



60 MINUTES

GITEX TECHNOLOGY WEEK

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DAY 5 PM

HPE: transforming efficiency and innovation across industries

Veronica Martin spoke to Mohammad Al-Jallad, CTO & Director in UK, Ireland, Middle East & Africa at HPE, during GITEX 2024 about how AI can boost efficiency and innovation across industries.



Mohammad Al-Jallad, HPE

How can AI boost efficiency and innovation across industries?

AI, particularly generative AI, is becoming increasingly vital across various industries, with organisations eager to harness its potential. The opportunities it presents—such as boosting productivity,

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HiStone: empowering retailers with AI-driven solutions

Veronica Martin caught up with Mohamed Berrihi, EMEA & India Sales Manager at HiStone, during GITEX 2024 to discuss how the company is leveraging AI to enhance their own product portfolio.



Mohamed Berrihi, HiStone

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?

HiStone is a Chinese company with 35 years of experience in in EPOS and Self-Checkout

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Forescout highlights role in safeguarding the expanding digital landscape

Sam Ismail, Regional Sales Director at Forescout Technologies, discusses the critical importance of cybersecurity in an increasingly interconnected world.



Sam Ismail, Forescout Technologies

As the digital landscape continues to evolve, so do the challenges that come with it. At GITEX, Forescout Technologies is at the forefront of showcasing solutions that address the rapidly expanding threat landscape, particularly in

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Logitech redefines workspace with AI-driven collaboration and sustainable innovation

From smarter video conferencing solutions to eco-conscious hardware, Logitech showcases its latest innovations.



Sudeep Trivedi, Logitech

In recent years, Logitech has been at the forefront of reshaping the workplace by adapting to the evolving ways people work. Whether from home, on the move, or in the office, the company's focus has been designing technologies that cater to these new work patterns. At GITEX,

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Veeam executive highlights the role of Gen AI, and its partnership with Microsoft

Tim Pfaelzer, Senior VP and General Manager, at Veeam Software, has said that they will continue to harness the capabilities of Gen AI in their strategic collaboration with Microsoft.



Tim Pfaelzer, Veeam Software

During GITEX 2024, CPI Media Group's Sandhya D'Mello, spoke to Veeam's Tim Pfaelzer, for a better understanding on what they are showcasing at GITEX.

Pfaelzer highlighted how the company

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Shiva Group sets ambitious AI-driven vision for 2025 growth at Gitex Global 2024

Naresh Perwani, CEO and Founder of Shiva Group of Companies shared the company's vision for 2025 in an exclusive interview with CNME Editor Mark Forker.



Naresh Perwani, Shiva Group of Companies

Shiva Group, a multifaceted enterprise with expertise in distribution, services, and retail, is showcasing its innovative AI-driven products and solutions. With an ambitious growth strategy, the company is poised to leverage artificial intelligence (AI) to streamline supply

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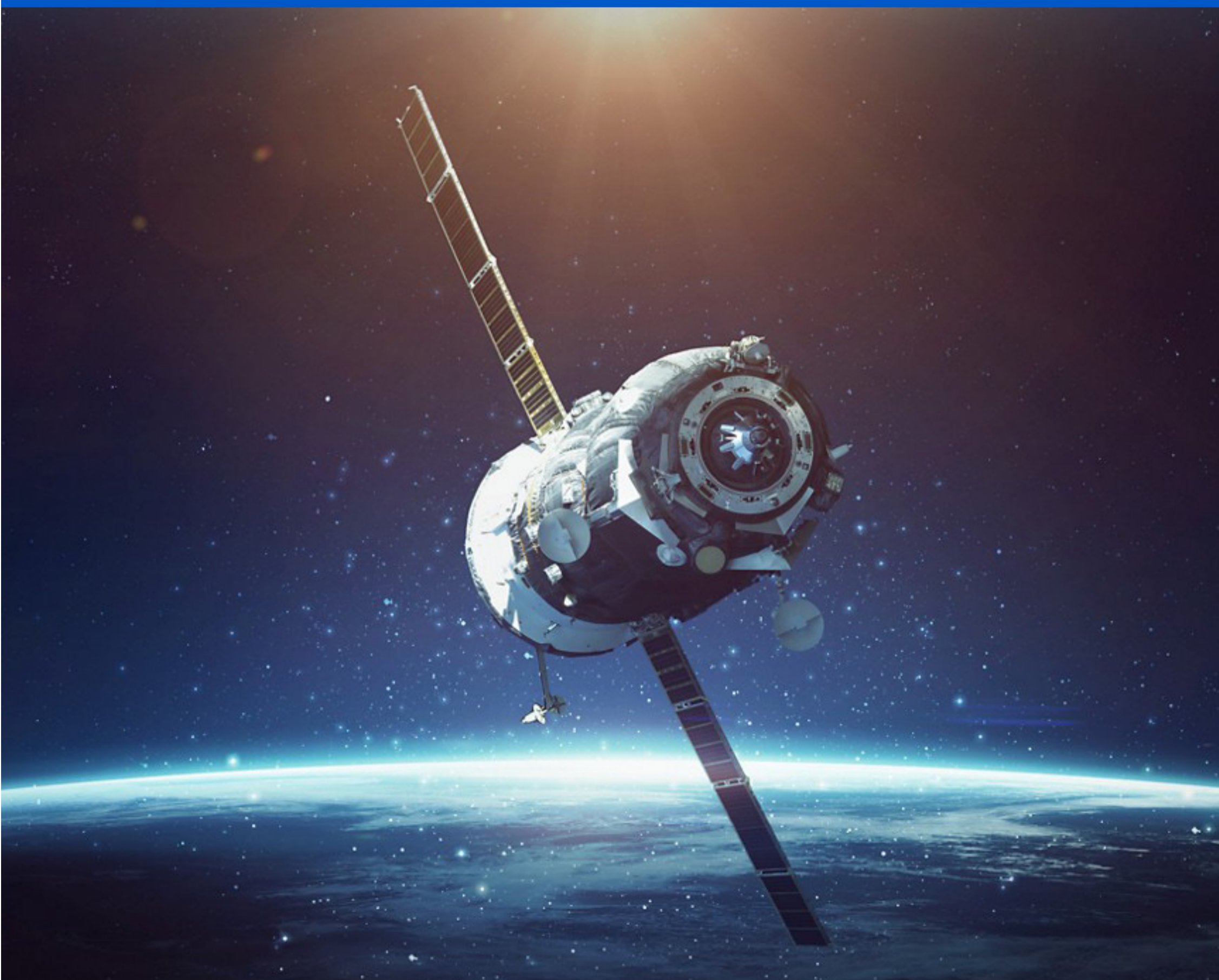
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HPE: transforming...

enhancing efficiency, reducing costs, and gaining a competitive edge—are just a few examples of how AI can elevate industries to new heights.

Traditionally, discussions around AI focused on conventional methods, but the emergence of generative AI is now taking centre stage. Many organisations are eager to embrace this innovative technology due to the significant value it offers.

How is AI delivering value in every industry?

While AI offers value across various industries, it's crucial to recognise that each sector has its unique nuances and requires subject matter expertise. For instance, the implementation of AI in banking differs significantly from that in oil and gas or government sectors. Understanding the specific industry context is essential for maximising AI's potential.

Many organisations focus on AI applications that enhance

productivity, such as the low-hanging fruit exemplified by tools like ChatGPT. However, some remain hesitant to adopt public cloud solutions due to privacy concerns and are actively seeking On-Premise implementations to ensure data protection.

In addition to productivity gains, companies are leveraging AI to enhance competitiveness, improve product designs, and mitigate security risks, particularly in cybersecurity. There are also opportunities for multi-modal implementations, where complex solutions are integrated to address a range of use cases, further enhancing the overall effectiveness of AI applications.

Can you tell our readers about the new solutions and partnerships to accelerate enterprise Gen AI success?

HPE boasts one of the industry's most comprehensive portfolios in AI and big data. We power the world's fastest supercomputers,



We aim to showcase the transformative potential of our AI-driven solutions across various industries.

including both the first and second, and hold a significant share of the Top 500 list. Our supercomputers are not only the fastest but also among the greenest, reflecting our commitment to environmental sustainability.

Our end-to-end solutions encompass a wide range of services and technologies, including hardware compute, GPUs, AI-optimised storage, optimised network data fabrics, Delta Lakes, training tools, and data management systems. We take a consultative, vendor-agnostic approach, partnering closely with customers to address their unique business challenges. This includes developing minimum viable products

and scaling them to production levels.

At GITEX, we are showcasing a variety of use cases that highlight our technology stack and innovative solutions. One notable example is the creation of a digital avatar for our CEO, powered by advanced generative AI.

We are also featuring two compelling use cases driven by generative AI:

Smart Personalised Learning: In the education sector, our generative AI solution acts as a smart tutor, allowing students to upload their mark sheets. The AI analyses their performance, identifies weaknesses, and provides tailored recommendations. This is enhanced by AR/VR tools to improve the learning experience.

Patient Care Optimisation: In healthcare, our generative AI streamlines the patient

journey, from symptom detection to appointment facilitation. It assists doctors with room scheduling and automates discharge reports, integrating with multiple video conferencing tools for seamless communication.

Lastly, we are highlighting the role of generative AI in cybersecurity, demonstrating how it can detect breaches, malware, and malicious attempts. This feature is integrated with collaboration tools like Microsoft Teams, allowing users to engage with these advanced security capabilities directly.

Through these examples, we aim to showcase the transformative potential of our AI-driven solutions across various industries.

Can you give us more details about how HPE is accelerating AI adoption with NVIDIA?

One of our key partnerships in the realm of generative AI is with NVIDIA, alongside other significant collaborators like AMD and Telecom. At our major announcement during Discover in June, we unveiled a range of co-

developed solutions. Our offering is not just about utilising NVIDIA's GPUs; we provide a complete out-of-the-box solution available in various sizes—small, medium, and large.

In this solution, we have seamlessly integrated technologies from both NVIDIA and HPE. We leverage NVIDIA's best-in-class GPUs and networking capabilities, combined with HPE's advanced storage solutions and AI command infrastructure. Additionally, our AI Essential Stack includes Kubernetes, Delta Lakehouse data fabrics, and comprehensive services, all wrapped in efficient workflows and solution accelerators.

What sets this solution apart is its user-friendly deployment. Customers can get their systems up and running with just three clicks, enabling them to create use cases in as little as 20 seconds. This announcement with NVIDIA not only highlights our collaborative efforts but also emphasises our commitment to delivering powerful, accessible AI solutions to our customers.

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HiStone: empowering...

solutions. According to reports, we rank as the fourth-largest supplier globally. HiStone's cutting-edge technology can streamline your operations, enhance customer experiences, and fuel your business's success, ensuring we stay aligned with the latest trends in the market. Our focus is on delivering innovative products that meet the evolving needs of our customers.

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?

One of the key trends we've seen over the past

three years is the rapid adoption of AI in retail. The reason behind this is retailers need solutions that can quickly adapt to changing conditions, and AI offers powerful tools to facilitate that. Our main focus remains the retail sector, where we're committed to helping retailers leverage cutting-edge AI technology to streamline their processes.

