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# 60 MINUTES

## GITEX TECHNOLOGY WEEK

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**DAY 3 PM**

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

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# SentinelOne secures identity infrastructures at GITEX 2024

*Ezzeldin Hussein, Regional Senior Director, Solution Engineering, SentinelOne, discusses the innovative solutions on display at their GITEX Global stand, in addition to how their various cyberdefence technologies can aid organisations.*



**Ezzeldin Hussein, SentinelOne**

**What can we expect from SentinelOne's presence at GITEX 2024, and how will you showcase your latest innovations?**
At GITEX GLOBAL 2024, we are showcasing our latest cybersecurity innovations, including AI-driven threat detection, response, and remediation. Our presence will focus on demonstrating the Singularity Platform, an

# 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.*



**Rajeev Dutt, Swiss GRC – EMEA and APAC**

**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

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# Fortinet showcases AI-powered solutions and strategic alliances at GITEX

*Fortinet is empowering businesses to tackle evolving cyber threats while capitalising on new opportunities.*



**Shane Grennan, Fortinet**

In an era marked by rapid technological advancement and increasingly complex cyber threats, organisations are confronted with pressing challenges that demand innovative solutions. At GITEX, Fortinet stands out as a prime example of a company showcasing cutting-edge technology and forging strong alliances that empowers

# Driving technology transformation

*Sakkeer Hussain, Director - Sales & Marketing at D-Link Middle East and Africa, tells Anita Joseph how a commitment to innovation, combined with extensive technological expertise and customer focus, has positioned the company at the cutting edge of digital transformation.*



**Sakkeer Hussain, D-Link Middle East and Africa**

**How is D-Link integrating advanced technologies like AI and machine learning into its networking hardware and telecom solutions? Can you share specific examples of how these technologies are enhancing your products?**
We're excited about how we're using AI and machine learning to boost

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# xFusion to demonstrate computing power driving digital transformation at GITEX 2024

*Designed for peak performance, unwavering reliability, exceptional energy efficiency, and ease of maintenance, these servers are poised to significantly enhance data centre performance and accelerate the development of green data centres.*

xFusion, a global leader in computing infrastructure and services, is currently gearing up for a major presence at GITEX Global 2024 (Hall 20 – A05).

The company is showcasing its comprehensive portfolio of cutting-edge computing solutions, highlighting how its robust product capabilities are empowering businesses across diverse industries to navigate and thrive in the era of digital transformation.

In today's dynamic digital economy, the rapid evolution of big data, cloud computing, and artificial intelligence presents both immense opportunities and significant challenges. Businesses that fail to embrace these disruptive technologies risk being left behind in an increasingly competitive landscape. xFusion recognises that at the core of successful digital transformation lies robust and reliable computing power.

xFusion's commitment to innovation is evident in its significant investments in research centres and innovation laboratories, focusing on advancements in core data centre technologies, from materials to performance, reliability and energy efficiency. This dedication has solidified xFusion's standing as a market leader, providing the foundational infrastructure that

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## SentinelOne secures...

AI-powered solution that protects enterprises with machine-speed efficiency across endpoints, cloud, and identity systems. We will also highlight Purple AI, an advanced AI security analyst, and Singularity Identity for securing identity infrastructures.

GITEX provides the ideal platform to engage with global tech leaders, partners, and customers. Through live demonstrations and expert-led discussions, we will explore the latest industry trends, foster collaboration, and highlight our leadership in autonomous cybersecurity.

By participating, SentinelOne aims to strengthen relationships, explore new market opportunities in the Middle East and Africa, and drive thought leadership in cybersecurity. Our presence at GITEX reinforces our commitment to helping organisations protect their digital transformation efforts and maintain a resilient security posture.

**How does SentinelOne's Singularity Platform leverage AI-powered solutions to address today's most pressing cybersecurity challenges?**
SentinelOne's Singularity Platform leverages AI-powered solutions to tackle today's most critical cybersecurity challenges by offering real-time threat detection, prevention, and autonomous response at machine speed. Its AI-driven technology maximizes visibility across the entire enterprise, including endpoints, cloud environments, and identity infrastructures, enabling organisations to detect and respond to cyber threats faster and more accurately.

By automating threat detection and response, Singularity reduces the need for human intervention, significantly shortening incident response times. The platform's AI continuously learns from vast data sets, allowing it to identify and mitigate evolving threats with greater precision and scalability.

Singularity Cloud extends protection across hybrid cloud environments, while Singularity Identity fortifies identity systems against credential-based attacks.

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**A unified platform centralises operations, offering comprehensive, real-time insights into all security layers—endpoints, cloud, and identity—allowing teams to respond to threats swiftly and consistently".**

Additionally, Singularity Network Discovery provides real-time insights into network activity, enhancing control over managed and unmanaged devices.

This autonomous, AI-powered approach ensures that organisations stay ahead of sophisticated cyber threats while minimizing operational overhead.

**Why is unifying security operations within a single platform critical, and how does SentinelOne enable this for its clients?**
Unifying security operations within a single platform is essential for organisations to streamline threat detection, response, and management across their entire IT ecosystem. Fragmented security tools create silos, leading to inefficiencies, slower response times, and gaps in visibility, which attackers can exploit. A unified platform centralises operations, offering comprehensive, real-time insights into all security layers—endpoints, cloud, and identity—allowing teams to respond to threats swiftly and consistently.

SentinelOne's Singularity Platform enables this unification by integrating multiple security functions into one AI-driven, autonomous solution. It provides enterprise-wide visibility, automates threat detection, and orchestrates responses at machine speed, reducing complexity and operational overhead. Through Singularity, clients can manage endpoint protection, cloud security, identity management, and network discovery from a single interface, ensuring seamless communication between these layers. This integration enhances security efficiency, simplifies management, and ensures a cohesive defence strategy, enabling businesses to stay resilient against evolving cyber threats.

**How does SentinelOne utilise AI for autonomous threat detection, response, and remediation to secure digital environments with minimal human intervention?**
SentinelOne secures digital environments through AI-driven autonomous threat detection, response, and remediation, minimizing the need for human intervention. The platform's AI engines continuously analyse vast amounts of data across endpoints, cloud, and identity systems, identifying threats in real time with unmatched accuracy. These engines autonomously detect anomalies, malicious behaviors, and advanced threats such as ransomware, ensuring proactive defence before attacks can progress.

SentinelOne's Purple AI further enhances this capability by acting as a virtual security analyst. It accelerates security operations by automating threat investigation and response, providing deep insights into attacks, and initiating instant remediation. Purple AI integrates threat intelligence and advanced detection to make split-second decisions, reducing incident response times from hours to seconds.

By leveraging AI for automation, SentinelOne's platform empowers security teams to focus on strategic tasks while ensuring comprehensive protection. This reduces operational complexity and enhances security resilience in today's fast-evolving digital environments.

**Can you elaborate on the advancements in Purple AI and how it helps organisations upskill their security teams to meet evolving threats?**
Purple AI represents a significant advancement in cybersecurity, empowering organisations to upskill their security teams and address evolving threats more effectively. Acting as an AI security analyst, Purple AI automates complex threat investigations by translating natural language into sophisticated queries, enabling even novice analysts to perform threat hunts without needing extensive expertise. This reduces the complexity of incident response and threat hunting, allowing security teams to respond faster and more accurately.

With features like guided investigations and contextually suggested queries, Purple AI helps analysts conduct deeper investigations and continuously improve their skills. The platform's shareable notebooks further enhance collaboration by allowing teams to work together seamlessly, saving time and improving decision-making.

By simplifying operations and providing AI-powered analyses, Purple AI reduces mean time to detect and respond (MTTD/R), enabling teams to stay ahead of sophisticated cyber threats while ensuring data privacy and security with high-level safeguards. 🔘

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## Swiss GRC: AI-driven...

(GRC) solutions tailored to meet the needs of all organisations. Recognising that medium and 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,

"

**It's clear that organisations need to stay ahead of these evolving risks and ensure compliance across a wide range of regulatory requirements".**

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 a Regulatory content provider offering 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, NIST 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 Inadvertent data leaks or reidentification of anonymized data exist for e.g. if an insurance company were able to re-identify an individual in a healthcare dataset, they would have access to private medical information they could use to 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. If unchecked it can lead to unfair or discriminatory outcomes especially when applied in areas such as hiring, lending etc.

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 and EU AI 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. 🔘

# Fortinet showcases...

both customers and partners.

On the sidelines of the show, Shane Grennan, Senior Channel Director – MEA, Fortinet, shared that this edition of GITEX is the first time that the company is hosting Partners on its stand. He stressed that as cyber threats evolve, businesses are recognising the urgent need for robust solutions that can keep pace with the volume and sophistication of attacks.

He said: "The landscape of cybersecurity is more complex than it has ever been. At GITEX, we are focusing on Artificial Intelligence (AI)-driven cybersecurity solutions, offering organisations the capability to better manage risks and respond to threats effectively. Our solutions use AI to navigate the hyper complexity of the modern cyber environment while also addressing pressing labour shortages that plague the industry."

When asked about opportunities in the industry, Grennan said that managed security services are carving a critical space within the cybersecurity domain. As partners vie for competitive projects, connecting with managed services enables companies to not only enhance their resale business but also provide their clients with comprehensive security solutions.

> **Our leadership in SD-WAN positions us uniquely to provide customers with hybrid solutions that enhance both security and operational efficiency".**

Furthermore, he highlighted that the rapid expansion of cloud computing is a pivotal trend that is redefining marketplace dynamics.

"With hyperscalers such as Microsoft and Google investing heavily in data centre development, the opportunities for growth and innovation are immense. Governments worldwide are recognising the strategic importance of cloud technology, often fostering public-private partnerships. As the marketplace adapts to these developments, businesses will look to shift their focus from merely selling applications to embracing comprehensive cloud spending strategies that encompass an array of services and solutions," he said.

