing optimisation and rapid troubleshooting. In addition, Juniper has added new capabilities for analysing and validating data centre operations



**Juniper's AI-Native Network Platform provides the assurance that every connection is reliable, measurable and secure for any device, user, application, or asset in the cloud-first open eco-system".**

plus even richer telemetry data which, alongside other data centre assurance capabilities, help to reduce deployment times by up to 85 percent and cut OPEX costs by up to 90 percent in some instances.

## Blueprint for AI-Native Acceleration

Juniper's unique Blueprint for AI-Native Acceleration seeks to streamline and accelerate each stage of adoption of the company's AI-Native Networking Platform. With this comprehensive framework, which includes free education to quickly ramp knowledge and skills with limited resources, exclusive trial offers to easily validate the benefits of Juniper's

AI-Native Networking Platform solutions, flexible subscription models to simplify procurement and innovative support services to expedite deployment and enable optimised ongoing performance, customers and partners can build trust in AI and the cloud and accelerate time-to-value for Juniper's entire secure networking portfolio, from campus and branch to data centre and wide-area networking (WAN).

## Enhanced Network Security with AI-Native Secure Edge Solution

Network and content security is crucial for organisations in the digital era, but traditional solutions often fall short, becoming complex, costly and ineffective against evolving complex threats. Reliance on separate products creates silos that hinder security posture, network performance and productivity. Juniper created the Secure AI-Native Edge solution to address these challenges by simplifying and integrating security and network operations across all domains, ultimately reducing Total Cost of Ownership (TCO).

The Juniper Secure AI-Native Edge provides secure, reliable access to network resources and applications. In addition, it uniquely brings SD-WAN (i.e. WAN assurance), security (i.e. security assurance) and NAC (i.e. access assurance), under a common cloud and Mist AI engine. This paves the way for customers and partners interested in deploying and managing simple, seamless and secure Universal ZTNA (uZTNA) deployments in the future. [@](#)

# LinkShadow Unveils Breakthrough AI-Powered Innovation in Data Security Posture Management (DSPM)

This cutting-edge security technology is set to redefine how organisations protect their sensitive data in an increasingly complex digital landscape.



LinkShadow, a market leader in intelligent Network Detection and Response (NDR), is excited to announce the launch of its latest innovation: Data Security Posture Management (DSPM). This cutting-edge technology is set to redefine how organisations protect their sensitive data in an increasingly complex

digital landscape. LinkShadow has evolved significantly over the years, enhancing its NDR technology powered by AI. With innovative features like "Identity Intelligence" and "Asset AutoDiscovery," the focus has broadened to strengthening data security. By incorporating Data Detection and

Response (DDR) into its NDR framework, LinkShadow ultimately achieves Data Security Posture Management (DSPM), delivering deep insights into sensitive data and providing a holistic overview of both structured and unstructured data across on-premises and multi-cloud environments.

In today's interconnected world, data breaches and compliance failures represent significant business risks. LinkShadow's DSPM addresses these challenges by tracking sensitive data and ensuring compliance with robust protection measures. "With the launch of Data Security Posture Management, we are taking data security to new heights," said Fadi Sharaf, Regional Sales Director at LinkShadow. "This advanced technology empowers businesses to better protect their data, mitigate breaches, and enhance privacy and compliance. This is more than just a product launch; it's a significant



**This is more than just a product launch; it's a significant advancement in the evolution of data security".**

advancement in the evolution of data security." LinkShadow's DSPM is not just another cybersecurity tool; it's a game-changer for managing an organisation's data security posture. It enhances data visibility

through Data Discovery and Classification, providing critical insights into security landscapes. When paired with LinkShadow's NDR capabilities, DSPM benefits from real-time network monitoring and anomaly detection, allowing for swift identification of potential threats to sensitive data. This integration helps organisations not only prevent data breaches but also maintain compliance with regulatory standards.

With agentless deployment, DSPM simplifies implementation, reducing operational overhead while supporting Access Governance to prevent sensitive data exposure. Additionally, it ensures compliance with regional and global data privacy regulations. Powered by AI, it offers real-time response capabilities, enabling organisations to address potential threats promptly. [@](#)



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# IDDA Brings Azerbaijan’s Largest Delegation to GITEX, Showcasing eGov Innovations and Regional Business Hub Initiatives

This year marks Azerbaijan’s largest-ever presence at the event, supporting five startups and three local IT companies at GITEX ENS, coupled with four additional IT companies at GITEX Global.



Inara Valiyeva, IDDA

The Innovation and Digital Development Agency of Azerbaijan (IDDA) is set to participate in GITEX 2024, highlighting Azerbaijan’s growing position in digital transformation and innovation. This year marks Azerbaijan’s largest-ever presence at the event, supporting five startups and three local IT companies at GITEX Expand North Star (ENS), coupled with four additional IT companies at GITEX Global, all in the Azerbaijan Pavilion.

“Our participation in GITEX 2024 is a pivotal opportunity to showcase Azerbaijan’s digital transformation journey,” said Inara Valiyeva, Chairperson at IDDA. “We are here to demonstrate technological advancements, foster strategic partnerships and explore innovative solutions. We are also proud to present Azerbaijan Innovation Center – AIM, a technology and business platform, which will serve as a launchpad for start-up success and a catalyst for

global collaboration.

IDDA’s participation will focus on several key areas: E-Government solutions reflecting its committed move towards a paperless world, the introduction of business expansion opportunities in Azerbaijan, and advancements in cybersecurity. By introducing initiatives such as mygov and Digital Login, the agency envisions a fully digitised public sector that enhances both service delivery and citizen engagement.

