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PURE STORAGE
FOCUSES ON CUSTOMER NEEDS AS THEY GROW

SAMER SEMAAN, DIRECTOR OF DISTRIBUTION & ALLIANCES, MIDDLE EAST, TURKEY & AFRICA AT PURE STORAGE, TOOK THE TIME TO ANSWER SOME QUESTIONS REGARDING CHANNEL STRATEGY, TRENDS TO WATCH OUT FOR AND RECENT ENHANCEMENTS TO THEIR PARTNER PROGRAM

PAGE 03

FEATURES

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Pure Storage focuses on customer needs as they grow

How does Pure Storage plan to evolve its channel strategy over the next few years, and what are the key growth areas you are focusing on?

We will maintain a laser focus on jointly meeting our customer's needs and will continue focusing our investment on existing partners who are loyal and have a growth mindset. Additionally, we will continue to be a 100% channel focused company.

Across the region, we're seeing customers looking to invest in infrastructure to support their AI initiatives. In parallel, customers are determined to reduce the carbon footprint of their tech stack. By leveraging Pure's storage-as-a-Service offering, Evergreen//One, partners will be uniquely positioned to meet these two pressing customer needs. Customers will have the ability to be flexible in how much and how long they consume infrastructure for, plus Pure Storage's infrastructure is much more energy efficient. For partners, this means benefiting from increased ARR, the ability to grow share of wallet and offering more energy efficient technology. By focusing on these priorities, we can strengthen our partnerships and drive mutual success in the years ahead.

Can you touch on 1-2 key trends that you believe are shaping the channel

One of the big trends we are seeing in the region, particularly among traditional resellers, is the shift to a more hybrid model, where Managed Services is becoming a bigger part of their value proposition. It's no secret that organisations have been steadily shifting their IT consumption preferences to favor subscription-based models to take advantage of all the benefits of a cloud-operating model. At the same time, whether it be

Samer Semaan, Pure Storage

> **Pure Storage offers a single, consolidated, consistent, and highly orchestrated platform that delivers more than 10x the reliability at less than one half the power".**

because of budgets, or the talent crunch, many organisations are facing resource constraints. The combination of these two factors has led many organisations to outsource their infrastructure to MSPs – everything from cybersecurity to their storage and backup. As-a-Service solutions backed by SLAs are going to continue to grow as partners and customers want guarantees and peace of mind.

Can you provide insights into any recent enhancements to Pure Storage's partner program?

This year we announced several updates to the Pure Storage Partner Program including new incentives, billing automation, and intelligent visibility into customer assets to support predictable recurring revenue streams in today's services-driven economy.

These capabilities will help partners drive greater operational efficiency and improve the overall customer experience. Pure Storage partners will benefit from the following enhancements:

AI-powered asset management: Through the Pure1® Assets dashboard, partners benefit from uninterrupted service and clear cost analysis during renewal periods with smart workflows. With industry-leading visibility into expiring subscriptions and AI-based recommendations, partners can turn renewals into planning and growth conversations for increased revenue while discovering new IT projects.

Digital master services agreement: Pure gives partners the ability to opt-in to a new self-service purchasing model which enables customers to subscribe to additional Evergreen//One™ services within Pure1. The new model includes partner margin and full account visibility for partners to track revenue growth.

Expanded partner intelligence: Further expanding on existing partner intelligence capabilities, partners gain new strategic insights,

including account-specific KPIs, trends, and directed growth opportunities, and platform performance analysis to expose upsell opportunities and improve the customer experience.

Simplified invoice management: Pure's Partner Invoice Management provides self-service invoice reporting, APIs, and an actionable dashboard so reconciliation time is significantly reduced or eliminated.

In a highly competitive storage market, what unique advantages or differentiators does Pure Storage offer?

As enterprises further embrace AI to drive innovation, streamline operations, and gain a competitive edge, traditional storage infrastructure fails to meet the performance, scalability and energy-efficiency requirements needed. In fact, according to a recent survey that Pure Storage conducted,

98% of CIOS & IT decision makers state that their IT infrastructure requires urgent improvements to create the necessary conditions for AI success. 81% believe that AI-generated data is likely to outgrow their organisation's current data centres, emphasising the need for a robust, high-performance, efficient and cyber-resilient AI infrastructure.

Customers today also face challenges around ease of management and automation of disparate systems. While competitors look to address these issues by offering a potpourri of disparate products — consisting of different operating systems, APIs and management — Pure Storage offers a single, consolidated, consistent, and highly orchestrated platform that delivers more than 10x the reliability at less than one half the power, space, cooling and labour of competitive solutions. 60

Ring showcases AI-powered home security innovations

Ring is highlighting its cutting-edge solutions designed to keep homes connected and secure.

Mohammad Meraj Hoda, Ring

At GITEX, Mohammad Meraj Hoda, Vice President of Business Development for Emerging Markets at Ring, shared key insights into the company's mission and focus, highlighting its innovative security solutions. He emphasised the company's commitment to enhancing customer experiences through its product portfolio and integrating advanced technologies like AI.

Ring is highlighting its whole-home security solutions this year, from video doorbells and indoor and outdoor security cameras to Ring alarms. The company is also showcasing the Ring Pan-Tilt Indoor Camera, Ring's first indoor camera that can rotate 360 degrees. The camera delivers high-quality video footage and reliable functionality, including full and clear HD video and colour night vision with expansive pan

Zebra Technologies highlights sustainability and AI-driven security solutions at GITEX 2024

Veronica Martin spoke to Tim Stoddard, General Manager – EMEA at Zebra Technologies, during GITEX 2024 about the company's focus and theme this year, how they are leveraging AI to enhance their own products and the emerging trends for 2025.

Tim Stoddard, Zebra Technologies

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 you are showcasing at your stand?
Our vision as a company is to ensure that every frontline worker at the edge of the network and every asset is connected, visible, and optimised. This vision is anchored by three core themes: asset visibility, the connected frontline worker, and intelligent automation.

These themes resonate across various industries, including retail, transportation, logistics, manufacturing, hospitality, healthcare, and government. For this event, however, our focus aligns closely with the overarching theme of GITEX: AI. We see AI as a powerful enabler that can drive our technology and solutions in several impactful ways.

At the heart of our business is the optimisation of workflows. We strive to enhance efficiency, minimise errors, and improve the customer journey. Here, the term

'customer' encompasses both frontline employees and consumers engaging with our clients. Ultimately, our vision for this event is to clearly communicate the value proposition of our initiatives across these sectors, emphasising how AI serves as a catalyst for achieving our goals in these diverse verticals.

Collaboration is a key theme for GITEX, focusing on building a robust ecosystem of partnerships. We invest heavily in this ecosystem, working with over 10,000 global partners to create scalable solutions that meet our customers' diverse needs. These partnerships range from providers of wrap-around solutions and software to those with mutual agreements, allowing us to combine our strengths for greater impact.

In terms of technology, we're exploring innovative ways to deliver timely information to our customers. Our AI proposition aims to add value in critical scenarios, such as enhancing operational efficiency in smart

ambulances by providing real-time visibility of essential assets for frontline responders. Additionally, our ET65 product uses AI for image recognition, addressing challenges like shrinkage by ensuring that scanned items match their barcodes.

To illustrate the impact of our technology, consider our work with diesel combustion engines, where our machine vision and AI solutions have reduced defect rates from 15% to 5%, significantly enhancing quality and cost efficiency. Similarly, for a pharmaceutical client, we improved the accuracy of batch code identification from 70-80% to over 95% while decreasing the identification time from 30 seconds to just one or two seconds, demonstrating our commitment to leveraging technology for operational excellence.

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?
From a global perspective, one of the most significant issues our customers are currently facing is what we refer to as time to competency. This concept encompasses several challenges: labour availability, employee retention, and ensuring that workers are focused on completing

> **By integrating AI, we can enhance the time it takes for workers to become proficient in their roles".**

the most valuable tasks.

One of the ways we can effectively address these challenges is by leveraging Generative AI in conjunction with our technology themes, such as mobile computing, printing, scanning, intelligent automation, and machine vision. By integrating AI, we can enhance the time it takes for workers to become proficient in their roles.

When a worker is tasked with a job—regardless of whether they are new to the environment or experienced—our solutions can provide contextualised value at that critical moment, enabling them to make informed decisions and empowering them to tackle higher-value tasks. For instance, consider a new frontline worker in a retail environment who uses voice-activated technology or captures images of store displays. They can quickly identify areas for improvement in efficiency or error reduction. A specific use case could be planogram compliance: the worker might take a photo of a shelf and, using voice commands, identify issues such as out-of-

stock items, pricing errors, or misplaced products.

These observations, which could take a new employee considerable time to notice, can be identified in seconds with our AI-driven solutions. We can then create actionable tasks and dispatch them to the appropriate team members, optimising our workforce and ensuring that we effectively address these exceptions.

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?
Taking a step back, from a strategic and visibility standpoint, innovation has been in our DNA for over 55 years. We've been steadily driving progress and currently, we're investing about 11% of our turnover into R&D. For us, Gen AI is a key pillar that supports our strategy.

Now, Gen AI covers a broad spectrum of technologies—from large language models to machine vision and product recognition. We're a company that prides itself on not only innovation but also responsibility. So, while we're fully immersed in exploring how AI can add value, we're equally committed to doing so within the right legislative and ethical frameworks.

A significant portion of that 11% R&D investment goes into ensuring we're not just compliant but setting the bar for responsible AI usage. We're making sure that every step we take in AI development adheres to ethical and regulatory guidelines.

Outside of AI, what other trends do you see emerging across the technology landscape in 2025?
From Zebra's perspective, we are focusing on two key themes: AI-driven security and sustainability. Our customers are increasingly prioritising sustainability in their operations, prompting us to adapt and innovate accordingly. We've observed a significant shift in their investment in sustainable practices, which encompasses a wide range of initiatives. For example, we are optimising the packaging of our devices to minimise waste and ensure we meet sustainability requirements.

Additionally, we are examining aspects like power consumption, product longevity, and lifecycle management to help our customers achieve their sustainability goals. On the security front, our clients face growing threats from malware and hacking incidents. They rely on us to safeguard their systems, identify potential threats, and evolve our security measures accordingly.

This is where AI plays a crucial role; we are making substantial investments in enhancing our security protocols and collaborating closely with our customers' Chief Security Officers. Our goal is to provide solutions that are not only relevant and valuable but also align seamlessly with their security frameworks.

and vertical tilt coverage. It includes features like Live View, Two-Way Talk, and real-time motion alerts.

