GITEX TECHNOLOGY WEEK
60 MINUTES

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FEATURES

ADDING VALUE TO
DISTRIBUTION

MARIO M. VELJOVIC, GENERAL MANAGER AT VAD TECHNOLOGIES, DISCUSSES THE DISTRIBUTION LANDSCAPE, EMERGING TECHNOLOGIES AND HOW THE COMPANY IS DISRUPTING THE DISTRIBUTION SPACE.

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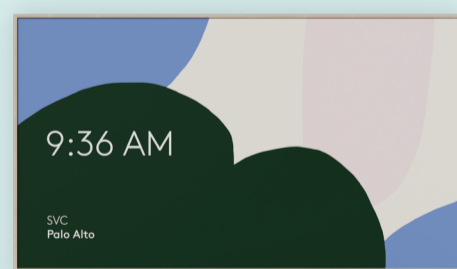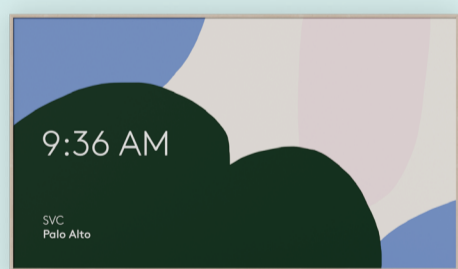
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Adding value to distribution

Mario M. Veljovic, VAD Technologies

The IT landscape is continuously evolving with new technologies and trends emerging regularly. How does VAD Technologies navigate these changes to ensure that it effectively supports its channel partners and keeps the ecosystem cohesive?

VAD Technologies is executing a well-defined strategy to maintain its position as the leading value-added distributor, focused on delivering cutting-edge solutions for its vendor and channel partners. In today's dynamic ICT sector, the abundance of opportunities can sometimes feel overwhelming. To navigate this complexity, a clear vision and mission are essential to selecting the right partners, ensuring consistent growth, and maintaining strong financial health. This involves making strategic decisions, such as knowing when to decline business propositions, carefully evaluating new technologies, and reviewing existing partnerships. Above all, staying closely connected to channel partners and actively listening to their challenges is crucial. By collaborating with them and gathering direct feedback from their customers, VAD Technologies ensures that it always remains aligned with the needs of the end customer, the true focus of all its efforts. This customer-centric approach drives both success and long-term sustainability.

Finding the 'next big wave' is crucial for a distributor's success. What strategies does VAD Technologies employ to identify and capitalize on emerging technologies or market opportunities before they become mainstream?

VAD Technologies has built a strong reputation as a first mover in the realm of disruptive and emerging technologies.

> **"VAD Technologies ensures that it always remains aligned with the needs of the end customer, the true focus of all its efforts".**

Over the past decade, we have proudly introduced several vendors promoting groundbreaking technologies to the region and consistently driven their success. Achieving this requires a deep commitment to partnerships and leading with passion and determination. It is vital to constantly remind our team that we are genuine partners in the business of our vendors and channel partners. Our goal is to become an integral part of their organisations, transcending the typical "customer/supplier" relationship. This means our team must be just as knowledgeable in every domain and market as our partners. Building this trust is essential to embarking on the long journey of convincing customers about the future of IT and encouraging them to join us in riding the "next big wave" of technological innovation.

In an era where disruptive technologies are becoming the norm, how does VAD Technologies build and maintain a solutions-focused approach? What are the key elements that define a successful Solutions VAD in today's environment?

At VAD Technologies, we acknowledge and embrace both our strengths and weaknesses. In today's world, disruption has become the norm, coming from all directions. With this in mind, it is essential to focus on enhancing your strengths rather than overly concentrating on weaknesses. This principle is especially relevant when building a product and solutions portfolio as a value-added distributor. Unfortunately, I have seen many successful VADs in the market lose their competitive edge by attempting to do everything, eventually falling into the trap of becoming a "Jack of all trades, master of none." The key to being a successful solutions VAD lies in focus—relentless focus on what sets you apart. This clarity allows you to maintain your competitive advantage and deliver true value to your partners, without getting distracted by trying to cover too many bases.

Channel partners often look to distributors for guidance and support in adapting to new technology trends. How does VAD Technologies assist its partners in understanding and leveraging disruptive innovations to drive their business forward?

At VAD Technologies, we prioritise staying closely connected to our channel partners and actively listening to their challenges. By collaborating with them and gathering direct feedback from their customers, we ensure that we remain aligned with the needs of the end customer. We achieve this through various initiatives, including workshops, round tables, enablement sessions—both technical and commercial—as well as seminars. These activities are designed to be informative but, most importantly, engaging and enjoyable. After all, no one wants to endure "death by PowerPoint." We take pride in the fact that many of our partners have become friends, reinforcing the belief that business is built on relationships. People do business with people, and this personal connection is a cornerstone of our approach at VAD Technologies.

As the role of distributors evolves with the advent of new technologies, what are some of the biggest challenges VAD Technologies faces in maintaining its value proposition and ensuring that its offerings remain relevant and impactful?

A decade ago, VAD Technologies redefined value-added distribution during the rise of disruptive technologies, and for a time, we operated almost alone in this space, gaining invaluable expertise in managing this unique business. However, as this segment has started to show significant growth opportunities, we've seen more players entering the field. Disruption, as I've said before, comes from all directions—even within the same ecosystem. Traditional volume distributors—once called Broadline Distributors—have ventured into our market, and niche VADs have expanded into our territories. Unfortunately, many have taken the old route of competing on price, sparking a race to the bottom, even in a segment that thrives on adding substantial value. This is the reality of the distribution business, and it's vital to recognise these trends, take proactive measures, and always stay ahead of the game. Keep an eye on the horizon, and you'll spot the next big wave of opportunity. 🄖

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.

