



60 MINUTES

GITEX TECHNOLOGY WEEK

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

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DAY 2 PM

Pronet brings technical expertise to a robust new channel partnership

Saqib Qasim, Chief Operating Officer, Pronet, discusses their recent partnership with Fortinet in addition to their customer-centric approach to business that has helped ensure long-lasting relationships with clients in this exclusive interview.



Saqib Qasim, Pronet

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

Over the past two to three years, the channel ecosystem in the MENA region has undergone significant transformation. Driven by digital transformation and technological advancements, we have seen a shift from traditional reselling models to value-added services. The rise of cloud computing, remote work, and increasing cybersecurity threats have compelled

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Positive Technologies drive smarter cybersecurity investments for industrial systems

Sandhya D'Mello spoke to Moscow-headquartered, Mena Regional Director, of Positive Technologies, Ilya Leonov, who is focused on protecting critical infrastructures and enabling organisations to invest smarter in cybersecurity solutions.



Ilya Leonov, Positive Technologies

What key products and solutions are you presenting at your stand?

This year, we've brought a lot of innovative solutions, which we've divided into several key domains. The first is application security, which is crucial, particularly for the financial industry and commercial organisations. Financial motivation remains a top priority for threat actors. The second area is industrial cybersecurity, especially within operational technology

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Navigating Cybersecurity in the UAE: Fortinet's vision for a secure digital transformation

Sandhya D'Mello spoke to Tony Zabaneh, Director of Systems Engineering at South Middle East, Fortinet, about tackling modern cybersecurity challenges.



Tony Zabaneh, Fortinet

Is the UAE at the forefront of adopting cybersecurity solutions, especially with its strong focus on digital transformation?

The UAE is a leader in digital transformation, with initiatives that have driven the country to become nearly paperless. With such advancements come new threats, and cybersecurity becomes paramount. The leadership's vision for digitalisation pushes the need for robust cybersecurity solutions, and organisations here are proactive

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Korean startups participate at Expand North Star 2024

These Korean startups, working in different industries such as AI, Mobility, Agritech, Smart City, SaaS, Cloud, and more.



Expand North Star, the world's largest startup and investor connector event, will be held from 13 OCT to 16 OCT. Various startups in many different industries are coming to present their various products and services.

For sure in this enormous event, Korean startups have also decided to showcase

their brilliant products and services. These Korean startups, working in different industries such as AI, Mobility, Agritech, Smart City, SaaS, Cloud, and more are opening their booth located in Expand North Star 2024, Korean Avenue, Hall 1 Upper level.

This corporate business invitation

and local program for entering the Middle East market is part of the Public-Private Partnership for Joint Advancement of the Korea Foundation for Cooperation of Large & Small Business, Rural Affairs (KOFCA), and was organised by MegazoneCloud to

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Pronet brings...

channel partners to adapt quickly. This evolution has emphasized the importance of strategic partnerships, allowing companies to build comprehensive and integrated service offerings that cater to the dynamic demands of our customers.

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

To be an effective channel partner, particularly in the Middle East, certain key characteristics are essential. Firstly, technical expertise and a deep understanding of the solutions we offer are crucial for establishing credibility with our clients. Secondly, adaptability is vital as we navigate



Together, we are building a secure, efficient, and resilient digital environment for businesses throughout the region”.

the rapid changes in technology. A customer-centric approach ensures long-lasting relationships, allowing us to truly understand and address client needs. Lastly, reliability and strong collaboration skills are what make us indispensable partners to technology leaders striving for long-term success in this region.

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

What truly differentiates our company in the channel industry is our

combination of deep technical expertise, a relentless customer-first approach, and our strong alliances with leading technology providers like Fortinet. We don't merely offer solutions; we tailor our services to meet the unique needs of each client, ensuring they receive maximum value. Our proactive approach to cybersecurity, along with our commitment to continuous learning and improvement, enables us to stay ahead of emerging threats and technology trends. This adaptability and dedication to client success set us apart from our competitors.

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

Our partnership with Fortinet is fundamental to our business strategy, enabling us to deliver top-tier cybersecurity solutions that are both robust and scalable. Fortinet's technology stands out due to its integrated security architecture, which provides comprehensive protection across networks, applications, and endpoints. Their commitment to innovation aligns seamlessly with our mission to offer cutting-edge solutions that meet the evolving needs of our clients. Together, we are building a secure, efficient, and resilient digital environment for businesses throughout the region, reinforcing our position as a trusted cybersecurity partner. 🇦🇪

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Korean startups...

support promising domestic SW companies that wish to advance into the Middle East. With additional help from Korea Software Industry Association and N15Partners, 10 startups were able to



With additional help from Korea Software Industry Association and N15Partners, 10 startups were able to attend the event”.

attend the event.

Below is information about each of the participating Korean Startups.

- Zorvex (Agritech)
- Techtree (Smart City)
- Spacebank (AI, DX, SaaS)
- Dareesoft (AI, Mobility)
- Namutech (AI/ML, Cloud)
- Futuremain (AI, IoT, AR)
- The Spatial Party XR (IoT, Smart City)
- PopcornSAR (AI, Mobility)
- InBic (AI, SaaS)
- Spacewavy (AI, Smart City)

These startups are open to share what they have to offer to the market, and welcome people to book meetings, and build a network. For more detailed information, please visit their personal booth located at Korean Avenue, Hall 1 Upper Level!

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Positive Technologies drive...

(OT) environments, which are critical on a national level for states and countries. Through our Threat Resource Center, we conduct numerous reports and investigations, and we've seen industrial systems become major targets for hackers and other actors looking to cause harm. Therefore, we are introducing several innovations in this domain. Additionally, we're launching a managed security program for our partners, as there is growing demand for services, and we're aiming to support them with a managed services platform.

How many channel partners does Positive Tech have here? Do you mainly deal through your channel partners, and how many do you have currently?

We follow a standard two-tier model with distributors and partners. As of now, we have three large distributors covering the entire region. In

terms of partners, we work with a variety of companies, such as system integrators, managed security service providers, and other service companies. In total, we have over 100 partners in the region.

With so much digital transformation happening, launching innovative solutions is great, but are organisations ready to handle the growing demand for industrial cybersecurity?

On one hand, we have critical industrial systems like oil and gas, electricity, and nuclear power, which are vital national infrastructures.



Investment in cybersecurity isn't just about buying certain solutions or technologies. It must be reasonable and efficient for the company”.

On the other hand, we see that the security measures for these systems are still quite basic, primarily because of their critical nature and the complexity involved in implementing fine-tuned solutions—especially in places like nuclear plants. This is why we bring our expertise, with over 20 years of experience protecting critical environments, at a national level. We have a solid portfolio that has been tested in critical infrastructures, and we are eager to share this knowledge.

When discussing industrial cybersecurity, it often

requires significant investment to adopt the latest technologies and solutions. Do you think companies are prepared to make these financial commitments?

Investment in cybersecurity isn't just about buying certain solutions or technologies. It has to be reasonable and efficient for the company. It's important that any investment delivers the expected level of protection. We have local regulations from entities like central banks and government bodies, which companies need to comply with. But the key question remains: even after fulfilling these requirements, are they truly protected? Are their resources being used effectively? That's why we follow a "result-driven cybersecurity framework," which ensures that investments are efficient and provide the required security outcomes.

How do you view the UAE's approach

to adopting the latest industrial cybersecurity solutions? Is the country at the forefront of these developments?

The UAE is one of the top countries in the region that is implementing AI and machine learning technologies for critical infrastructure, including industrial cybersecurity. They are doing a great job, and other territories can definitely learn from their experience and expertise in this area.