"We are dedicated to keeping people connected to what matters most," said Hoda, underscoring the company's central mission. "Our doorbells, for instance, provide notifications when someone approaches, making parcel deliveries and visitor alerts seamless. For those concerned about loved ones at home, our indoor cameras ensure you can keep an eye on them remotely. Meanwhile, our

> **Our mission remains the same: to ensure our customers can stay connected to what matters most, wherever they are".**

outdoor cameras create a perimeter of security around your property.

He also pointed out the integration of these devices through Ring's proprietary app, which unifies their functionality, giving users convenience and comprehensive control over their home's security. "The response we've received at GITEX has been fantastic, with growing engagement and strong brand recall compared to last year," he added.

As AI becomes an integral part of technological advancement, Ring

has long embraced it to enhance the security experience for its customers. "AI is a game-changer, but for us at Ring, it's not new; we've been integrating AI and Computer Vision into our products for years," said Hoda.

For instance, he shared Ring's doorbells use AI to detect specific activities, such as package deliveries or human movement. "AI not only alerts users but gives them meaningful data, allowing them to monitor their homes more effectively. Our cameras, with motion detection and privacy zone capabilities,

can track a person's route approaching your home, providing a layer of security that's both proactive and informative."

Reflecting on GITEX's importance, Hoda remarked, "GITEX is an incredible platform, and with its expansion into other regions, it has truly become a global brand. It allows us to engage with partners and customers while elevating our brand presence."

Ring also debuted its transformed subscription plans that will be available for customers on November 5. Ring

Home offers three plan tiers: Home Basic, Home Standard, and Home Premium, and depending on the tier, it comes packed with new features like Video Preview Alerts, Extended Live View, Continuous Live View and Doorbell Calls.

He concluded: "Our mission remains the same: to ensure our customers can stay connected to what matters most, wherever they are. Whether it's monitoring their pets, ensuring the safety of their family, or securing their property, we aim to provide peace of mind." 🔵

Vectra AI: tackling identity breaches and adopting cloud security innovation

Veronica Martin caught up with Taj El-khayat, Area Vice President - South Europe, Middle East, Turkey and Africa (SEMEA) at Vectra AI to discuss the key products and solutions they are showcasing, how the company is leveraging AI to enhance their own product portfolio and their upcoming trends for 2025.

Taj El-khayat, Vectra AI

Create a headline for this interview: 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?

One of our key focuses at GITEX this year is our AI-driven threat detection and response platform, which continues to evolve with more attack surface coverage and sophisticated behavioural detections. We aim to protect organisations from zero-day and unknown threats. This year, we're emphasising three main areas:

First, we're addressing the rise in identity breaches. Hackers aren't hacking—they're logging in. Our mission is to protect organisational identities by focusing on both pre- and post-login activities, leveraging AI to detect malicious behaviour in identity-centric attacks.

Second, we've launched a Managed Security Services (MSSP) partner program. In previous years, GITEX was all about technology. This year, we're focusing on what's in it for our partners—enabling them to

monetise our solutions and strengthen relationships with their customers. We're making it easier for MSSPs to acquire licensing, reducing pricing complexity, and streamlining onboarding.

Third, we've introduced our Respond UX (RUX) platform, bringing the power of our on-prem AI platform to the cloud. This SaaS offering makes it easier for organisations to adopt AI-driven security solutions without the infrastructure burden, offering speed, scale, and simplicity for both large enterprises and those with limited capabilities.

Our focus is on identity security, empowering partners, and offering flexible, scalable AI solutions across on-prem, air-gapped, and SaaS environments.

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?

I'm not sure if this is perceived as good or bad,

but we've been doing this for 13 years. When we first decided to integrate AI into cybersecurity, many thought we were crazy. People asked, "Isn't AI insecure? How can it protect against cyber threats?" Fast forward to today, and Vectra has become synonymous with AI-driven cybersecurity. Recently, we were honoured with Gartner's Customer Choice Award for 2024, the only cybersecurity company to receive this recognition. This is something we take immense pride in because it's a reflection of customer feedback—a rating system that we can't influence. It's a true testament to the value we bring to our clients.

At the core of what we do is a commitment to empowering organisations to enhance their security operations and make the world a safer place using AI. That's our North Star. How do we achieve this? By leveraging AI to support security analysts. Our AI reduces their workload, minimises burnout, and allows them to focus on high-priority threats instead of overwhelming, low-level tasks. This not only improves their longevity in the role but also allows them to transition from generalists to specialists in AI security, opening new career paths.

Our AI handles threat detection, triaging, and prioritisation, eliminating the need for analysts to search for the proverbial needle in a haystack. This significantly improves efficiency in security operation centres and ensures human analysts can focus on what really matters.

As for our broader mission, we're committed to using AI for good. As the rise of generative AI brings new malicious threats, we're focusing on developing AI

that combats those risks— AI fighting AI. Additionally, we leverage AI internally for capacity planning, forecasting, and partner support, simplifying our operations while driving success in the market.

Ultimately, we aim to protect the critical sectors of society— healthcare, education, and banking—from zero-day attacks. Our mission is to ensure that these vital industries are safeguarded against evolving threats, contributing to a fairer, safer world for everyone.

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?

Here's how I see it: think back to when cloud computing first emerged. People were hesitant, asking, "How can I let my data be stored somewhere I can't control?" Even today, there are still some uncertainties. But over time, companies realised that if they wanted to grow, expand, and scale, they needed the power of cloud infrastructure—something that offers speed and scalability. They understood that avoiding the cloud would limit their growth, so regulations were put in place to protect data.

The same is happening now with generative AI. Gen AI is here to stay, and it will become a major part of our lives. Look at examples like Microsoft's Copilot. You're writing an

> **Our focus is on identity security, empowering partners, and offering flexible, scalable AI solutions across on-prem, air-gapped, and SaaS environments".**

email, and a suggestion pops up to enhance your writing—that's AI at work. Or when banks use facial recognition for transactions, that's AI too. These systems are already regulated. For instance, banks and consumer tech companies like Microsoft follow strict guidelines to ensure AI is used responsibly.

As generative AI becomes more sophisticated, I believe governments will step in with regulations, similar to GDPR, that define not just how AI can be used but also how it's trained. Stricter guidelines will emerge around both the development and application of AI technologies.

From a security perspective, organisations will also put measures in place to limit AI's misuse, preventing it from becoming a gateway for cyber threats. We'll see more protective AI tools—Vectra is already a leader in this space—but many other companies are focusing on AI-driven cybersecurity.

Ultimately, just like cloud computing and data privacy, AI will be regulated—and likely much faster. The companies that adopt AI will need to ensure they have the right policies in place to use it safely and effectively, so it doesn't turn into a liability.

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

technology landscape in 2025?

From what's happening here in the region but also from events we've attended across Europe and the U.S., cloud computing, while not new, will continue to play a critical role in AI. Today, some of the biggest global companies are partnering with major cloud providers to prepare the infrastructure needed for AI's growth. AI requires immense processing power—GPUs, LPUs—and this kind of scale and capacity can only be achieved through the cloud. So, cloud computing remains crucial for deploying AI effectively.

The second factor is the rise of IoT, which will expand as AI integrates more with robotics. Robotics will essentially function as part of the Internet of Things, and to manage and orchestrate these systems, cloud infrastructure will again be key to supporting this growth.

Another major enabler will be the deployment of 5G networks. 5G will drive a new wave of smart city adoption, and even beyond that, we'll see the emergence of cognitive cities. Though 5G has been in discussion for years, the high costs and lack of readiness have slowed widespread adoption. But as technology evolves and costs become more manageable, 5G will become a catalyst for this transformation.

Lastly, cybersecurity will remain a top priority, with significant investments being made in advanced security measures. AI is part of this, but we'll also see innovation aimed at addressing the current skills shortage in cybersecurity. Automation, robotics, and predictive technologies will help guide less experienced analysts by providing actionable insights—moving from "mean time to detect" and "mean time to respond" to "mean time to solve." As we rely more on machines and AI, cybersecurity risks will increase, making ongoing innovation in this space essential to protect organisations. 🔵

Juniper Networks: showcasing AI leadership and UAE's market significance at GITEX 2024

Veronica Martin caught up with Refat Al Karmi, Senior Consultant for META at Juniper Networks, during GITEX 2024 to discuss they the UAE is an important market for your business, their expectations for GITEX this year and their new announcements.

Refat Al Karmi, Juniper Networks

Write a headline about this interview: Why is the UAE an important market for your business?
Juniper established its office in the UAE long ago, recognising it as one of our most important markets. The UAE serves as a strategic hub connecting Europe, the U.S., the Middle East, Africa, and even the Far East. Known for its stability and conducive work environment, the UAE has become a preferred location for many multinational companies, including Juniper.

Our extensive partner ecosystem is firmly rooted here, allowing us to integrate with leading technology firms to expand our solutions and better serve our customers in the region. The UAE is critical to our operations, and our regional office plays a vital role in our success.

What are you aiming for as a participant in GITEX this year, what are your expectations?
GITEX is a key event for us, and we participate every year to connect with our existing customers, potential clients, and partners. It provides an excellent opportunity to showcase our latest technological innovations and developments over the past year, highlighting the benefits they bring to our customers.

As pioneers in AI, we are excited to present our advancements in this

> **Our focus is on demonstrating how these innovations can deliver significant business benefits to our end users, customers, and partners, enhancing our overall ecosystem".**

area, along with multiple announcements related to our AI initiatives. Our focus is on demonstrating how these innovations can deliver significant business benefits to our end users, customers, and partners, enhancing our overall ecosystem.

Any new announcements in the pipeline?
At GITEX, we made several significant announcements that underscore our commitment to innovation. One highlight is the launch of Wi-Fi 7, the seventh generation of wireless connectivity, which offers higher bandwidth, more reliable connections, and reduced latency, specifically designed for the enterprise market.

We also introduced Marvis Mini, an extension of our software and AI capabilities that features a groundbreaking concept known as the Digital Experience Twin. This innovation allows us to proactively identify issues before users are even aware of them, ensuring optimal performance and user experience.

Additionally, we unveiled our Connected Security solutions and enhancements for AI in both security and data centres, addressing the growing complexity of AI adoption in the market. To facilitate this transition, Juniper has launched an AI Adoption Program that includes free training for executives and hands-on sessions for partners and customers across the region we serve. This initiative aims to simplify the adoption process and enhance understanding of AI technologies, among many other exciting developments.