For example, we've developed AI-powered scales that can quickly recognise items by weight, reducing errors and minimising losses for retailers. We're also incorporating AI into self-checkout systems, where items are automatically recognised without the need for manual input. This not only speeds up the checkout process but also provides retailers with real-time predictive analytics and big data insights into customer

behaviour. This level of intelligence helps retailers make informed decisions, optimize inventory, and better serve their customers.

That's why we're staying ahead of the curve, embracing these advancements to empower retailers for the future.

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?

We have complete confidence in the local regulations, which are among the most forward-thinking globally.



Our main focus remains the retail sector, where we're committed to helping retailers leverage cutting-edge AI technology to streamline their processes".

AI relies heavily on data—collecting vast amounts and predicting customer behaviours—raising concerns about data privacy, storage, and usage. Fortunately, the governments in this

region, particularly in Dubai and Saudi Arabia, are leading proactive efforts to address these risks. They recognise that big data and AI represent the future, and they've implemented strong initiatives to safeguard users' privacy and protect technology providers from cybersecurity threats.

We fully trust the legal frameworks in place, and we are committed to adhering to these regulations to ensure a secure and responsible use of AI technology.

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

We believe that the future will revolve heavily around big data, especially with the increasing integration of blockchain technology. This interconnectedness

means vast amounts of data and numerous processes will be linked, requiring processors and servers to be more efficient and reliable. We anticipate that big data, combined with blockchain, will dominate the coming years.

However, with this growth in data volume comes an increased focus on cybersecurity. As technology advances, so do the risks and potential threats. Therefore, cybersecurity will become a critical priority to ensure the sustainability of these systems. As long as cybersecurity evolves alongside blockchain, big data, and AI, both users and technology providers will be well-protected from harmful activities. This balance will be essential for secure and sustainable technological growth in the future.

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Forescout highlights...

the interconnected world of operational technology (OT), information technology (IT), Internet of Things (IoT), and the Internet of Medical Things (IoMT).

In an interview, Sam Ismail, Regional Sales Director at Forescout Technologies, shed light on the critical role of cybersecurity in this interconnected ecosystem and the trends shaping the future.

When asked about Forescout's focus at GITEX, Ismail highlighted the growing importance of securing the expanded threat landscape. He emphasised that the increasing interconnectivity between OT, IT, IoT,

IoMT, and cloud devices significantly expands potential vulnerabilities for their customers. However, the need for this interconnectivity is driven by large-scale initiatives across the GCC and beyond.

"These connections are necessary for supporting mega projects like smart cities, smart grids, and critical infrastructure developments in sectors such as oil and gas," Ismail explained. These projects pave the way for a more integrated digital future, but they also demand robust cybersecurity measures to safeguard sensitive infrastructures.

Ismail also touched on the significance of the UAE market for

Forescout Technologies, noting its critical position in the META (Middle East, Turkey, and Africa) region. "It's one of the top-tier markets," he said, recognising the UAE's leadership in driving digital transformation and smart infrastructure projects.

Looking ahead, Ismail predicted an acceleration in cloud adoption, particularly within critical infrastructure sectors. "We expect to see more organisations, especially those in critical industries, embracing cloud technologies. This shift will further expand the digital landscape, increasing both opportunities and risks," he said.

He also emphasised that cybersecurity must be a fundamental



Our solutions this year are centred around enhancing both meeting spaces and personal workspaces, ensuring seamless collaboration across environments".

consideration from the outset as digital transformation progresses. "Cybersecurity needs to be part of the initial thought process of any future architectures, especially as AI plays an increasingly central role. While AI offers immense benefits, threat actors are also using AI to exploit vulnerabilities. Therefore, organisations must be

proactive in securing their digital environments."

Ismail underscored the importance of AI-driven solutions in staying ahead of cyber threats. "Our customers are looking at how they can leverage AI to enhance their security posture. It's crucial to use the best solutions available that not only reduce risk but also mitigate threats quickly."

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Shiva...

chains, enhance customer satisfaction, and drive business success.

"We are committed to providing the best solutions to our clients, and our focus on AI is enabling us to improve our supply chain efficiency. AI helps us forecast sales, understand customer needs better, and resolve queries faster, boosting overall customer satisfaction," said Naresh.

The emphasis on AI at Gitex aligns with the event's theme, highlighting the pivotal role AI plays in modern technology. Shiva Group's adoption of generative AI positions the company as a leader in supply chain management, where AI-driven insights are revolutionizing operational efficiency. Naresh emphasized that AI is not just a trend but an essential tool for future growth, urging other businesses to embrace the technology.

However, as AI evolves, concerns about data privacy and ethical use arise. Naresh acknowledged these challenges, likening them to the vulnerabilities of any new technology. "Every technology has its advantages and disadvantages. Like installing an antivirus on your computer, you need to understand AI thoroughly before implementing it. Responsible usage is key," he advised.

Looking ahead to 2025, Shiva Group plans to expand its distribution network across the UAE and internationally while also increasing the range of AI-powered products in its portfolio. "Our vision for 2025 is clear. We aim to grow our distribution network, bring more AI-related products, and deepen our relationship with both customers and vendors. Strong relationships drive business success," added Naresh.

Gitex serves as an essential platform for Shiva Group's growth, offering the company valuable insights into emerging technologies. Naresh highlighted the importance of the event, saying, "Gitex is the world's leading tech event. It's a meeting point for industry leaders, where we gain valuable knowledge and learn about new products that shape our roadmap."

As Shiva Group continues to build strong relationships with vendors and clients, the company's commitment to AI and strategic growth is paving the way for a successful future in the global tech landscape.

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Logitech redefines...

Logitech is showcasing its latest collaboration and workspace technology innovations, highlighting two key themes: AI-driven engagement and sustainability.

Logitech's presence at GITEX marks the launch of several new products. The Logitech MeetUp 2, an upgraded version of one of the most successful products in the video conferencing industry, is among the latest offerings. "MeetUp 2 builds on the success of its predecessor with enhanced AI capabilities," said Trivedi.

Another highlight is Logitech Extend, a product designed to make setting up high-quality video meetings more seamless. "With just a single connection, users can now walk into a meeting room and start a video call instantly. This flexibility is critical in today's dynamic work environments," he shared.

Logitech is also introducing Zone 305, a

new headset with AI-driven noise suppression that is certified for use with Microsoft Teams, Zoom, and Google at an affordable price point.

In an interview, Sudeep Trivedi, Head of Alliances and Go-to-Market at Logitech, emphasised the importance of recognising how workspaces have fundamentally changed. "The way people work, where they work, and the role of the workspace have undergone a significant shift. Technology now needs to support flexible work models, enabling both individual productivity and team collaboration, regardless of location," he noted.

AI plays a crucial role in Logitech's product innovation, particularly in meetings and hybrid work environments. "One of the major challenges we identified was the sense of disengagement remote workers often feel during meetings. Using AI-driven computer

vision, we've developed solutions that level the playing field by placing remote participants on equal footing with those in the meeting room. AI can identify individuals around a conference table, displaying them in individual tiles, providing a more immersive, face-to-face experience for remote attendees," said Trivedi.

Collaborations with Microsoft, Zoom, and Google are already underway, leveraging AI to not only improve engagement but also enhance productivity. "We're working with Zoom on adding name tags for attendees, which improves the engagement experience. Additionally, AI will help with automatic meeting note-taking, making it easier for employees to focus on the discussion rather than on note-taking," he added.

Logitech is also using AI for office space analytics. With hybrid work models, companies are increasingly interested in understanding how their spaces are utilised. "By providing insights into



Technology now needs to support flexible work models, enabling both individual productivity and team collaboration, regardless of location".

space utilisation—such as when conference rooms are used most—companies can make informed decisions about their office layouts, optimising how people actually work," Trivedi explained.

Pioneering sustainability in hardware design

As a hardware company, Logitech recognises its responsibility to develop products in a more environmentally responsible way, Trivedi said. He discussed how the company is innovating around the use of recycled materials, responsible packaging, and transparency about carbon impact.

"We've made significant strides using post-

consumer recycled plastics and FSC-certified packaging. We also provide carbon impact labels on our products, offering full transparency to our customers. This allows them to see the environmental impact from manufacturing to product usage," Trivedi said.

Logitech's dedication to sustainability extends beyond product design. The company has set ambitious goals, including being carbon-positive and developing solutions to reduce hardware waste. "We're thinking about the entire lifecycle of our products. That includes finding ways to recycle and reuse components, reducing waste that would otherwise end up in landfills," he concluded.

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Veeam executive...

recently celebrated a big milestone, but insisted that whilst it has evolved over the years, its commitment to protecting their customers has never wavered.

"Last week, we celebrated our 18th anniversary as a company, and our mission from the beginning of our story has been to back-up the data of our customers, and if something happens that data then we can help them recover very fast. Now,

that is still the core of the story, but it has evolved massively over time. The landscape is so different now, our customers collect, manage and store their data differently, so we've had to evolve as a company to meet market demands. However, we want to leverage our solutions to make our customers as resilient as humanly possible to make sure that whatever happens, they'll be in a position to be able to quickly access their data," said Pfaelzer.

The theme of GITEX 2024 is undeniably AI.

Pfaelzer said that Gen AI had changed the world, and stated that Veeam was infusing AI into their suite of products to enhance the security provided to their customers.

"Generative AI is making the world change at a massive pace, and at Veeam, we need to keep up with the change as well to make sure our products are meeting market demands and requirements. In addition to this, we are also embedding AI into our products, and are

continuously looking at how we can develop AI within our suite of solutions, services and products to enhance the experiences and outcomes for our customers," said Pfaelzer.

Pfaelzer concluded the interview by highlighting the partnership it signed earlier this year with US technology leader Microsoft.

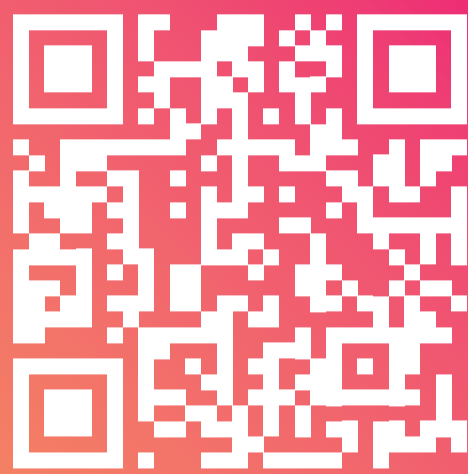
"Earlier this year, we signed a partnership with Microsoft, and this collaboration was designed with the intent to make sure that everything Microsoft

365 in their environment can be protected by Veeam. We also agreed that we will deliver the next version of the products together with Microsoft's CoPilot, which as we know is an AI-tool. Outside of that, our regular products will always carry AI elements. We will embed AI in everything that we do in the future in order to make it easier for our customers to administrate the data, and free-up resources. So, in summary, AI is going to be a massive component of ours going forward," said Pfaelzer.