Grennan highlighted this is also the first time where Fortinet is exhibiting with two stands at GITEX, with the second one focused on operational technology (OT). "As we broaden our focus to encompass sectors beyond traditional IT, the importance of OT security cannot be overstated. The landscape of OT is complex, involving multiple entities, from customers to suppliers. Despite its critical nature, many industrial control vendors still lack robust security awareness and comprehensive project offerings, leaving significant gaps. This presents an untapped market ripe with opportunity for businesses willing to invest in OT security solutions."

Additionally, Secure Access Service Edge (SASE) stands at the forefront of emerging tech and is poised to transform how organisations secure their network, he explained. By combining security services with a software-defined network (SD-WAN) infrastructure, SASE offers a compelling value proposition that addresses the needs of modern enterprises. "At Fortinet, our leadership in SD-WAN positions us uniquely to provide customers with hybrid solutions that enhance both security and operational efficiency," he added.

Grennan concluded by emphasising that the tech landscape thrives on collaboration, and the company's partnerships reflect this dynamic nature. "By actively exploring new specialisations and maintaining a robust rebate program, we are laying the groundwork for success in a competitive environment," he said. 🔵

# xFusion to demonstrate...



> **xFusion is at the top of the list, demonstrating that it is one of the most efficient data centre infrastructures worldwide".**

enables businesses to thrive in the digital age.

In addition to its product portfolio, strategic partnerships are a cornerstone of xFusion's approach. The company's collaboration with industry giants like Intel, Seagate and NVIDIA exemplifies its commitment to delivering best-in-class solutions. Following Intel's recent launch of the groundbreaking Intel® Xeon® 6 processors with Performance-cores (P-cores), xFusion was among the first to announce full support for these processors across its FusionServer lineup, a testament to the strength of this partnership and its focus on delivering high-performance, energy-efficient solutions.

The new generation FusionServer series, powered by Intel® Xeon® 6 processors, will introduce transformative upgrades across a range of product categories, including AI, HPC, liquid cooling, and general-purpose computing.

Designed for peak performance, unwavering reliability, exceptional energy efficiency, and ease of maintenance, these servers are poised to significantly enhance data centre performance and accelerate the development of green data centres.

xFusion's real-world impact is evident in its success stories across a range of sectors, from education and banking to telecommunications and real estate. These case studies demonstrate how xFusion's solutions are enabling organisations to achieve tangible business outcomes.

One compelling example is Bank Neo Commerce (BNC) in Indonesia. Facing a significant digital divide, BNC leveraged xFusion's agile and scalable digital infrastructure to expand financial access to over 25 million customers by 2023, a remarkable achievement in financial inclusion. Justin Chen, CTO at Bank Neo Commerce, commented, "With xFusion, we've acquired an agile, secure, and scalable digital infrastructure that enables us to deliver innovative banking services across the nation. Together, we're eliminating barriers to broaden financial access for everyone".

Another notable success story features the Poznan Supercomputing and Networking Centre (PSNC). Dr. Norbert Meyer, Director of Data Processing Technologies Division at PSNC, praised xFusion's infrastructure for its exceptional efficiency, stating, "xFusion is at the top of the list, demonstrating that it is one of the most efficient data centre infrastructures worldwide", based on rigorous IO500 benchmark testing.

Full case study article and more demonstration in other industry verticals are outlined in the links below.

PSNC's Quantum Leap in HPC Capabilities - https://www.xfusion.com/en/cases/psnc-quantum-leap-in-hpc-capabilities

Technische Universität Ilmenau's Path to HPC Platform Advancement – https://www.xfusion.com/en/cases/technische-universitat-ilmenaus-path-hpc-platform-advancement

Bank Neo Commerce's Journey to Inclusivity and Innovation - https://www.xfusion.com/en/cases/reimagining-digital-banking-bnc-xfusion

BI Group's Journey to Smarter and Safer Urban Community Management – https://www.xfusion.com/en/cases/bi-group-journey-smarter-safer-urban-community-management

Telconet Latam's Best Practice for Building Green Infrastructure - https://www.xfusion.com/en/cases/telconet-latam-best-practice-building-green-infrastructure

Visit xFusion at GITEX Global 2024, Hall 20 – A05, to experience the future of computing power and discover how their cutting-edge, green solutions can drive your digital transformation. Stay tuned with xFusion by searching 'xFusion Global' on Linkedin, Facebook and Twitter. 🔵

Over the course of time, ADS has demonstrated remarkable expansion and has played a significant role in fueling the increasing popularity of Hikvision's products in the UAE. This has been achieved through the extensive network of distribution outlets and immersive experience centers that span across the entirety of the UAE.

Throughout our journey, we've had the privilege of collaborating with several esteemed organizations across diverse sectors in the UAE, encompassing a wide range of verticals.

THE YEAR TO IMAGINE AI IN EVERYTHING

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We offer a wealth of high-quality LED displays to meet various scenarios, such as Indoor LEDs, Outdoor LEDs, Rental LEDs, Transparent LEDs, LED Poster Displays, and more. Supported by advance technologies like HDR10, PixMaster, and 16-bit color depth, HIKvision LED Displays provide an ideal visual solution for every need. Hikvision LED displays also feature remote control, optional dual power, signal redundancy, and auto dehumidification with an all around user-friendly experience.

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# Driving technology...

the performance, security, and overall experience of our networking and telecom solutions.

Our routers and switches use AI to manage networks smartly. AI analyses traffic patterns and detects issues to fine-tune network performance automatically. This means your network runs more efficiently and reliably, with less manual tweaking needed.

AI and machine learning are game changers for network security. We use these technologies to spot and prevent threats more effectively. For instance, AI can detect unusual traffic and potential security risks in real-time, providing a proactive shield against cyberattacks and minimising false alarms.

We're leading the charge in smart home tech by integrating AI into our smart cameras and home automation systems. AI helps our cameras detect specific movements, like humans or vehicles, which cuts down on false alarms and ensures you don't miss important events. Features like facial recognition and motion tracking make monitoring more accurate and user-friendly.

Our customer support is getting a boost from AI with tools like chatbots and virtual assistants. For example, our EAGLE PRO AI Series uses AI to optimise Wi-Fi and offers actionable tips to keep your network running smoothly. These AI tools help with common questions, troubleshooting and setup, making support faster and more effective.

We use machine learning to look at past network data and predict future issues. This means our devices can tackle potential problems before they impact performance, ensuring a smoother and more reliable network experience.

By weaving AI and machine learning into our products, we're aiming to deliver smarter, safer, and more user-friendly networking solutions for both homes and businesses.

**D-Link has a robust partner ecosystem globally. How are you working with partners in the Middle East to drive innovation, and what support mechanisms are in place to help them leverage D-Link's latest technologies effectively?**
Our approach to channel partnerships in the Middle East is centred on collaboration, support, and equipping our partners with the right tools to drive growth and fully leverage

our latest technologies.

We work together with our regional partners to develop customised solutions that meet the specific needs of local markets. This means combining D-Link's advanced technology with our partners' local expertise to address unique challenges and seize opportunities that are distinctive to the Middle East.

Our partners often participate in pilot programs for new products and technologies. This involvement allows them to provide valuable feedback, which helps us refine and perfect our solutions before they are launched on a larger scale. This way, we ensure our products are well-suited to local requirements and expectations.

We offer extensive training sessions for our partners on the latest technologies, product features, and best practices. These sessions are designed to equip our partners with the knowledge they need to effectively sell, deploy, and support D-Link products. By investing in their expertise, we help them deliver better service to their customers.

Our technical support team is always available to assist with pre-sales inquiries, troubleshooting, and configuration issues. We're committed to providing timely and effective support to ensure that our partners can resolve any issues quickly and maintain smooth operations.

We collaborate with partners on joint marketing initiatives, including co-branded materials, promotional campaigns, and events. This helps our partners tap into D-Link's brand recognition and marketing resources, reaching potential customers more effectively.

Partners have access to a suite of sales tools, such as product datasheets, case studies, and competitive insights. Our partner portal serves as a one-stop shop for these resources, making it easy for channel partners to stay updated and find everything they need to succeed.

We frequently run incentive programs and promotions to reward our top-performing partners. These rewards can include financial incentives, additional support, or exclusive opportunities, motivating partners to excel and achieve greater success.

We stay engaged with our partners through

regular meetings, events, and forums. This ongoing communication helps us stay aligned with market trends and ensures that our partners are well-informed about the latest developments.

By focusing on these areas, we aim to build a dynamic and innovative channel partnership ecosystem in the Middle East. Our goal is to help our partners make the most of D-Link's latest technologies and achieve mutual success.

**The Middle East is a dynamic market with unique challenges and opportunities. What are D-Link's strategic priorities in the region over the next few years? How do you plan to tailor your products and solutions to meet the specific needs of this market?**
We're focusing on a few key areas to tackle the unique challenges and opportunities in the region.

With the surge in digital transformation and smart city projects, there's a big need for high-speed, reliable network infrastructure. We're stepping up by enhancing our range of high-performance networking gear, like next-gen routers, switches, and access points, to deliver faster and more efficient connectivity.

As 5G networks roll out and the Internet of Things (IoT) takes off, we're developing solutions that take full advantage of these technologies. This includes creating 5G-compatible routers and IoT devices designed for smart cities and industrial applications specific to the region.

We're also making sure our products come with top-notch security features, such as AI-driven threat detection, robust firewalls, and secure network management tools. Cybersecurity is crucial in any market, and we're committed to staying ahead of potential threats.

Given the investment in smart infrastructure across Middle Eastern cities, we're developing solutions that support these smart city initiatives. This includes smart

surveillance systems, intelligent lighting, and integrated network solutions that help manage cities more efficiently and improve public services.