What are the main highlights you are showcasing at GITEX?
At GITEX, we're celebrating the success of our AI innovations, emphasising their impact on user experience. Our primary focus is to transform the networking industry by shifting the narrative from mere connectivity to a holistic user experience. We want our customers to truly understand this shift and to feel the difference in their interactions with our technology. Sharing these advancements and insights with our users is at the heart of what we do. 🄿

How Ericsson is using 5G and AI for sustainable digital transformation in the MEA region

Veronica Martin caught up with Patrick Johansson, President at Ericsson Middle East & Africa, during GITEX 2024 to discuss how Ericsson is leveraging 5G and AI to shape the digital future of the region and how their solutions are helping countries in the Middle East and Africa achieve their sustainability objectives while fostering digital growth.

Patrick Johansson, Ericsson Middle East & Africa

5G and AI are central to advancing digital transformation. How is Ericsson leveraging these technologies to shape the digital future of the region, and what innovative solutions are you introducing to support this transformation?
We've always been at the forefront of technology, and our latest innovations continue this legacy of nearly 150 years. This region stands out as a leader in adopting the latest advancements in the digital economy. Our offerings aim not just to function, but to deliver real, actionable results today.

At this year's GITEX, we're showcasing live demonstrations, including intent-based network optimisation driven by AI engines. These solutions are currently implemented and operational in networks, ensuring you receive the best experience from both 4G and, more importantly, 5G deployments.

5G serves as an innovation platform, not just a communication tool, enabling the development of new technologies and applications. Our goal is to be an integral part of this ecosystem, both in the UAE and around the globe.

How are your solutions helping countries in the Middle East and Africa achieve their sustainability objectives while fostering digital growth?
That's a very important question, as development and sustainability are closely intertwined. At Ericsson, sustainability is a core focus. We operate on a circular economy model, which ensures that any equipment we introduce to the market is also returned for complete recycling.

From a broader perspective, we're heavily invested in energy efficiency. Our latest radio technologies are around 45% more energy-efficient than previous generations, and we have set an ambitious target to achieve Net Zero across our value chain by 2040.

Interestingly, while our industry accounts for only about 1.4% of global energy consumption, we have the potential to influence up to 15% of the overall carbon footprint. This means that by implementing more energy-efficient solutions, we not only improve our direct impact but also significantly reduce CO2 emissions across the entire ecosystem.

Could you share some key partnerships or projects that are fostering growth and pushing the boundaries of technological advancements in the region?
Collaboration is key to our approach. It's not just about what Ericsson does; it's about what we achieve together with our customers and partners. We have numerous examples from the Middle East, Africa, and around the world where our collective efforts ensure seamless development that benefits society as a whole. Some of our key initiatives include:

• Continued collaboration with e& Group and du UAE under previously established sustainability MoUs.

• New sustainability agreements with Zain Group, Batelco Bahrain, and MTN Group to support their sustainability agendas and drive more sustainable networks.

• A strategic partnership with stc Group's iot squared, focused on pioneering recycling efforts in Saudi Arabia through our Connected Recycling Platform, a cloud-based solution for sustainable waste management.

• The introduction of the Connected Recycling platform in the UAE through a partnership with du.

• A joint MoU with stc to power their network infrastructure with renewable energy, including solar-hybrid sites, while managing and disposing of obsolete equipment through our Product Take-Back Program.

• Deployment of an AI-powered energy-saving solution in Jordan with Umniah, which demonstrated around 20% reduction in daily 5G power usage during the proof-of-concept phase.

• An extended partnership with Mobily to leverage AI and machine learning for enhanced operational efficiency and sustainability.

• Artificial Intelligence for TAWAL's network, resulting in carbon dioxide emissions reduction of up to 40 percent, a reduction of up to 70 percent in generator run hours, and more than 40 percent reduction in energy consumption for heating, ventilation, and air conditioning (HVAC).

• Collaboration with e& to explore initiatives aimed at breaking the energy curve and developing more efficient networks, supporting e&'s commitment to net-zero operations in the UAE by 2030.

• Partnership with Etisalat Egypt to implement the Smart Connected Site solution, which improved the efficiency of diesel generators, achieving up to a 40% fuel saving and reducing carbon emissions.

By working together, we can create solutions that address the needs of communities and drive positive change across various sectors.

What do you see as the most significant trends emerging in the Middle East and Africa, particularly in the areas of 5G, AI, and cloud computing, and how is Ericsson positioning itself to capitalize on these trends?
We observe two distinct behaviours between the regions. In the Middle East, we have a highly advanced landscape characterised by ubiquitous 5G connectivity and cutting-edge solutions that are driving the digital economy. This progress is facilitating smoother operations in various sectors, including electrification and e-government.

Conversely, Africa is still in the early stages of development. While there are some scattered 5G deployments, the region largely relies on 2G and 3G technologies, with 4G becoming more prevalent. However, there is tremendous potential for growth, with projections anticipating 5G subscriptions across Sub-Saharan Africa to exceed 320 million by 2029, accounting for 28 percent of all mobile subscriptions at that time.

Services such as mobile money and financial services are playing a crucial role in fostering inclusion and promoting broader societal development. The opportunities in Africa are significant, and while the Middle East is more advanced and forward-thinking, we are leveraging insights from that region to navigate the complexities in Africa. Our focus is on ensuring that sustainability, connectivity, and societal development come together to build secure futures for both regions. 🄿

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HP focuses on empowering employees through AI

HP's Peter Oganesean highlights the company's commitment to harnessing AI for productivity and security in a rapidly advancing digital era.

Peter Oganesean, HP

As artificial intelligence (AI) and digital transformation continue to evolve at an unprecedented pace, industry leaders are leveraging events like GITEX to showcase cutting-edge technologies and engage with consumers.

On the sideline of the show, Peter Oganesean, Managing Director of HP for the Middle East and East Africa, shed light on the company's offerings at the show, his perspective on the future of work, and the critical role of regulations in deploying generative AI securely.

He said: "GITEX serves as an essential stage for HP, allowing us to present our extensive portfolio—from computing to printing, retail point of sale systems, and large-format printing."

Oganesean emphasised that the company's theme for the exhibition aligns with the overarching focus of the event: AI. With a firm belief that AI will profoundly reshape productivity and creativity, he sees it as a powerful force for transformation in work.

"Our goal is to create technology and solutions that facilitate smoother digital transformation and enhance productivity," he said. "AI is not just an addition; it's a core component that elevates our products and solutions to meet the evolving needs of users."

In addressing the future of work, Oganesean highlighted that HP's strategy revolves around understanding the employee experience. Drawing insights from their recently released Work Relationship Index, which surveyed 15,600 respondents across industries in 12 countries, HP found that a mere 28% of respondents reported a healthy relationship with

> **Our goal is to create technology and solutions that facilitate smoother digital transformation and enhance productivity".**

their work.

"It's evident that we need to prioritise personalisation," he shared. "In fact, employees are willing to sacrifice salary for tailored benefits."

HP's findings further highlighted the need for personalised solutions to meet the diverse needs of different employee groups—frontliners, leaders, and specialists—with 73% believing that AI will simplify their jobs.

Oganesean advocates for an employee-centric approach and said that enhancing the work experience is vital for fostering growth and maximising productivity. "To achieve this, we must cater to the individual preferences of our employees. AI's capability for personalisation can be a game-changer in that regard," he noted.

When the conversation shifted towards the security frameworks essential for deploying generative AI, Oganesean outlined the pivotal role of cybersecurity and sustainability. For HP, integrating AI in products extends beyond just functionality—it must also encompass robust security measures.

"Our customers want to know that their data is safeguarded. We've built in-house cybersecurity mechanisms to respond to these needs, shifting AI applications from cloud-based platforms to the device itself," he explained. This decentralised approach not only bolsters security but also minimises data sharing, ensuring greater trust among users.

On the subject of sustainability, Oganesean reiterated HP's commitment to becoming one of the most sustainable tech companies globally by 2030, focusing on climate change, digital equity, and the circular economy. Notably, the company aims to eliminate plastic from packaging by 2025, emphasising its dedication to environmental responsibility.

In conclusion, Oganesean remarked, "AI is set to transform the way we live and work completely. Our focus on enhancing user experiences and safeguarding their data will drive us towards a successful future." 60

Batelco and Thales Forge Partnership to Provide IOT Connectivity Management Platform

As a result of the collaboration, Batelco will deliver an advanced IoT connectivity management platform designed to transform the management of IoT devices for business owners.

Batelco, part of the Beyon Group, signed a partnership agreement with Thales, a renowned company in advanced technologies. The agreement was signed by Batelco CEO, Maitham Abdulla and Guillaume Lafaix, VP Connectivity Solutions at Thales in the presence of senior management from both entities. The signing took place during GITEX Global 2024, taking place at Dubai World Trade Centre, UAE from 14-18 October.

As a result of the collaboration, Batelco will deliver an advanced IoT (Internet of Things) connectivity management platform designed to transform the management of IoT devices for business owners. This platform simplifies managing connections and rules for multiple users across different use cases, helping businesses improve their IoT operations.

Moreover, the platform will enable business owners to centralise their data while significantly improving data communication and transfer capabilities. It ensures low latency, and better-quality data transmission, maximizing network capacity, all at a minimal cost.

> **As a result of the collaboration, Batelco will deliver an advanced IoT connectivity management platform designed to transform the management of IoT devices for business owners.**

Commenting on the partnership, Batelco CEO, Maitham Abdulla said, "We are thrilled to collaborate with Thales, a global leader in secure solutions for a connected world. This collaboration allows us to provide our customers with a cutting-edge IoT management solution that will significantly support their business operations and digital transformation efforts. By combining Batelco's connectivity expertise with Thales' advanced IoT technology, we can deliver a comprehensive platform that simplifies the management of data and IoT devices, driving enhanced efficiency and productivity for our customers."

From his end, Guillaume Lafaix, VP Connectivity Solutions at Thales said "We are honored to collaborate with Batelco, Bahrain's first and leading telecommunications company, and bring decades of knowledge in connectivity management to their customers. Indeed, integrating Thales IoT connectivity solutions within Batelco's offering would provide its clients with an advanced platform for seamless and secure management of IoT device connectivity."

For more information, customers are welcome to contact Batelco's dedicated sales team at 101 60

Core42 launches Inference-as-a-Service powered by Qualcomm AI inference accelerators

This platform provides effortless access to the latest AI models and applications, ensuring optimal performance and significantly reducing operational costs.