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GITEX GLOBAL hosts Middle East's largest data centre gathering to propel the future of hyperscale, modular, and edge infrastructure

AI-driven demand underpins the region's development as a fast-growing data centre hub with GITEX GLOBAL 2024 paving the way for insightful discussions.



GITEX GLOBAL 2024, the world's largest tech and startup event, hosted the Middle East's largest data centre gathering on Thursday at the Dubai World Trade Centre (DWTC), showcasing the region's commitment to becoming a global leader in the rapidly evolving data centre market.

The conference programme underscored the far-reaching implications of AI in data infrastructure, a driving force behind the rapidly expanding billion-dollar global market., while leading enterprises captivated the audience

with their innovative solutions, showcasing the future of hyperscale, modular, and edge data centres.

As businesses increasingly turn to AI, the global data centre market is projected to reach USD \$256 billion by the end of this year and will rise to USD \$775 billion by 2034.

GITEX GLOBAL serves as a critical platform for industry leaders to engage in discussions that highlight the urgent need for enhanced and scalable data centres, essential for supporting the burgeoning AI-driven demand.

Driving Job Opportunities and Benefiting Society

On "Data Centres Universe", conversations focused on how hyperscale, edge, and modular data centres can contribute to the growth in the presence of the sector's biggest names. Major players, including Khazna, Legrand, Vertiv, Alibaba Cloud, AWS, DELL, Google Cloud, IBM, and Lenovo, convened to share their perspectives on the evolving trajectory of the industry, explore potential avenues for accelerated growth, and underscore the critical role

If you look at all the hyperscales, their data centres are having a huge impact on the economy as people can secure jobs which are vital for the day-to-day operations".

of expansion in catalyzing global ambitions for AI-driven innovation.

Hassan Al Naqbi, CEO of Khazna Data Centres, the MENA region's largest hyperscale wholesale data centre provider, explained during a panel discussion that more data centres not only boost the market's growth but also build capacity, supporting talent development, and fostering employment to meet the increasing demand.

He said: "A lot of people

think that data centres are not job creation machines. However, data centres are vital for economies and have different roles involved. If you look at all the hyperscales, their data centres are having a huge impact on the economy as people can secure jobs which are vital for the day-to-day operations."

As the conversation shifted toward the future of data centres, industry experts emphasised the importance of sustainable practices in their development as the industry's advancements enable the next-generation of tech solutions and services.

Marc Marazzi, Vice President of Legrand Data Centre Solutions, shared his perspective on the need for careful planning and environmental responsibility in this rapidly expanding market.

He believes the industry will go from strength to strength, but organisations must exercise caution in their decision-making when building data centres taking into account long-term considerations of how the world will evolve over the next decade.

He said: "It's great to see many taking the green initiative very seriously and looking at the way they are building and cooling data centres. Today, they are bigger than ever before and being built faster but we must not lose sight of the importance of how we manufacture, what we are

installing and how they are managed. Data Centres are built with 15 years in mind, and we must think what they would look like in a specific time and get it right from the beginning."

What Next at GITEX GLOBAL 2024?

As GITEX GLOBAL comes to a close on Friday, 'Futuristic Friday' promises to feature groundbreaking technologies such as quantum computing, advanced robotics, and space tech, all poised to redefine the boundaries of possibility in the tech landscape.

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

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

More information is available at: www.gitex.com

One year of Techbridge MEA: fueled by bold ideas & spanish lattes

As TechBridge Distribution MEA celebrates their first anniversary, the story of their inception and the journey since then unfolds like a compelling narrative—a tale marked by inspiration, resilience and a vision to redefine the Tech distribution landscape in the Middle East and Africa (MEA). At the heart of this exciting venture is Steve Lockie, the Managing Director, whose passion for innovation and commitment to partner success have been pivotal in shaping TechBridge's ethos and achievements.



Steve Lockie, Techbridge

To provide businesses with an all-encompassing view of the threats targeting their organisations, Kaspersky added a new Threat Landscape section to its Threat Intelligence Portal. Now customers can access the most comprehensive and up-to-date information regarding potential malicious actors, their techniques, tactics,

procedures and malware to identify likely attack vectors and build a robust cybersecurity strategy.

With the rapid growth of sophisticated cyberattack methods, it is becoming increasingly important for information security teams to prioritise threats effectively and respond to them quickly. According to Enterprise Strategy Group's

'SOC Modernisation and the Role of XDR' report, one in four companies states that reacting to new information about cybersecurity threats "in the wild" is their primary security operations goal. Therefore, having the latest, most comprehensive threat intelligence plays an important role in developing an effective cybersecurity strategy, allowing companies to identify security risks before attackers can exploit them.

The Kaspersky Threat Intelligence portfolio provides a comprehensive view of the organisation's security posture and includes Threat Analysis, Threat Lookup, Threat Data Feeds, Threat Intelligence Reporting, Digital Footprint Intelligence, and Threat Infrastructure Tracking, all provided via the Kaspersky

Threat Intelligence Portal, a single access point where security services work interconnectedly and deliver actionable insights to help organisations protect themselves against cyber threats.

Threat Landscape is a new section of Kaspersky Threat Intelligence Portal that is specifically designed to leverage MITRE ATT&CK, gathering detailed data about threats and attackers that target a specific industry and region from Kaspersky's Threat Intelligence data worldwide. It provides information on the threats associated with:

- Geography,
- Industry,
- Platforms,
- Actor profiles,
- Software profiles,
- Techniques, tactics and detailed procedures (TTPs),

- Mitigations,
- Detection rules associated with each TTP (Sigma, Suricata),
- Indicators of compromise (IoCs).

After applying these and other filters, Kaspersky Threat Intelligence Portal users can view their unique threat landscape. By obtaining the heat map based on the MITRE ATT&CK framework, the most up-to-date information about threat actors and their potential adversaries, reports with detailed descriptions of the attacks, and specific recommendations, the organisation can prevent potential attackers from successfully executing a specific technique.

All the information about cyber threats, actors and their TTPs is being collected in real time, with the help of expert systems that Kaspersky has been using to fight cybercrime for over 25 years. These systems regularly process millions of files, including data from KSN, web crawlers, bot farms, spam traps, honeypots, sensors, passive DNS, open and dark web sources. Then the obtained data is analysed on a stream by different automatic

systems such as Kaspersky Sandbox, the Kaspersky Threat attribution engine, and other solutions. This constant monitoring and research help create the industry's most extensive repository of actor and software profiles linked to malicious files and their TTPs, providing companies with detailed and up-to-date information about threats specifically relevant to them.

"Our company possesses in-depth knowledge and extensive experience in the realm of cyberthreat research and we are happy to share it with our customers.

By understanding their own threat landscape, they will be able to take strategically informed steps to proactively protect all of their assets and IT infrastructure. The new feature of our Threat Intelligence Portal will help them build an effective cybersecurity strategy and identify security gaps before attackers can exploit them," says Anatoly Simonenko, Head of Technology Solutions Product line at Kaspersky.

To learn more about Kaspersky Threat Intelligence, please visit the website. [🌐](#)



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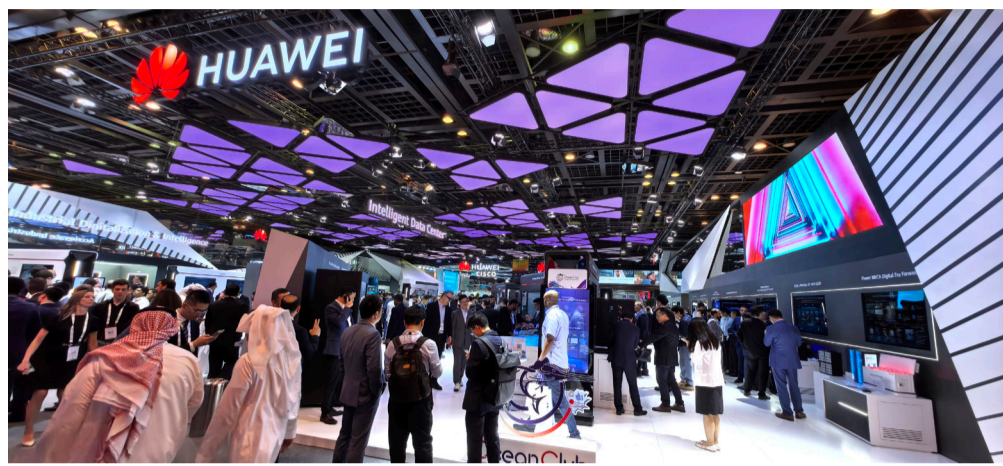
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A Bold New Vision for Industrial Digitalisation and Intelligence to Shape the Future of Productivity

During GITEX GLOBAL 2024, Huawei unveiled its comprehensive strategy to accelerate industrial digitalisation and intelligence.



In the ever-evolving digital transformation landscape, global ICT leaders can be champions of industrial digitalisation and intelligence that transforms productivity across sectors. Indeed, the World Economic Forum estimates that 70% of new value created over the coming decade will be based on digitally-enabled platform business models.

At the Industrial Digital and Intelligent Transformation Summit that took place during GITEX GLOBAL 2024, Huawei unveiled its comprehensive strategy to accelerate industrial digitalisation and intelligence. During his keynote speech at the Summit, Leo Chen, Corporate Senior Vice President and President of Enterprise Sales at Huawei, emphasised that the confluence of AI, 5G-A and other advanced technologies is driving the

fourth industrial revolution, heralding a significant leap in productivity. However, this transformation is not without its challenges, particularly in infrastructure, industrial applications, and talent ecosystems.

"First, digital and intelligent infrastructure needs a more solid foundation. Currently, less than 50% of devices are connected and computing is unaffordable, energy-intensive, and in short supply. Meanwhile, the sheer number of industry scenarios and AI hallucinations is keeping AI penetration below 12% while ecosystem, talent, and policy gaps remain big challenges," Chen added.

Huawei's full-stack technical capabilities in network, storage, computing, and cloud provide a unique ability to support industries in building this crucial infrastructure. Recognising that high-quality data is the

cornerstone of AI inference and computation, Huawei has launched a series of groundbreaking products. These include the industry's highest-performance Wi-Fi 7, the first 800GE AI router, and the first all-optical data centre switch, setting new benchmarks for real-time, high-speed, and lossless data transmission across campus networks, wide area networks, and data centres.

To complement this robust network infrastructure, Huawei also introduced next-generation, AI-ready, all-flash storage products. These solutions not only increase data storage capacity but also significantly enhance data retrieval and recovery speeds. Furthermore, Huawei has developed two distinct computing solutions: Kunpeng for general-purpose computing and Ascend for AI computing. These open ecosystems,

complete with hardware, software, applications, and development toolkits, offer partners and customers greater choice and flexibility in their digital transformation journey.

Recognising the imperative of cloudification in the AI era, the company showcased the Huawei Cloud Stack. This innovative solution allows enterprises to deploy cloud-infrastructure data-centre solutions on-premises, delivering public cloud performance and service experience while meeting stringent data localisation and protection requirements.