Outside of AI, what other trends do you see emerging in the technology landscape, especially in the field of industrial cybersecurity, as we move toward 2025?

One major trend we foresee is the development of comprehensive, 360-degree coverage for the OT environment. Currently, we see fragmented coverage in industrial systems—certain areas are well-protected, while others

are not. We aim to bring holistic solutions to the table. This includes building Security Operations Centers (SOCs) for industrial systems and providing security assessment services to ensure the effectiveness of security measures. Additionally, we're focusing on automating repetitive security tasks using systems like autopilots, allowing security analysts to focus on more complex, intelligent threat-hunting tasks.

Which industries are you specifically targeting with your industrial cybersecurity solutions?

We're focusing on industries with critical OT environments, such as oil and gas, electricity, nuclear power, transport, and mining. Healthcare is also a priority, as medical machines form a complex and critical infrastructure that requires specialised cybersecurity measures. 🇦🇪



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Founder, CPIMEDIA GROUP **Dominic De Sousa** (1959-2015), Group Publishing Director **Kausar Syed**, Sales Director **Sabita Miranda**
 Editors **Mark Forker**, **Daniel Shepherd**, **Sandhya D'mello**, Designer **Analou Balbero**, Web Developer **Adarsh Snehanjan**

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Navigating Cybersecurity in the UAE...

in adopting these to ensure safety and security.

How are businesses in the UAE responding to these trends? Are they keeping pace with the rapid changes?

Businesses in the UAE are definitely catching up. We work with organisations across different sectors—private, public, and almost every vertical in the country. The awareness of the problems is there, and organisations are progressing toward effective solutions. I wouldn't say they're lagging; they are very much in tune with the challenges, especially through educational initiatives and events like GITEX. The knowledge and education are there—it just takes time to implement.

What are the key cybersecurity

challenges organisations face today, and how does Fortinet address them?

One of the biggest challenges today is the fast pace at which cyber threats evolve, particularly with zero-day vulnerabilities and organised crime. It used to take months for zero-day exploits to be reported, but now, we see that happening in just a few days. The challenge is automating the response to these threats and ensuring seamless integration across multiple security technologies. Fortinet addresses these challenges by ensuring that our solutions automate, communicate, and deliver effective security responses in real time.

How important is innovation to Fortinet's approach to cybersecurity?

Innovation is critical. In today's world, if you

Fortinet addresses challenges by ensuring that our solutions automate, communicate, and deliver effective security responses in real time".

aren't innovating—if you aren't applying AI and leveraging cutting-edge technologies—you're already behind. At Fortinet, we invest heavily in R&D, leading the way in AI-driven cybersecurity solutions. We're constantly evolving to ensure that our customers are equipped with the latest tools to protect

their environments, and we demonstrate these advancements during events like GITEX.

With many companies moving data to the cloud, how is Fortinet addressing cloud security in the region?

Cloud security is indeed critical, especially for industries with strict data sovereignty regulations, such as the public sector, banking, and healthcare. Fortinet ensures that organisations can maintain security whether their data remains on local servers or is moved to the cloud. Our CNAP (Cloud-Native Application Protection) solutions help organisations align their cloud security strategy with their overall security approach, ensuring consistent protection across all environments.

How should businesses prioritise their

cybersecurity efforts in today's threat landscape?

Every organisation I interact with has a cybersecurity vision and projects in place. Cybersecurity isn't something that can be tackled in a day—it's an ongoing process. The key is continuous enhancement, better integration, and increased automation. I've seen organisations across various sectors in the UAE, from public services to aviation and healthcare, prioritise security as a long-term strategy.

Has cybersecurity awareness in the UAE grown to the point where organisations are allocating larger budgets to it?

Yes, cybersecurity awareness is on the rise, and organisations are increasing their budgets for it. As we've moved beyond traditional infrastructure spending,

security is now a primary concern. The perimeter of organisations is no longer confined to physical locations—employees can access data from anywhere, which means security must extend beyond the office. Investing in security is as crucial as investing in the infrastructure itself.

How has the cybersecurity landscape evolved in the UAE as digital transformation accelerates?

With the UAE's rapid digitalisation, cybersecurity has evolved alongside it. Every organisation, big or small, relies on digital platforms, and cybersecurity is now a non-negotiable part of the digital economy. From paying for services via a simple QR code to managing critical infrastructure, security is always a priority. This is reflected in the increased focus we see at major events like GITEX. 🌐

Experience Cutting-Edge Networking Solutions at GITEX Global 2024 with Taiwan Excellence

At GITEX Global 2024, Taiwan Excellence returns showcasing advanced networking solutions designed to deliver high performance, low latency, and robust security.



In the digital age, stable and efficient networking is the foundation of emerging technologies like AI and IoT. At GITEX Global 2024, Taiwan Excellence returns with 16 pioneering brands, including QNAP, TIENYEN and PLANET, showcasing advanced networking solutions designed to deliver high performance, low latency, and robust

security and the latest projecting technology and artistry.

PLANET INNOVATIONS: Industrial LoRaWAN Gateway (LCG-300): A reliable IoT gateway supporting LoRaWAN protocols, enabling long-range, low-power connectivity for up to 300 end-nodes. Ideal

for wide-scale IoT deployments. **Pro AV Managed Switch (AVS-4210-24HP4X):** Tailored for the audiovisual industry, this switch has built-in Dante and NDI protocols for simplified setup, offers 24 Gigabit ports, 4 uplink ports supporting 10G SFP+, and up to 450W PoE++ power for high-quality

video streaming in large stadiums, seamless digital signage, video conferencing, and more. **Industrial L3 TSN Ethernet Switch (TSN-6325-8T4S4X):** Designed for harsh industrial environments, PLANET Time-Sensitive Networking (TSN) switch provides ubiquitous approach to synchronization

and precision timing for high-speed, low-latency and reliable data transmission, perfect for industrial automation systems and smart manufacturing.

QNAP'S SUITE: Thunderbolt NAS TVS-h874T: The QNAP TVS-h874T NAS packs the power, speed, and reliability to empower creative users and video editors. With an Intel® Core™ i9 16-core/24-thread processor, 64 GB memory, Thunderbolt 4, 2.5GbE ports, integrated graphics, and PCIe Gen 4 slots for expanding 25GbE connectivity, the ZFS-based TVS-h874T is the perfect file centre for collaborative online video editing and sharing

across workstations. **Airgap+:** Airgap+ is an advanced air-gapped backup feature integrated into Hybrid Backup Sync (HBS). Airgap+ works with QNAP's QHora routers to manage link up/down status, creating a logical air-gap between NAS systems. This innovative solution offers businesses enhanced data security, rapid recovery, and robust ransomware protection.

TIENYEN: TianYen Inc. seamlessly blends the elegance of light projection systems with cutting-edge digital interaction technology to craft unparalleled luxury experiences. They create digital spaces that are not only visually stunning but also designed to offer a rich sensory and emotional journey, tailored exclusively for those with a taste for the extraordinary. By integrating the latest XR technologies, AI, and dynamic interaction design, each creation becomes a unique masterpiece, immersing you in a world of fluid light and offering an unprecedented interactive experience. Transform your living space into a gallery of digital art, where true luxury meets innovation. Visit Hall 25-A30, Dubai World Trade Center to explore how Taiwan Excellence is shaping the future of networking technologies. 🌐

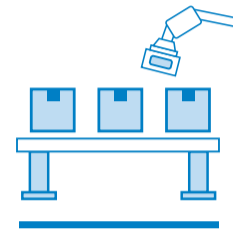
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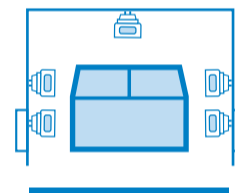
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Introducing YangoGPT: the latest technology powering AI assistant Yasmina

Yasmina has gained several important features and capabilities that enable it to assist you.