> **We are proud to support Core42 with a seamless, scalable solution for delivering powerful generative AI capabilities and making AI accessible – both easy to use and optimised performance per TCO".**

Core42, a G42 company specialising in sovereign cloud, AI infrastructure, and digital services, recently announced the global launch of its Inference-as-a-Service offering, powered by Qualcomm Technologies, Inc.'s comprehensive platform. Available through all Core42 data centres worldwide, the service enhances AI deployment and performance for Software-as-a-Service (SaaS) providers and generative AI developers by providing immediate access to essential models while simplifying the complexities of infrastructure management.

The rapid rise of generative AI applications—from image and code generation to chatbots and text summarisation—is creating complexity for customers trying to stay ahead when it comes to the optimal infrastructure options to leverage. Scaling API calls while ensuring high performance has become increasingly challenging for users requiring robust computing power and AI expertise to streamline their AI pipelines and develop new applications.

Qualcomm Technologies' platform, which powers Core42's Inference-as-a-Service offering, addresses these challenges by combining AI inference accelerators, standardised APIs, and pre-built generative AI applications into an innovative, seamless service. This platform provides effortless access to the latest AI models and applications, ensuring optimal performance and significantly reducing operational costs.

"Our Inference-as-a-Service offering, already powered by the Core42 Compass API, is now further enhanced with Qualcomm Technologies' end-to-end advanced inference-as-a-service platform," said Raghu Chakravarthi, EVP of Engineering and GM Americas at Core42. "We are optimising AI inference at scale to drive sustainability and deliver transformative outcomes across industries. This collaboration not only strengthens our technological capabilities but also accelerates our global expansion plans. By providing advanced AI solutions through our worldwide data centres, we are empowering businesses across the globe to innovate faster and more efficiently, positioning Core42 as a leader in the AI infrastructure space."

Core42's Inference-as-a-Service allows seamless integration of new AI models, enabling users to stay current with the latest advancements and easily expand their AI capabilities. The platform enables users to choose from optimised inference containers compatible with any orchestration platform, accelerated APIs, or a user-friendly UI. With high-availability containers that support autoscaling at both the server and model levels, the platform adapts to varying performance requirements seamlessly.

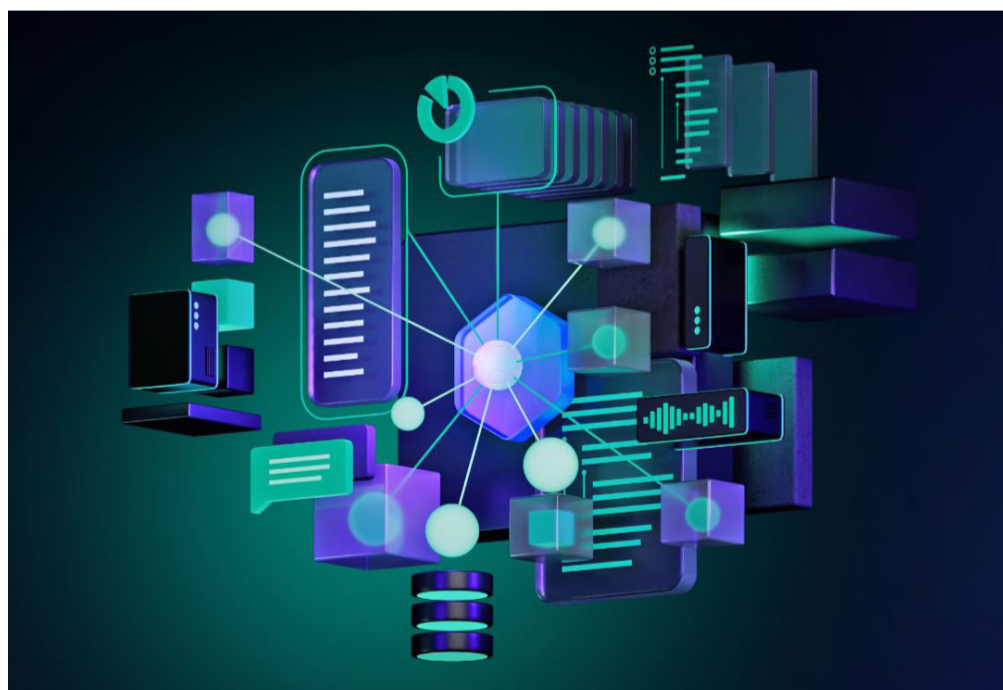The offering also empowers developers at every level with pre-built generative AI applications for chat, image, and code generation, as well as tools to create custom applications using familiar frameworks. Powered by Qualcomm Cloud AI 100 Ultra inference accelerators, the platform delivers best-in-class performance per total cost of ownership dollar. Additionally, the solution's programmability supports diverse data formats and advanced AI optimisation techniques, ensuring cloud services remain at the front-end of AI innovation.

"We are proud to support Core42 with a seamless, scalable solution for delivering powerful generative AI capabilities and making AI accessible – both easy to use and optimised performance per TCO," said Rashid Attar, VP, Cloud Computing, Qualcomm Technologies, Inc. "At less than half the cost of alternatives, and all the convenience of a full-service solution, developers can stay ahead of the curve, positioning their businesses for the AI innovations of tomorrow without the burden of complex infrastructure management."

SaaS providers and AI developers are invited to explore Core42's platform and transform their AI capabilities. For more information and to access a free trial, visit https://bit.ly/Qualcomm-Core42-Playground. 🔵

Kaspersky announces further development of Cyber Immune solutions in the Middle East and Turkiye

Kaspersky announced the launch of Appicenter, a content distribution platform for KasperskyOS-based devices.

> **Our Cyber Immunity approach is reshaping the future of cybersecurity and is gaining significant momentum in the Middle East and Turkiye".**

At GITEX 2024, that takes place on 14-18 of October in Dubai, Kaspersky announced the launch of Appicenter, a content distribution platform for KasperskyOS-based devices. Kaspersky IoT Secure Gateway is the first product to be supported by Appicenter. The Appicenter platform introduces a wide range of business scenarios and expands the industries covered by the Cyber Immune IoT Gateway. Kaspersky IoT Secure Gateway 3.0 and Kaspersky Appicenter are now available in the Middle East and Turkiye.

Both solutions embody the concept of Cyber Immunity, where IT products are created from the ground up using Secure by Design methodology. This approach ensures "inherent" resistance to the majority of cyberattacks. Cyber Immune solutions are particularly sought after in industries requiring high levels of cybersecurity, reliability and predictability requirements, such as the industrial sector, energy, petrochemistry, transport and logistics, healthcare, and smart city systems.

Kaspersky Appicenter supports all stages of the application lifecycle, connecting developers, global vendors, and end-users of KasperskyOS-based devices. The platform is comprised of three key elements: 1) a developer portal to facilitate successful application development; 2) a website with an application catalogue to find available apps for KasperskyOS-based devices; 3) management consoles to search, install, update, and uninstall applications for KasperskyOS-based devices. The developer portal provides SDK and KISG firmware, openly accessible for developers. Currently, the Appicenter website features three applications for Kaspersky IoT Secure Gateway: MQTT Publisher, OPC UA Client, and Network Protector.

Kaspersky IoT Secure Gateway (KISG) is a Cyber Immune gateway designed to secure data transmission between technological and 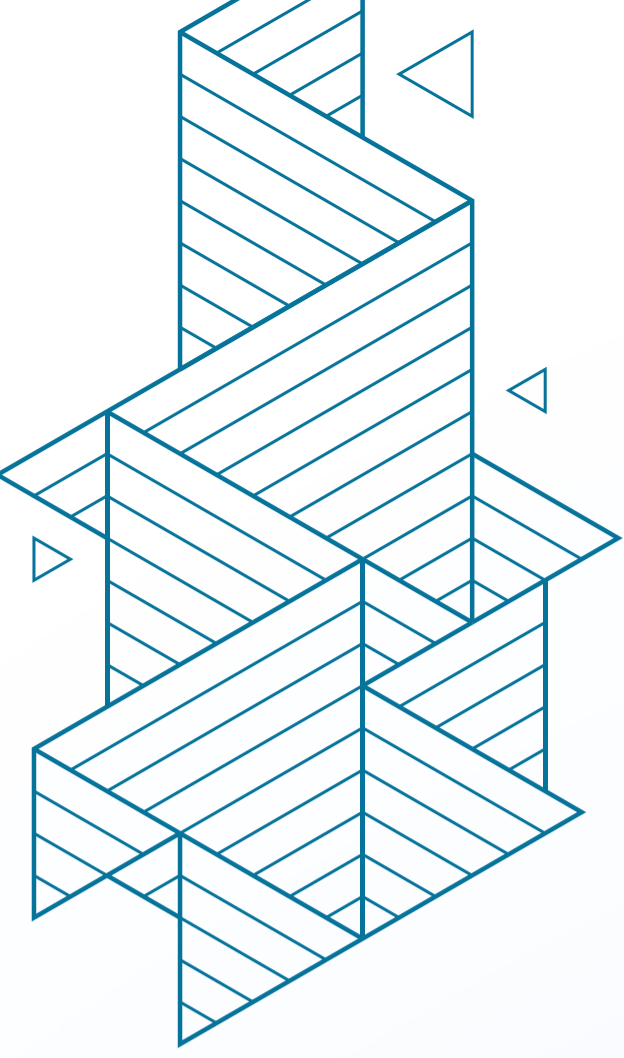corporate data networks, offering robust protection for the industrial Internet of Things. The newly launched 3.0 version of KISG provides self-testing of key subsystems to monitor the performance of security functions. It enables the verification of the integrity of system files and installed applications, and supports the installation of applications from the Kaspersky Appicenter.

The new product can operate in two modes: router and data diode. In router mode, the NAT port forwarding function has been introduced, along with application protocol filtering and industrial protocol inspection (DPI with intrusion detection/prevention function). This enables the blocking of network connections and specific operations based on the application protocol. Multiple gateways can now be combined into a high-availability network cluster, with one gateway active and the others acting as backups. Additionally, the new KISG supports user-configurable static routes for more flexible management of network packets. In data diode mode, user applications can now be executed, with each application running in an isolated environment.