Beyond infrastructure, Huawei is committed to guiding industrial customers through their digital transformation, Chen explained. To this end, the company has proposed a 6-layer "reference architecture" designed to provide industries with a blueprint for successful intelligent transformation.

This architecture has informed the development of over 200 industry-specific solutions underpinned by four key implementation models.

The comprehensive strategy and solutions offer a roadmap for industries to navigate the complex landscape of digital and intelligent transformation. By combining cutting-edge infrastructure with industry-specific insights and flexible implementation models, Huawei is positioning itself as a key enabler of the fourth industrial revolution, driving productivity and innovation across sectors.

In a bold move to quantify the impact of digital transformation, Huawei has developed a new Global Digital Index (GDI) in partnership with IDC. This index offers customers worldwide quantitative evaluation indicators for transformation, providing a valuable tool for organisations to assess their digital maturity and identify

areas for improvement. The GDI is expected to become an industry benchmark, driving more targeted and effective digital transformation strategies.

Looking ahead, the potential applications of advanced technologies in various sectors are vast. In manufacturing, for instance, integrating AI and IoT could lead to predictive maintenance systems that dramatically reduce downtime and optimise production processes. In healthcare, advanced data analytics and 5G connectivity could enable remote surgeries and personalised treatment plans based on real-time patient data. The transportation sector could see the rise of fully autonomous vehicles and smart traffic management systems that significantly reduce congestion and emissions.

As we stand on the cusp of this new era, Huawei's vision for industrial digitalisation and intelligence offers a glimpse into a future where technology seamlessly integrates with every aspect of business and daily life. By providing the tools, knowledge, and partnerships necessary for this transformation, Huawei can shape the future of productivity. The journey towards a fully digital and intelligent world is well underway, and with Huawei's innovative solutions and collaborative approach, industries across the globe are poised to make the leap into a more efficient, sustainable, and intelligent future. 



Recognising that high-quality data is the cornerstone of AI inference and computation, Huawei has launched a series of groundbreaking products".

Kaspersky Threat Intelligence Portal now provides a new tailored real-time overview of the threat landscape

Now customers can access the most up-to-date information regarding potential malicious actors, their techniques, tactics, procedures and malware.

To provide businesses with an all-encompassing view of the threats targeting their organisations, Kaspersky added a new Threat Landscape section to its Threat Intelligence Portal. Now customers can access the most comprehensive and up-to-date information regarding potential malicious actors, their techniques, tactics, procedures and malware to identify likely attack vectors and build a robust cybersecurity strategy.

With the rapid growth of sophisticated cyberattack methods, it is becoming increasingly important for information security teams to prioritise threats effectively and respond to them quickly. According to Enterprise Strategy Group's 'SOC Modernisation and the Role of XDR' report, one in four companies

states that reacting to new information about cybersecurity threats "in the wild" is their primary security operations goal. Therefore, having the latest, most comprehensive threat intelligence plays an important role in developing an effective cybersecurity strategy, allowing companies to identify security risks before attackers can exploit them.

The Kaspersky Threat Intelligence portfolio provides a comprehensive view of the organisation's security posture and includes Threat Analysis, Threat Lookup, Threat Data Feeds, Threat Intelligence Reporting, Digital Footprint Intelligence, and Threat Infrastructure Tracking, all provided via the Kaspersky Threat Intelligence Portal, a single access point

where security services work interconnectedly and deliver actionable insights to help organisations protect themselves against cyber threats.

Threat Landscape is a new section of Kaspersky Threat Intelligence Portal that is specifically designed to leverage MITRE ATT&CK, gathering detailed data about threats and attackers that target a specific industry and region from Kaspersky's Threat Intelligence data worldwide. It provides information on the threats associated with:

- Geography,
- Industry,
- Platforms,
- Actor profiles,
- Software profiles,
- Techniques, tactics and detailed procedures (TTPs),
- Mitigations,
- Detection rules associated with each TTP

(Sigma, Suricata),

- Indicators of compromise (IoCs).

After applying these and other filters, Kaspersky Threat Intelligence Portal users can view their unique threat landscape. By obtaining the heat map based on the MITRE ATT&CK framework, the most up-to-date information about threat actors and their potential adversaries, reports with detailed descriptions of the attacks, and specific recommendations, the organisation can prevent potential attackers from successfully executing a specific technique.

All the information about cyber threats, actors and their TTPs is being collected in real time, with the help of expert systems that Kaspersky has been using to fight cybercrime

for over 25 years. These systems regularly process millions of files, including data from KSN, web crawlers, bot farms, spam traps, honeypots, sensors, passive DNS, open and dark web sources. Then the obtained data is analysed on a stream by different automatic systems such as Kaspersky Sandbox, the Kaspersky Threat attribution engine, and other solutions. This constant monitoring and research help create the industry's most extensive repository of actor and software profiles linked to malicious files and their TTPs, providing companies with detailed and up-to-date information about threats specifically relevant to them.

"Our company possesses in-depth knowledge and extensive experience in the realm of cyberthreat research and we are happy to share it with our customers. By understanding their own threat landscape, they will be able to take strategically informed steps to proactively protect all of their assets and IT infrastructure. The new



The new feature of our Threat Intelligence Portal will help them build an effective cybersecurity strategy and identify security gaps before attackers can exploit them".

feature of our Threat Intelligence Portal will help them build an effective cybersecurity strategy and identify security gaps before attackers can exploit them," says Anatoly Simonenko, Head of Technology Solutions Product line at Kaspersky.

To learn more about Kaspersky Threat Intelligence, please visit the website.w



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Splunk drives digital resilience

Ahmed El Saadi, VP for MEA at Splunk, discusses the significance of digital resilience and AI-driven transformation in the rapidly evolving Middle East market.



Ahmed El Saadi, Splunk

Splunk, a Cisco company, is participating in GITEX for the second time, highlighting its commitment to driving digital transformation in the region. Ahmed El Saadi, Splunk's Vice President for the Middle East and Africa, emphasised the significance of this event as a hub for ideas, collaboration, and growth.

"GITEX is a super important event for us because of what it represents," El Saadi said. "It's a mecca for everything that has to do with transformation, led by artificial intelligence today. The event is growing in both size and influence. The brand of GITEX is becoming increasingly significant for Splunk,

prompting the company to invest not only in the UAE but also in Africa."

"By participating in GITEX, we aim to educate as much as possible and create opportunities for our customers and partners to transform, becoming more secure and reliable in the process," he added.

El Saadi elaborated on the multiple areas of focus for Splunk at GITEX. "Splunk is a software company that provides digital resilience to its customers," he explained. "We help our customers anticipate issues related to applications, infrastructure, or security before they impact customers."

The company is showcasing innovations across three primary themes: IoT Integration, AI-Driven Solutions, and Observability. By leveraging data from IoT



There is an openness of minds and a willingness to embrace change in the region that creates a fertile ground for innovation."

devices and operational technologies, Splunk provides comprehensive visibility into manufacturing processes. "We help operating teams identify efficiencies and areas for improvement," he stated.

Moreover, Splunk is demonstrating its latest

AI-powered software. "AI is well positioned in two areas for us. Our product was designed using machine learning, making it a natural progression to integrate AI for automation and simplification," El Saadi noted. "This means our customers can streamline operations without needing extensive expertise."

When discussing the significance of the Middle East market, El Saadi highlighted its rapid growth. "The Middle East is one of the fastest-growing markets for Splunk," he said. The UAE, in particular, has established itself as an innovator. "They set the benchmark so high that residents, both citizens and expats, expect nothing less," he added.

This expectation drives the need for digital resilience, a challenge that Splunk is poised to meet. "We're also focusing on

the human capital side, training enough people to manage the challenges that AI brings," he mentioned.

El Saadi identified AI as a primary focus for Splunk's growth strategy. "More development in AI is on the horizon, along with plans to launch Splunk's instance on AWS in the UAE by the end of the year," he shared. This SaaS offering will empower organisations in the region, enhancing operational efficiency and agility through AI-driven insights. Introducing Splunk Cloud on AWS will give organisations real-time visibility into their IT infrastructure, enabling proactive issue identification and minimising downtime.

In conclusion, El Saadi expressed his excitement for the future of innovation in the Middle East. "This market is one of the most exciting ones for us," he said. "There is an openness of minds and a willingness to embrace change that creates a fertile ground for innovation."

Positive Technologies: advancing cybersecurity with AI, local expertise and innovative solutions

Veronica Martin caught up with Evgenia Popova, Director of International Business Development at Positive Technologies, to discuss their participation in GITEX, what makes them different from their competitors and their future plans in the Middle East.



Evgenia Popova, Positive Technologies

Can you tell us about your participation in GITEX?

GITEX is always a very important event, but this year it has truly surprised us with how much it continues to evolve, bringing more innovations to the forefront. For our company, this event holds great importance as it allows us to connect with a diverse group of people—partners, customers, and industry leaders. It's not just about showcasing what we offer, but also about providing real value to those we engage with.

This year, we're focusing on four key topics. The first is our Automated Security Operations Centre (SOC) platform, called Max Two. This innovative platform allows a single person, rather than an entire team, to manage security operations in a "co-pilot"

mode, where the system automates key tasks. The operator simply verifies decisions and approves actions, significantly streamlining the process.

Next, we're highlighting Operational Technology (OT) security, which has been somewhat overlooked in the past. Many companies now realise that OT infrastructure needs just as much attention and monitoring as IT infrastructure. We offer a comprehensive solution that not only provides in-depth knowledge of industrial protocols but also integrates a range of tools to deliver effective security for OT systems.

Our third focus is on application security. This approach starts from the ground up—ensuring security is embedded in the code from the beginning.

Development teams are now more proactive in assessing vulnerabilities during the coding phase, which reduces the cost and effort needed for quality assurance later on. Our solution, Application Inspector, offers full visibility into this process, ensuring secure coding practices from the outset.

Overall, these topics reflect our commitment to staying ahead in security solutions and providing real, actionable value to our customers.

Can you tell us what makes Positive Technologies different from your competitors?

We believe that an effective business strategy should strike the right balance between quality, expertise, and technology, with a strong emphasis on AI. Today, AI is at the forefront of innovation across industries, including cybersecurity, as evidenced by recent advancements recognised in Nobel Prize-winning research in chemistry and physics.

In our own software development, we harness AI technologies to enhance security measures. However, it's crucial not to overlook the significance of expertise. This often-underappreciated element is embodied by our team



We believe that fostering practical experience is crucial for developing specialists who can effectively navigate the complexities of today's cybersecurity landscape".

of ethical hackers and researchers, who engage in the critical work of identifying vulnerabilities and building a comprehensive knowledge base on a daily basis.

We emphasise the need for a local team of researchers who understand the unique landscape and challenges of the region. Our distinctive approach focuses on nurturing this expertise locally, which will not only benefit our home country but also empower businesses in the region. By fostering this specialised knowledge, we can better protect local

companies and ensure that malicious actors are thwarted in their attempts to exploit vulnerabilities.

Can you tell us about your recent threat report?