Yango Group, a global tech company, announces the launch of its latest cutting-edge GPT model, YangoGPT. The model's first implementation can be seen in the human-like AI assistant Yasmina, which has been significantly updated. The upgraded version of the assistant with new capabilities and enhanced generative features is showcased at GITEX Global 2024.

With YangoGPT at its core, Yasmina has gained several important features and capabilities that enable it to assist you in decision-making, generate new ideas, and clarify complex concepts.

Supporting decision-making

Yasmina assists users in making informed decisions on a variety of topics, leveraging its GPT intelligence

to provide valuable insights and support. The assistant provides guidance for everyday activities such as making a latte or decorating your home for a loved one's birthday party. Yasmina also helps with planning tasks, such as comparing vacation destinations, scheduling flights and accommodations, and providing all the necessary information for an enjoyable holiday.

You can ask Yasmina for instructions on making Arabic coffee, advice on planning a vegetarian dinner or entertaining children in Dubai, and recommendations for Arabic books to read.

Generating new ideas

Yasmina helps generate new ideas. The assistant can spark users' creativity, whether they need help brainstorming birthday gift ideas for a friend, planning fun activities, or even crafting poems in Arabic. It also assists in suggesting ideas for content such as blog posts, video scripts, and school projects in Arabic, as well as structuring ideas and offering feedback.

If you want to surprise your friend, just ask the assistant, "Yasmina, how can I plan a surprise for my best friend?", and it will come up with creative ideas. If you're looking for writing assistance, Yasmina can help you come up with ideas for an

It assists in suggesting ideas for content such as blog posts, video scripts, and school projects in Arabic, as well as structuring ideas and offering feedback".

article, a script, or a story — it can even suggest a plot twist or an unexpected ending. The assistant can also create a title for your YouTube video — simply describe what your video is going to be about in your prompt. For instance, "Yasmina, create a title for my new YouTube video on how to take great pictures with a smartphone."

Simplifying complex concepts

Yasmina excels at breaking down complex ideas and

making them accessible to anyone. Whether it's scientific principles, cultural practices, or intricacies of language, Yasmina explains concepts in ways that resonate with people of all ages and backgrounds. For instance, it can break down topics like plant growth and aeroplane flight into simple explanations suitable for children. All you need is to ask, "Yasmina, explain to me how aeroplanes fly like I'm a child."

Maintaining longer context

Yasmina can maintain context and use information from an earlier conversation in the current discussion, which makes it more human-like in its interactions.

Experience Yasmina at GITEX Global 2024

Yango Group invites everyone to explore the enhanced Yasmina in action at the company's stand, H3-B20, in Hall 3, during GITEX Global 2024. Yasmina is currently available on innovative smart speakers, Yasmina Midi and Yasmina Mini, and the entertainment super app Yango Play. [@](#)

Mohammed Bin Rashid Housing Establishment Selects Oracle Cloud Infrastructure to Accelerate Dubai's Housing Strategy

Migration to Oracle Cloud Infrastructure will enable MBRHE to scale programs and services, boost performance, and reduce costs.



Oracle recently announced that the Mohammed Bin Rashid Housing Establishment (MBRHE), which oversees housing policies and programs for the Emirate of Dubai, has selected Oracle Cloud Infrastructure (OCI) to migrate critical systems for planning, project and asset management, and customer services to the cloud. By moving to OCI and eliminating its on-premises infrastructure, MBRHE will be able to accelerate housing planning and

development workflows, reduce risk, and enhance the user experience while achieving significant cost savings.

MBRHE is responsible for implementing Dubai's housing strategy under the government's National Housing Program. The organisation's responsibilities include setting housing standards and regulations, managing urban planning and development projects, and promoting access to affordable housing through subsidy

programs, social housing initiatives, and housing finance. MBRHE also partners with the private sector to drive housing development in line with public sector goals.

As MBRHE's remit and operations continue to grow in response to Dubai's rapid urban expansion, the organisation requires a scalable IT infrastructure that supports its multi-year initiatives to consolidate and digitise its business processes and services. Moving to Oracle Cloud

Infrastructure provides MBRHE with secure, flexible computing resources that were previously unavailable with its on-premises infrastructure, enabling it to integrate new technologies such as AI into its business systems, improving their usability and performance.

Commenting on the transition, Mr. Thilal Khalifa Al Falasi, Assistant CEO for Corporate Support Sector at MBRHE, said: "We play a vital role in anticipating and meeting Dubai's

We play a vital role in anticipating and meeting Dubai's housing needs, which is critical to maintaining the emirate's global appeal as a destination for business and living".

housing needs, which is critical to maintaining the emirate's global appeal as a destination for business and living. Migrating our core business and service platforms to Oracle Cloud supports our strategy to digitise operations at scale, enabling us to enhance our planning and project management capabilities, support new housing programs, and

deliver faster services to our constituents."

OCI will support the scalability of MBRHE's planning and asset management applications as the organisation expands with new development programs and partnerships. Moving to the cloud also provides the technology foundation for MBRHE to simplify integrations across its main functional departments and achieve its innovation goals in key areas such as sustainability. Additionally, OCI will provide MBRHE with significant agility and cost benefits by enabling faster and more efficient deployment of new applications and services.

"MBRHE plays a major role in Dubai's social and economic development. With its needs growing rapidly in terms of scale and service diversification, we are excited to bring the power and flexibility of OCI to support MBRHE and its partners in delivering the next generation of housing services for Dubai. With OCI, MBRHE can deliver greater value to its customers quicker and easier than ever before", said Nick Redshaw, senior vice president, technology, Middle East and Africa, and UAE country leader, Oracle.

MBRHE has selected ITS Agility as the partner to implement this project. [@](#)



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HP Transforms the Future of Work

Company delivers latest AI innovations and experiences for people to work confidently and productively.



HP Inc. announced its newest innovations, including next-gen AI PCs, AI-enabled video conferencing solutions, and a scalable GPU performance sharing solution for AI developers – all designed to transform the future of work.

“HP is deeply ambitious in its commitment to reshape the way people work, fostering growth, and nurturing creativity, and unleashing limitless innovation,” said Alex Cho, President of Personal Systems at HP Inc. “We’re bringing AI to life and delivering powerful new experiences through our next-gen AI PCs, advanced audio and video solutions, and innovative AI development platform.”

Transforming the Way People Work and Play

AI is transforming the way people feel about work. According to the 2024 HP Work Relationship Index, 68% of knowledge workers believe AI creates new opportunities to enjoy work, and 73% believe AI makes their job easier. Those who use AI are 11-points happier with their relationship with work than their colleagues who don’t. The future of work requires high-performing, AI-powered PCs and solutions that push the limits of what’s possible while freeing up time to focus on what matters.

Flexible Style and Performance Without Compromise: The OmniBook Ultra Flip

Designed for freelancers and creators, the HP OmniBook Ultra Flip 14-inch Next-Gen AI PC is HP’s first next-gen AI PC 2-in-1 laptop, offering uncompromising style, performance, and flexibility for those seeking the perfect AI creation

experience. The device delivers:

- **Designed to inspire:** Create, edit, and sketch on an ultra-thin form factor that easily switches between laptop, tablet, and tent modes. A stunning 3K OLED display offers an immersive visual experience to draw or review creative designs.⁵ Personalise content generation on the world’s first next-gen AI convertible PC with inking and a haptic touchpad.⁶ Collaborate with others clearly and crisply with the device’s 9 MP AI camera and Poly Audio.