To better support our partners and customers, we're strengthening our local support with dedicated regional teams and service centres. This way, our partners and end-users get the help they need quickly and effectively.

We're also tailoring our products to meet the region's unique environmental and connectivity needs. This means designing features that align with local preferences and regulations, providing multi-language support, and localising our marketing and technical materials to serve diverse markets across the region.

D-Link is a recipient of so many global accolades and awards. Tell us about your unique designs and the evolution of your product/solutions portfolio.
At D-Link, we're really proud of the global awards and accolades we've received. They show our dedication to pushing the envelope in innovation, design, and technology within the networking and telecom space.

We're all about creating products that look great and are super easy to use. Whether it's our routers, switches, or other devices, we design them to blend seamlessly into any environment, be it your home or office. We focus on making everything user-friendly with intuitive interfaces and straightforward setup processes.

We're constantly integrating the latest technologies into our products. Take our newest routers and access points, for instance—they come with Wi-Fi 6 (802.11ax) technology, which means faster speeds, greater capacity, and improved efficiency. This helps them perform better in busy environments and handle more connected devices.

D-Link has also been a trailblazer in smart home and IoT solutions. We've rolled out a variety of smart cameras, home automation gadgets, and sensors that include cool features like AI-driven analytics, voice control, and easy integration with popular smart home systems.

Our global recognition for product innovation and design excellence really highlights our leadership in the networking and telecom industry. At D-Link, we're committed to driving success through ongoing innovation, user-focused design, and cutting-edge technology.

**Sustainability and corporate responsibility are increasingly important in today's business landscape. How is D-Link incorporating sustainable practices into its operations and product development? What initiatives are you pursuing to reduce your environmental footprint in the Middle East and beyond?**
As environmental awareness grows, we're taking proactive steps to incorporate energy-efficient technologies into our designs. Our energy-saving switches and eco-friendly packaging are just a few examples of how we're working to reduce our environmental impact.

At D-Link, we're all about making our hardware as energy-efficient as possible. This means using power-saving components and smart energy management features in our products. We also partner with channel partners and customers to cut down on energy use and have earned certifications like Energy Star and RoHS compliance. Plus, we're rolling out products that feature D-Link Green Technology to further our commitment to protecting the planet.

Our partners, customers, and employees are increasingly focused on 'green computing' and sustainability, and we're right there with them. We understand the importance of this issue and are dedicated to minimising our ecological footprint through a variety of green IT strategies. These efforts span the MEA region and aim to drive positive environmental change and support sustainable development.

We're leading by example—integrating energy-efficient technologies, cutting down on waste, and using eco-friendly materials. Our goal is to inspire others to join us in making a difference. This includes optimising how much energy our devices use, improving the recyclability of our packaging, and supporting local environmental projects.

In the Middle East, we're involved in regional sustainability initiatives. We participate in local environmental campaigns and support projects that tackle specific issues like water conservation and energy efficiency. We also collaborate with local organisations and government bodies to promote sustainable practices and contribute to regional goals.

We tailor our products to meet the unique

environmental and regulatory requirements of the Middle East, ensuring they're suited to the region's climate and comply with local regulations. We're committed to continuously improving our sustainability practices, setting ambitious goals for reducing carbon emissions, boosting energy efficiency, and using more sustainable materials.

Our investment in research and development is all about driving innovation in green technology. We're always looking for new ways to enhance the energy efficiency of our products and develop solutions that support a more sustainable future.

D-Link's Focus: AI Innovation, Regional Partnerships and Sustainability

AI-Driven Enhancements: D-Link uses AI and machine learning to boost network performance and security. AI manages network traffic, detects anomalies, and optimises performance, while also enhancing security through real-time threat detection and prevention.

Smart Home and Customer Support: AI is integrated into our smart home devices, like cameras, for accurate motion detection and reduced false alarms. We also leverage AI in customer support, using chatbots and virtual assistants to provide efficient, responsive assistance.

Partner Collaboration and Support: In the Middle East, we collaborate with local partners to create customised solutions, provide extensive training, and offer dedicated technical support. We also run joint marketing initiatives and provide access to a partner portal with sales tools and resources.

Strategic Priorities for the Region: Our focus includes enhancing high-speed network infrastructure, developing 5G and IoT solutions, and supporting smart city projects. We also emphasise top-notch security features and tailor our products to meet regional environmental and connectivity needs.

Sustainability Initiatives: D-Link is committed to sustainability by incorporating energy-efficient technologies, reducing waste, and using eco-friendly materials. In the Middle East, we support local environmental projects and adhere to regional regulations while advancing green technology through R&D. 🄪

> **Our goal is to help our partners make the most of D-Link's latest technologies and achieve mutual success".**

# Instant On

## Big connectivity

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# TP-Link and UT Technology Sign MOU

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



Tate Wu, Hikvision FZE

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 users with cutting-edge CPE products that will empower them to deliver exceptional connectivity

> **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".**

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. 60

# Mashreq Expands Collaboration with Oracle to Accelerate Global Expansion

*Leading MENA bank selects Oracle Exadata Cloud@Customer to leverage cloud automation, boost scalability, and comply with local data residency regulations.*



Mashreq, a leading financial services institution in the MENA region, is migrating critical databases to Exadata Database Service on Oracle Exadata Cloud@ Customer as part of an expansion of its global collaboration with Oracle. The shift to a cloud database environment will enable Mashreq to accelerate and scale its operations as the bank grows its presence in key international hubs. These include the United States, United Kingdom, Hong Kong, Oman, and Pakistan.

Mashreq has invested heavily in modernising operations across its business with Oracle Banking Solutions. As the bank grows internationally, Oracle Exadata Cloud@ Customer will enable Mashreq to improve the performance, scalability, and availability of these systems, while data management automation features will help Mashreq increase operational efficiency and reduce costs. Deployed at Mashreq, the Oracle Exadata Cloud@Customer will enable the bank to retain control of data governance and support compliance with its data security and residency regulations.

"Migrating our mission-critical databases to Oracle Exadata Cloud@ Customer supports our strategic objectives for international growth, operational efficiency, organisational resilience and innovation to deliver the new products and services that our customers need through personalised experiences," said Mohamed Abdel Razek, Group Head of Tech, Transformation & Information, Mashreq. "Oracle provides us with a highly scalable and flexible platform and leading financial services applications, that enable us to quickly and cost-effectively move to a cloud environment while helping us maintain full control of our data management and governance while enhancing our banking operations and delivering new services to our customers."

"Oracle Exadata Cloud@Customer will provide advanced database performance

> **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".**

and availability to support the delivery and scaling of a wide range of business-critical services, while helping the bank meet evolving data locality regulations," said Nick Redshaw, senior vice president, Technology, Middle East and Africa, and UAE country leader, Oracle. "Our distributed cloud approach enables customers such as Mashreq to keep data and applications where they need them—one reason why we are seeing significant traction

for Oracle Exadata Cloud@Customer in financial services and other highly-regulated industries around the world."

Oracle Exadata Cloud@Customer brings the performance, automation, and economics of Exadata Database Service and the fully managed Oracle Autonomous Database into Mashreq's data centres, minimising latency between applications and data.

Oracle Exadata Cloud@Customer combines one of the world's leading database technologies and Exadata, one of the most powerful database platforms, with the simplicity, agility, elasticity, and subscription pricing benefits of a cloud-based deployment. It runs Oracle Exadata Database Service and Oracle Autonomous Database, similar to the public cloud, but is located in customers' own data centres and managed by Oracle Cloud experts. This can enable a consistent cloud experience for customers whether on-premises or a public Oracle Cloud Infrastructure (OCI) environment. 60

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# Tenable: empowering organisations across IT, cloud and OT with AI-driven security solutions

*Veronica Martin spoke to Maher Jadallah, Senior Director MENA at Tenable, about its commitment to AI-driven security solutions that protect against emerging cyber threats, highlighting the importance of proactive risk management in an increasingly interconnected world.*



Maher Jadallah, Tenable

**How is Tenable leveraging AI-powered exposure management solutions across IT infrastructure, cloud, and OT at GITEX 2024?**

We're excited to participate in GITEX once again, with our primary goal being to connect with partners and customers while showcasing our latest solutions. Historically, we've been known for our best-in-class vulnerability management technology, but over the past few years, we've seen a shift in customer needs. Many organisations are looking to simplify the complexity of managing multiple security products. In response, we introduced Tenable One, a unified platform that combines our leading vulnerability management capabilities with Tenable OT, offering comprehensive protection.

With our OT solution, we focus on identifying misconfigurations and vulnerabilities that affect critical OT infrastructure. In recent years, we've seen a sharp rise in cyberattacks targeting mission-critical industries, with attackers aiming to cripple entire sectors or countries through cyber rather than physical means. These attacks on OT systems are part of a growing trend, used to cause severe reputational and financial damage.

Tenable addresses this by securing both OT and IT environments. Since IT and OT systems are now interconnected—allowing IT teams to access OT equipment and vice versa—this has created new attack vectors. That's where Tenable stands out. We understand the complexity of these integrated environments and offer a solution that tackles vulnerabilities from both IT and OT perspectives, ensuring robust protection for today's converging infrastructures.

**How has your partnership with Forrester on AI Aware influenced your approach to cyber risk management?**

If you look around today, even our kids are using AI applications to write essays, and businesses are increasingly leveraging AI to detect misconfigurations, identify vulnerabilities, and manage specific tasks within their networks. However, not all AI applications are safe or approved for use in security environments. AI can be a double-edged sword—on one side, it can be highly beneficial, but on the other, it can expose vulnerabilities within your network.

That's where Tenable comes in. We offer an AI-aware solution designed to assess the safety and legitimacy of AI-based applications. Our solution monitors these applications to determine if they are secure for use. If we detect any risks, we immediately alert the IT or security teams, enabling them to take swift action—whether that means keeping the application, removing it, or escalating it for further investigation. This proactive approach ensures that AI enhances your security posture, rather than becoming a potential risk.