We recently released a comprehensive report analysing the current state of the market, and one finding that particularly caught my attention is the alarming rise in the misuse of AI tools by malicious actors. The number of cyberattacks has nearly doubled compared to the previous year, posing a significant threat to organisations across various sectors.

While the situation varies by region, it's noteworthy that the European Union leads in terms of attack frequency, followed closely by Saudi Arabia. Even these economically advanced regions are facing severe challenges, especially in the public and energy sectors, where different types of data breaches are prevalent.

An abundance of sensitive data is now available on the dark web, with credentials being sold at shockingly low prices. Armed with this information, cybercriminals can launch more targeted and effective attacks. This creates a vicious cycle: as individuals lose

data through company breaches, attackers gain the knowledge needed to exploit vulnerabilities further.

The pace of this development is accelerating rapidly, and we anticipate that the situation will only worsen in the coming year.

Can you tell us about your future plans in the Middle East?

This aligns perfectly with our philosophy on cultivating expertise. We are committed to building a local team of experts that includes not just sales personnel but also professionals from R&D and our Centre of Excellence. Their contributions will enhance the local market significantly.

To support this initiative, we are implementing educational programs tailored to our products while also providing practical tools that empower individuals and organisations to improve their skills through hands-on experience.

Our platform offers more than just theoretical knowledge; it serves as an ongoing resource where users can sign up for real-life simulations of cyberattacks. This allows them to practice their response strategies and refine their skills in a safe environment.

We believe that fostering such practical experience is crucial for developing specialists who can effectively navigate the complexities of today's cybersecurity landscape.

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CyberArk works to strengthen identity perimeter in a new era of cyber threats

CyberArk's presence at GITEX highlights its expanded approach to identity security, focusing on the challenges posed by AI and the rapid growth of machine identities.



Tom Lowndes, CyberArk

At this year's GITEX, CyberArk's presence is driven by a crucial mission: securing the identity perimeter. In an age where cybersecurity is evolving, Tom Lowndes, Director, Middle East at CyberArk, discussed how the company's focus has expanded beyond traditional privileged access management to address the challenges of today's identity-driven cyber landscape. "Our focus is about helping customers secure

their identity perimeter," said Lowndes. "CyberArk was created 25 years ago to protect privileges within identities in IT systems, where sensitive data or processes needed robust protection. Today, that challenge is even larger." Lowndes emphasised that CyberArk's mission is to safeguard privileges surrounding both human and machine identities. The modern digital ecosystem—where the boundary between users,

devices, and applications blurs—requires a shift in how we protect sensitive information. "Hackers are no longer breaking in—they're using the keys we've unknowingly given them," Lowndes added. "Our task is to close those gaps."

According to Lowndes, one of the core issues organisations face today is that traditional cybersecurity models, designed around a fortress mentality, are no longer sufficient. "Companies have built strong moats and walls, but the attackers have already found ways inside. Digital transformation, third-party risks, and the rise of AI have led to an explosion of identities, making it impossible to secure the perimeter with old methods."

In sectors like finance, energy, and critical infrastructure—industries prominent in the Middle

East—the complexity of their digital value chains presents an added layer of vulnerability. AI, in particular, adds both opportunities and risks.

CyberArk is at the forefront of using AI to enhance its platform and help clients streamline their cybersecurity processes. Lowndes explained that the company's AI model, Cora AI, is already making significant strides. "Cora AI provides our users with insights that reduce the workload of their specialised staff, allowing them to automate actions and focus on more critical areas. It's about efficiency, but also about empowering teams with knowledge and data that can be quickly accessed and actioned."

By January 2025, CyberArk expects to roll out Cora AI fully, a milestone that Lowndes believes will be transformational for their customers.

A recurring theme at GITEX, Lowndes noted, is the desire of organisations to reduce their cyber debt and maximise the value of their existing cybersecurity investments. "Many organisations are overwhelmed with the number of tools and vendors involved in their security infrastructure," he said. "Our research found that 94% of organisations in the UAE alone have invested in 10 or more identity-related tools. We help them streamline this, making it easier to manage and gain insights from fewer, more integrated solutions."

CyberArk, known as one of the top Privileged Access Management (PAM) tools for six consecutive years, according to Gartner, has expanded its offering to provide an end-to-end identity security platform. "Our holistic approach allows clients to manage their cybersecurity more efficiently, unlocking value across other areas of their operations."

One of the key conversations Lowndes has had at GITEX revolves around the growing number

of machine identities. "For every human identity, there are now 45 machine identities operating in the background, and that number is increasing rapidly," Lowndes revealed. "Some organisations are aware of this, but many are only beginning to understand the magnitude of this challenge."

In response, CyberArk offers a secrets management platform that secures the automated processes machine identities rely on. With the recent acquisition of Venafi, CyberArk has enhanced its ability to manage encryption certificates, ensuring that all machine identities are effectively secured, whether in a cloud or hybrid environment.

"The Middle East is a critical region for us," Lowndes highlighted. "The appetite for improving cybersecurity standards, coupled with the region's rapid growth, presents a tremendous opportunity." With over 350 customers in the region, including 100 in the UAE, CyberArk is firmly established as a trusted partner in the Middle East's cybersecurity landscape.

Shaping tomorrow's channel landscape

Ahmad Fida Weldali, Regional Sales Director at LinkShadow, discusses how continuous innovation, training and empowerment are equipping their channel partners to face the future with confidence.



Ahmad Fida Weldali, LinkShadow

Let's dive into the evolving landscape of channel partnerships in cybersecurity with LinkShadow. Let's start with the channel ecosystem. How does LinkShadow approach its channel partners?

Organisations are increasingly relying on partner programs to expand their reach, deliver innovative solutions, and drive business growth. At LinkShadow, we have developed a comprehensive and robust partner program with LinkShadow Cyber Mesh Platform Solution to empower our partners and maximise mutual growth and success.

LinkShadow recognises the importance of equipping its partners with the necessary knowledge and tools to effectively sell and support LinkShadow AI Powered cybersecurity solutions to customers. Our partner program offers comprehensive training and

certifications, enabling our channel partners to enhance their technical expertise and stay up-to-date with the latest industry trends.

This includes ongoing product training, sales enablement, and access to a dedicated partner portal with a wealth of resources, including sales collateral, technical documentation, and marketing materials.

How exactly does LinkShadow support its channel partners in enhancing their capabilities?

Empowering partners to drive success is key. We have a comprehensive onboarding and enablement program designed to equip them with the knowledge and tools needed to succeed. This includes free technical certification, access to our product portal, and real-time reporting capabilities that enable partners to provide value-added services using LinkShadow AI Powered Cyber Mesh Platform to their

customers.

LinkShadow understands the importance of providing reliable technical support to its partners and their customers. The partner program offers access to a dedicated technical support team, ensuring prompt resolution of any product-related queries or issues. This collaboration extends to joint solution development and co-selling initiatives, enabling partners to leverage LinkShadow's expertise and resources to deliver comprehensive LinkShadow cybersecurity solutions such as NDR, UEBA, OpenXDR, DSPM using Linkshadow Cyber Mesh Platform to their customers.

Let's look a little at cybersecurity. What are some of the main challenges businesses in the region face when it comes to cybersecurity?

The challenges are multifaceted. A significant issue is the shortage of skilled cybersecurity professionals, which affects organisations globally. Additionally, many businesses struggle with vendor lock-in, where they are tied to specific solutions that hinder their flexibility. We address this by ensuring that through the Cyber Mesh platform LinkShadow can integrate with a variety of existing security tools, thus providing a more adaptable and holistic approach to cybersecurity and enabling

customers to have the capability of solutions like NDR, UEBA, OpenXDR, DSPM Powered by AI under Linkshadow Cyber Mesh Platform.

Can you elaborate on the integration of AI within your security platform?

Absolutely. The LinkShadow Cyber Mesh Platform uses AI to automate the correlation of data from various security tools. This not only streamlines the process of threat detection but also enhances compliance management. As regulations become increasingly stringent, having a centralised view of compliance-related data is crucial for organisations. We are not just focused on security; we are also addressing data governance and compliance, which are essential for businesses today.

Compliance is indeed a major concern. How does LinkShadow ensure that its partners can support clients in meeting these regulatory requirements?

We empower our partners by providing them with tools that facilitate compliance monitoring. LinkShadow Cyber Mesh Platform can generate reports that help organisations demonstrate compliance with local data protection laws. For example, it can pinpoint where the sensitive data resides and who has access, ensuring that customers

can quickly respond to audits and compliance checks, LinkShadow's latest initiative in the Data Security space is primarily focused on helping organisation to manage Data Security / Privacy compliance using Linkshadow Data Security Posture Management (DSPM)

It seems like education is also a significant factor. How does LinkShadow address the knowledge gap in the market?

We recognise the need for ongoing education and upskilling in cybersecurity. LinkShadow Cyber Mesh Platform is designed to be user-friendly, allowing organisations to develop their own AI models and adapt to new trends without requiring extensive technical expertise. We also encourage our partners to offer training and resources to their customers, fostering a more informed customer base. One of the key benefits is the On-Prem Custom AI Data Models, which customers can create, and fine-tune based on their own environments. This feature, referred to by LinkShadow as the AI-Powered Engine, requires minimal effort from the customer.

As organisations increasingly migrate to the cloud, how does LinkShadow ensure data security across various environments?

LinkShadow Cyber Mesh Platform provides visibility into both on-premises and cloud environments, helping organisations secure their data regardless of where it resides. By leveraging AI and a cyber mesh architecture, we enable clients to

monitor their Network or Data security posture comprehensively and efficiently using NDR, UEBA, OpenXDR, DSPM services, which is essential in today's hybrid environments.

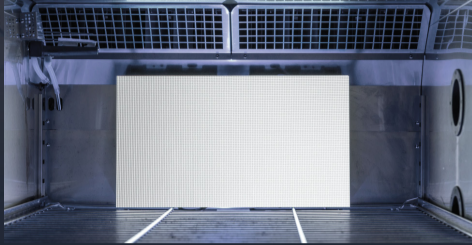
That sounds like a powerful offering. How do you foresee the future of cybersecurity partnerships evolving?

The future of cybersecurity partnerships will be centred around collaboration and flexibility. As threats continue to evolve, partners must be equipped to provide innovative solutions that can adapt to changing regulatory landscapes and customers' needs. By fostering a strong partnership ecosystem and focusing on integration, we believe LinkShadow can help our partners thrive in this dynamic environment.

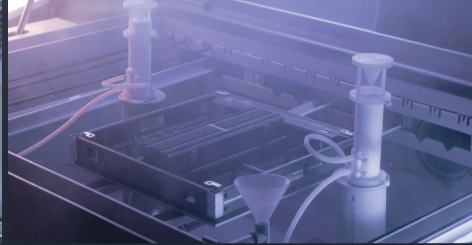
We are excited to continue our journey in the cybersecurity landscape and support our partners in delivering robust solutions to their clients. Our partner strategy is comprehensive and well-structured to empower the channel community to drive business growth while delivering cutting-edge cybersecurity solutions to their customers. By providing extensive enablement, sales and marketing support, technical collaboration, and attractive offers, LinkShadow ensures that its partners have the necessary resources and tools to succeed in today's competitive market. As a result, we are looking forward to creating a win-win scenario, fostering stronger alliances that can drive mutual growth and joint success stories.