Ashraf El Zarka, UiPath

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

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

> ## "
> ## The emphasis is on creating a superior customer experience through informed and strategic decision-making".

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,

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. 🔵

TP-Link and UT Technology Sign MOU for Distribution of CPE & Other Products to Telecom End Users in the United Arab Emirates

This strategic collaboration marks a significant milestone for TP-Link as it strengthens its position in the region by partnering with UT Technology.

TP-Link, a global leader in networking products & solutions, has signed a Memorandum of Understanding (MOU) with UT Technology, appointing

UTT as the distributor for TP-Link's Customer Premises Equipment (CPE) and other products to telecom end users in the UAE.

This strategic collaboration marks a significant milestone for TP-Link as it strengthens its position in the region by partnering with UT

Technology. Under the terms of the MOU, UTT will be responsible for positioning, selling, and supporting TP-Link's innovative CPE solutions, ensuring that telecom operators benefit from high-performance networking equipment to meet the growing demand for advanced internet services.

TP-Link's CPE products, known for their high quality, reliability, and advanced features, will help UT Technology deliver faster, more secure, and efficient internet services to businesses and homes

across the UAE.

"We are excited to enter this partnership with UT Technology, a company known for its expertise and strong market presence in the UAE. Together, we aim to provide telecom end

> ## "
> ## Together, we aim to provide telecom end users with cutting-edge CPE products that will empower them to deliver exceptional connectivity solutions to their customers".

users with cutting-edge CPE products that will empower them to deliver exceptional connectivity solutions to their customers", Lucas Jiang, GM, TP-Link MEA.

This partnership underlines TP-Link's dedication to expanding its presence in the UAE, with UT Technology playing a pivotal role in positioning and supporting service excellence for telecoms' network infrastructure needs.

"This partnership is a key step in our mission to deliver high-quality CPE products to telecom providers in the UAE. With TP-Link's networking expertise and our local market knowledge, we are confident this collaboration will redefine connectivity standards and empower operators with reliable, future-ready solutions to enhance the user experience", Jasbir Singh, Head of Commercial, UTT. 🔵

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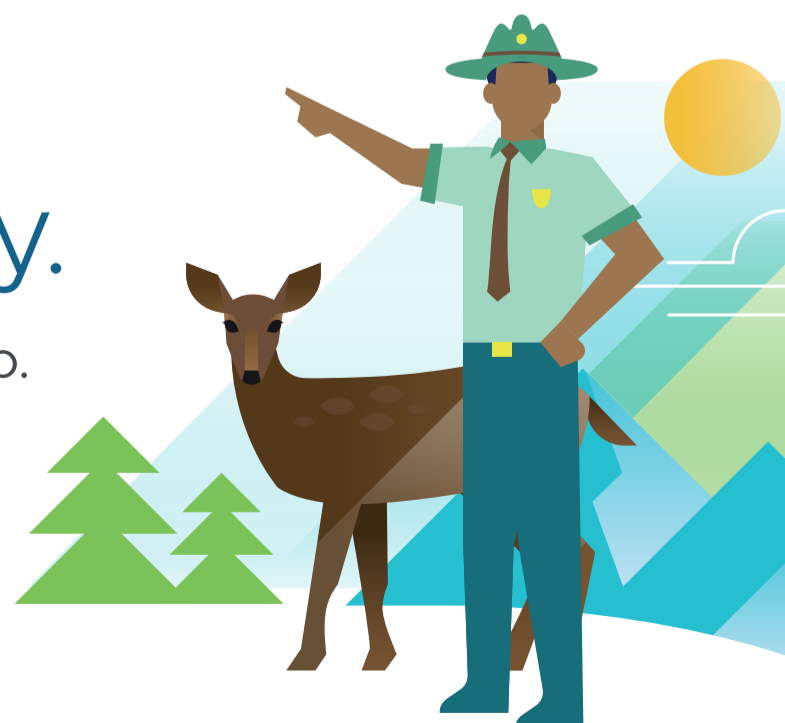that enables DevOps services and Kubernetes clusters

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Microsoft's Cloud Ecosystem to contribute over US$74 billion to UAE economy and generate more than 150,000 jobs: IDC report

The report, launched at GITEX Global 2024, found that Microsoft, its ecosystem, and IT departments in customer companies will add 41,800 new skilled IT jobs into the UAE economy between 2024-2028, accelerating AI transformation and reinforcing the nation's position as a leading global hub of innovation and tech talent.

Microsoft and its partners, along with customers leveraging cloud technologies, are set to generate US$74.4 billion in new revenues for the UAE economy over the next four years, according to an International Data Corporation (IDC) study released today at GITEX Global 2024.

The study, titled 'Microsoft Cloud Dividend Snapshot' for the United Arab Emirates, was sponsored by Microsoft and highlights the critical role that Microsoft's cloud services, along with its partner ecosystem, are playing in advancing the UAE's digital economy, fostering innovation, and creating jobs. The study also emphasised Microsoft's commitment to growing local businesses and supporting the UAE's ambitions to become a global technology hub. Over the next four years, Microsoft and its partner ecosystem will spend approximately $5.1 billion in the UAE's datacentre regions for services and products in local economies. This investment will fuel the growth of enterprises, particularly those looking to harness the power of cloud and AI to stay competitive in today's increasingly digital landscape.

Commenting on the report's findings, Naim Yazbeck, General Manager of Microsoft UAE, said: "As organisations across the UAE and the region seek to leverage the latest advancements in Artificial Intelligence, the cloud remains the foundation upon which these innovations are built. At Microsoft, we are committed to providing highly secure, trusted, enterprise-grade cloud services that are critical for organisations accelerating their AI transformation journey. Our investment in local datacentres, our partner ecosystem, and the broader digital economy reflects our ongoing dedication to empowering government institutions and businesses to innovate, drive economic growth, and create sustainable jobs for the future."