**What are the key findings of Tenable's 2024 Cloud Risk Report, and how do they impact cloud security strategies?**

Today, many companies are shifting to the cloud, and it's easy to see why. The cloud allows organisations to move away from managing local equipment and offers the convenience of access from anywhere. In fact, it's common for businesses to utilise multiple cloud providers, such as Microsoft Azure, Google Cloud, and Amazon Web Services, distributing their data across these platforms.

However, this multi-cloud strategy introduces significant risks. The potential for cyber exposure increases as organisations may misconfigure settings or lose control over their assets spread across different clouds.

That's where our Cloud-Native Application Protection Platform (CAPP) comes in. CAPP identifies misconfigurations and excessive privileges granted to users or machines that could be exploited to compromise networks or disrupt cloud-based assets. By discovering and securing modern assets—both on local networks and in the cloud—we help enterprises maintain control and protect their valuable data.

**How does TenableOne provide a unified view of cyber risk across diverse assets in IT, OT, and IoT environments?**

Organisations have begun to recognise the challenges of managing multiple siloed systems. Each piece of equipment comes with its own configurations, reporting, and management requirements, making it increasingly burdensome for decision-makers to consolidate the necessary information for effective decision-making.

In response to this need, Tenable has developed Tenable One, an integrated platform that consolidates all of our solutions into a single, cohesive interface. This allows customers to monitor their IT assets, vulnerabilities, and misconfigurations alongside operational technology (OT) and web applications. With Tenable One, businesses gain a comprehensive view of their cyber exposure, enabling them to make informed decisions with ease.

**What will be the focus of your live demos on TenableOne, Cloud Security, OT Security, and Vulnerability Management at GITEX?**

We're excited to be participating alongside two of our top partners in the region, with our dedicated team present at the event. Whenever customers visit our booth, we will demonstrate the capabilities of the Tenable One platform. Our goal is to showcase how seamlessly the interface integrates our three key products, highlighting how they work together to prioritise vulnerabilities.

We'll guide customers through the process of identifying where to start and how to tackle their security challenges effectively. Ultimately, we are showcasing the full breadth of our technology and its potential to enhance their cybersecurity posture.

**How does Tenable address the security challenges of managing multiple clouds and identities in converged IT, OT, and IoT systems?**

We recognise that many organisations operate across multiple cloud environments, and our aim is to help customers identify their vulnerabilities across these platforms. The growth of the three leading cloud providers has been remarkable. However, we also understand that some sensitive accounts remain hesitant to move to the cloud.

To address this, we offer a solution called Securing the Enclaves. This approach enables us to implement localised, in-country cloud solutions specifically designed for those sensitive accounts that prefer not to use public cloud services. With our private cloud options, these organisations can benefit from enhanced security while still leveraging our advanced capabilities. 🔴

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# AIQ joins Microsoft Cloud AI Partner Program; Selects Azure as Cloud Environment

*The Microsoft AI Cloud Partner Program comprises a global community of 500,000+ partners, and helps fuel digital transformations for customers*



AIQ, the Abu Dhabi-based AI champion developing innovative solutions for the energy sector, announces it has been admitted into the Microsoft Cloud AI Partner Program. Further elevating its relationship with Microsoft, AIQ also announced it has selected Azure as its primary cloud development environment, with the intention to roll out its portfolio of innovative AI products over the Azure Marketplace.

The Microsoft AI Cloud Partner Program comprises a global community of 500,000+ partners and helps fuel digital transformations for customers with one of the most comprehensive, end-to-end tech stacks on the market, and Microsoft's cutting-edge AI platform.

By being accepted into the program, AIQ will be equipped with the tools to create and market innovative Microsoft Cloud and AI solutions, hold technical consultations, and deliver skilling programs.

Magzhan Kenesbai, Acting Managing Director of AIQ said, "This is a milestone development in the advancement of our digital resources and capabilities, and prepares us for the next phase of growth we are entering. Microsoft is a trusted partner to significant entities in the UAE, and we are confident that through leveraging their cloud infrastructure, our own development domestically and internationally will be accelerated."

AIQ's choice of Azure as its cloud development environment is based in part on the Microsoft platform featuring 200+ products and cloud services designed to help organisations bring new solutions to life. Applications can be built, run, and managed across multiple clouds, on-premises, and at the edge, with the tools and frameworks of a customer's choice.

Saravan Penubarthi, AIQ Chief Technology Officer commented, "AIQ is at an exciting point in its journey, where we are looking to take

> **We are keen for customers anywhere in the world to be able to access and plug-and-play our market-leading tools and start benefiting from the efficiencies they bring immediately".**

our innovations and insights global, and being part of a robust cloud-based marketplace is essential to achieving this. We are keen for customers anywhere in the world to be able to access and plug-and-play our market-leading tools and start benefiting from the efficiencies they bring immediately."

AIQ has already begun to market some of its products on marketplaces, and this is set to be enhanced by the company's plans to roll out its portfolio of solutions on Azure Marketplace.

Earlier this year, G42, the leading UAE-based artificial intelligence (AI) technology holding company, and parent of AIQ majority shareholder Presight, and Microsoft announced a US\$1.5 billion strategic investment by Microsoft in G42. The investment was set to strengthen the two companies' collaboration on bringing the latest Microsoft AI technologies and skilling initiatives to the UAE and other countries around the world. 🔴

# Huawei launches a series of industrial digital and intelligent transformation solutions, and flagship products

*These solutions and products are designed to support customers in enhancing their digital and intelligent transformation.*



From October 14 to 18, with the theme Accelerate Industrial Digitalisation and Intelligence, Huawei, as a Diamond Sponsor, is participating in the GITEX GLOBAL 2024, one of the world's largest tech exhibitions. During the first day of the exhibition, Huawei hosted the Industrial Digital and Intelligent Transformation Summit and launched joint solutions with partners for ten industries like public utilities, transportation, finance, electric power, oil & gas, mining, retail, education, and healthcare, and a series of new flagship products. These solutions and products are designed to support customers in enhancing their digital and intelligent transformation.

### Huawei is innovating nonstop to help customers succeed, enable local partners, and cultivate local talent

Li Peng, Corporate Senior Vice President, President of ICT Sales & Service, Huawei, delivered opening remarks at the summit. "We're combining our strengths in networking, storage, computing, cloud, and energy and we're working with partners to build new digital and intelligent infrastructure," said Li.

Last year, Huawei released a reference architecture for the intelligent transformation of industries. In his speech, Li detailed how Huawei has since put this architecture into practice to provide customers with leading and adaptable solutions for industries like government, finance, electric power, transportation, manufacturing, oil and gas, mining, and internet. "We have summarized over 100 case studies that different industry customers can use to accelerate their digital and intelligent transformation," said Li.

"These achievements would be impossible without our partners. At Huawei, we are committed to building a healthy, open, and mutually beneficial partner ecosystem. We have also established 14 OpenLabs worldwide to support joint innovation with local solution partners. Together with over 30 solution partners in the UAE, we have developed more than 20 solutions to meet local industry needs," Li continued.

Li went on to describe how Huawei is innovating non-stop to provide partners with lightweight solutions, marketable products, end-to-end business enablement services, and efficient digital platforms to help them serve SMEs more independently, easily, and effectively.

Li concluded by describing Huawei's efforts to help develop local digital talent and advance the industry ecosystem, which is key to promoting sustainable development. "Moving forward, Huawei is committed to joining forces with more customers and partners to enable industrial digital and intelligent transformation and bring more benefits to the lives and work of people around the world," Li added.

### Accelerating industrial digitalisation and intelligence for a leap in productivity

Amid the wave of digital and intelligent transformation, Huawei urges all parties to collaborate and seize new opportunities.

During his keynote speech, Leo Chen, Corporate Senior Vice President and President of Enterprise Sales, Huawei, emphasised that AI and 5G-A are among the next-gen technologies driving the fourth industrial revolution, which will lead to a significant leap in productivity. However, this transformation also brings challenges in infrastructure, industrial applications, and talent ecosystems. Huawei is committed to utilising its unique advantages to help customers and partners succeed in the intelligent era.

In the future, Huawei will continue to leverage its full-stack capabilities in connectivity, storage, computing, and cloud to assist industries in building AI-ready ICT infrastructure.

Huawei will also accelerate the application of advanced technologies in various industry scenarios to resolve business pain points. To this end, Huawei has

> ## We're combining our strengths in networking, storage, computing, cloud, and energy and we're working with partners to build new digital and intelligent infrastructure".

published the Amplifying Industrial Digitalisation & Intelligence Practice White Paper, which includes more than 100 success stories from over 20 industries for customers to reference during their own transformation.

In addition, Huawei plans to strengthen its Huawei-Partner cooperation system and cultivate a digital and intelligent talent ecosystem. Huawei has developed a new Global Digital Index (GDI) alongside IDC to offer customers worldwide quantitative evaluation indicators for transformation. These initiatives demonstrate Huawei's dedication to bringing intelligence to all industries.

### Building next-gen ICT infrastructure to strengthen the foundation of digital and intelligent transformation

In his keynote speech, David Shi, Vice President of ICT Marketing and Solution Sales, Huawei, emphasised the importance of building a solid ICT infrastructure for enterprises to succeed in the intelligent era. He highlighted two key points to expedite this transformation: accelerating the popularisation of ICT infrastructure and accelerating monetisation. "Only by working closely with our customers and partners can we truly bring intelligence to all industries. Huawei is willing to work with all of you to build digital and intelligent infrastructure, win in the new era, and create a better future," said Shi.