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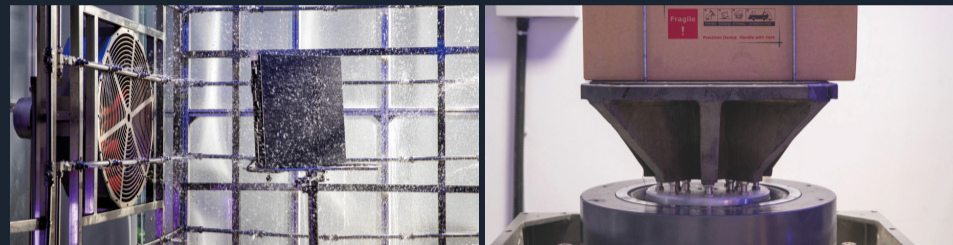
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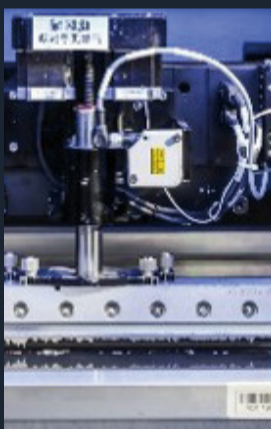


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HID unveils future-forward innovations at GITEX

The unveiling of the HDP5000E and discussions on AI integration reflect HID's dedication to advancing security solutions in the Middle East.



Isaac Young, HID

On the sidelines of GITEX, Isaac Young, VP & Head of FARGO, shared insights into the company's strategic focus, product advancements, and the evolving landscape of security solutions in the

Middle East.

Young said: "GITEX serves as a pivotal platform for HID, facilitating crucial dialogues with partners. We've had over 13 meetings with partners discussing business conditions, educating them

on new products, and helping them understand organisational and strategic changes."

Among the company's standout offerings at the event is the HDP5000E, a refreshed version of an industry-leading retransfer printer that has been a cornerstone of the market since its debut in 2007. Notably, the new model boasts a significant achievement: a 30% reduction in carbon footprint during manufacturing.

Furthermore, HID's booth at GITEX showcased three key areas of their business. First was IDT (Identity Technologies), which focuses on RFID solutions, including tags and labels that facilitate tracking and real-time location services,



The HDP5000E is just step one. We are undergoing a complete portfolio refresh."

enhancing operational efficiency within buildings. Second was Identity and Access Management (IAM), covering essential security functions like two-factor authentication and visitor management. The third revolved around Fargo Products. Alongside the HDP5000E,

HID showcases Fargo Connect, a cloud solution that enhances printer connectivity. "This allows for machine management, job monitoring, predictive analytics, and more," he explained.

As Young pointed out, a notable trend in the industry is the integration of AI technologies into security solutions. "For instance, we are using AI to optimise photos for identity capture, ensuring that images meet set standards without the need for retakes." This not only enhances efficiency but also streamlines processes, reinforcing HID's commitment to innovation while maintaining authenticity in identity verification.

He further discussed

the strategic importance of the Middle East in HID's global operations. "This region represents a significant percentage of our revenue," he stated. Our deep relationships within government identity programs position us as a trusted partner for issuing driver's licenses, national IDs, and other critical identities."

Speaking about future plans, Young shared some exciting developments: "The HDP5000E is just step one. We are undergoing a complete portfolio refresh." This commitment to innovation means that attendees can expect a suite of new products next year, enhancing HID's offerings in the market.

In addition, he announced Nat Pisupati's return as the new Director of Middle East Africa Sales. "Nat has previously been with Fargo for 13 years, and we're thrilled to welcome him back." [@](#)

"We are now industry cloud complete, and that is a huge differentiator for us" – Phil Lewis, Infor

Phil Lewis, Senior Vice President, Solution Consulting, EMEA & APJ at Infor, sat down with CNME Editor Mark Forker, to discuss the evolution the company has undertaken in its transition towards being an 'industry cloud complete' technology provider.



Phil Lewis, Infor

Infor is a global leader in cloud-based, industry-specific enterprise software, but as Phil Lewis, their SVP

of Solution Consulting for the EMEA & APJ region declared, the company is now moving away from that

to be more a 'industry cloud complete' company.

CNME Editor Mark Forker spoke to Phil Lewis during GITEX 2024, to find out more about the evolution.

"Infor has always been an industry-specific technology provider, and we've been doing that for over 20 years. However, over the last few years we have moved away from being industry-specific to what we call being 'industry complete'. We now look at ourselves as industry cloud complete. We have industry-specific ERP's that are purpose built for process manufacturing and service industries,



Over the last few years we have moved away from being industry-specific to what we call being 'industry complete'. We now look at ourselves as industry cloud complete."

so essentially those industry-specific ERPs are then surrounded by industry-specific best-in-class applications, such as warehouse management, supply chain management and product lifecycle tools that are specific to the industry," said Lewis. Lewis highlighted how

its ERP technology and its industry-specific applications all sit on its Infor OS platform.

That is the foundation for the fusion and application of cutting-edge technologies for their customers.

"You have got the ERP and the industry-specific

applications and they all sit on a common technology platform. This common technology platform is called Infor OS, and that's where we really start to add cutting-edge digital capabilities that are customers can really benefit from. However, we're not just adding technology for the sake of it, we're deploying AI that is purpose-built for a food and beverage company, enterprise automation that is purpose built for an automotive company, hyper productive experiences that are just for distributors. When you put all that together and combine all those technologies that's what we mean when we say industry cloud complete, and that really is a huge differentiator for us," said Lewis.

Full coverage of this interview in 60 Minutes will be featured both online and in November's edition of CNME. [@](#)

Cloudbrink unveils AI-Powered Connectivity and Security Innovations at GITEX

CEO Prakash Mana highlights transformative AI integration in Cloudbrink's solutions, enhancing connectivity, security, and enterprise insights.

On the third day of GITEX 2024, Prakash Mana, Chief Executive Officer of Cloudbrink, discussed the company's latest innovations in connectivity and security during an exclusive interview with Sandhya D'Mello, Editor, Technology Division, CPI Media Group.

Cloudbrink, a leader in the regional tech space, showcased how artificial intelligence (AI) is revolutionising its product offerings to meet the demands of today's enterprises.

Prakash emphasised

the shift in how companies connect users to data. "In the past, users were centralised in offices, and applications were housed in data centres. Today, both users and applications are scattered across the globe, requiring a reimagining of connectivity, access, and security," he explained. Cloudbrink is addressing this by leveraging AI to ensure seamless access and a secure experience, no matter where users or applications are located.

Highlighting AI's role, Prakash outlined three key areas where Cloudbrink is

making a significant impact. First, AI algorithms are being utilised to recover lost data packets in congested networks, ensuring users experience uninterrupted video streams and data transfer. "We want to make sure that if someone is watching a video or accessing an application, there is no interruption, no pixelation," Prakash added.

Second, the company is harnessing AI to elevate cybersecurity standards. Unlike traditional approaches where cybersecurity protocols remained static for years,



Over the last few years we have moved away from being industry-specific to what we call being 'industry complete'. We now look at ourselves as industry cloud complete."

Cloudbrink refreshes an organisation's cyber posture every eight hours, or even as frequently as every five minutes, if needed. This dynamic system

dramatically reduces the time window for potential cyber threats.

The third area of focus is providing enterprises with better insights into

their network usage. AI-powered analytics allow organisations to monitor user access and behavior, enabling them to optimise products and services for enhanced customer experiences.

Prakash also acknowledged the importance of collaboration in their success, offering his gratitude to the StoreIT team for their partnership.

As AI continues to dominate discussions at GITEX 2024, Cloudbrink's integration of AI in its product portfolio exemplifies how innovative solutions can transform the connectivity and cybersecurity landscape. With these advancements, Cloudbrink is poised to deliver faster, more secure, and user-centric solutions for the enterprises of tomorrow. [@](#)

AI EVOLUTION AT WORK



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Lenovo and The Edge Company come together to drive AI-powered research, development and innovation for Urban Air Mobility

The collaboration will also see Lenovo providing The Edge Company with stable and reliable online access to servers, as well as providing guidance on high performance computing servers.



Lenovo and The Edge Company, an Italian Deep Tech company, have penned a new agreement that will focus on joint research, development, and innovation. The Edge Company, founded in 2017, will bring their specializations in Artificial

Intelligence (AI), neural networks, and deep learning, along with Lenovo's expertise in AI solutions and high-performance computing, to set a new framework for cooperative projects in AI and HPC. As part of the

collaboration, The Edge Company will leverage its increased understanding of its BCMS© VENTUR system and its potential use cases to serve Lenovo's regional and global customers and partners. This will include solutions that will improve

aviation and urban air mobility safety, while preserving wildlife. On the other hand, Lenovo's technical and commercial expertise will bring these solutions to global markets including airports.

The collaboration will also see Lenovo providing The Edge Company with stable and reliable online access to servers, as well as providing guidance on high performance computing servers.

Commenting on the collaboration, Valerio Rizzo, EMEA Head of AI and SME from Lenovo said "A key element of our business is strong working relationships that help us provide what's best for our customers. This new agreement with The Edge Company doesn't fall short of that goal and is a perfect example of leveraging the

We look forward to how this arrangement will leverage both of our strengths and drive a future with a safer and more efficient operation in airports and Urban Air Mobility."

power of AI for the greater good. We look forward to how this arrangement will leverage both of our strengths and drive a future with a safer and more efficient operation in airports and Urban Air Mobility."

Founder and CEO Fabio Masci, The Edge Company also added, "While we have our strength with our BCMS© VENTUR systems, we look forward to how we can work with Lenovo to leverage AI and HPC for innovation in infrastructure, protection and aviation safety. We look forward to joining our R&D efforts to accelerate the deployment of next-generation AI solutions."

The agreement was signed on the sidelines of GITEX 2024, the biggest tech and startup show in the world. <#>

du and Hassantuk collaborate on system enhancement to elevate the UAE's fire safety infrastructure

Integration of advanced communication technologies and IoT will strengthen the Hassantuk system and redefine public safety standards in the UAE.



du, the leading telecom and digital services provider, recently announced a major milestone in improving public safety and fire prevention in the UAE. In collaboration with Hassantuk an offering by Core42, a G42 company specialising in sovereign cloud, AI infrastructure, and digital services. du aims to significantly upgrade the fire safety infrastructure across the nation by integrating 21 cutting-edge technology features into the Hassantuk system. The

initiative was unveiled at GITEX 2024, where du is exhibiting under the theme "Global collaboration to forge the future AI economy."

The enhancement of the Hassantuk system focuses on integrating 13 hardware features, including interactive touchscreens, sensors, AI-powered cameras, and more, alongside eight sophisticated application functionalities aimed at bolstering the country's fire safety measures. This innovative integration underscores the UAE's

commitment to adopting smart city technologies, with an emphasis on public safety advancements.