The IDC Snapshot also revealed that Microsoft partners will see significant economic benefits, with projected revenue growth of $6.29 for every dollar generated by Microsoft through its UAE cloud locations in 2025. This figure is expected to increase to $7.99 by 2028.

In addition to economic growth, the Microsoft cloud will contribute to job creation, with an estimated 152,530 new jobs added to the UAE economy over the next four years. These jobs will be created both directly within Microsoft's organisation and indirectly through its partner ecosystem and cloud-using customers. The snapshot also revealed that the Microsoft ecosystem will be responsible for adding over 41,800 new skilled IT jobs into the UAE economy over the same period, further reinforcing the nation's transformation from a consumer of technology to a true hub of innovation, where technology is created and exported all over the world.

Microsoft is exhibiting at GITEX Global 2024 along with 36 of its partners. The organisation's stand, located in Hall 7, features a Demo Arena where visitors can learn more about how AI can help contribute to the health, happiness, and wellbeing of their local communities. The stand also features an Xbox Gaming stage, a DJ Booth, Surface Zone, Tech Talk arena, F&B stand, dedicated networking area, and VIP meeting room.

> **We are committed to providing highly secure, trusted, enterprise-grade cloud services that are critical for organisations accelerating their AI transformation journey".**

HiStone Ranks #2 Worldwide in Self-Ordering Kiosk Shipments, Leading the Charge in the Retail Innovation

HiStone's relentless dedication to excellence has enabled the company to create user-friendly kiosks that adapt to the ever-evolving needs of businesses across various sectors.

HiStone, a global leader in business technology solutions, is pleased to announce its #2 ranking in global self-ordering kiosk shipments, as recognised in the report by Datos Insights, "Competition Intensifies Between Restaurant Kiosk Suppliers Worldwide." This recognition underscores HiStone's commitment to providing innovative, high-quality solutions in the rapidly expanding self-service kiosk market.

The report by Datos Insights indicates a surge in demand for self-ordering kiosks worldwide, driven by the need for enhanced customer experiences and greater operational efficiency. HiStone's relentless dedication to excellence has enabled the company to create user-friendly kiosks that adapt to the ever-evolving needs of businesses across various sectors, including Quick Service Restaurants (QSR) and convenience stores around the globe.

Explore HiStone's Self-Ordering Kiosk Lineup
HiStone's self-ordering kiosks are meticulously engineered to enhance digital customer engagement, increase employee productivity, facilitate seamless ordering processes, and optimise overall business operations. The product lineup includes:

• **HK568/ HK568U Series:** This model combines sleek design with functionality, offering an intuitive interface and robust performance. Perfect for high-traffic environments, the HK568 series delivers a seamless user experience, making it an ideal choice for businesses looking to optimise service speed and efficiency.
Link to HK568 Series

• **HS330 Series:** Engineered for adaptability, the HS330 Series features a compact design, advanced software integrations, and a versatile interface that can be tailored to various business needs. This model enhances customer engagement through its dynamic, user-friendly interface, making it perfect for businesses aiming to deliver a superior customer experience. Link to HS330 Series

• **HS520 Series:** Combining flexibility and performance, the HS520 Series is built to handle diverse operational demands. Its modular design and powerful processing capabilities provide retailers with a reliable solution that simplifies transactions, increases throughput, and ensures operational continuity in any retail environment. Link to HS520 Series

"Achieving the #2 position in global kiosk shipments reflects our relentless focus on innovation and customer satisfaction," said Yin Wei, G.M of the International Department at HiStone. "We are committed to advancing our technology to meet the ever-changing demands of the retail and hospitality industries."

Pioneering the Future of Self-Service Solutions
HiStone remains dedicated to pushing the boundaries of self-service technology. With continuous investment in R&D, HiStone continues to enhance its product offerings, empowering businesses worldwide to remain competitive and achieve growth in a rapidly changing marketplace.

> **We are committed to advancing our technology to meet the ever-changing demands of the retail and hospitality industries".**

Living Homes Introduces a New Generation Smart Home, using AI for Quality of Life at GITEX Global, Exhibited in Partnership with Etisalat

Living Homes' booth offers immersive, interactive demos that allow visitors to experience firsthand how AI is set to transform daily living.

Living Homes is excited to prelaunch its new generation smart home platform at GITEX Global highlighting how the company implements AI for Quality of Life. Thanks to intelligent technology Living Homes transforms the modern home into an intuitive, responsive space that takes genuine care of people inside. Living Homes is showcasing innovative approaches designed to elevate lifestyle, seamlessly integrating artificial intelligence to prioritise health, wellness, comfort, and personalised experiences!

Living Homes' booth (Hall 25, H25-A10) offers immersive, interactive demos that allow visitors to experience firsthand how AI is set to transform daily living. From intelligent health monitoring and personalised beauty routines to immersive adaptable entertainment, the company's vision of intelligent living revolves around enhancing quality of life, turning the attention towards Health, Mindfulness and Wellness at home.

"We are not just introducing a smart home; we're unveiling a living experience that resonates with who you are," says Teodora Mollova, Executive Director at Living Homes. "Our technology elevates your lifestyle while maintaining a commitment to sustainability and privacy."

Some of the real smart home demos available live on the booth H25-A10 include:

• **AI for Health:** Visitors can experience how the smart home can monitor health metrics in real-time using various devices, including non-intrusive sensing. The home transforms the results in thoughtful lifestyle recommendations to improve daily health routines and to track progress.

AI for Beauty: Visitors can go through an elaborate skin AI analysis to receive data-backed recommendations for at home beauty routines, tailored to everyone's skin type and needs.

• **AI for Mental Well-being:** In a special separated Mindfulness zone on the booth, a real-time neural feedback mental wellness experience is available. Using an EEG device to measure brain waves, the home adapts visual content for each visitor to match their brain activity, showcasing two different scenarios of how homes can become spaces of personalised relaxation and focus.