Accelerating the popularisation of ICT infrastructure enables more partners and customers to seamlessly integrate, access, and use ICT infrastructure, allowing it to evolve alongside business needs. Huawei has proposed four principles to simplify the process of building and using ICT infrastructure: easy to integrate, access, use, and evolve. These facilitate the widespread use of ICT infrastructure in usual scenarios like campuses, WANs, and data centres, making it more accessible for various industries and micro, small, and medium-sized enterprises.

Accelerating monetisation refers to speeding up service innovation and value creation through digital and intelligent technologies, integrating technologies and scenarios, and collaborating to build a thriving partner ecosystem that supports continuous enterprise growth.

Huawei is committed to innovation and developing a range of industry-specific solutions to meet customers' requirements in different scenarios. These solutions are designed to assist customers in achieving their transformation step by step. During the summit, Huawei worked with partners to unveil digital and intelligent transformation solutions for ten industries, including National Government Cloud Solution, ICT Talent Cultivation Solution, Medical Technology Digitalisation Solution 2.0, Digital CORE Solution, Smart Retail Solution, One-Cloud, One-Network, Multi-Hub Solution, Transportation Operations Coordination Centre-Advanced (TOCC-A) Solution, Intelligent Distribution Solution, Unstaffed Open-Pit Mine Solution, and Intelligent Oil & Gas Field Solution. These solutions aim to help customers achieve greater success in the intelligent era.

In addition, Huawei is striving to streamline the popularisation of ICT infrastructure and promote its adoption. With a focus on typical scenarios like campuses, WANs, and data centres, Huawei has released flagship products and portfolios and developed user-friendly HUAWEI eKit products. These act as a powerful tool for enterprises' digital transformation by enabling more efficient integration and usage for customers and partners.

### Grow together, win in the intelligent era

Huawei's "SHAPE" framework supports partners in five key areas: sustaining the leadership, honing joint innovation with partners, advancing partner capability development, promoting partner cooperation experience, and expanding partner growth opportunities. Huawei collaborates with partners to achieve mutually beneficial outcomes with customers in the intelligent era.

"We work with our partners to build a customer-centric culture, keep the principle of 'shared benefits as the bridge, integrity as the foundation, and rules as the guarantee', foster a healthy business environment, and grow together to help our customers successfully embark on a journey of digital and intelligent transformation," said Ernest Zhang, President of Global Partner and Commercial & Distribution for Enterprise Sales, Huawei.

In the major markets, Huawei works with partners to create improved solutions for customers, increasing digital and intelligent productivity. In the SME market, Huawei implements a partner-led strategy, supporting partners in three keyways: by developing purposeful products and scenario-based solutions, offering streamlined deal registration process and diverse incentives, and providing a comprehensive training system and IT tools. In the distribution market, Huawei encourages partners to make their products easy to buy, sell, install, maintain, learn, and use.

Huawei looks to share its capabilities with partners, collaborate on innovation to drive industrial upgrades, and enhance the partner experience for more streamlined, agile, and efficient business.

"Collaborating with Huawei means more growth opportunities, higher operation efficiency, greater business margin and stronger AI-ready capability," said Zhang.

### Showcasing Innovative Practices of Digital and Intelligent Transformation

Covering over 1,400 square meters, the Huawei exhibition space in GITEX GLOBAL 2024 showcases the integration of intelligent technology with various industries based on Huawei's reference architecture for intelligent transformation. Visitors can also expect to see a diverse range of global innovative transformation practices.

GITEX GLOBAL 2024 is being held at the Dubai World Trade Centre from October 14 to 18. Huawei's booths are located in B10 and B20 of Hall 22. For more information, please visit https://e.huawei.com/ae/events/branding/gitex.

# Microsoft: At the forefront of AI transformation

*Naim Yazbeck, General Manager of Microsoft UAE, reinforces the company's unwavering commitment to the AI aspirations and ambitions of the UAE, by outlining their plans to train 100,000 government employees in a new AI skilling program in an exclusive interview with GovTech Editor Mark Forker.*



**Naim Yazbeck, Microsoft UAE**

Naim Yazbeck is one of the most respected technology leaders in the Middle East, and one of the most competent IT practitioners when it comes to leading and executing digital transformation programs across multiple industry verticals.

In a storied professional journey to date, Yazbeck began his career at NCR Corporation, before moving on to Citrix Systems.

However, it's fair to say he made a name for himself at Microsoft, which he joined in 2008.

He initially led Microsoft's operations in Qatar, before relocating to Dubai with the US technology behemoth in 2016, to head-up their regional sales team.

In 2022, he replaced Sayed Hashish as the new General Manager of Microsoft UAE.

Over the last two years, he has overseen the solidification of Microsoft's standing as the market incumbent in the technology ecosystem across the UAE.

Microsoft has been right, front and centre in relation to the rapid AI transformation that has occurred across the UAE in the last couple of years, and the backbone of this movement has been underpinned by Microsoft's datacentres in Abu Dhabi and Dubai.

In a candid conversation with CNME and GovTech Editor Mark Forker, Yazbeck highlighted the key role Microsoft is playing in the technological and economic development of the UAE.

Yazbeck began

our conversation by reinforcing his view that AI transformation was 'born in the cloud'.

"Microsoft is very much at the forefront of AI transformation across the UAE, and there's no mistaking that. However, at the end of the day the foundation for AI is cloud technology. The UAE has always been a core focus for Microsoft, and that is evidenced by the datacentres we have established in Abu Dhabi and Dubai. We currently have one datacentre in Abu Dhabi, but we have plans in the pipeline to build more, because we know that this AI transformation and movement can only be truly facilitated and supported with a strong cloud foundation," said Yazbeck.

Yazbeck then revealed some key findings that emerged from Microsoft's recently published Cloud Dividend Snapshot report for the UAE.

As the old saying goes, the numbers don't lie.

And the numbers from Microsoft's Cloud Dividend Snapshot Report are incredibly impressive, with Microsoft's cloud and partner ecosystem projected to generate around $74.4 billion in revenue between now and 2028.

"I believe that the findings of our latest Cloud Dividend Snapshot Report perfect illustrates the economic impact our cloud technology is having on the UAE GDP. In the next 4 years, Microsoft, along with its partner ecosystem and cloud customers will generate a staggering $74.4 billion in revenue, and that's substantial when you

look at the overall UAE economy. In addition to this, Microsoft will support the local economy by spending more than $5.1 billion on our data centre and digital infrastructure. We have also established that our partners will receive $6.3 for every dollar Microsoft sells, and that will increase to $8 for every dollar Microsoft sells over the next four years," said Yazbeck.

However, Yazbeck revealed that one of the most significant announcements being made by Microsoft was the creation of around 153,000 jobs in the UAE over the next four years.

"Out of all the numbers I'm revealing to you, the most important is undoubtedly the fact that the whole Microsoft ecosystem from a technology perspective will create around 153,000 jobs over the next four years. These jobs will be created both directly by Microsoft, and indirectly through our customers and partners that use technology that serves Microsoft. We're extremely proud of the impact we're delivering in the UAE in terms of economic GDP and job creation," said Yazbeck.

The UAE is one of the most progressive nations in the world when it comes to innovation and technological advancements.

Microsoft has been a key partner for the UAE on every step of its technological evolution. In a further demonstration of their commitment to helping the UAE achieve its overall goals, the company recently announced the expansion of their global engineering development

centres footprint to the UAE.

Yazbeck heralded the government's ambition to be a global hub for AI.

"Look, I think it's important to introduce some context here, the UAE is a country that has a phenomenal appetite for digital transformation, and has lofty ambitions and aspirations when it comes to AI. The UAE President was in Washington a few weeks ago, and met with some of the most prominent technology leaders in the world, and a lot of the conversations revolved around AI, and he spoke of his vision for the UAE to be an epicentre for AI. The beauty of this vision is that it trickles down into every facet of the UAE economy. There is a responsibility on everyone to contribute to the vision of the nation, and everyone who is operating in the UAE needs to align their strategy to support the overall AI vision, and this is very unique when compared to other parts of the world. A critical element in facilitating this AI vision is being able to create innovation in the country, and that's why we are immensely proud to bring our Global Engineering Development Centre to Abu Dhabi", said Yazbeck.

Yazbeck said that the real impact the Global Engineering Development Centre will have will be in relation to technical talent, and enabling and empowering businesses with the ability to nurture creativity and innovate.

"It is a significant announcement, which will help take the UAE from mostly being a consumer of technology to a creator of cutting edge innovation that will be used around the world. In terms of what results it will yield for the UAE, the obvious one is the technical talent it is going to bring. It will allow the UAE to innovate on a bigger scale than in the past in terms of depth and scale. We're also going to focus on creating local talent through the centre, and we will partner with several universities all over the UAE to accelerate this movement. In summary, it's an important development for us, and the UAE, and only serves to reinforce our commitment to the AI vision of the nation," said Yazbeck.

Microsoft have a whole suite of AI solutions that have really caught fire on

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> ## Microsoft is very much at the forefront of AI transformation across the UAE, and there's no mistaking that. However, at the end of the day the foundation for AI is cloud technology."

a global scale, and one of those is its Microsoft Copilot suite.

According to Yazbeck, Microsoft Copilot has transformed workforce productivity levels at a whole host of multinational organisations across the Middle East region.

"We've embedded Copilot into each of our product portfolios from productivity to development, to security and the business application components. It's become very evident to us how receptive our customers are becoming to Copilot, they are really embracing it. In the UAE, we can see that our customers are adopting it in multiple different ways. However, it's become quite pertinent in terms of its impact on productivity levels. Take ADNOC for example, they've been able to improve the productivity levels for thousands of employees by leveraging the capabilities of Microsoft 365 Copilot. Other large entities like Emirates NBD have harnessed GitHub Copilot for their developers, and they have seen their developers' productivity improve by 20-30%. In addition to this, Emirates NBD have utilised Copilot in relation to customer service, and they have seen a substantial improvement in that area too, so it's been hugely beneficial for them from both a productivity and customer service perspective. In summary, the data we have indicates that 77% of people who use Copilot don't want to go back to working without it, and 85% says that the productivity gains are very clear, and are taking

productivity to the next level. So, as I said earlier the numbers don't lie, and it's very clear the positive impact that Microsoft 365 Copilot is having for so many enterprises across the UAE," said Yazbeck.