Jasim Al Awadi, Chief ICT Office at du said: "We are at the brink of a technological revolution in the way fire safety measures are implemented in the UAE. Our collaboration with Hassantuk represents a pivotal step forward in our journey to create a safer, smarter society. In partnership with Hassantuk, we will leverage the power of IoT and AI technologies

to set a new standard in emergency response protocols and public safety infrastructures."

Yousef Al Harmoodi, Chief Business

Development Officer, Core42 and General Manager, Hassantuk, said, "The integration of du's advanced technology into Hassantuk's framework

marks a significant step in strengthening public safety across the UAE. Core42's expertise in AI infrastructure and IoT, will enable du to deliver advanced fire safety solutions that will set new standards in emergency response protocols. This collaboration reflects our commitment to driving the UAE's digital ambitions and ensuring that the nation remains at the forefront of smart city innovation, creating a safer, more resilient future for all."

The partnership between Hassantuk and du is a long-term commitment to continuous innovation within public safety measures. The project's roadmap will prioritise the integration of innovative hardware and software features to deliver an unparalleled solution in fire safety. Among these are advanced device management capabilities, dynamic evacuation planning, and contactless registration – all aimed at facilitating quicker, more efficient emergency responses.

The partners will explore future technologies that can further automate response protocols and predict potential fire risks, ensuring the UAE stays at the forefront of public safety technology. This initiative also promises enhanced user engagement through an improved mobile application interface, leading to heightened public awareness and participation in fire safety practices. <#>

In partnership with Hassantuk, we will leverage the power of IoT and AI technologies to set a new standard in emergency response protocols and public safety infrastructures."

GBM: leveraging AI, cloud, and cybersecurity to innovate and enhance the customer experience

Veronica Martin caught up with Ossama El Samadoni, General Manager - Dubai & Northern Emirates at GBM, during GITEX to discuss the key findings and insights from their annual security report, how they are leveraging their solutions to deliver exceptional customer experiences and the company's vision for the upcoming years.



Ossama El Samadoni, GBM

GBM is a prominent player in the Middle East's technology landscape. Can you share your company's focus at GITEX 2024 and highlight some of the key products and solutions you're showcasing?

We're very happy to have been part of GITEX for many years and have witnessed its transformation from a platform for showcasing independent technologies to a major event that each year focuses on a key theme relevant to global trends. This year, the focus is on the AI economy, exploring the real-world impact of AI implementations on industries and economies.

When we look at AI, not just generative AI, it's clear that it plays a pivotal role in enhancing productivity, reducing operational costs, improving customer experiences, and providing deeper qualitative and quantitative insights across diverse data sets. At GBM, we've identified two critical challenges in this space.

First, as highlighted in our annual security report, AI requires greater data openness, which involves integrating data from various previously siloed systems. This brings heightened security risks, making cybersecurity a major focus for us this year.

The second challenge is operationalising AI. Many companies have adopted AI, but often in simple, pre-made use cases. However, to truly unlock

AI's potential, it needs to be integrated into more complex, automated systems, ensuring seamless interaction between AI outputs and real-world execution. This involves advanced automation and carefully constructed application integrations, enabling AI to act on behalf of, or under the control of, the customer.

In addition to these AI-focused initiatives, we are continuing to enhance our traditional offerings in cloud management, security with our Shield platform, and database operations, all of which remain critical to our portfolio this year.

Given GBM's expertise in cybersecurity, could you discuss some of the key findings and insights from your annual security report?

When we conducted our annual security report, the results were quite unexpected. In the past, such as in the 11th edition last year and the 10th the year before, the main discussions revolved around core security topics: how to protect the edge, secure the core, build an effective SOC, and the necessary tools and services for comprehensive protection. For instance, last year, we saw a growing focus on the role of managed security services providers (MSSPs), which led us to invest in a company called CORE or Coordinates to meet that need.

However, this year brought a shift in the conversation. A significant number

of respondents were focused on the adoption of AI and the associated risks and opportunities. Among the 500 CIOs and CSOs we interviewed, 59%—to be precise—reported that they are integrating AI into their operations.

While AI adoption is rapidly increasing, it's also bringing new concerns to light. Many expressed worries about data bias, the need to open up data sources, and challenges around data privacy, security, and integrity. There were also concerns about automation being implemented for its own sake, without fully understanding its potential impacts.

With every advancement AI promises, new challenges arise. This is why, under the GBM Shield—our security framework for executing projects—we're addressing these concerns. Our comprehensive approach, supported by a wide range of technology partners, ensures that we are well-equipped to manage both the opportunities and the risks associated with AI.

GBM is renowned for its leading end-to-end digital solutions and comprehensive portfolio. In the experience economy, how are you leveraging this breadth to deliver exceptional customer experiences (CX) for public sector clients?

That's actually a point I highlighted in one of my published articles: Customer Experience (CX) should be viewed as a system of

Our comprehensive approach ensures that we are well-equipped to manage both the opportunities and the risks associated with AI".

engagement rather than just a system of records. This shift reflects the changing expectations of customers. Ten to fifteen years ago, businesses focused primarily on systems like ERP, which handled transactions—debit, credit, and other records like sales or services provided. These were static records, and any insights we gathered were based on analysing past data.

Today, whether we're dealing with citizens, residents, or consumers, we need to meet them in their own space, shaped largely by the rise of social media. Each of us has created our own digital environments—our personal spaces on platforms like Instagram, Facebook, Twitter, and others. We now expect service providers to come to us, not the other way around. To illustrate, when I first moved here over 22 years ago, I had to bring copies of my passport, visa, photos, and visit typing centres to get things done. Now, standing in my digital space, I expect services to come to me.

This paradigm shift in CX requires a new approach. Once a service provider reaches a customer's space, the next critical question is: what should they do? This is where AI becomes integral to CX, helping analyse the customer's persona and identifying what matters most to them. AI then determines the best way to deliver services, and what backend integrations are needed to make it happen.

At GBM, when we

began focusing on CX about three to five years ago, we recognised these trends. We concentrated on developing open APIs, enhancing application integration, securing transactions, and infusing AI and data analytics into our systems. Our goal was to provide service providers with the intelligence to identify the "next best action" during their engagement with customers, not after.

Today, everything happens in real-time. Decisions are made on the spot, while the engagement is ongoing, allowing service providers to act immediately based on the customer's needs.

This is the essence of working within the customer's space—delivering seamless, intuitive experiences that respond to their needs in the moment, rather than after the fact.

Cloud adoption and migration can be complex. Can you elaborate on how GBM is facilitating its clients' journeys to ensure a smooth transition?

Three years ago, when we embarked on our cloud journey, we made a strategic decision to adopt a hybrid multi-cloud approach. We recognised that offering each cloud service with its own distinct terms, conditions, and operations would be limiting. Instead, we focused on creating a unified solution that could seamlessly manage all cloud environments. This led to the development of Cloud X.

Cloud X goes beyond being just a "manager of managers." It's designed to optimise cloud operations by allowing customers to choose the best environment—whether it's private, hybrid, or public cloud—for each specific task. The system provides the tools needed to monitor, manage, and make informed decisions about where workloads should land and how to automate their movement across various cloud platforms, including multiple public clouds.

In addition to this flexibility, Cloud X offers intelligence on cloud usage, providing insights into resource allocation, cost-effectiveness, and

operational efficiencies. It helps customers assess whether they're using their cloud resources to the fullest and what improvements can be made to enhance their operations. This intelligence is where we add real value, helping our clients optimise their cloud strategies and maximise returns on their investments.

Looking ahead, what are GBM's aspirations for its role in the regional tech ecosystem? How do you envision your company contributing to innovation and growth in the coming years?

That's a tough question, and it's something that everyone at GBM is constantly thinking about—how we can leverage and strengthen our relationships with existing technology partners, harness their offerings, and blend them into a new approach that drives continuous innovation for our customers.

Innovation is moving at the speed of light, and the expectation now is to deliver it immediately. One of the challenges with rapid technological advancements is that the lifespan of each innovation becomes shorter, meaning we need to develop solutions that not only evolve quickly but also anticipate the future needs of our clients.

To address this, we've established cloud competency teams and AI squads whose sole focus is to stay ahead of developments in the AI world. They explore how we can apply these advancements, identify new use cases, and determine which customers could benefit from them.

By testing hypotheses and experimenting with emerging technologies, we're able to stay ahead of the curve. When customers come to us asking about the latest innovation, we're not just prepared to answer questions about what's happening now—we're already helping them think about what's next. This is where GBM, with its collective strength of 1,500 employees, excels: we empower our clients to navigate the future, not just the present. 🌐

Trigon aims to transform the IT distrib

Kamran Khayal, General Manager at Trigon, tells Reseller how emerging technologies are transforming the IT distribution landscape and how Trigon is staying ahead of this trend.



Kamran Khayal, Trigon

What are the current key opportunities for growth in the B2B segments within the ME region?

• **Digital Transformation Initiatives:** Many businesses across the Middle East are accelerating their digital transformation efforts. This shift is driven by the need to enhance operational efficiency, improve customer experiences, and stay competitive. Opportunities exist for IT companies to offer solutions in cloud computing, data analytics, artificial intelligence, and automation.

• **Smart Cities and Infrastructure Development:** The GCC region is heavily investing in smart city projects and infrastructure development. This includes initiatives such as Dubai's Smart City project and Saudi Arabia's NEOM. These projects require advanced IT solutions for IoT, cybersecurity, and data management, presenting substantial growth opportunities for B2B tech providers.

• **Cybersecurity Needs:** As the region becomes more digitally connected, the demand for robust cybersecurity solutions is increasing. Businesses are seeking advanced security measures to protect their data and comply with regulations. Offering specialized

cybersecurity services and products can meet this growing need.

• **Healthcare IT Solutions:** The healthcare sector is expanding rapidly, particularly in countries like Saudi Arabia and the UAE. There is a rising demand for IT solutions in electronic health records (EHR), telemedicine, and healthcare analytics. B2B companies that provide innovative healthcare IT solutions can tap into this lucrative market.

How are emerging technologies in display solutions influencing the B2B market dynamics?

Emerging technologies in display solutions are significantly reshaping the B2B market dynamics in several ways:

• **Enhanced Visual Communication:** Advanced display technologies, such as 4K and 8K resolution displays, OLED, and MicroLED, are elevating the quality of visual communication. Businesses are increasingly adopting these high-resolution displays for digital signage, conference rooms, and command centers, enhancing engagement and information delivery.

• **Interactive and Touchscreen Displays:** The rise of interactive and touchscreen display solutions is transforming how businesses engage with their clients and

employees. These technologies are being utilized in areas such as interactive kiosks, digital whiteboards, and customer service stations, facilitating more dynamic and engaging interactions.

• **Improved Collaboration Tools:** Emerging display technologies are enhancing collaboration tools within businesses. Large-format displays and high-definition video walls are becoming standard in meeting rooms and collaborative spaces, allowing for more effective presentations, data sharing, and real-time collaboration.