• **Immersive Entertainment:** Digital Travel, AI Personalised TV, and Collaborative Gaming are some of the entertainment-focused experiences attendees can try out in the AI Home Hub, equipped with the latest entertainment technology – 4k LED wall, interactive table, transparent screens, and a lot more.

Meet the Digital Avatar Teya!

At the heart of Living Homes' ecosystem is the digital avatar Teya, a fully developed AI-powered intelligent assistant that brings the home to life. Teya guides each visitor through the booth and the various experiences, using voice commands and real-time reasoning. The avatar acts as an intuitive assistant, interacting naturally with people and adapting to their preferences, making the home an intelligent, responsive and reliable partner every day. This innovation shows how future homes go beyond automation to offer amplified intuition and deeper personal interaction.

Living Homes is proud to announce its partnership with Etisalat and a Memorandum of Understanding (MoU), a collaboration dedicated to exploring the full potential of AI in transforming the future of smart living.

"Our participation at GITEX Global in partnership with Etisalat underscores our dedication to revolutionising everyday life through technology," Georgi Atanasov, CTO says. "We invite you to witness how Living Homes is shaping the future."

Visitors at GITEX are invited to experience these visionary AI-powered smart home innovations firsthand at the Living Homes booth in Hall 25, Booth H25-A10.

Living Homes is a pioneering Smart Home technology company and an R&D lab, building the new generation AI-driven intelligent home management platform. With over a decade of experience, the Living Homes team has crafted signature Smart Home platforms for industry leaders such as Deutsche Telekom's Qivicon (now Magenta Smart Home), Bosch-Siemens Hausgeräte and D-Link. Since the company's inception in 2022, Living Homes has rapidly expanded its operations to Dubai and established a next-generation development lab in Sofia. Living Homes development is supported by strategic partnerships with world renowned real estate leader Barnes International and the global software engineering group Avenga.

> **Our technology elevates your lifestyle while maintaining a commitment to sustainability and privacy".**

StorIT and Swiss GRC join forces to deliver advanced GRC solutions across MENA

This collaboration will provide businesses with powerful, AI-driven GRC solutions that are simple to use, fast to implement, and tailored to meet the region's unique regulatory demands.

StorIT, a leading value-added distributor of enterprise IT solutions, has partnered with Swiss GRC, a global provider of Governance, Risk, and Compliance (GRC) software, to expand the availability of Swiss GRC's innovative solutions across the Middle East and North Africa (MENA). This collaboration will provide businesses with powerful, AI-driven GRC solutions that are simple to use, fast to implement, and tailored to meet the region's unique regulatory demands.

The MENA region is emerging as a critical hub for GRC adoption, driven by rising cybersecurity threats, intricate regulatory frameworks, and a heightened focus on data protection. As organisations in the region recognise the importance of integrated and robust GRC frameworks, the partnership between Swiss GRC and StorIT is poised to meet this growing demand. By leveraging Swiss GRC's advanced GRC Toolbox—offered through deployment models like On-Premises, Private Cloud, and SaaS—businesses can ensure compliance with local regulatory standards while enhancing operational resilience. Additionally, with the support of a local data centre in the UAE and full Arabic accessibility, Swiss GRC offers tailored solutions designed to meet the specific needs of the MENA region.

Commenting on the partnership, Suren Vedantham, Managing Director of StorIT, stated: "Our partnership with Swiss GRC will enable us to meet the growing need for comprehensive governance and risk management tools in the MENA region, helping businesses optimise their compliance and operational efficiency."

Besfort Kuqi, CEO of Swiss GRC, added: "Partnering with StorIT allows us to accelerate our reach in the MENA region and bring our cutting-edge GRC technology to a broader market. Together, we will help businesses strengthen their governance frameworks and manage risks more effectively in today's complex regulatory environment."

Rajeev Dutt, General Manager MEA & APAC at Swiss GRC, emphasised the importance of the partnership: "As regulatory challenges evolve across the MENA region, companies need agile and integrated solutions to stay ahead. Our collaboration with StorIT is a key step in delivering those solutions and supporting businesses through these changes."

The Swiss GRC platform will equip StorIT's clients with the tools needed to identify and manage risks effectively, enhancing both corporate accountability and operational resilience. Through its position as a leading IT distributor in the MENA region, StorIT will introduce Swiss GRC's innovative solutions to a broad client base, driving wider adoption across multiple industries.

> **Together, we will help businesses strengthen their governance frameworks and manage risks more effectively in today's complex regulatory environment."**

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Minister of Communications and Information Technology Tours Dell Technologies Centre of Excellence in Egypt

Egypt's Minister of Communications and Information Technology H.E. Dr. Amr Talaat, and Eng. Ahmed El Zaher, CEO of ITIDA, visited Dell's Centre of Excellence (COE) as part of the country's commitment to positioning itself as a leading global business and technology hub.

Arcual with Juniper Networks

H.E. Dr. Amr Talaat, Egypt's Minister of Communications and Information Technology (MCIT) and Eng. Ahmed El Zaher, CEO of ITIDA, recently visited Dell's Centre of Excellence (COE). The visit is part of the Egypt's ongoing commitment to accelerate its digital transformation agenda and strengthen its position as a global technology hub.

During the visit, the Minister and his delegation met with Dell's regional leaders, reaffirming Egypt's commitment to becoming a digital powerhouse and highlighting the pivotal role of AI in driving this transformation.

H.E. Dr. Amr Talaat, Minister of Communications and Information Technology, highlighted the strategic importance of Egypt as a destination for offshoring, stating, "The government remains committed to fostering a compelling investment climate within the ICT sector. We are actively encouraging global companies to leverage the competitive advantages Egypt offers to fuel their growth while strengthening our position as a leading hub for outsourcing and IT services exports. Moreover, we are committed to nurturing innovation as a cornerstone of our economic and social development. Through robust collaborations with leading global tech companies, we are working diligently to realise our vision of a digital economy, enhancing the competitiveness of Egypt's ICT sector, and creating abundant job opportunities for our youth across various IT disciplines."