Kaspersky IoT Security Gateway helps customers reduce the cost of building network infrastructure and optimises cybersecurity processes. It enables centralised device management through a single administration console (Kaspersky Security Centre). Untrusted applications can be integrated into a secure operating system, eliminating the risk of vulnerability exploitation or undeclared functionalities. This solution adds an independent layer of protection to existing automation systems and enhances the security of IoT devices.
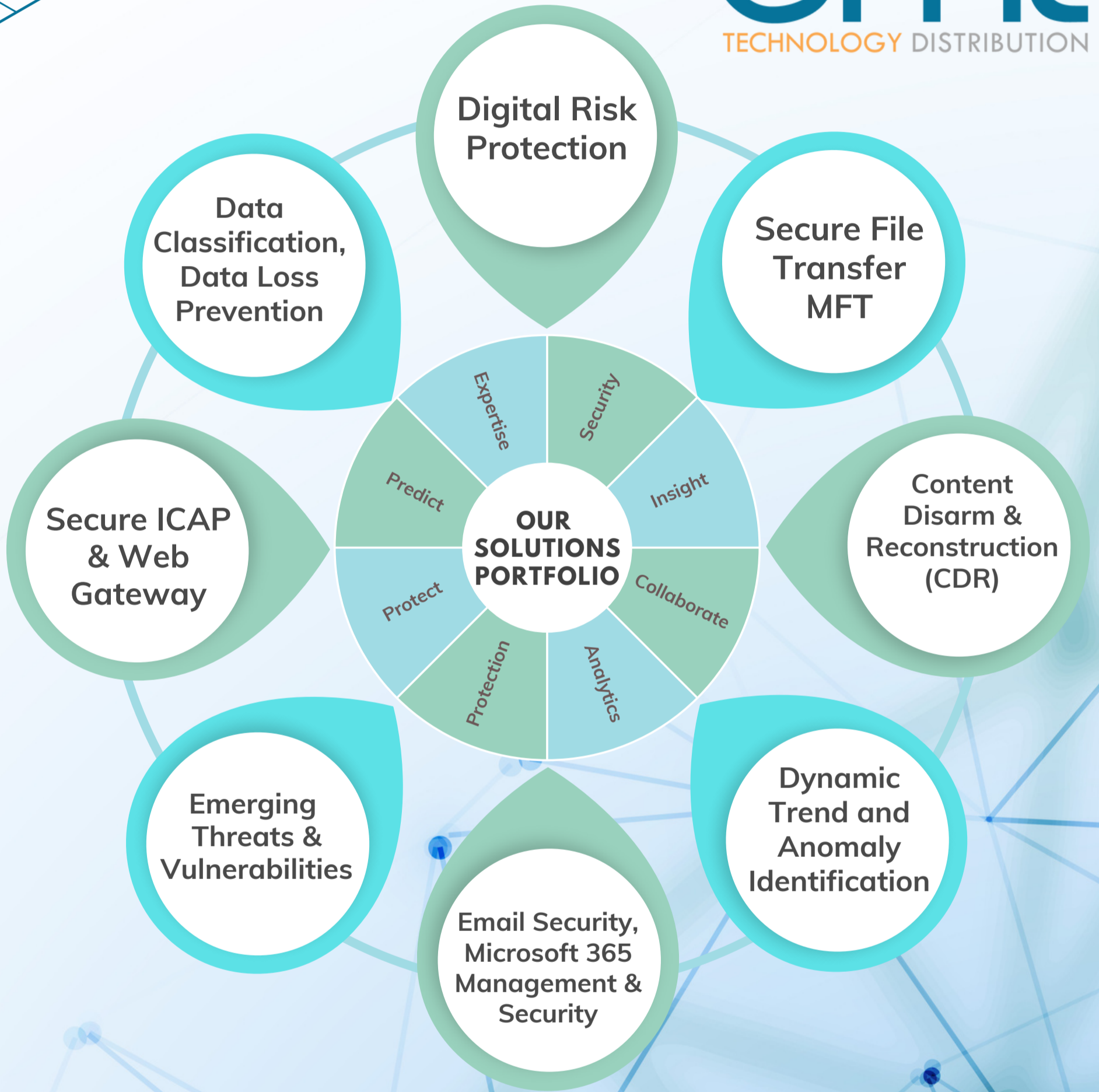
"Our Cyber Immunity approach is reshaping the future of cybersecurity and is gaining significant momentum in the Middle East and Turkiye, as more organisations recognise the need for inherently secure technologies. The recent updates in our Cyber Immunity portfolio help enhance the security posture of our clients in critical infrastructure industries. In the coming years, we expect this shift to accelerate," commented Toufic Derbass, Managing Director for the Middle East, Turkiye and Africa region. 🔵

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e& UAE and UiPath Launch RPA as a Managed Service to Accelerate Digital Transformation in the UAE

e& UAE extends partnership with UiPath and launches RPA as a managed service at GITEX 2024 to support SMBs.

e& UAE, the telecommunications arm of e&, has deepened its strategic partnership with UiPath, a leading enterprise automation and AI company. Through this partnership, e& UAE becomes the first UiPath partner in the region to offer Robotic Process Automation (RPA) combined with AI as a managed service, hosted on e& UAE's cloud infrastructure.

"Our collaboration with UiPath demonstrates our commitment to empowering businesses of all sizes, including SMBs," said Hazem Gebili, Senior Vice President, Enterprise Service Solutions. "By integrating RPA with AI, we are enabling businesses to streamline their operations, reduce manual errors, and boost overall efficiency. This lowers operational costs, allowing businesses to focus on their core tasks, optimise resources, and drive higher productivity—all while accelerating their digital transformation."

Esam Mahmoud, Senior Vice President, SMB said: "Through our unique agreement with UiPath, we now have access to the latest AI-powered solutions, allowing us to offer businesses an affordable entry point to automate their processes. e& UAE's latest RPA managed services are supported by a comprehensive team of RPA/AI professionals. It simplifies the adoption process, enabling SMBs to benefit from automation regardless of their technical expertise or budget. This is about empowering businesses to focus on growth and innovation while we manage the complexity of automation."

Building on their successful partnership since 2018, e& UAE has extended its Enterprise License Agreement (ELA) with UiPath for another three years, reinforcing its commitment to making automation more accessible.

> **This blend of human talent and automation drives efficiency, innovation, and sustainable growth".**

By integrating AI with Robotic Process Automation (RPA), e& UAE will further implement advanced solutions such as test automation, task mining, process mining, and document processing across its internal operations as well.

"Our expanded partnership with e& UAE represents a significant step forward in our mission to accelerate human achievement through automation and AI," said Zakaria Haltout, Area Vice President MEA at UiPath. "By combining e&'s extensive reach and infrastructure with UiPath's cutting-edge AI-powered automation technologies, we're poised to drive unprecedented digital transformation in the region."

This alliance also establishes e& UAE as UiPath's largest install base in the Middle East & Africa (MEA), with over 1,200 robots in production and nearly 1,000 automated processes.

e&' UAE's partnership with UiPath is transforming how businesses, particularly SMBs, leverage automation. The launch of RPA as a managed service creates a powerful digital workforce, complementing human strengths in creativity and decision-making by taking over repetitive, error-prone tasks. This blend of human talent and automation drives efficiency, innovation, and sustainable growth. 60

Microsoft launches AI National Skills Initiative to empower 100,000 government employees to drive AI innovation across the UAE

The initiative, launched at GITEX Global 2024, will deliver personalised learning experiences to civil servants, empowering them to unlock the full potential of the latest advancements in AI to drive AI transformation and reinforce the UAE's position as a global hub of innovation.

Microsoft, in partnership with local UAE government entities, today announced the launch of the AI National Skills Initiative, a comprehensive AI training program aimed at upskilling 100,000 government employees across local government institutions in Abu Dhabi, Dubai and Sharjah. The 12-month program, unveiled on the opening day of GITEX Global 2024, will help accelerate the UAE's journey towards becoming a global leader and hub of AI innovation and technological excellence.

The AI National Skills Initiative will provide role-specific training tailored to organisational leaders, developers, and frontline workers within various government departments across the three emirates. The program's content is designed to address AI knowledge gaps, drive AI fluency, and equip government employees with the skills needed to effectively harness the power of AI to accelerate digital transformation and enhance the quality of public services. By leveraging Microsoft-powered AI technology, the initiative will deliver personalised learning experiences that will empower employees to seamlessly integrate the latest developments in AI into their roles, fostering a culture of innovation across the UAE Government.

The launch of the program underscores Microsoft's commitment to making AI opportunities accessible to everyone and the company's contribution to supporting the UAE's National Strategy for Artificial Intelligence 2031. By investing in the skilling of government employees, Microsoft aims to help the UAE unlock the full potential of AI, ensuring that the country remains at the forefront of regional and global AI innovation.

Naim Yazbeck, General Manager of Microsoft UAE, said: "AI represents a transformative force that is reshaping industries and driving innovation globally. As the UAE pursues its ambitious goal of becoming a leading AI nation, we recognise that skilling is fundamental to this vision. By equipping government employees with the tools and knowledge to effectively leverage AI, we are not only fostering local talent but also ensuring that the UAE government has the right expertise to capitalise on the limitless opportunities that AI presents. The AI National Skills Initiative is a key milestone in supporting the UAE's AI journey, and we are proud to contribute to building a pool of talent that will drive excellence and benchmark innovation in the new AI era."

The announcement of the AI National Skills Initiative follows shortly after the launch of Microsoft's AI Skills Navigator, a

> **We are not only fostering local talent but also ensuring that the UAE government has the right expertise to capitalise on the limitless opportunities that AI presents".**

comprehensive platform designed to provide learners with personalised AI education. The online platform offers an AI-powered assistant to guide users to the most suitable learning paths based on their goals, roles, and skill levels. It aggregates content from various sources such as Microsoft Learn, LinkedIn Learning, GitHub, and more, providing access to over 200 free learning resources in one place. The platform includes assessment tools to help identify skill gaps, showcases inspiring success stories of the impact that AI learning has had on individuals around the world, and is localised for 21 markets to help advance global AI literacy. The launch of the platform will play a pivotal role in accelerating Microsoft's efforts to equip people across all sectors with future-ready AI skills, driving innovation, and fostering economic growth worldwide.

Microsoft is participating at this year's edition of GITEX Global alongside 36 of its partners. As part of its mission to demonstrate how AI can help contribute to the health, happiness, and wellbeing of local communities across the UAE, the company is showcasing an innovative Generative AI application, called 'Sawa', that users can utilise to learn more about the UAE, access essential government services, better manage their health, and even help in the upkeep of public infrastructure across parks and local neighborhoods. For instance, residents can snap a picture of a damaged bench or handrail and report it using Sawa. Doing so will increase the resident's Happiness Score on the app and help foster a sense of belonging and responsibility among residents, contributing to the nation's Happiness Index and reinforcing the country's position as a preferred destination to live and work.