Microsoft has always adopted an unwavering commitment to skilling and training, and it has been well documented that organisations on a global scale face a huge problem when it comes to finding the right talent to harness the capabilities of disruptive new technologies that continue to emerge, especially in relation to AI.

As always, Microsoft is leading in the space, and Yazbeck revealed that the AI skilling is a major priority for the US technology leader. They are launching an AI skilling program aimed at training 100,000 government employees in the UAE.

"AI skilling is a major priority for us over the next two years. We have to take stock and be cognisant of the fact that when it comes to the AI market, and for all of us to really capitalise on the opportunities of AI then we need to focus on skilling, because the skills required to extract the maximum value from AI is not there. The only way our customers are going to get all the benefits of AI is through an AI skilled workforce. During GITEX 2024, we're going to officially announce that we will be launching an AI training program designed to train 100,000 government employees across both federal and local government institutions and departments in Dubai, Abu Dhabi and Sharjah. It will be a 12-month program on AI, and we need this training if the UAE government is going to be able to become the global hub for AI innovation that it desperately wants to become. This skilling program represents a substantial investment from Microsoft, and once again shows our commitment to helping the UAE achieve its AI goals and objectives," said Yazbeck.

The opportunities of Generative AI are boundless. However, there are valid ethical concerns over it in terms of data privacy, hallucinations and biases.

Microsoft coined the term 'Responsible AI'.

They have recently partnered with G42, on the opening of a new AI centre in Abu Dhabi designed to identify best practices around using AI responsibly.

Yazbeck believes the collaboration represents the intent the UAE and Microsoft both share in ensuring AI is used

responsibly.

"Responsibility is at the very core of our AI development. We apply the principles of our Responsible AI strategy in every region we operate in. The partnership with G42 is significant, and ultimately we want to embed our AI principles into our partnership with G42. Our AI for Good program is mainly related to research and development, but it is all intertwined in relation to our overall goal, which is to use AI to help humanity and make the world a better place. The partnership will ensure that AI development in the UAE will be much more responsible, and shows just how serious the nation is when it comes to responsible AI. The UAE wants to lead on AI globally, so it has to show its commitment and focus towards ensuring the technology is used, and developed in a safe and ethical way and that is so important," said Yazbeck.

Yazbeck concluded a wonderfully insightful, informative and intuitive conversation by highlighted the 'uniqueness' of GITEX Global, which is the Middle East's flagship technology symposium.

Yazbeck lauded GITEX, describing it as the biggest technology conference in the world, and said its ability to educate attendees was powerful.

"GITEX has now become the world's biggest technology event, but I believe the uniqueness of the event is the fact it brings stakeholders from the global technology community, global customers and local customers under the one roof to not only demonstrate new technology, but to actually educate each other on what's new, what's emerging and what's coming next. When you see the calibre of speakers delivering keynote presentations, and participating in panel discussions, it almost serves as a full week of education and learning. It's also great to meet customers from all over the region in a face-to-face capacity, the importance of that type of interaction can be difficult to quantify, but it is so important. It's always an intense week, but it is always so rich and rewarding for all that attend and exhibit. The GITEX brand is unique, often copied, but never replicated, and I think this year's event will be the biggest GITEX ever," said Yazbeck. 60

# UAE's AI71 and Morocco Ministry Ink Deal at GITEX GLOBAL to Support Morocco's Digital Strategy and Transformation

*Strategic partnership aims to support Digital Morocco 2030 with AI71 advising the Morocco government on the adoption of AI-powered solutions.*

AI71, which develops transformative industry solutions powered by the Technology Innovation Institute's Falcon AI models, signed a deal with Morocco's Ministry of Digital Transition and Administrative Reform at GITEX Global to partner in advancing digital transformation in Morocco in support of their recently announced Digital Morocco 2030 strategy.

The partnership agreement was signed by His Excellency Faisal Al Bannai, the Secretary General of the Advanced Technology Research Council, and Her Excellency Ghita Mezzour, the Delegate-Minister to the Head of Government in charge of Digital Transition and Administration Reform at the Dubai World Trade Center.

As a next step, the ministry and AI71 will work together to advance Morocco's digital transformation agenda by exploring the potential of adopting AI solutions to enhance citizens' access to government services and ensure a more accessible and user-centric experience for the public.

"We are honored to support Digital Morocco 2030, and to bring our AI expertise and solutions to even more people," said Reda Nidhakou, the Acting CEO of VentureOne, AI71's parent company. "Morocco's government and startups have the power to supercharge the national economy. Empowering them with the right digital solutions will help ensure many more people can benefit from AI's transformative power. We look forward to seeing Morocco move forward on its ambitious journey to digitisation and further solidify its position as a leader within the region."

In addition to helping enhance government services, AI71 is also awarding $100,000 USD worth of compute power to four Morocco-based AI startups following the conclusion of a successful joint competition with Morocco's Ministry of Digital Transition and Administrative Reform, which was designed to foster AI innovation in Morocco.

> **We are honored to support Digital Morocco 2030, and to bring our AI expertise and solutions to even more people".**

The competition kicked off at GITEX Africa earlier this year, where the ministry invited 200 start-ups to present their solutions to AI71 for a chance to be supported with compute power. In total, 35 AI startups participated in the competition, and four exceptional winners were selected based on novelty, technical feasibility, and growth potential: TOUM AI, Heyy.ma, PostGoo, and Thinkable.

Each will be given compute power via AI71's API Hub, which provides easy, affordable access to the Falcon series of AI models, enabling them to accelerate development, experimentation, and solution-building with AI.

AI71 will monitor the winning startups' progress and continue to explore potential opportunities for further funding, support, and collaboration. 60

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# Deloitte and Palo Alto Networks sign MoU at GITEX 2024 to bring 'Platformisation' to Middle East public and private organisations

*The expansion of their strategic partnership comes at a time when many organisations in the region are struggling to manage ever-expanding cyber environments consisting of disparate point products.*



> **Together, we aim to stay ahead of emerging threats and provide exceptional value to businesses across the Middle East."**

Deloitte recently signed a Memorandum of Understanding with Palo Alto Networks to expand their strategic alliance into the Middle East, bringing the latter's AI-powered cybersecurity offering to Deloitte clients in the region.

Tariq Ajmal, Cyber Leader at Deloitte Middle East and Ercan Aydin, Vice President – Middle East & North Africa at Palo Alto Networks signed the MoU during the opening day of the 2024 Gulf Information Technology Exhibition (GITEX) in Dubai – the biggest tech and startup show in the world.

The expansion of their strategic partnership comes at a time when many organisations in the region are struggling to manage ever-expanding cyber environments consisting of disparate point products. In place of heterogenous, overly complex environments that can potentially compromise security outcomes, Deloitte Middle East and Palo Alto Networks are helping organisations move toward platformisation. This refers to the consolidation of cybersecurity solutions into a single, integrated platform to simplify and strengthen the organisation's security posture and realise new efficiencies.

In line with its mission to simplify operational complexity, Deloitte has already consolidated multiple point solutions by adopting Palo Alto Networks' AI-powered cloud and network security platforms, enabling clients to realise the benefits of platformisation. Deloitte will also offer Palo Alto Networks security solutions to Middle East clients across its network, cloud, and security operations platforms.

Commenting on the announcement, Tariq Ajmal, Cyber Leader at Deloitte Middle East, said: "We are very pleased to be expanding our long-standing partnership with Palo Alto Networks into the region, in line with our mandate of collaborating with the world's leading organisations to make cybersecurity and transformation synonymous with business success." Tariq explains, "Moving towards platformisation is essential to meeting the security needs of modern organisations, and by embracing Palo Alto's integrated, AI-powered platforms, we are putting our clients at an advantage by enabling them to be early adopters of cutting-edge cybersecurity offerings."

Ercan Aydin, Vice President – Middle East & North Africa at Palo Alto Networks, added: "At Palo Alto Networks, we are fully committed to our partnership with Deloitte to deliver innovative, AI-powered solutions across the region. By combining our leading cybersecurity platforms with Deloitte's expertise, we're transforming how organisations secure their operations. This collaboration simplifies security and reduces complexity, enabling clients to embrace a unified approach to platformisation. Together, we aim to stay ahead of emerging threats and provide exceptional value to businesses across the Middle East."

With a focus on AI-powered cybersecurity offerings, the agreement signed between Deloitte Middle East and Palo Alto Networks is in line with the theme of GITEX 2024: "Global Collaboration to Forge a Future AI Economy." 60

# Veritas Announces FY25 Partner Awards Winners for the Middle East and Emerging Markets Region at GITEX Global

*The awards honour top channel partners across the region for their contributions to the Veritas business as demonstrated by overall performance in cloud, strategic growth and excellence in technical innovation.*

**Naim Yazbeck, Microsoft UAE**

Veritas Technologies, the leader in secure multi-cloud data management, recently revealed the winners of its FY25 Partner Awards for the Middle East and Emerging Markets Region. The awards honour top channel partners across the region for their contributions to the Veritas business as demonstrated by overall performance in cloud, strategic growth, excellence in technical innovation, and strategic implementation of Veritas solutions.