- **Balanced power and performance:** On-the-go creators can confidently create on a device engineered to be cool and quiet – yet performant. The OmniBook Ultra Flip leverages the Intel® Core™ Ultra processor (Series 2)⁷ with a dedicated AI engine,⁸ delivering up to 20 hours of battery life (local video playback)⁹ for a seamless creation experience.

- **Trusted security powered by AI:** HP Wolf Security for consumers includes a unique security chip and self-healing PC core for professional-level security, keeping data secure and protecting against cyber-threats.¹⁰ McAfee Smart AI™ Deepfake Detector detects AI-generated audio to warn users of potential fraud or misinformation.¹¹

- **Sustainability for today and tomorrow:** HP remains committed to reducing environmental impact and optimising energy efficiency. The OmniBook Ultra Flip is built with 90% recycled metals, 50% post-consumer recycled plastics,¹² and an EPEAT® Gold with

Climate+ and ENERGY STAR® certified design.¹³

Pushing the Envelope for Tech-Forward Leaders: The HP EliteBook X

Empowering tech experts and business consultants to tackle intense workflows locally and in the cloud, the HP EliteBook X 14-inch Next-Gen AI PC delivers ultimate power, performance, and security so workers can prioritise what they love while AI takes care of the rest. As the first EliteBook X in HP’s Commercial PC lineup, this device unlocks:

- **Turbocharged productivity:** For power users requiring high-performance computing for content creation, data analysis, and AI-driven applications, HP developed a memory architecture with an impressive 8000 Mbps on 64 GB of LPDDR5x RAM for high-speed AI processing. The PC also harnesses a next-generation AMD Ryzen™ PRO processor¹⁴ enabling up to an industry-leading 55 TOPS of NPU performance for demanding workloads.¹ HP Smart Sense paired with 40W Thermal Design Power (TDP) and dual turbo high density fans drive fast responsiveness with cool and quiet performance.¹⁵

- **Intuitive collaboration:** Conduct meetings from anywhere and show up authentically with the device’s new AI-enhanced webcam sensor for more accurate presence detection and adaptive dimming. Audio tuning by Poly Studio provides crystal-clear conferencing experiences with AI noise reduction and HP Dynamic Voice Leveling to optimise voice clarity.¹⁶

- **Industry-leading protection enhanced**

- **by AI:** The world’s most secure next-gen AI PC¹⁷ and the first next-gen AI PC with quantum hack protection¹⁸ protects the most sensitive data without sacrificing performance. Wolf Security offloads processor-intensive security tasks to the NPU to preserve the CPU for all-day productivity. HP’s Endpoint Security Controller¹⁹ future-proofs the device against evolving threats, and intentional features are built into the device, including onlooker detection,¹⁶ which utilises an AI-powered webcam sensor to alert users when prying eyes are detected and automatically blur the screen if needed.

- **Sustainable innovations protecting our planet:** As part of the world’s most sustainable PC portfolio,²⁰ the device is responsibly crafted with a heat plate made with at least 50% recycled copper²¹ and bezels containing at least 20% recycled cooking oil.²²

Personalisation Built-In: HP AI Companion & Poly Camera Pro

HP’s next-gen AI PCs are equipped with AI Companion²³ and Poly Camera Pro,²⁴ which personalise and optimise a user’s experience for greater productivity and collaboration.

- **Interact intuitively:** AI Companion uses generative AI to help people analyse private files and discover information to refine and create content or respond quickly and accurately to key tasks. The Perform assistant helps users optimise PC performance, customise settings, and troubleshoot HP products.

- Collaborate clearly:

We’re bringing AI to life and delivering powerful new experiences through our next-gen AI PCs, advanced audio and video solutions”.

Poly Camera Pro utilises the NPU to power webcam features like Spotlight and Background Blur & Replace to maintain CPU performance more efficiently while preserving battery life.

Enabling Companies to Build AI

GPU access is often a scarce resource for a company’s most valuable resource, data scientists and AI developers. As AI workloads grow exponentially, 81% of data scientists believe AI makes their job more fulfilling.²⁵ Z by HP Boost solves for scarcity by maximising GPU utilisation to deliver secure, scalable, and on-demand performance to meet rising AI demands, enhance productivity, and accelerate development.

Z by HP Boost is an industry-first solution that revolutionises GPU sharing across HP AI workstations:

- **On-demand performance:** Delivers instant access to GPU resources, with the flexibility needed to perform complex computations and manage large datasets.

- **Enterprise optimisation:** Provides companies a more efficient way to allocate and fully utilise its GPU resources, reducing the reliance on costly cloud instances and increasing productivity.

Both Z by HP Boost and the Z by HP Gen AI Lab solutions further extend HP’s AI creation centre as the most comprehensive workstation solution for AI development.²⁶ The Z by HP Gen AI Lab provides a built-in trust layer for large language model (LLM) development to detect and correct bias. With streamlined data management, standardized tools, and integration of trust, HP’s AI creation centre maximizes the efficiency and impact of valuable AI.

Transforming Where People Work

People work in different places throughout the workday, whether in a meeting room, at the desk, or on the go. 72% of knowledge workers say having access to technology that best suits their work style is important.²⁷ HP offers a range of products and solutions that make it easier for people to be their most collaborative and productive.

Authentic Connection and Collaboration: Poly Studio Video Bars, Poly VideoOS, and Poly Lens

HP is expanding AI integration across various room sizes and collaboration setups. Whether small or large rooms, BYOD or appliance-based, Windows or Android, video bar or modular, HP provides multi-camera, AI-driven experiences for genuine connection and improved

collaboration.

HP's newest additions to the industry's broadest portfolio of AI-enabled multi-camera capable video conferencing solutions²⁸ include the Poly Studio X32 and Poly Studio X72 all-in-one video bars and Poly Studio V32 and Poly Studio V72 premium USB video bars.

The latest Poly VideoOS 4.4 software brings new AI capabilities to devices already installed in meeting rooms. With live setup for Poly DirectorAI Perimeter, IT administrators can configure smart camera boundaries in real-time, ensuring that only participants in the meeting space are captured.

Poly NoiseBlockAI v2 utilises machine learning technology and advanced noise filtering to eliminate reverberations caused by glass walls and reflective surfaces.

Poly Labs is a new program that provides customers with early access to experimental features. For example, VoiceScoreAI is a program feature that provides an analysis of audio quality in meeting rooms and suggests ways to enhance the overall experience.

HP is enhancing its Poly Lens cloud management platform and private cloud infrastructure with more customised and secure options. Poly Lens Premium includes advanced features like Remote Room Control for IT admins to troubleshoot and resolve issues remotely, saving time and assisting users in meeting rooms. Poly CloudConnect for Zoom Rooms offers participants the flexibility to join Microsoft Teams calls from Zoom Rooms with a robust interface, dual monitor support, and content sharing. Poly PrivateConnect Meeting Control offers greater flexibility and configuration options for customers in secure and controlled video environments using the PrivateConnect cloud infrastructure.

HP is also harnessing its expertise in audio, video, and computing to take video conferencing to the next level to create more meaningful interactions. HP is partnering with Google to bring Project Starline technology to the workplace, delivering a breakthrough communications solution that uses advanced AI and 3D imaging to create an immersive experience that goes beyond traditional video calls. It makes participants feel like they are sitting across the table in the same room. Interested parties can make reservations for priority delivery for the first available units shipping in 2025.

Personalising Audio and Visual Experiences


As AI enables more immersive experiences at home and in the office, the role audio and visual technologies play has never been more important. 70% of Work Relationship Index respondents say it's important to have access to technology that allows everybody to be seen and heard regardless of where they are.²⁷ And HP's broad portfolio of audio and visual solutions equip any environment to make work and play more captivating and enjoyable than ever before.