Dell's Egypt COE commenced its operations in 2009 and is one of four global Dell Technologies' Centres globally. Since its inception, the COE serves markets across the Middle East, Africa, Europe, America, and Asia with over 12 languages, leveraging Egypt's distinct advantages as a central hub for technology innovation and IT services.

Eng. Ahmed El Zaher, CEO of the Information Technology Industry Development Agency (ITIDA) said: "Egypt's unique combination of a vast, young, and highly skilled talent pool, coupled with its strong infrastructure and supportive government policies, makes it a prime destination for outsourcing services. The 15-year success of Dell Technologies' Centre of Excellence in Egypt; delivering latest technological solutions to businesses and organisations across the EMEA region, is a testament to our country's ability to foster a thriving environment for global delivery operations. Our commitment to innovation, empowering businesses, and reinforcing our position as a leading offshoring destination remains unwavering."

Mohammed Amin, Senior Vice-President, Central Eastern Europe, Middle East, Turkey and

> **Through robust collaborations with leading global tech companies, we are working diligently to realise our vision of a digital economy".**

Africa (CEEMETA), Dell Technologies added: "We are honored and proud to host H.E. Dr. Amr Talaat, and Eng. Ahmed El Zaher at our Centre of Excellence in Egypt. I'm very proud of the success we have achieved and the positive impact we have made in the ICT industry through the COE, which truly reflects our ambition to harness technology, including the rapid adoption of AI, to drive human progress. AI is playing a transformative role in shaping Egypt's digital future, and we are committed to advancing its integration for broader societal benefits. I would also like to extend my gratitude for the government's continued support and dedication to our business operations and growth in the country."

Beyond its operational success, the CoE is dedicated to bridging the digital divide in Egypt. The centre leads various youth skill development programs and fosters collaborations with academic institutions to equip the next generation of talent with essential skills for the digital age.

Egypt has emerged as a tech talent hub in recent years, with its huge pool of highly skilled workforce and qualified IT professionals. The country produces around 740,000 university graduates per year, with 28% of them in STEM fields.

Dell's Centre of Excellence in Egypt has been successful in receiving numerous patents and is a leading provider of services across project management, logistics, content management, technical support, and pre-sales and post-sales.

Dell Technologies remains committed to transforming IT and helping customers shape their digital futures, enhancing the global reputation of Egypt as a leading destination for technology innovation and services. 60

Taiwan Excellence Debuts Cutting-Edge Products on Day 1 of GITEX Global 2024

One standout highlight was ASUS's unveiling of a prototype AI-server powered by the world's most powerful chip, the GB200.

Taiwan Excellence, a globally recognized entity established by the Taiwan Internation Trade Administration (TIDA) and the Taiwan External Trade Development Council (TAITRA), has kicked off Day 1 of GITEX Global 2024 with remarkable success. The event featured the unveiling of cutting-edge technologies and innovations from Taiwan's leading brands.

One standout highlight was ASUS's unveiling of a prototype AI-server powered by the world's most powerful chip, the GB200, demonstrating Taiwan's leadership in AI technology. In addition, Taiwan Excellence's collaboration with Tianyen XR Technology showcased Taiwan's innovative capabilities in AI-driven through a breathtaking light show. This immersive experience, brought to life with high-lumen projectors from BenQ.

The day commenced with a welcome address by Saeed Lee, Division Director of the Commercial Office of Taipei in Dubai, who highlighted the strength of Taiwan's ICT industry and the growing ties between Taiwan and the UAE.

Following the welcome address, several groundbreaking products were launched, headlined by leading Taiwanese brands such as ASUS, Advantech, MSI, and Chimei Motors. Visitors had the opportunity to engage with various other Taiwanese tech companies present at the Taiwan Excellence pavilion, which showcased a range of advanced solutions designed to meet the evolving needs of consumers and industries alike.

Saeed Lee commented on the success of Day 1, stating: "Taiwan places great importance on the Middle Eastern market, and we are committed to deepening our engagement in the region. With 78 Taiwanese companies showcasing their innovative products, Taiwan is at the forefront of technological advancements, especially in AI and ICT. The UAE, as our second-largest trade partner in the region, serves as a strategic gateway to the Middle East and North Africa, and with our participation at GITEX we are excited to collaborate with existing and future partners to shape a smarter, more connected future."

Ms. Peggy Lin, Deputy Director at Taiwan Excellence said: "Taiwan has long been a global leader in semiconductors and ICT, and with the rapid growth of generative AI and edge applications, we are at the forefront of shaping the future of technology. At Gitex 2024, Taiwan Excellence award winners continue to push the boundaries with innovations that are designed to transform industries, from AI-driven urban traffic control systems to compact edge computing technologies. Today, it's great to witness how Taiwan's ICT industry is ready to empower businesses around the world and drive them forward."

Throughout the event, Taiwan Excellence is presenting a series of innovative products that redefine technological progress and efficiency.

Key highlights include:
• ASUS GB200 NVL72 AI Server powers the new era of computing, delivering 30X faster real-time large language model (LLM) inference with 25X lower TCO and 25X less energy.

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

• Advantech EI-52 Edge Intelligence Server is a compact, solution ready Edge Intelligence platform empowered by Hailo-8 edge AI processor, and DeviceOn for remote control and management.
• MSI Prestige 13 AI Evo is built for productivity in the AI era, this ultra-thin laptop combines portability with Intel® Evo™ performance, featuring latest Wi-Fi 7 and maximum efficiency for modern tasks.
• Chimei Motor Camera Monitoring System (CMS) is revolutionizing rearview mirrors with high-resolution cameras, the CMS enhances driver safety with clear, wide-angle views and AI-driven features like adaptive brightness and blind-spot elimination.