Yudum Yonak, Channel Director of International Emerging Region at Veritas, said: "Today, we celebrate the outstanding contributions of our top performing partners in the Middle East and Emerging Markets region. Our partners play a critical role in leveraging our cloud-native cyber resilience solutions to help organisations address a new era of data challenges and ensure compliance in the face of ever-growing cyber-attacks and security risks. The awards are testimony of our partners' core competencies in delivering strategic, AI driven, data management and protection solutions for our joint customers, empowering them to confidently navigate the next frontier in data security."

Among the award winners were (see below for full list):

### Partner of the Year (UAE) – MDS

"We are excited to see the significant expansion in our business across the region. Veritas' ability to drive continued product innovation, customer satisfaction and value across data protection, application resilience and data resilience offerings has driven our mutual success." – Ali Awada, Group Managing Partner at MDS

### Distributor of the Year (UAE, Levant & Africa) – Mindware

"We are very pleased to receive this award from Veritas Technologies. This is the result of successful collaboration between Veritas and Mindware to expand and deepen our footprint in the region. Today, every business faces the risk of cybersecurity or ransomware attacks and needs to be fully prepared. We are committed to work with Veritas to provide industry leading and innovative data security solutions to ensure maximum data resilience and business continuity for our customers." – Nicholas Argyrides, Vice President Gulf at Mindware

### Cloud Excellence Partner of the Year (UAE) – Condo Protego

"Veritas has always been a reliable and innovative partner to work with and this is why we are on a strategic journey with them to position ourselves for the future. Data security is becoming increasingly complex, and organisations are under mounting pressure to ensure data is always available among competing business needs. Veritas' product vision and breadth of their cloud-native data resilience solutions provide customers with the tools to drive business, security and compliance needs in today's complex cyber landscape." – Praj Calthorpe, COO at Condo Protego

### Partner of the Year (Qatar) – Mannai Corporation QPSC

"For over a decade plus, Veritas has been more than a partner to us providing innovation with trust, and excellence. This award is a testament to the power of collaboration and shared vision. We extend our deepest gratitude to Veritas team for their unwavering support, cutting-edge solutions, and the continued confidence they've placed in Mannai. Together, we've empowered many organisations in Qatar to safeguard their most valuable asset—data. As we celebrate this achievement, we look forward to many more years of success, innovation, and growth together. Here's to the future and the incredible impact we will continue to make, side by side." – Juan Leon, President ICT at Mannai Corporation QPSC

### Partner of the Year

> **Our partners play a critical role in leveraging our cloud-native cyber resilience solutions to help organisations address a new era of data challenges".**

### (India West) – VDA Infosolutions Pvt. Ltd

"We have a long association with Veritas and are excited to witness major growth especially in Banking and Finance Sector due to our focus on Cyber Resiliency, with Veritas adding significant value with its future ready robust data protection solutions. We are committed to further boost our relationship in coming years by spreading horizontally in other verticals as well with hybrid and secure multicloud data management and protection solutions." – Vikas Save, Director of VDA Infosolutions Pvt. Ltd

### Cloud Excellence Partner of the Year (India) – 3R Infotech Pvt. Ltd

"On behalf of the entire 3R Infotech team, I would like to extend our deepest gratitude for recognising us as Veritas' Cloud Partner of the Year. This prestigious recognition is a testament to our successful partnership and shared commitment to delivering innovative cloud solutions. Veritas has always been a reliable and innovative partner to work with. We are incredibly proud of this achievement and remain dedicated to further strengthening our collaboration with Veritas. Together, we will continue to drive excellence in providing cutting-edge cloud services and ensuring mutual growth." – Rohit Singh, CEO of 3R Infotech Pvt. Ltd

Veritas has partnerships with more than 20,000 companies worldwide. Learn more about the Veritas partner ecosystem or find an authorised Veritas partner by region.

Join Veritas at GITEX global between 15th-18th October 2024, to learn more about how organisations can ensure their data is protected, compliant, and recoverable when it matters most. Customers can find Veritas at Stand # CC2-1, Concourse II Dubai World Trade Center. 60

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# Presight Datahub, a Secure, Collaborative Data Marketplace Platform Launched at GITEX GLOBAL 2024

*Presight Datahub serves as a powerful tool for organisations, allowing them to turn their data into a growth accelerator.*
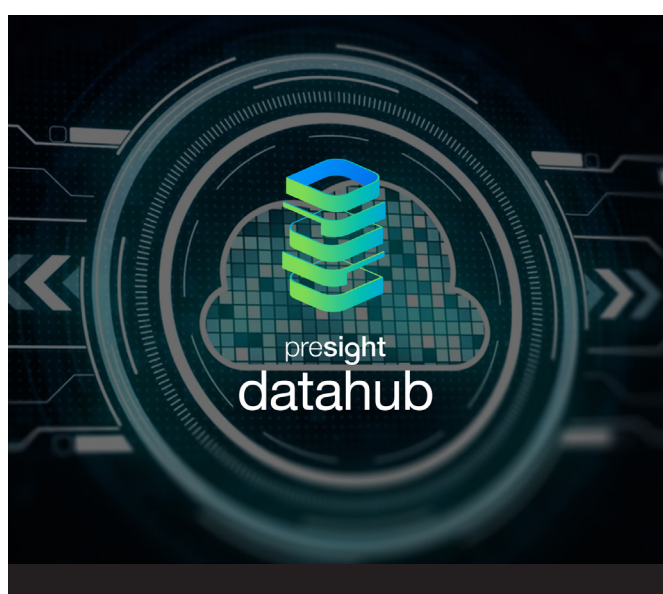
Presight, the region's leading big data analytics company powered by Generative AI, recently launched the Presight Datahub, a sovereign enterprise data marketplace platform that lets organisations create data products, realise value and seamlessly exchange data.

The first of its kind in the UAE, Presight Datahub serves as a powerful tool for organisations in both the public and private sectors, allowing them to turn their data into a growth accelerator.

Presight Datahub is a cloud-native platform that will be deployed in the UAE on Microsoft Azure, ensuring data sovereignty and security, while allowing for the flexibility to suit various organisational needs. Its extensive customisation capabilities enable businesses to tailor the marketplace to their specific requirements.

Thomas Pramotedham, CEO of Presight, said: "At Presight, we recognise that the true potential of Artificial Intelligence lies in the practical application of its technologies, or Applied Intelligence, uncovering actionable insights to create real-world impact. Presight Datahub is a step forward in data democratisation, making it easier and faster to understand the data and extract value. It's the latest example of how we enable our customers to harness data effectively and convert it into meaningful products and insights that fuel a strategic advantage."

Dr. Adel Alsharji, COO of Presight, shared: "As businesses continue to adapt to a data-driven environment, the Presight Datahub platform offers powerful capabilities to create data products, enabling secure and efficient data exchange and management. This not only empowers organisations to confidently navigate their data strategy but also helps them transition from value creation to value realisation. This is a first for the UAE and a powerful proposition for our customers and partners."

Any organisation with large amounts of data can generate value using Presight Datahub. Some examples of sectors include:

• Finance – helping companies securely exchange data, tailor data

> **We enable our customers to harness data effectively and convert it into meaningful products and insights that fuel a strategic advantage".**

products, improve trade strategies, and ensure compliance, powered by GenAI insights and visualisation tools.

• Retail & Hospitality – allowing firms to leverage the platform to support personalised customer experiences, optimise inventory management, refine demand forecasting, and improve marketing strategies using advanced data management and GenAI capabilities.

• Transportation & Mobility – organisations can use data exchange for streamlined operations, visualise route planning efficiency, with enhanced innovation through collaborative data insights.

• Smart Cities – use shared data products to enhance energy distribution, strengthen utility management, and optimise resource efficiency to drive sustainability with GenAI and visualisation features for smarter decision-making.