Versatility Redefined: HyperX Cloud MIX™2

The HyperX Cloud MIX™2 takes flexibility to the next level with personalised, HyperX Signature Sound. Its over-ear headset design featuring plush memory foam earcups and up to 110 hours of battery life via Bluetooth³⁰ offer all-day comfort and power that's perfect for gaming on the go, music, or work calls. Hybrid Active Noise Cancellation blocks out distractions, and the Transparency feature keeps users aware of surroundings. Dual wireless options – 2.4GHz USB-C dongle and Bluetooth® 5.3 LE Audio ensure seamless connectivity. Enjoy ultra-low latency for gaming and fast-paced activities, with crystal clear communication thanks to AI-enhanced microphones.

Powering Up Productivity: HP Series 5 Pro

For today's workers to be successful, the new HP Series 5 Pro Monitors enable productivity for any work environment by providing large canvases for AI workflows and high refresh rates for AI-assisted design and content creation. Featuring eight models ranging in sizes from 23.8 inches to 34 inches, the monitors are the world's broadest commercial mainstream monitor series with 100W USB-C power delivery.³¹ The three-sided borderless display with a micro-edge bezel design enables users to seamlessly connect, charge, and power PCs through one USB-C cable for data and video.

The Series 5 Pro portfolio immerses individuals in their work environment and helps limit distractions with integrated AI noise reduction.¹⁷ Collaborate confidently and securely with the integrated Poly Studio 5MP pop-up tiltable webcam, which secures the device easily with the Auto Lock & Awake feature. This capability detects the user's presence to instantly wake the system and dims or locks the PC when the user walks away. 

AWS and e& enter into a US\$1 billion-plus agreement as part of new strategic alliance

Partnership to deliver cloud solutions, supporting AI deployment and digital transformation across the region.



e&, the global technology group which serves more than 175 million subscribers in 34 countries, recently announced a strategic partnership with Amazon Web Services (AWS), the world's most comprehensive cloud provider. This follows AWS's launch of its second Middle East cloud region in the UAE in 2022, with a planned US\$5 billion (AED 20 billion) investment in the local economy through to 2036.

The new alliance combines AWS's cloud infrastructure and solutions, which are sovereign by design, with e&'s network capabilities to address the most stringent customer requirements across the public sector and regulated industries including healthcare, finance, and oil and gas in the Middle East. Together, the companies will provide cloud solutions that align with industry regulations, meeting the growing demand for secure and scalable infrastructure. By aligning with AWS, e& solidifies its role as a key enabler of the UAE's digital economy, unlocking new growth opportunities for businesses of all sizes.

As part of the collaboration, AWS and e& signed a US\$1 billion-plus (AED3.7 billion) agreement over the next six years to accelerate the impact of cloud-driven innovation and digital transformation across the region. The alliance will focus on delivering core cloud services like storage, computing, networking, cybersecurity, as well as artificial intelligence (AI) and machine learning (ML).

The agreement enables

e& to leverage AWS's 200-plus fully featured services to modernise platforms such as Starzplay Arabia, a TV streaming service of which e& has a majority stake; and Careem, the Middle East 'everything app' offering millions of customers easy access to food, mobility, digital payments, and more. e& will also deploy Amazon's technologies to expand its AI capabilities and to advance its Smart Home services, while e&'s Smiles points can be earned when shopping on Amazon.

AWS will enable hundreds of small-medium-sized businesses, supported by e&, to access the AWS Marketplace. This will help these businesses discover, deploy, and manage software which runs on AWS, democratizing access to the cloud.

Just like how AWS democratized access to cloud computing services, it is transforming access to building and using generative AI technology so that companies of all sizes, across all industries, with developers of all skillsets, can take part in this transformation and grow their businesses.

The two companies will also leverage AWS's unique Amazon Bedrock generative AI solutions to empower e&'s Middle East customers, large and small, with advanced AI to drive productivity and improve customer experiences. Amazon Bedrock provides foundation model choice from leading AI providers via a single Application Programming Interface (API) for companies to build and scale generative AI applications.

The AWS and e&

collaboration arrives at an integral time as cloud adoption continues to transform both public sector services and enterprises. According to PwC, nearly 70 percent of Middle East companies plan to migrate most of their operations to the cloud within the next two years, while a 2023 report by Telecom Advisory Services predicts public cloud adoption to unlock US\$733 billion in economic value by 2033 across the Middle East and North Africa.

Hatem Dowidar, Group CEO of e&, said: "This agreement with AWS demonstrates our shared long-term strategic goal to create an ecosystem that supports today's digital needs and lays the foundation for future growth. We are enabling businesses across the region to lead in an AI-powered, data-driven economy. By investing in both critical infrastructure and talent development, we're again supporting the region's economy, digital resilience, and, most importantly, its people, who will be instrumental in realising the UAE's vision of becoming a world-leading digital powerhouse."


Tanuja Randery, Vice President, Europe, Middle East, and Africa, AWS, said: "This collaboration marks another significant step in our ongoing investment in the UAE, which has emerged as an international force driving innovation. Our partnership with e& underscores AWS's deep commitment to both the UAE and the wider Middle East, particularly in fast-tracking UAE Vision 2031. Our security infrastructure and expertise in AI and ML empowers public

sector organisations, regulated industries, and enterprises with the tools they need to innovate securely and drive progress across the region."

Accelerating digital transformation, empowering talent, and driving regional growth

With a bold vision and commitment to accelerating talent development, AWS and e& will also work on developing a local upskilling initiative, with plans to provide training opportunities to thousands of individuals – including UAE nationals – in cloud technologies and AI.

"This initiative aligns with the UAE's Vision 2031, aimed at positioning the nation as a global economic hub while driving digital transformation across key sectors," added Randery. "Our investment in developing the skills of UAE nationals will have a positive impact on the region's economic growth and technological leadership."

Salvador Anglada, CEO of e& enterprise, said: "Our partnership with AWS is a game-changer for our customers. By combining AWS's advanced cloud capabilities with e&'s local expertise, we will empower businesses across the region with the tools and infrastructure to accelerate their digital transformation and become more agile to scale as they innovate faster. And most importantly, our shared commitment to investing in training ensures that the region will have a highly skilled workforce ready to lead in the AI-driven economy of the future." 

A legacy of trust

Bahaa Indary, General Manager, Raqmiyat LLC, discusses the company's growth and evolution in the last 40 years since its inception.



Bahaa Indary, Raqmiyat LLC

Looking back at the last 40 years, what do you perceive as the biggest challenges Raqmiyat has faced, and how has the company overcome these challenges to maintain its position as a leader in the industry?

Raqmiyat is one of the region's most established system integrators, having transformed over the years into a next-generation digital enabler. We've consistently stayed ahead of the curve, evolving from traditional system integration to becoming a leader in cutting-edge digital solutions.

One of our greatest challenges has been keeping pace with the rapid technological advancements and the shifting needs of our clients. From the era of mainframe computing to today's AI-driven, cloud-centric landscape, we've had to remain agile, constantly investing in innovation and adapting to change. Additionally, navigating a competitive landscape filled with new entrants and disruptive technologies has tested our resilience.

We have met these challenges by cultivating a culture of continuous

improvement and innovation. By strategically investing in emerging technologies and upskilling our workforce, we've expanded our capabilities and enhanced our offerings. Our unwavering client-first approach has not only kept us relevant but has also empowered businesses to navigate their own digital transformations, solidifying our leadership in the industry

Raqmiyat's presence in the industry for four decades suggests a strong commitment to client satisfaction and service excellence. Can you shed light on how Raqmiyat has maintained and strengthened its relationships with clients over the years?