Additionally, IDDA will spotlight Azerbaijan as an ideal destination for business, offering critical infrastructure and resources to drive innovation, growth, and international partnerships. In leading efforts to ensure that the country’s cybersecurity infrastructure is robust and able to protect both public and private sectors from the growing threat of cyber-attacks, the agency gives organisations the confidence to leverage the nation as a springboard into new markets and

business opportunities.

As part of its commitment to fostering Azerbaijan’s tech ecosystem, IDDA is actively supporting IT companies from the country. “By facilitating their participation at GITEX 2024, IDDA is providing a platform for local companies to engage with global stakeholders, potential investors, and international markets. This involvement is a critical step toward establishing Azerbaijan as a regional hub for innovation, where global collaborations drive long-term growth,” said Valiyeva.

At GITEX Expand North Star (ENS), startups like Perkskit will highlight a FinTech-enabled HR solution to enhance employee engagement through personalised benefits, while Epoint and Payriff will showcase scalable payment solutions for businesses. Glorri’s AI-powered HR platform aims to improve hiring efficiency, and dmp will demonstrate how AI enhances digital procurement across the Caspian and Middle East. Three IT companies—



**We are also proud to present Azerbaijan Innovation Center which will serve as a launchpad for start-up success and a catalyst for global collaboration”.**

Destec Group, United Payment, and Pixite—will also exhibit their innovative solutions in ERP, FinTech, and AI-driven design respectively.

At GITEX Global, Smart Solutions Group will present its high-load applications for public and private sectors, SetClapp will display business automation tools, and iTicket Global will feature innovative event ticketing solutions. BestComp

Group, a regional leader in system integration and data centre solutions, will re-affirm Azerbaijan’s strong tech presence, demonstrating the nation’s adaptability and innovation across various industries.

In addition to showcasing Azerbaijan’s dynamic tech ecosystem, Dominique Piotet, Expert in Technopark Development at IDDA, will participate in the high-profile panel discussion titled ‘Emerging Economies: Catalysts for Innovation’ on the Spotlight Stage on Wednesday, 16th October from 15:40 to 16:00.

“We are excited about our participation in GITEX 2024 and the opportunity to highlight Azerbaijan’s thriving tech ecosystem,” said Piotet. “We invite government entities and private organisations to visit us at the Azerbaijan Pavilion to explore collaboration opportunities and learn how expanding into Azerbaijan can help their businesses grow within our dynamic, innovation-driven environment.”



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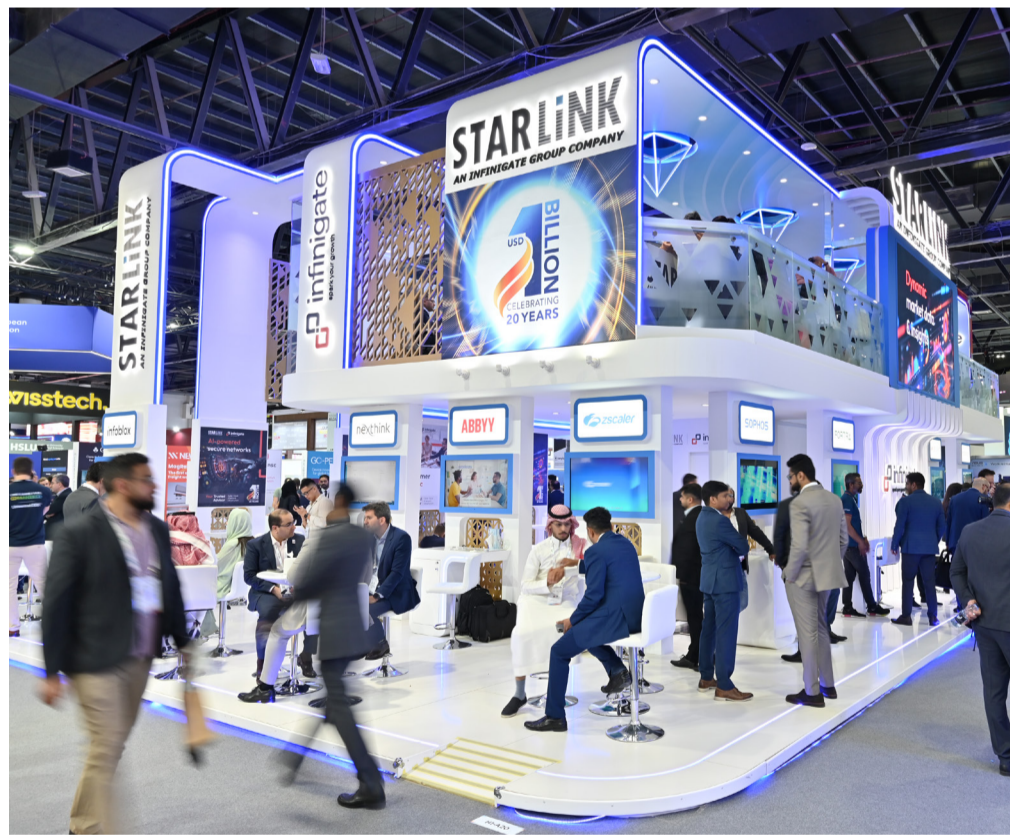


# STANDS TO WATCH



**Dell Technologies**

Stand No: H6-1, H6-A10, Hall 6



**Starlink**

Stand No: H1-A20, Hall 1



# STANDS TO WATCH



**Salesforce**

Stand No: H4-A5, Hall 4



**Mindware FZ LLC**

Stand No: H2-A30,H2-30, Hall 2



# STANDS TO WATCH



Veeam

Stand : H7-B20, Hall 7



Avientek



Stand: H2-B40, Hall 2



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