From October 14 to 18, Taiwan Excellence is exhibiting at Booth H25-A30 at the Dubai World Trade Centre. Visitors are invited to explore a range of innovative products and solutions that demonstrate Taiwan's leadership in technology and design.

For more information about the participating brands and their products, visit the Taiwan Excellence Pavilion at GITEX, or visit our website for updates.

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ManageEngine: enhancing cloud environments and redefining IT Service Management

Veronica Martin caught up with Sujoy Banerjee, Associate Director - Middle East at ManageEngine, during GITEX 2024 to discuss how AI-driven solutions can enhance cloud security and how ManageEngine plans to leverage generative AI to revolutionise the future of IT service management.

Sujoy Banerjee, ManageEngine

How does ManageEngine plan to incorporate generative AI to transform the future of IT service management (ITSM)?

We are currently focused on integrating AI into all our solutions, with a special emphasis on enhancing our service management offerings. One of our key initiatives involves integrating ChatGPT with our internal tool, Zia. This integration will improve the quality of responses from our support engineers, ensuring they are more contextual and precise.

Additionally, we are working to automate our ticketing process, reducing the manual workload for our technical teams. This includes automating ticket creation and streamlining workflows, leading to greater efficiency.

Looking ahead, we aim to take automation to the next level, with more advanced workflow automation in the pipeline. These enhancements are part of our long-term plan to expand AI implementation across all our IT processes, and while some changes will be rolled out soon, there's much more to come.

How can AI-driven solutions secure cloud environments to mitigate risks and ensure data safety for businesses?

Given the rapid shift of enterprise businesses to the cloud, managing security is more critical than ever. As we move forward, we're focused on identifying potential threats within the cloud environment and addressing them proactively. To this end, we're developing a solution called "Identity Cloud,"

> **We are actively addressing evolving threats, especially with the understanding that technologies like machine learning and AI can be a double-edged sword".**

which will strengthen identity management across the organisation, safeguarding key assets.

This solution will not only protect sensitive information but also help us assess and mitigate risks more effectively. By focusing on identity management as a core component of our security strategy, we aim to offer a robust defence while staying ahead of emerging threats. This is a crucial part of our ongoing efforts within the solution project.

How does ManageEngine leverage machine learning algorithms to detect anomalies and emerging cybersecurity threats in real-time?

We are actively addressing these evolving threats, especially with the understanding that technologies like machine learning and AI can be a double-edged sword. While we use them to protect our customers, new threats continue to emerge from the other end. To counter this, we've implemented several key measures with our SIEM solution, particularly in our Log 360 product.

First, we introduced export threat analytics, which allows us to perform deep-level monitoring and blocking, including tracking IP addresses, hosts, and other critical network components. Second, we continuously monitor the processes running behind our applications, ensuring they behave as expected and triggering alerts when anomalies are detected.

Lastly, we also focus on user activities, particularly around suspicious behaviour, like attempts to exploit the dark web, and work to pre-emptively address these risks.

These capabilities within Log 360, including threat analytics in the cloud environment, are just one example of how we're leveraging AI and machine learning to enhance our security infrastructure.

HP Poly: transforming the hybrid workplace and empowering the future of work

Veronica Martin caught up with Bob Aoun, Sales Director at HP Poly, during GITEX 2024 to explore how AI is being integrated across HP Poly's products to enhance productivity and collaboration, HP Poly's vision for the future of AI in hybrid work and how their AI-powered tools are set to transform workplace interactions.

How is AI being integrated across HP Poly's products to enhance productivity and collaboration in hybrid work environments?

At HP, innovation is at the heart of everything we do, and we're proud to be pioneers in this space. This year, our focus is on AI-enabled solutions, specifically designed to enhance hybrid work experiences. As work styles continue to evolve, we recognise that individuals have unique ways of collaborating and communicating with their colleagues and customers.

To support this, we are committed to making interactions more productive and efficient without sacrificing flexibility. By harnessing the power of AI, we've embedded advanced features into our products to proactively enhance the experiences employees expect.

One of our key innovations is in video and audio communication. We've introduced solutions that minimise disruptions during meetings, ensuring that every participant's voice is clearly heard, no matter where they are—whether in the office or working remotely. With our Poly Director AI and audio innovations, you can focus on the conversation at hand without the stress of missing important details or interruptions.

For example, imagine walking into a room and instantly being framed perfectly by a camera that captures your best angle, regardless of your movements. That's the magic of our embedded Director AI technology. On the audio side, we've integrated advanced features like acoustic fans and noise reduction. This means that even in a bustling environment, your voice is crystal clear while background noise fades away, allowing for seamless communication.

With our solutions you can be confident that your ideas will be presented effectively, and your voice will be heard clearly. At HP, we are dedicated to ensuring that technology not only supports hybrid work but enhances the way we connect and collaborate.

Can you explain how HP Poly's AI-powered meeting analytics tools improve the hybrid work experience and streamline communication?

We recently launched our Work Relationship Index survey, revealing some compelling insights into employee experiences. According to the survey, only 28% of employees report having a healthy relationship

Bob Aoun, HP Poly

with their work. Remarkably, over 70% indicated they would be willing to accept a pay cut to maintain their work flexibility.

This highlights a crucial role that AI can play in fostering a positive work environment. By leveraging new technologies, we can enhance the relationship between employees and their companies, promoting efficiency while preserving the flexibility that today's workforce values. For instance, consider a typical scenario in a meeting room. Traditionally, video conferencing solutions offered limited views of participants, often leaving remote attendees struggling to see who was speaking or even recognise their colleagues in the room.

However, with our AI-enabled cameras and solutions compatible with platforms like Zoom and Microsoft Teams, we can now automatically frame each person in the room. This ensures that remote participants receive a clear and equitable view, making it easier for everyone to engage and contribute.