Raqmiyat's client relationships are built on trust, transparency, and a deep understanding of our clients' business needs. Over the years, we've consistently focused on delivering value through customised solutions that address specific challenges. Our dedicated account management teams ensure close collaboration with clients,

fostering long-term relationships based on continuous engagement and support. We believe in not just being service providers but strategic partners in our clients' success. Additionally, our responsiveness, commitment to innovation, and our ability to adapt to the changing IT landscape have ensured that we remain a trusted partner for many organisations over the years.

With 40 years of experience, Raqmiyat has likely navigated through various technological shifts and innovations. How has the company embraced emerging technologies to stay competitive and relevant in the ever-evolving IT landscape?

With decades of experience, Raqmiyat has consistently embraced emerging technologies to remain competitive in the ever-evolving IT landscape. Our approach is proactive and innovation-driven, ensuring we stay ahead of industry trends and align our solutions with the changing needs of our clients.

To stay competitive, we collaborate with industry leaders and integrate the latest technologies into our offerings. For instance, we've adopted automation and AI as core elements of our digital transformation services. In the banking sector, we offer specialised digital banking solutions tailored to meet evolving customer demands. In the government space, our customised integration services address key initiatives, while our advanced analytics solutions provide enhanced data visibility. Additionally, we offer robust cybersecurity services

to safeguard enterprise systems.

At Raqmiyat, we also prioritise the continuous development of our workforce. By upskilling our teams and keeping them at the forefront of technological advancements, we ensure that our clients receive cutting-edge solutions that drive operational efficiency and maintain their competitive edge in the market.

What is the single biggest change you have witnessed in the systems integration landscape during your time at Raqmiyat, and what makes the company so unique and special, and what are the key differentiators that separates Raqmiyat from the rest of the marketplace?

The biggest change we've witnessed in the systems integration landscape is the dramatic shift from traditional on-premises solutions to cloud-based, agile, and scalable environments. This transition has been fuelled by the need for advanced skill sets in areas like analytics, digital banking, and customised solutions to support government sector digital transformations. Clients today demand seamless integration across hybrid and cloud platforms that are secure, flexible, and efficient. What sets Raqmiyat apart is our ability to not just adapt, but to lead these changes. We invest heavily in adopting new technologies and continuously tailor our solutions to meet each client's unique needs. Our extensive industry expertise, coupled with a customer-centric approach, allows us to create solutions that solve present challenges while future-proofing businesses. Raqmiyat's uniqueness lies in its unwavering commitment

to innovation and strong partnerships with global technology leaders. This ensures that we offer our clients the best of both worlds: local expertise combined with the highest global standards. Our ability to stay ahead of industry trends and provide tailored solutions is what differentiates us in the marketplace.

KEY CHALLENGES AND OPPORTUNITIES: Challenges:

Regulatory Landscape: Navigating complex regulatory environments, particularly in markets like KSA, where data localisation and compliance are stringent.

Talent Shortage: There is an increasing demand for skilled IT professionals, especially in emerging technologies.

Security Concerns: With digitalisation comes the growing threat of cybersecurity risks, requiring significant investment in security solutions.

Competitive Market: The IT and systems integration space is highly competitive, with local and international players vying for contracts.

Opportunities:

Government Initiatives: The ambitious digitalisation projects in KSA and UAE present immense opportunities for system integrators.

Emerging Technologies: The rise of 5G, AI, and blockchain creates opportunities for innovative service offerings.

Smart Cities: Heavy investment in smart city infrastructure provides opportunities for integrators in areas like transportation, utilities, and infrastructure.

Healthcare and Education: Both sectors are undergoing digital transformation, offering growth potential for IT service providers.

Cross-Industry Integration: The

convergence of technology across sectors opens up opportunities for system integrators to create seamless cross-industry solutions.

Please note that market conditions can change rapidly, and it's crucial to consult up-to-date market research reports and industry experts for the latest insights into the IT and systems integration market in KSA and UAE. Staying agile and leveraging these opportunities while mitigating challenges is key to thriving in this ever-evolving landscape.

Can you tell us what your investment strategy is in relation to AI at Raqmiyat?

The opportunity today is around creatively harnessing the power of AI to build solutions uniquely tailored to each customer's business needs & their different use cases. This requires a lot of domain knowledge, customer-specific contextual knowledge, and proven solution design and delivery capabilities, backed up by sustained investments in research and innovation in AI. At Raqmiyat, we recognise the transformative power of AI and its potential to enhance the services we provide. Our investment strategy revolves around AI in a way that amplifies business outcomes for our clients. We're focusing on AI-driven automation, data analytics, and predictive modeling, allowing our clients to gain actionable insights and optimise their operations. By embedding AI into our existing offerings like cybersecurity, and digital transformation services, we're not only enhancing service efficiency but also preparing our clients for the future of technology. We also explore partnerships with AI innovators and invest in the upskilling of our team to ensure we're always on the cutting edge of AI advancements. 🌐

5G is driving rapid digital transformation

5G adoption in MEA expected to reach one in four subscriptions by 2029, highlighting its critical role in future connectivity towards digital transformation.



Mikko Lavanti, Nokia

Research from Nokia reveals that 60% of CSPs in MEA region are adopting 5G to enhance their digital transformation. While 4G subscriptions are projected to stabilise by 2027, 5G adoption is anticipated to surge dramatically, signifying a pivotal shift in the region's technological landscape.

In addition, Nokia's Mobile Broadband Index Report 2024 highlights the continued rapid adoption of 5G technology in the region, projecting that by 2029, 5G subscriptions will reach 519 million, with 48% of total

data traffic expected to be driven by 5G.

5G is playing a critical role in the region's future connectivity landscape, with nearly 23% of all mobile subscriptions in the MEA region expected to be 5G by 2029. This accelerated adoption is particularly evident in the Gulf Cooperation Council (GCC) sub-region, where 90% of all mobile subscriptions are projected to be 5G by 2029. This growth is largely driven by significant government investments in 5G infrastructure and robust

support for advanced connectivity solutions.

The rise of 5G technology is not only increasing the number of subscriptions but also transforming the region's data traffic dynamics. By 2029, 5G and 4G networks are expected to account for over 90% of the total data traffic in the MEA region. In the GCC alone, 90% of all data traffic is predicted to be carried over 5G networks.

Fixed Wireless Access (FWA) powered by 5G technology is also increasingly being adopted, growing from 11% in 2022

to 38% by 2029. This surge in FWA adoption is driven by the need for faster internet speeds and lower latency, particularly in underserved or remote areas.

Mikko Lavanti, Senior Vice President for Mobile Networks, MEA at Nokia, said: "The adoption of 5G is increasingly important for countries across MEA to meet the rising demand for data services. This transition accelerates digital transformation while allowing CSPs to unlock new revenue opportunities. Nokia's services empower CSPs to unlock the full potential of their networks, delivering advanced connectivity solutions that are critical for the region's development." 🌐

Swiss GRC: AI-driven innovation and the future of GRC

Veronica Martin caught up with Rajeev Dutt, General Manager at Swiss GRC – EMEA and APAC, during GITEX 2024 to discuss the key products and solutions they are showcasing, how Swiss GRC is leveraging AI to enhance their own product portfolio and the upcoming trends in the technology landscape for 2025.

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

Our company specialises in providing powerful and affordable Governance, Risk, and Compliance (GRC) solutions tailored to meet the needs of all organisations. Recognising that smaller enterprises often face high costs for GRC tools, we have developed a solution that is both effective and budget friendly.