• **Integration with IoT and AI:** Displays are increasingly being integrated with Internet of Things (IoT) and artificial intelligence (AI) technologies. Smart displays that leverage AI can provide real-time data analytics, predictive maintenance, and personalized content delivery, offering businesses more sophisticated and actionable insights.

• **Energy Efficiency and Sustainability:** Newer display technologies are focused on energy efficiency and sustainability. LED and OLED displays consume less power and have a longer lifespan compared to traditional display technologies, aligning with corporate sustainability goals and

At Trigon, we are dedicated to staying at the forefront of technological innovation by integrating emerging technologies into our product and solutions portfolio.

reducing operational costs.

• **Support for Remote Work and Virtual Events:** With the rise of remote work and virtual events, display technologies that support high-definition video conferencing and virtual collaboration are in high demand. Innovations in this area are making remote interactions more effective and seamless.

What are the notable trends/shifts in the B2B segments that are driving demand for advanced display solutions?

In the B2B sector, several notable trends and shifts are driving the growing demand for advanced display solutions. One significant trend is the increasing emphasis on high-quality visual communication and collaboration. As businesses prioritize more effective and engaging interactions, there is a rising demand for high-resolution displays such as 4K and 8K screens, which offer unparalleled clarity and detail. This shift is particularly evident in environments like conference rooms and command centers, where sharp, vivid visuals are crucial for successful presentations and decision-making.

Additionally, the expansion of interactive and touchscreen display technologies is transforming how businesses engage with clients and conduct internal operations. Interactive displays are being integrated into various applications, from digital kiosks and customer service stations to interactive whiteboards, facilitating

more dynamic and interactive user experiences.

The integration of advanced display solutions with Internet of Things (IoT) and artificial intelligence (AI) is also shaping the market. Smart displays equipped with AI capabilities are enabling real-time data analytics, predictive insights, and personalized content delivery, which enhance operational efficiency and decision-making processes.

Moreover, the push towards energy efficiency and sustainability is influencing the adoption of newer display technologies. Displays such as LED and OLED offer improved energy efficiency and longer lifespans compared to traditional technologies, aligning with corporate sustainability goals and reducing operational costs.

How is Trigon integrating emerging technologies into its product and solutions portfolio?

At Trigon, we are dedicated to staying at the forefront of technological innovation by integrating emerging technologies into our product and solutions portfolio. Our approach involves a multi-faceted strategy designed to enhance the capabilities and value of our offerings. This integration supports smarter decision-making and operational optimization.

Our commitment to embracing emerging display technologies is also evident. We are integrating high-resolution, interactive displays and advanced visualization tools into our product suite to enhance user engagement and facilitate more effective communication. These technologies are being used in various applications, from digital signage to collaborative work environments.

Tell us about Trigon's business plans for the region going forward.

At Trigon, our business plans for the region are centered around expanding our market presence, enhancing our technological capabilities, and delivering unparalleled value to our clients. As we look to the future, several strategic initiatives are at the core of our regional growth strategy.


Firstly, we are focusing on expanding our footprint across the GCC region. We plan to increase our presence by establishing new offices and strengthening our partnerships with local businesses. This expansion will allow us to better serve our clients, provide more localized support, and tap into emerging opportunities in various markets.

We are also committed to investing in the deployment of advanced technologies tailored to regional needs. By aligning our technology with the specific demands of the region, we aim to offer innovative solutions that address local challenges and drive digital transformation.

Another key aspect of our business plan is to foster strategic alliances and partnerships with global technology leaders, industry associations, and government entities. Collaborating with these stakeholders will enable us to leverage local expertise, access new opportunities, and contribute to significant regional projects and initiatives.

Additionally, Trigon is focused on enhancing our customer experience through personalized service and support. We plan to introduce new services and solutions that are designed to meet the evolving needs of our clients, including bespoke technology solutions and comprehensive managed services.

Sustainability and corporate social responsibility are also integral to our business plans. We are committed to incorporating sustainable practices into our operations and offering eco-friendly solutions that align with regional environmental goals. This includes investing in energy-efficient technologies and supporting initiatives that promote environmental stewardship.

In summary, Trigon's business plans for the region involve expanding our market presence, advancing our technological capabilities, fostering strategic partnerships, enhancing customer experience, promoting sustainability, driving innovation, and investing in our team. These initiatives reflect our commitment to growth and excellence as we continue to serve and support our clients in the region. 



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FUTURE ENTERPRISE AWARDS 2024

Leaders from the IT and technology industry from across the Middle East region were honoured last night at the Future Enterprise Awards, which were hosted by the fabled publishing house CPI Media Group, at the lavish H Hotel in Dubai.

The Future Enterprise Awards is one of the longest-running IT and technology awards in the industry, and is designed to celebrate both IT leaders and enterprises that have demonstrated excellence over the last 12 months in their respective fields.

Kausar Syed, Group Publishing Director at CPI Media Group, said that the sheer scale of transformation across the region

was unprecedented, and highlighted the announcement made by Microsoft that she believes will accelerate AI adoption across the UAE.

She praised the IT and technology leaders for the role they are playing in helping the UAE achieve its goal of becoming a global leader for AI.

“At GITEX 2024, the theme is all about AI. Their tagline is Global collaboration to forge a Future AI Economy. It’s such an exciting time to be involved in the tech industry here in the Middle East. Our awards are designed to celebrate those from the industry who are pioneering new

technologies that are transforming the way we live and work. The announcement made by Microsoft in relation to their National AI Skilling program, which aims to train 100,000 employees from local government institutions in Dubai, Abu Dhabi and Sharjah, only serves to further illustrate the commitment from Microsoft and the entire technology community as a whole to help the UAE become a global hub for AI. I’d like to sincerely congratulate all our winners for their achievements over the last 12 months,” said Syed.

The full list of winners from the Future Enterprise Awards for 2024 are as follows:



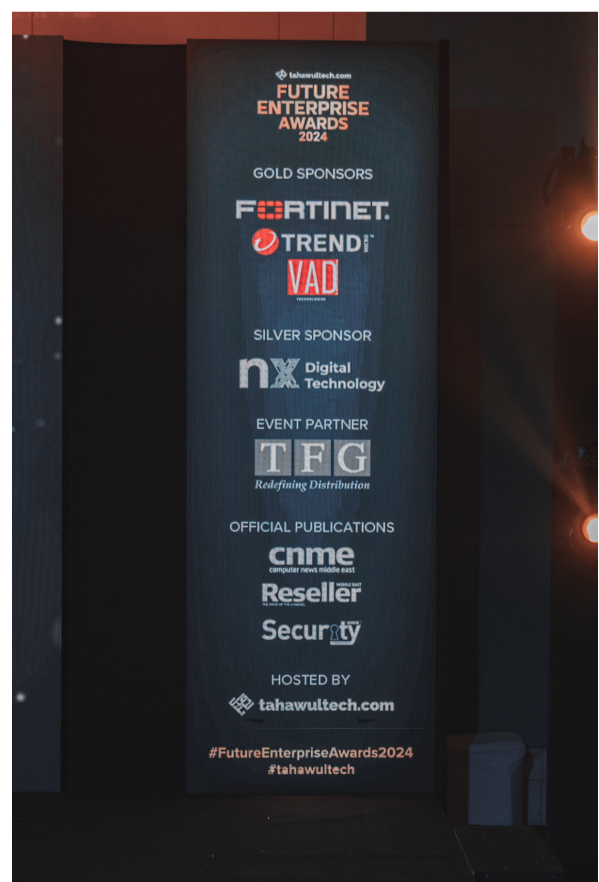


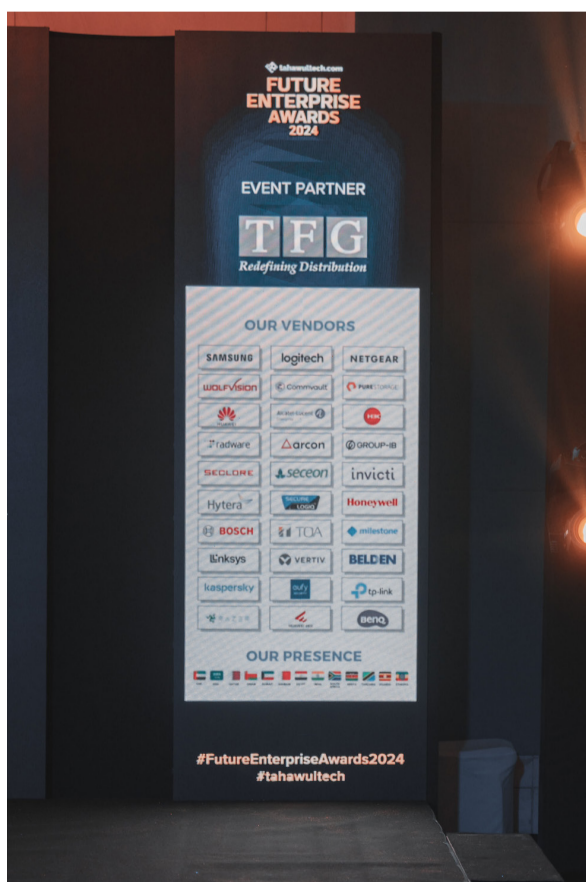












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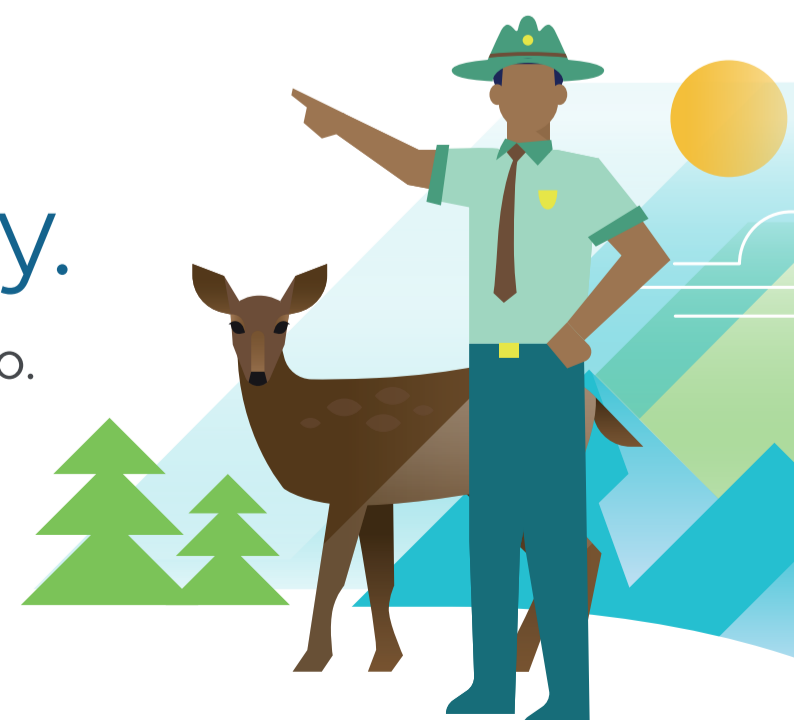
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