Microsoft's stand at GITEX Global is located in Hall 7 and features a Demo Arena where visitors can learn more about the Sawa application. The stand also features an Xbox Gaming stage, a DJ Booth, Surface Zone, Tech Talk arena, F&B stand, dedicated networking area, and VIP meeting room. 60

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Accelerating AI advancement: Abu Dhabi's innovation champions & tech pioneers shine bright at GITEX GLOBAL 2024

Abu Dhabi Government's AI-driven knowledge app and Abu Dhabi Police's autonomous 4x4 bulletproof patrol vehicle among the latest innovations launched

Abu Dhabi's innovation champions and tech pioneers exhibited the brand-new services and solutions destined to reshape the future at GITEX GLOBAL 2024. As the Emirate consolidates its global leadership position in the emerging AI economy, some of the UAE capital's proudest companies showcased a plethora of AI-based advancements designed to drive digital transformation across the nation and beyond.

Taking place from 14-18 October at Dubai World Trade Centre (DWTC), GITEX GLOBAL is the world's largest and best-rated tech event. It presents a record-breaking 44th edition in 2024 – welcoming over 6,500 exhibitors, 1,800 startups, 1,200 investors alongside governments from more than 180 countries.

Wednesday saw tens of thousands of visitors examine first-hand how Abu Dhabi charting a course to the future AI economy – with local enterprises and startups at the forefront of progression. In line with Abu Dhabi Economic Vision 2030 and the UAE National Strategy for AI 2031, the local tech community – home to over 400 specialist AI companies – illustrated its unwavering commitment to boosting AI-backed socio-economic development.

Department of Government Enablement – Abu Dhabi's innovative products

The Abu Dhabi government showcased an innovative lineup of next-generation solutions, including GovGPT. Based on an AI-driven knowledge agent, GovGPT will assist Abu Dhabi government employees with access to various AI tools, guiding them towards governmental policies and essential information almost instantaneously.

Also unveiled was TAMM 3.0, an integrated platform offering a diverse range of AI-enabled government services alongside personalised experiences for users. Accompanied by over 800 seamless services, TAMM 3.0 powered by AI and features conversational voice capabilities, allowing users to interact through voice commands in Arabic and English.

Presenting next-gen police 4x4, autonomous

Boasting a 1.5 tonne payload capacity, this stylish car is designed for patrol, surveillance, and secure transport of detainees and can reach top speeds of 150km/h.

Among its standout features are advanced surveillance including 360-degree camera coverage, and a bespoke prisoner cell and monitoring system, showcasing a leap forward in digitalisation.

The Advanced Technology Research Council (ATRC) displayed its upgraded EAV24, next-generation autonomous race car, which will hit the iconic Yas Marina Circuit track in next April's Abu Dhabi Autonomous Racing League, centred around AI innovation.

The model is made up of sustainable bio-composite materials and features a sleek design inspired by digital algorithms and AI-driven data patterns.

ATRC also owns VentureOne, the dynamic commercialisation arm, turning applied research from the Technology Innovation Institute (TII) into game-changing commercial products and solutions that address industry challenges worldwide.

Reda Nidhakou, Acting CEO, VentureOne, said: "VentureOne is dedicated to bringing the Technology Innovation Institute's groundbreaking tech to market through ambitious tech ventures — from research to reality, and from Abu Dhabi to the world. At GITEX, we showcased AI71, a venture that develops enterprise AI solutions powered by open-source AI models with a focus

> ❝ **At GITEX, we showcased AI71, a venture that develops enterprise AI solutions powered by open-source AI models with a focus on TII's Falcon".**

racing car, and AI-assisted chest X-rays

Elsewhere, attendees witnessed the future of mobility as Abu Dhabi Police unveiled its autonomous 4x4 bulletproof patrol vehicle, the 'Magnum MK1'.

on TII's Falcon. We'll be announcing three more exciting ventures in the coming months — we look forward to putting the power of AI, post-quantum cybersecurity, and autonomous robotics into the hands of as many people as possible."

It comes at a time when TII is driving generative AI with the Falcon 180B one of its super-powerful large language models, which is at the top of the Hugging Face Leaderboard for pre-trained open Large Language Models (LLM).

Meanwhile, Capital Health Screening Centre backed by M42, an Abu Dhabi head-quartered global tech-enabled health powerhouse announced at GITEX GLOBAL they will perform 2,000 AI-assisted chest X-rays to screen for TB – a 10-fold increase compared with traditional methods.

As the world's largest and best-rated tech event, GITEX GLOBAL 2024 is opening new opportunities for enterprises and governments to forge new partnerships and embark on future-focused tech projects across key industries.

GITEX GLOBAL is seamlessly connecting the world's largest network of tech events with a stellar list including GITEX EUROPE Berlin, GITEX ASIA Singapore, GITEX AFRICA Morocco, and GITEX NIGERIA. These events are fostering global collaboration and cross-continental innovation to shape the tech landscape of tomorrow.

More information on GITEX GLOBAL, please visit www.gitex.com 60

Sabio Group & Avaya helps Transcom eliminate language barriers in customer service

Sabio Group & Avaya helps Transcom eliminate language barriers in customer service with award-winning AI-powered real-time translation solution.

Transcom, a leading global customer service provider, has partnered with Avaya, a global leader in enterprise CX, and Sabio Group to create an award-winning AI-powered, real-time translation solution that can enable contact centre agents from anywhere in the world to converse with customers in over 100 languages.

The solution, underpinned by the Avaya Experience Platform and integrated by Sabio, an expert services partner specialising in CX transformation, represents a significant step forward for the BPO industry, enabling Transcom to recruit agents based on their knowledge, rather than their language skills. This creates new levels of scalability when it comes to building skilled workforces capable of delivering outstanding CX.

"In our industry, it is sometimes challenging to recruit enough agents to support all our global markets. And if we do, it's often costly to hire and retain them. Working with Avaya and Sabio, we're empowering agents around the world to offer high-quality customer service in every required language for our clients", said Jakob Westgren, Senior VP - Head of IT Products and Partners, Transcom.

The solution integrates real-time translation and conversational AI tools with an Avaya Experience Platform contact centre core. Speech-to-text and text-to-speech AI technology are paired with multiple translation engines and custom dictionaries to create real-time voice translation, eliminating language barriers between agents and customers.

"The open APIs present in Avaya Experience Platform enabled us to integrate what we call the Transcom Translation framework. This means that, when deployed, the solution is seamlessly integrated into core business, customer experience, and operational quality assurance processes. This technology integration, with such an obvious real-world outcome, really becomes a differentiator," said Westgren.

In addition, Transcom – which earlier this week picked up the 'Best Use of AI Award' at the international GITEX

World Wide Technologies: pioneering AI innovations to transform business operations and secure data integrity

Veronica Martin spoke to Islam Rashad, Head of Cyber Security Solutions Engineering at World Wide Technology (WWT) about the company's focus and theme at GITEX, how they are leveraging AI to enhance their own product portfolio and the upcoming trends for 2025.

Islam Rashad, World Wide Technology

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?

WWT (Worldwide Technology) has been a global leader in system integration for over 30 years, providing expertise in digital transformation, with AI at the heart of accelerating this process. Our focus is on helping organisations identify the right AI use cases, models, and datasets that best serve their business needs. With over a decade of experience in AI, we've built scalable, secure AI solutions across various industries.

A key asset in our innovation efforts is the Advanced Technology Centre (ATC), our private cloud-based incubation centre where we test and refine new technologies. On top of this, we've created an AI Proving Ground, which allows organisations to gain hands-on experience and confidence in deploying AI solutions that deliver measurable business outcomes. Our approach is not about following trends but ensuring AI implementations yield real value.

We enable customers to explore the best-fitting large language models, infrastructure solutions, and data storage strategies within the ATC, which is a unique differentiator for WWT. Having invested over half a billion dollars into this centre, it's a testament to our commitment to empowering businesses with AI solutions they can trust, ensuring a solid return on investment and successful implementation.

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 central to accelerating digital transformation.

At WWT, we've been testing AI for years, well before the explosion of interest following ChatGPT's launch in late 2022. Our focus has been on understanding the real benefits of machine learning—such as identifying behavioural patterns within organisations—and applying AI to improve productivity, efficiency, and customer experience.

We've developed our own cloud technologies to streamline internal operations, which has greatly enhanced our competitiveness. By integrating AI into our day-to-day processes, we've significantly improved customer satisfaction, boosted productivity, and reduced operational overhead. For instance, tasks like research or content discovery, which previously took weeks, now take mere minutes with the help of our AI bots.

AI's ability to drive speed and efficiency is now at the core of our operations, giving us a competitive edge. By testing these solutions internally, with over 8,000 employees globally, we ensure they are proven and effective before introducing them to our customers, including Fortune 500 companies. This approach allows us to continually improve and deliver AI-driven solutions with confidence.

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

> ❝ Our focus is on mitigating risks related to data privacy, model bias, and AI inaccuracies, so businesses can confidently invest in AI knowing it will deliver real value".

robust regulations and frameworks to be established in order to safely accelerate the deployment of Gen AI across the enterprise space?

Since the rise of ChatGPT, which made AI a global buzzword and top news headline, AI has become far more accessible. However, this accessibility has also brought heightened concerns around security and data privacy. At its core, AI is a data-driven solution, enabling organisations to maximise the value of their data—crucial in today's digital economies for driving efficiency, competitiveness, and innovation. But with that comes the flip side: ensuring data privacy and addressing biases in AI models, as well as establishing trust in the outputs generated by AI.

Generative AI, by nature, always produces an output, but the challenge lies in determining the confidence level in that output. The key to this confidence is implementing robust data protection, privacy, governance, and compliance measures. These safeguards ensure that AI models are unbiased, align with your organisation's ethical standards, and protect sensitive information such as personally identifiable data and intellectual property.

Over the past two years, we've seen a surge in new security solutions aimed at regulating AI models and ensuring they operate within predefined guardrails. At WWT, we've established our own AI security practice to help customers build secure, enterprise-grade AI solutions. Our focus is on mitigating risks related to data privacy, model bias, and AI inaccuracies, so businesses can confidently invest in AI knowing it will deliver real value.

Recent regulations have emphasised the importance of securing AI implementations to prevent harmful outcomes and misguided decision-making. As AI becomes an integral part of decision-making processes in most organisations, the right security, governance, and compliance frameworks are critical. Without these protections, AI's value—and the trust placed in it—can be undermined.