In addition, we've ensured full localisation and established data centres right here in the UAE, offering both cloud-based and on-premises hosting options. Our products fully comply with the UAE data protection regulations, giving you peace of mind. Furthermore, understanding the preference of government entities for Arabic language solutions, we have made

our GRC products available in Arabic to meet local demands effectively.

The central theme of GITEX 2024 is AI. Can you provide our readers with a better understanding of how your company is leveraging AI to enhance your own product portfolio that is ultimately designed to deliver better outcomes for your customers?

AI is the future, and we have already integrated advanced AI functionalities into our GRC product. AI offers significant benefits in governance, risk, and compliance, revolutionising how organisations approach risk management. For example, when conducting a risk assessment, you may identify a risk that is inherent to your business. The challenge then becomes how to effectively mitigate it and determine the right controls.

With our AI, you can simply ask these questions, and it will provide tailored

recommendations on which measures and controls are best suited to address the risk. This enhances decision-making without replacing the human element—AI acts as a powerful assistant, guiding you toward the most effective solutions.

Moreover, imagine subscribing to an IT UCF with over 10,000 controls focused on information security and cybersecurity. The sheer volume can be overwhelming. AI steps in here, identifying, cross-mapping, and pinpointing the specific controls that align with standards like ISO or PCI DSS, helping you select the ones that are most relevant. By simplifying the process and eliminating much of the manual effort, AI ensures you apply the most appropriate controls, making compliance more efficient and streamlined. This is the transformative power of AI that we've incorporated into our GRC solutions.

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?

Generative AI (Gen AI) offers immense benefits, but it also introduces significant risks and threats to industries and individuals. Because Gen AI relies on vast datasets, there is a heightened risk of exposing personal information, which can lead to data leaks or misuse. For example, if an insurance company gains access to a person's health or medical history, they could exploit that information for their advantage.

This underscores the importance of stringent regulations to monitor and mitigate these risks. Without proper oversight, organisations could

become vulnerable to data breaches, and personal information could be exploited.

Data privacy regulations are crucial in this context. The EU's GDPR sets a strong example, but more local regulations are needed to safeguard sensitive information. The upcoming EU Artificial Intelligence Act aims to prevent misuse by setting clear guidelines. Gen AI systems also pose risks due to biases embedded in the data models they use. These biases can be amplified, leading to unfair or inaccurate outcomes, such as selecting the wrong job candidate or favouring a particular individual.

As AI models grow more complex, understanding how they make decisions becomes critical. If organisations fail to consider relevant regulations, such as those governing content or intellectual property, they risk significant penalties and fines. The evolving regulatory landscape must keep pace with the rapid development of AI technology to ensure that these risks are effectively addressed and mitigated.

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

I believe that more and more risks are converging into the GRC (Governance, Risk, and Compliance) framework. Previously, we focused primarily on environment, health, and safety. Now, the conversation has expanded to encompass ESG—Environmental, Social, and Governance considerations. As a European company based in Switzerland, compliance with ESG regulations is essential for us. We're witnessing significant regulatory changes, not just in data privacy and cybersecurity, but also with new laws like the Digital Operational Resiliency Act.

The scope of risks is broadening across various areas. Cyber risks, for example, are increasingly intertwined with third-party risk management, and these interconnected risks are converging into a unified approach. Regulatory shifts are reflecting this trend, and companies must adapt to manage a more complex risk landscape. Supply chain risk management is another area under scrutiny, especially with the growing cyber threats. It's clear that organisations need to stay ahead of these evolving risks and ensure compliance across a wide range of regulatory requirements. 🌐



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UiPath: enhancing the customer experience and harnessing AI for transformation

Veronica Martin spoke to Ashraf El Zarka, Vice President and Managing Director – MEA at UiPath, during GITEX 2024 about the evolution of their platform, their key offerings at GITEX 2024 and the importance of ethical frameworks in Generative AI.

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

This year, we are placing a strong emphasis on effectively communicating the value of Generative AI to the market and our stakeholders. Before diving into that, it's important also to reflect on how our platform has evolved over the past six years. Initially focused solely on Robotic Process Automation (RPA), our platform has transformed into a comprehensive solution that integrates semantic capabilities augmented by AI.

Today, our platform is fully end-to-end, with AI serving as the brain and RPA functioning as the muscles driving execution. This year, we are excited to share our AI narrative, highlighting

how business users can leverage AI to make informed decisions. By building on our automation layer, we aim to empower users to harness the full potential of our applications. This is where our primary focus lies moving forward.

The central theme of GITEX 2024 is AI. Can you provide our readers with a better understanding of how your company is leveraging AI to enhance your own product portfolio that is ultimately designed to deliver better outcomes for your customers?

We initially gained recognition for our core Robotic Process Automation (RPA) solutions. However, we've made significant advancements by segmenting our platform into three key layers: Discovery, Automation, and Analysis.

In the Discovery layer, we focus on enhancing our overall offering with AI-driven insights. We have introduced powerful tools such as communication mining and process mining, alongside various other products enriched with intelligent analytics. This foundation seamlessly feeds into our Automation layer, providing a comprehensive stack ready for execution.

One of our standout products is Intelligent Document Processing, recognized globally by Forrester, IDC, and Gartner as a leading solution in its field. It's included in the Magic Quadrant and is fully empowered by AI, integrating all legacy automation testing systems into a single platform.

We're committed to offering our customers flexibility with a hybrid model that includes SaaS, on-premises, and hybrid deployment options. This means customers are not restricted to a single

solution; instead, they can choose the model that best suits their needs. Our Intelligent Document Processing leverages advanced large language models (LLMs) to deliver powerful capabilities tailored to our clients.

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?

Generative AI presents incredible opportunities, but it also raises important ethical and data privacy concerns. This highlights the necessity for robust regulations and frameworks to ensure a safe environment across the entire industry.

Every day, we encounter these challenges, as security and vulnerability are top concerns for our customers. They want to understand how their systems are protected, how data privacy is maintained, and how secure their information is within their own security measures.


To address these concerns, we prioritise keeping data within the customer's environment. Even though we offer SaaS solutions, execution occurs on the cloud, ensuring that data remains fully masked and securely protected at all times. We comply with stringent data security standards, including ISO certifications, to provide our customers with peace of mind. Our commitment to data security means that their information is safeguarded and remains under their control.

Outside of AI, what other trends do you see emerging across the technology landscape

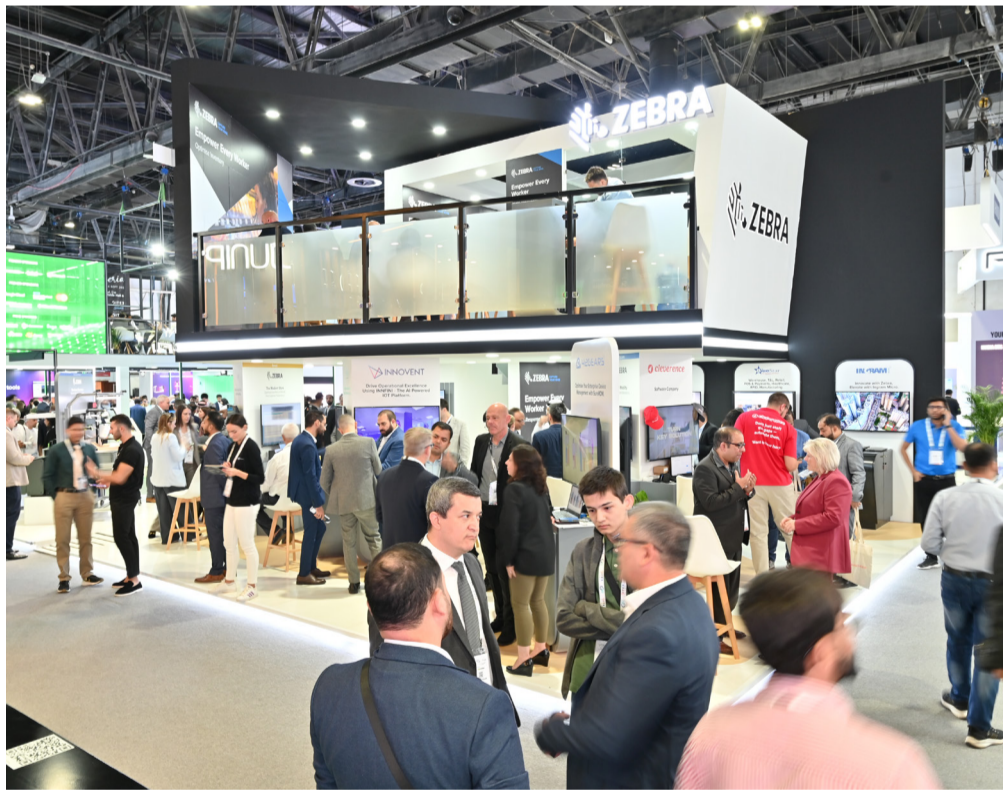
in 2025?