These innovations are just one example of how we are embedding advanced technology across our portfolio to enhance employee experiences and strengthen connections within the workplace. We are committed to creating solutions that empower employees and foster better relationships with their companies.

How do HP Poly's solutions bridge the gap

between home and office workspaces to ensure the best of both worlds for workers?

In the realm of video conferencing, success hinges on two key factors: how you are perceived and how you are heard. At HP, we recognise that employees desire flexibility—the ability to work from home, the office, or anywhere they choose. To support this need, we've developed innovative audio solutions that empower individuals to maintain their autonomy while ensuring maximum productivity.

Whether you're working from home or in a shared office space, our conferencing and audio tools guarantee that you'll be both seen and heard clearly, regardless of your location. With HP's cutting-edge technology, you can confidently engage in meetings and collaborate effectively, knowing that you have the tools to communicate seamlessly with your team.

How do you see HP Poly's products influencing workers' relationships with their work, particularly in hybrid settings?

In our recent work relationship survey, we found that a significant number of employees acknowledge their work relationships are unhealthy. More than 70% of respondents expressed that they need the right tools to enhance their productivity and efficiency, regardless of their work environment.

To address this, we have introduced a range of innovative solutions designed to support employees in

any setting—be it a meeting room, a personal desk, or even a coffee shop. Our aim is to create adaptable workplaces that prioritise employee productivity, ensuring that individuals can focus on their tasks without worrying about how well they're being heard or seen. With our advanced tools, employees can engage confidently and effectively, no matter where they choose to work.

What is HP Poly's vision for the future of AI in hybrid work, and how do you plan to stay ahead in this evolving landscape?

AI in hybrid work isn't a new concept; it's been evolving for quite some time and continues to advance with innovative solutions. One of the most exciting visions we've always discussed is the idea of 3D conferencing, where participants can truly feel as if they are sitting in the same room.

We're thrilled to announce that, in collaboration with our partners, we are bringing Project Starline to life. This groundbreaking initiative will provide a 3D experience that allows you to engage with colleagues as if they are just a metre away from you. With AI seamlessly integrated into our cameras and audio solutions, this technology is set to transform the way we communicate.