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

We are undoubtedly in a fast-paced era of digital transformation, where AI is reshaping both our professional and personal lives. Its impact extends beyond businesses, influencing sectors such as healthcare, manufacturing, and utilities. As we observe the innovations and trends driven by AI, we also see significant advancements in related technologies, such as the accelerated rollout of 5G, the ongoing development of 6G, and the rise of edge computing. These technologies enhance data processing capabilities, reduce latency, and improve overall customer experience.

Moreover, quantum computing represents a groundbreaking frontier that promises to revolutionise digital innovation. This technology could solve complex problems in hours rather than months or years, and I believe it will become increasingly accessible within the next five to ten years. These driving forces are pushing the boundaries of digital transformation, heralding exciting times ahead.

However, with these advancements come challenges, particularly regarding regulation and security. The rapid evolution of these technologies introduces uncertainties that must be addressed with stringent safety regulations and robust data protection measures. It is vital to safeguard our personal information amid this wave of digital innovation.

As we move forward, we must strike a balance between the potential business benefits of these trends and their implications for data privacy and personal lives. This involves carefully weighing the value these advancements bring to society against the unknown risks they may introduce. Ultimately, it's about ensuring that our pursuit of progress does not come at the expense of safety and security. 🔴

Global conference in Dubai for the project with Avaya and Sabio - estimates that the solution can provide clients serving customers in multiple languages with a significantly reduced total cost of ownership. "With real-time voice translation, we believe we can reduce costs for these types of clients by 25%, or as much as 65%, depending on the use cases and markets," said Westgren.

Cameron Thomson, Group Vice President – EMEA, Avaya, said: "This is an exciting solution leveraging the power of AI, and open platform APIs, to eliminate language barriers between agents and customers. As a result, it's changing the BPO game, and we couldn't be prouder to be supporting that transformation."

Rob Scutchings, Chief Technology Officer at Sabio, added: "This market-leading – and now award-winning - solution showcases the transformative power of AI. By integrating cutting-edge speech transcription and real-time language translation capabilities with Avaya's robust platform, we're not just breaking down language barriers – we're redefining the possibilities of global customer

> ❝ Working with Avaya and Sabio, we're empowering agents around the world to offer high-quality customer service in every required language for our clients".

service.

"This project exemplifies Sabio's commitment to driving CX transformation through innovative technology integration. We're thrilled to collaborate with both Transcom and Avaya on this initiative, which we believe marks the beginning of a strategic partnership where Sabio is the 'go-to partner' for these kinds of high-value technology enhancements.

"Our expertise in CX transformation, combined with Transcom's industry leadership and Avaya's advanced platform, creates a powerful synergy that will continue to push the boundaries of what's possible in customer service delivery."

The solution deployed by Transcom is on display at Avaya's stand at GITEX Global 2024. Avaya's participation in GITEX Global comes in partnership with Sestek and Cognigy, as well as additional technology partners.

Avaya and Sabio are hosting a webinar alongside Transcom on Tuesday, October 22nd which will take a deep dive into the real-time translation project. You can learn more about the webinar – and register – here. 🔴

Logitech Presents MeetUp 2, the AI-Driven, Sustainably Designed Next-Generation Video Bar for Huddle Rooms, at GITEX Global 2024

New bar offers AI-driven intelligent AV, sustainable design with recycled plastics, and easy deployment to huddle, USB-based conference rooms.

Logitech brings its latest innovation, MeetUp 2, to GITEX Global 2024. This next-generation video conferencing solution is an AI-powered USB camera designed for bring-your-own device (BYOD) and PC-based setups in huddle and small meeting rooms.

According to survey, 60% of Middle Eastern workers feel their jobs can be performed remotely while 86% of them have worked remotely from another country within the past 12 months. Therefore, businesses in the Gulf Cooperation Council countries need less physical space than before, but that space has to be more flexible and adaptive. As the need for huddle room tech increases in companies embracing hybrid work models, MeetUp 2 is poised to disrupt the market once again.

With the rise in huddle rooms comes the need for video conferencing tech that fits multiple scenarios, including those who prefer dedicated PC-based deployment or using their laptop in a BYOD setup. And because Logitech has been using AI-enhanced features in conference room devices for years to create experiences that focus on the human and deepen engagement among meeting colleagues (with no manual control needed), MeetUp 2 is now designed with those intelligent features.

"Logitech MeetUp 2 brings the power of AI with RightSight 2 to create dynamic views that draw remote users into the virtual meeting, and RightSound 2 for advanced voice equalisation and noise suppression," said Loubna Imenchal, Head of Enterprise Business for AMECA, at Logitech. "On the backend, IT teams can remotely monitor the devices and push out software updates to continuously make MeetUp 2 smarter over time. And, given the region's growing emphasis on climate change action, we've built this next-generation conference camera with next-life plastics."

Intelligent Meeting Experiences

AI-driven video features of RightSight 2 create equitable experiences for remote participants by using intelligence to automatically focus and frame in-room participants – whether focusing on the active speaker, the group of participants, or each individual participant. For advanced audio clarity, RightSound 2 uses AI-based algorithms that balance voices and filter out unwanted noise, while reducing reverberation in rooms with echoes. MeetUp 2 works with popular video conferencing platforms people use every day such as Microsoft Teams, Zoom, and Google Meet, enabling MeetUp 2 users to enjoy features like Zoom Rooms Smart Gallery, which creates individual feeds of in-room participants; and Microsoft Intelliframe, which automatically places participants in frames to make everyone equally visible.

Designed for Sustainability

Buyers of IT equipment are increasingly responsible for purchasing technology with a lower environmental impact. MeetUp 2 was developed using Design for Sustainability (DfS) principles, a framework that guides product teams toward lower-impact, more circular design solutions.

"MeetUp 2 is the latest in our video conferencing portfolio to demonstrate our deep commitment to reducing environmental impact. We are enabling our enterprise customers to more effectively control their carbon footprint," Loubna Imenchal added.

MeetUp 2 replaces virgin plastic parts with post-consumer recycled plastic, lowering its carbon footprint and giving a second life to end-of-use plastic from old consumer electronics. The plastic parts in MeetUp 2 contain 62% recycled plastic, the highest percentage of similar products in the market today. By choosing recycled plastic vs virgin plastic, MeetUp 2's design saves 15.5 tCO2e saving per 10,000 units*, allowing IT tech buyers to lower their company's Scope 3 indirect emissions.

To encourage other brands to adopt DfS, Logitech openly shares its knowledge about how to integrate Next Life recycled plastic into their manufacturing process. MeetUp 2 is also packaged in paper sourced from FSC™-certified forests and other controlled sources.

Better BYOD Experience

MeetUp 2, designed for up to six people in a small room, offers the flexibility of deploying in USB mode with an in-room computer device or in BYOD mode connected to a laptop.

In BYOD setups, users simply connect their laptops or mobile devices to the MeetUp 2 with the optional Logitech Active USB Cable to run video meetings from their platform of choice, while IT admins can monitor room status, deploy updates, and modify settings over ethernet or WiFi through Logitech Sync. When MeetUp 2 is not in a meeting, the display in the room can be used for digital signage, allowing custom content such as company logos or space usage instructions, through Logitech Sync and AppSpace.

MeetUp 2 is available globally through authorised distributors. Visit Logitech's booth Hall 3, Stand C30 at GITEX Global 2024, 14-18 October 2024, to witness the next-generation, intelligent video conferencing experience of MeetUp 2, firsthand.

*Carbon reduction estimate is calculated against a design scenario incorporating no PCR material.

Part weights, PCR content and material type used in the carbon reduction estimate are taken from the calculation of PCR percentage submitted to SCS Global Services for certification

Detailed material information is from our current supplier, or for a similar resin from a second-source supplier

Minor additives in the resins are ignored in the carbon reduction estimate

Carbon emissions factors used in the reduction estimate are from the GaBi database 60