With the launch of Presight Datahub, organisations gain a powerful data marketplace along with Presight's expertise in data strategy and exchange. Through tailored enablement services, Presight helps businesses transform data into actionable insights, driving innovation and growth. 60
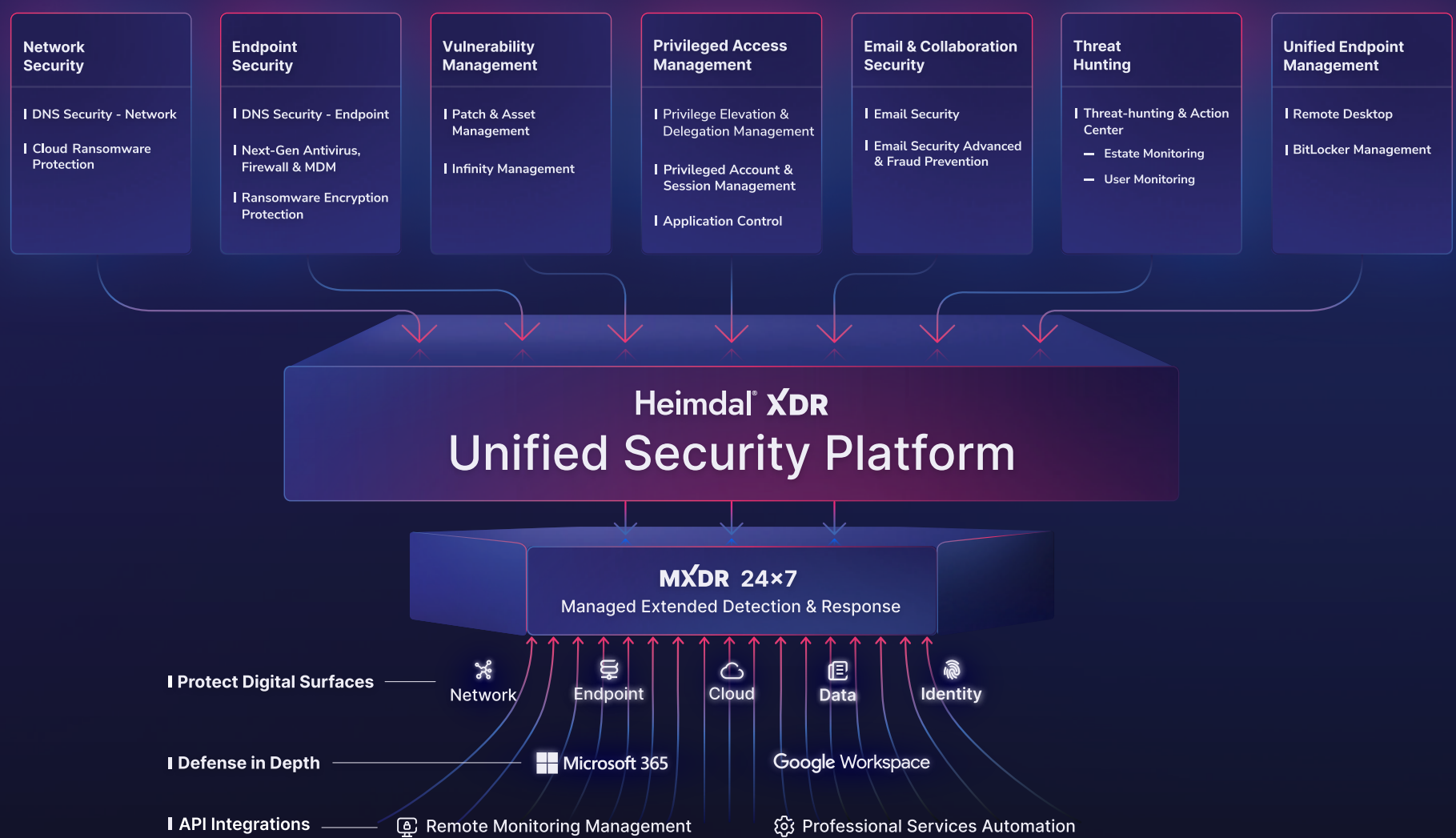
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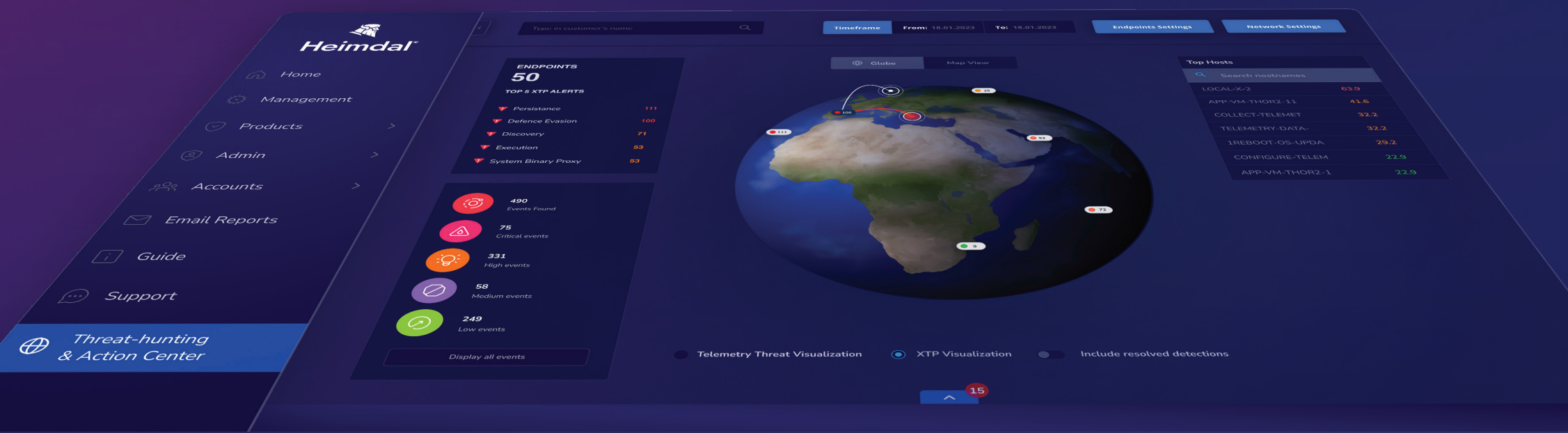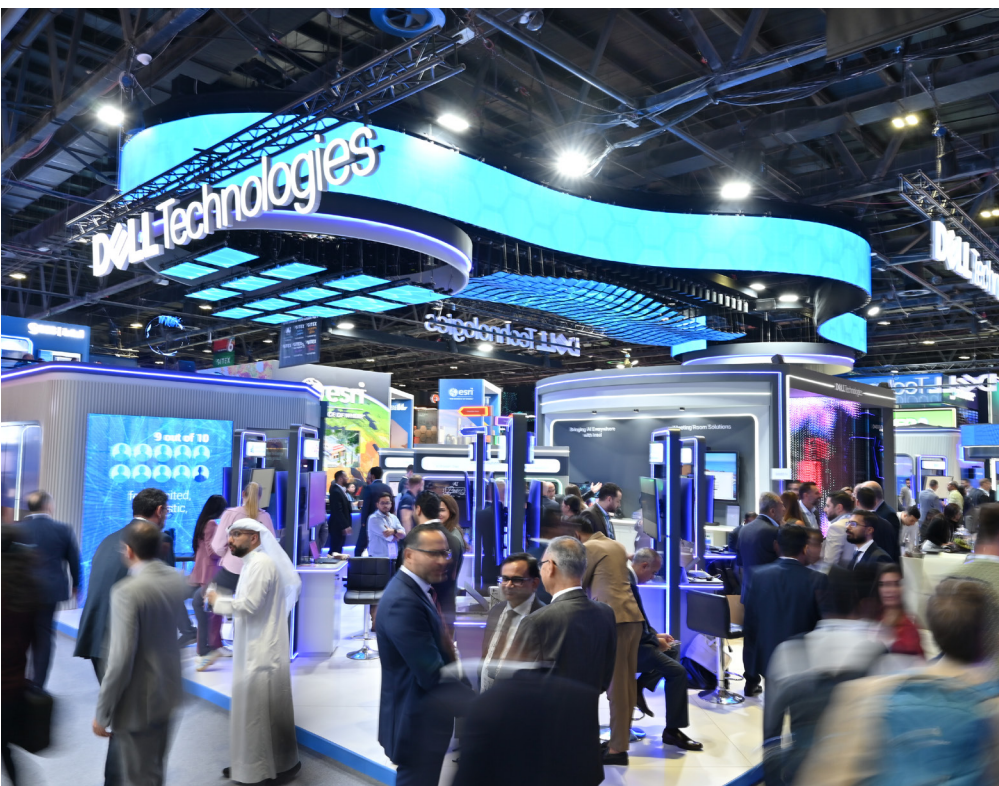


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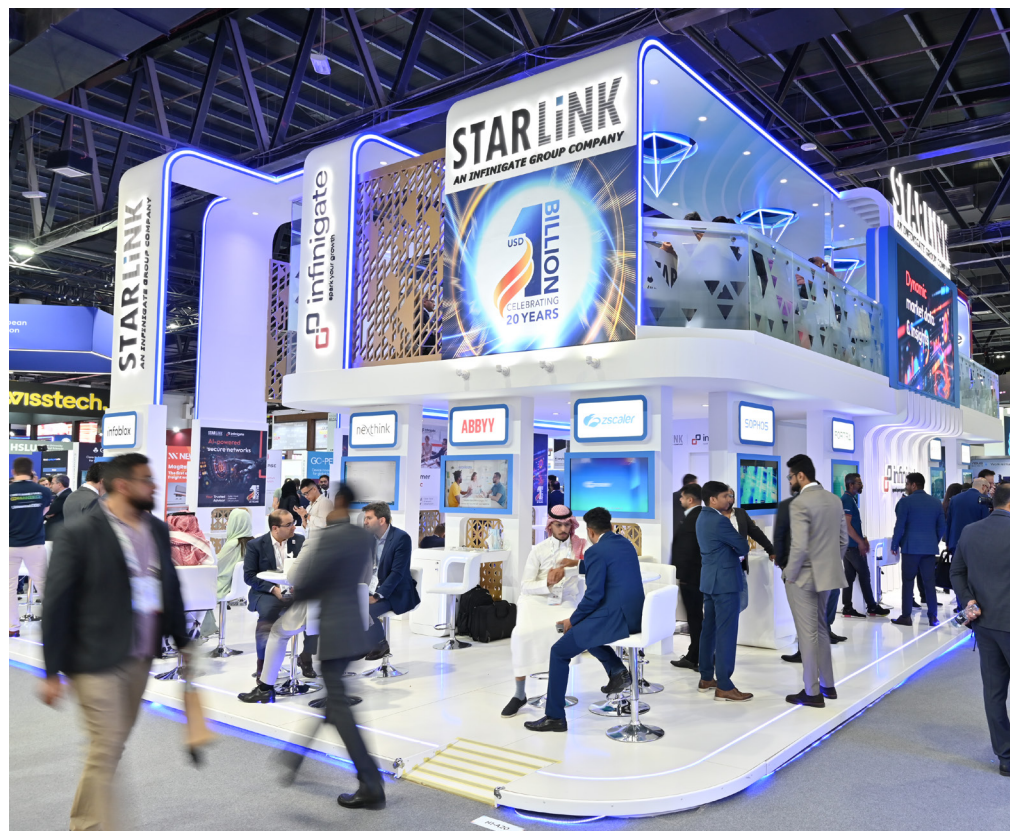
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# STANDS TO WATCH



## Dell Technologies

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



## Starlink

Stand No: H1-A20, Hall 1

# STANDS TO WATCH



## Salesforce

Stand No: H4-A5, Hall 4



## Mindware FZ LLC

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

# STANDS TO WATCH



**StorIT**

Stand : H3-A10, Hall 3



**Pure Storage**

Stand: H6-C40, Hall 6

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