We invite any interested customers to experience this revolutionary way of conferencing firsthand. We would be delighted to showcase this innovative solution and allow you to be among the first to explore the future of hybrid communication.
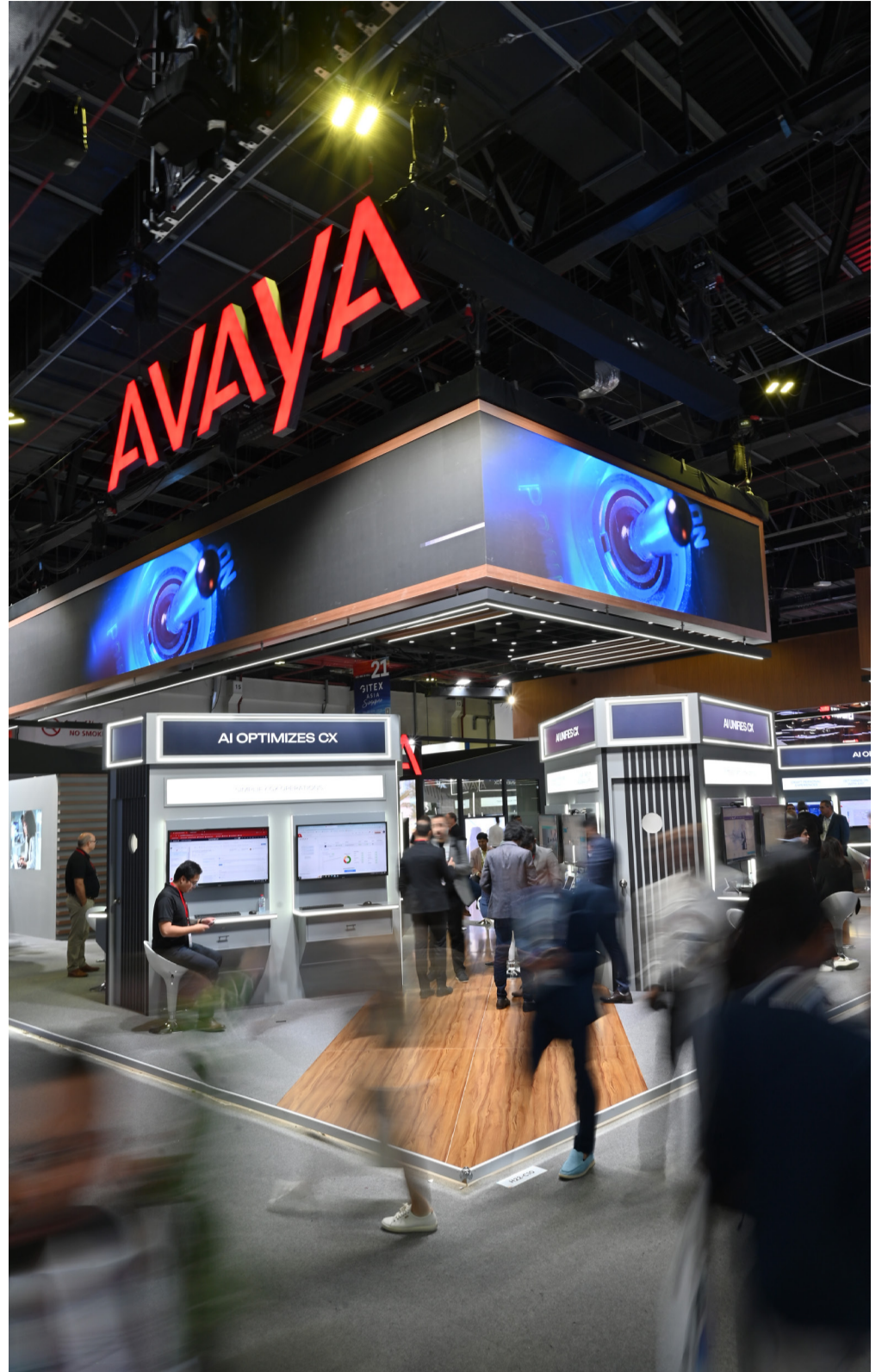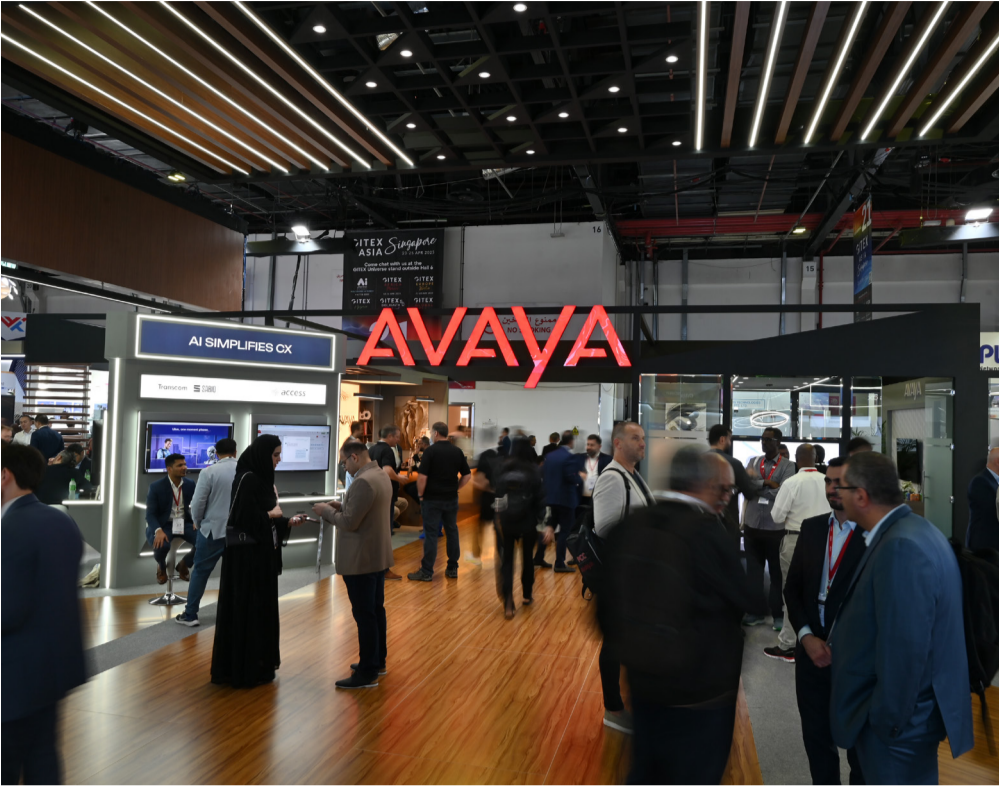
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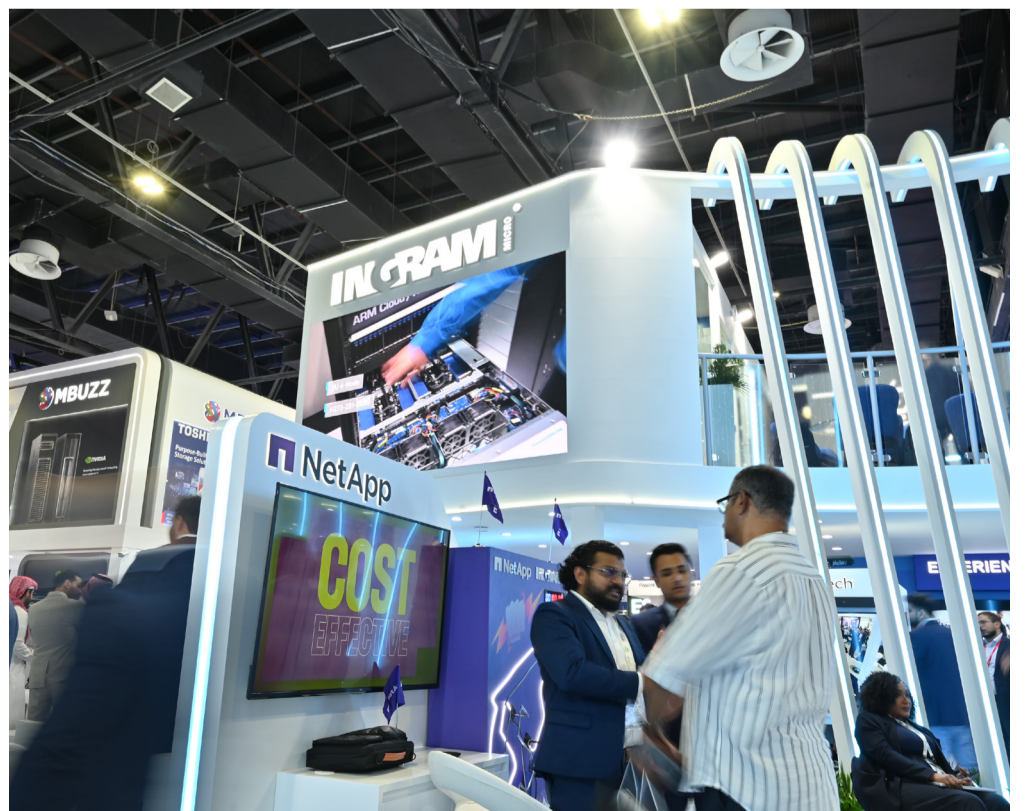Stand No: H21-D10

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