Today, the spotlight is firmly on enhancing customer experience across all industries, whether in hospitality, finance, or retail. The primary goal is to attract and acquire more customers while providing exceptional service. To achieve this, businesses need a robust system that is not only efficient but also intelligent enough to understand customer behaviour and anticipate their next best actions.

We're witnessing a significant shift in focus toward delivering a better customer experience. Organisations recognise the importance of leveraging insights into customer behaviour to effectively tailor their services. If we lack an informative system that empowers customers to make informed decisions—such as what to buy next or which vendor to choose—we risk falling short of their expectations.

In every sector the emphasis is on creating a superior customer experience through informed and strategic decision-making. By prioritising these elements, businesses can cultivate stronger relationships with their customers and drive long-term success. 

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Stand No: H5-B20, Hall 5

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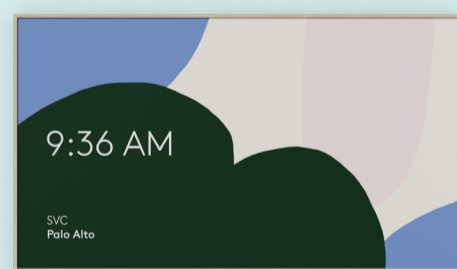
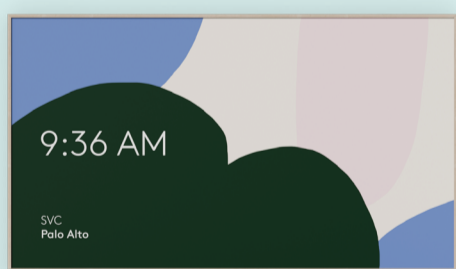
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PC-BASED

ONE MOUNT, THREE WAYS

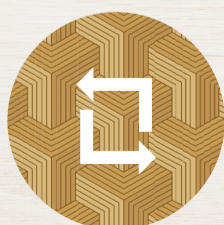
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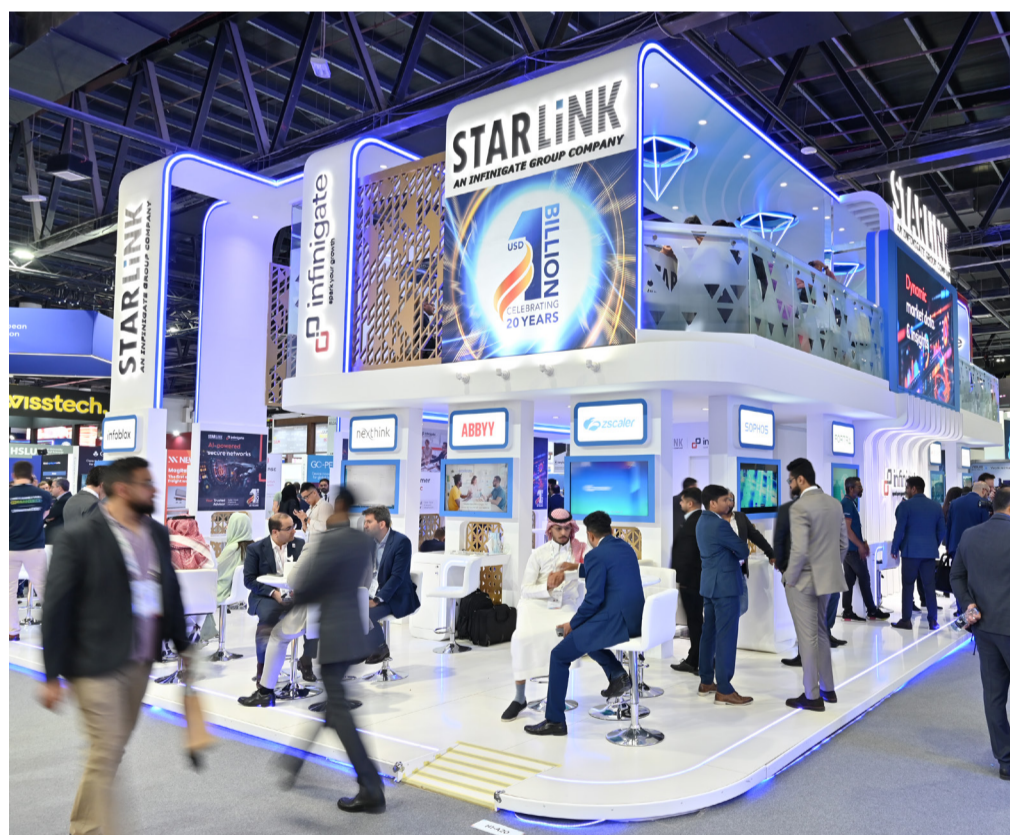
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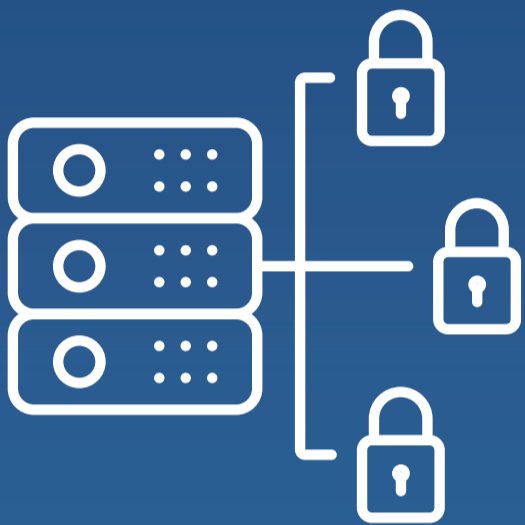
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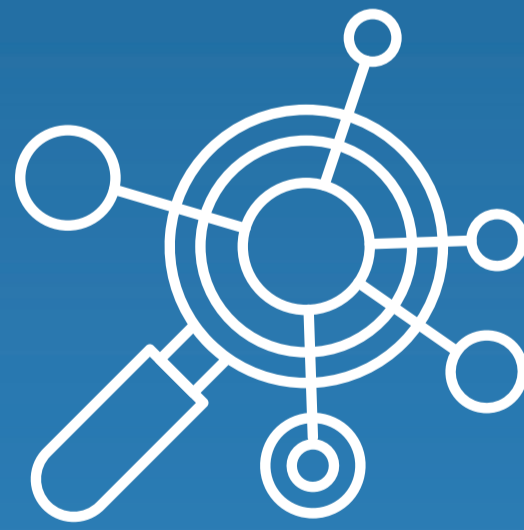
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