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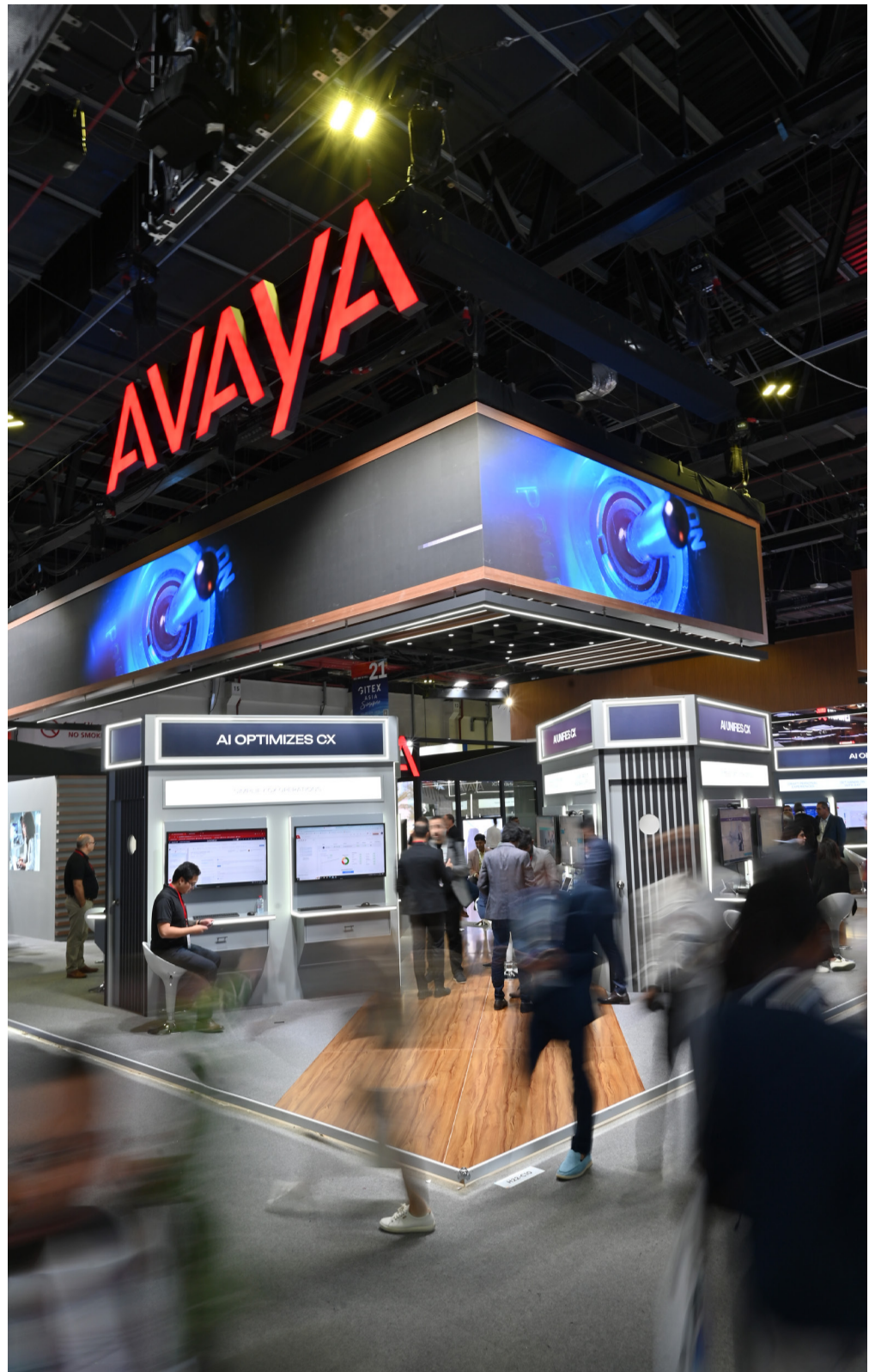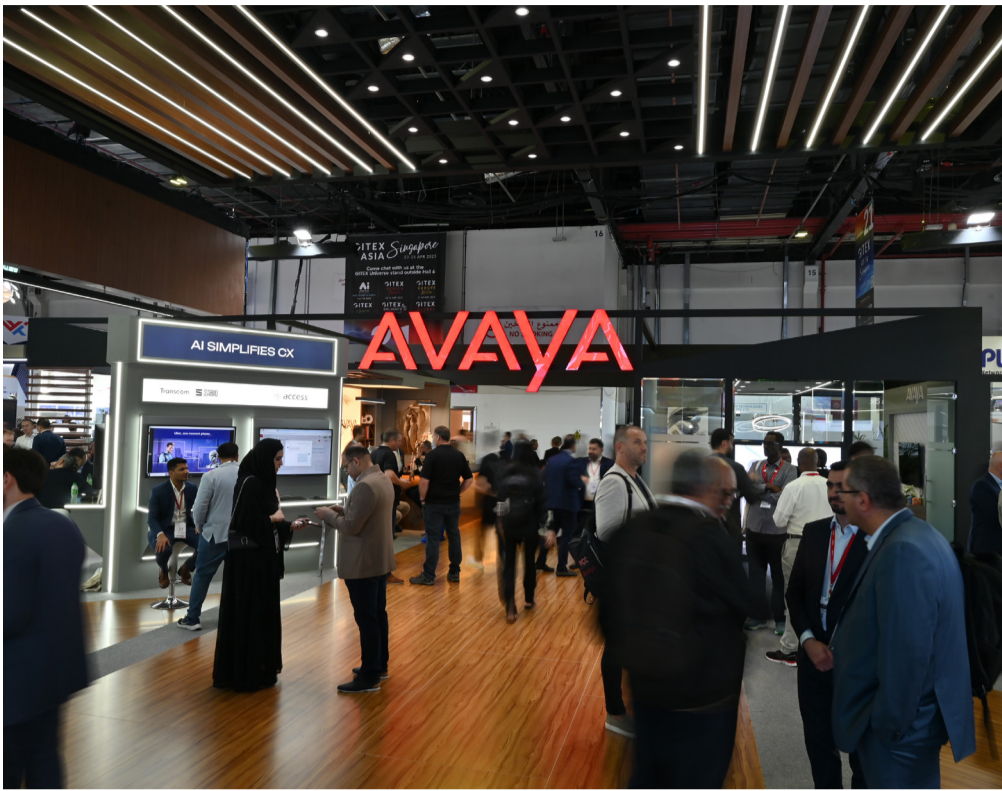Innovation & Excellence

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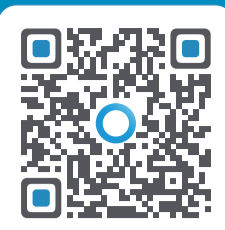
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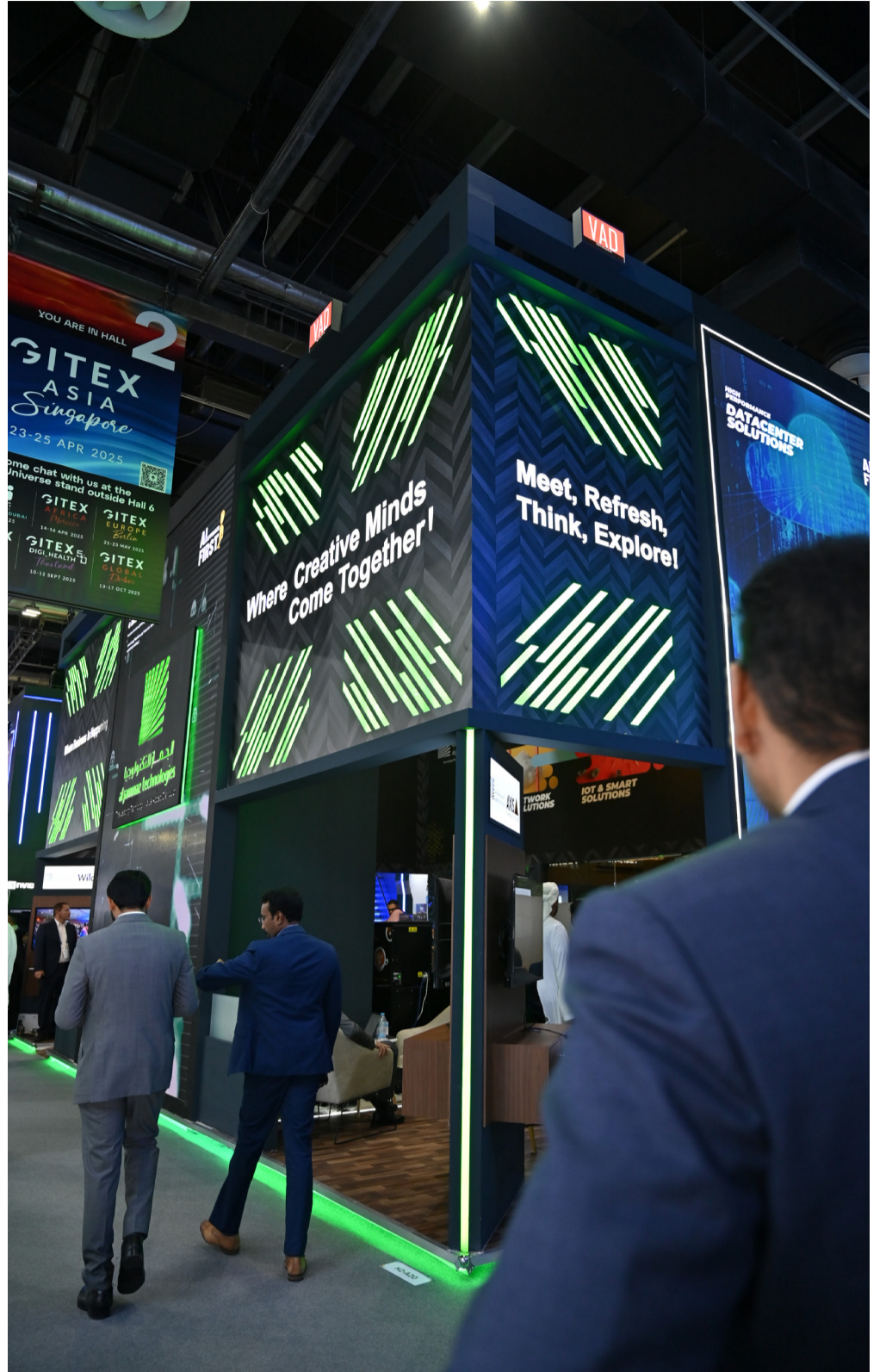| 360° Pan & 169° Tilt Coverage	Live View & Two-Way Talk	Manual Audio & Video Privacy Cover	HD Video & Colour Night Vision	Plug-In Power	Pets Camera

VAD
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STANDS TO WATCH

OPSWAT Stand No: H25-C70

Forescout Stand No: H24-C10

STANDS TO WATCH

GulfIT

Stand No: H23-A40

CISCO

Stand No: H22-C20

HIKVISION®

Frank Zhang
President of Hikvision MEA

"At Hikvision, greening is a verb. We're committed to embracing eco-friendly solutions in everything we do, from research and development to manufacturing and operations. Our goal is to create innovative security technologies that not only protect people and property but also minimize our environmental impact. By squeezing every bit of potential out of our resources, we're striving to build a sustainable future together. That's the Hikvision way."

Hikvision STAR Program
Tech for a Better World

STAR Sustainability through Technology Actions for Responsibility

Hikvision's STAR Program for Social Good aims to provide cutting-edge technologies that help non-profit organizations and projects explore innovative ways to benefit communities and protect our valuable nature and culture.

Protecting migratory birds and wetlands with AIoT technology

Hikvision technology makes a difference in saving endangered species in Sumatra

Let's join hands to create a better world and reshape our future.

Scan QR code for more information

Green Manufacturing

By increasing the efficiency per worker through automation, and using green production processes, energy-efficient equipment, RoHS 2-compliant low-carbon materials, and eco-friendly packaging, our factory has been recognized as a National Green Factory.

Cleaner energy
Photovoltaic Power Generated in 2022
4,508 MWh

Green Energy Purchased in 2022
32,852 MWh

Cleaner materials
Replace coated metals with reinforced polyamides

No-paint process to minimize VOC emissions

Cleaner packaging
Replace plastic bags with 100% biodegradable polylactide bags to mitigate white pollution

Replace EPE foam interior pack aging with cardboards to reduce annual plastic use by 27.9 tons

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Green Techs & Solutions

Prevents about **56.7** kg CO₂ of emissions per year
Solar-powered video security

Saves equivalent to what's absorbed by **one** 🌲 per year
Energy-efficient DVR for the future

Saves by around **45%**
Light up every moment with less energy

Saves to charge **2,100** per year in low-power mode
Maximum performance on minimal power

Produces color images with ambient light ↓ **0.0003** lux
Sharper night vision & smarter lighting

To date, Hikvision has launched more than 30 dedicated AIoT products and more than 200 deep learning algorithms for environmental protection applications.

- Urban Waste Management
- Vehicle Emission Reduction
- Water Quantity Monitoring
- Air Quality Monitoring

Green Operations

In 2022, Hikvision completed its Carbon Neutrality Blueprint and received the ISO14064 certification for Greenhouse Gas Accounting and Verification.

Smarter energy consumption

Cloud-based R&D platform

Sustainable water use

"Green Office" initiatives