

GITEX TECH VISION 2024



A VISION FOR THE FUTURE

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A VISION FOR THE FUTURE

At a time where technological advances and digitalisation are moving at a break-neck pace, the tech industry is beginning to become better defined by the leadership that can chart a course to success. These visionaries are helping determine key strategies that shape the industry and may lead to wider, global changes. Their leading strategies are not always about technological knowledge and having a glossary of jargon at the ready, it's about how they can anticipate trends and determine which approach will best meet the demands of this ever-evolving industry.

A mindset that unifies all these leaders is their focus on adapting to the challenges presented to them within their various sectors. From the experience economy to AI innovations and everything else in-between, there is little that escapes their purview. To be a visionary is to always have one eye looking ahead whilst being mindful of the present circumstances that you find yourself within.

Through the Tech Vision supplement, CPI Media Group is giving a platform to the futurists and technology leaders who are guiding their organisations through the tumultuous landscape of trends and challenges to achieve their true potential. They are prepared for the next 'digital decade' the only question is, are you? We hope you enjoy reading this magazine as much as we enjoyed putting it together!



Daniel Shepherd
Deputy Editor
Tahawultech.com

-  **E-mail:**
daniel.shepherd@cpimediagroup.com
-  **Facebook:**
www.facebook.com/TahawulTech
-  **X:**
@TahawulTech
-  **Instagram:**
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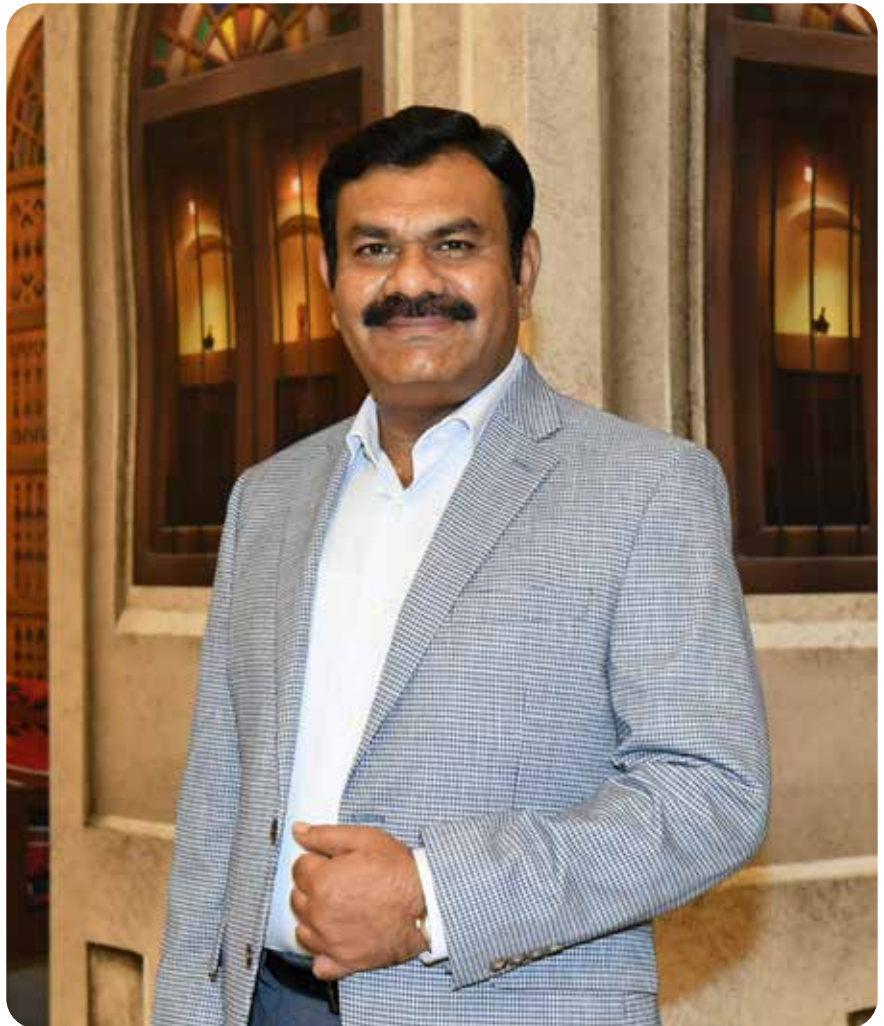
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DELIVERING EXCEPTIONAL EXPERIENCES THROUGH INNOVATION

S.M. Hussaini. CEO, Almoayyed Computers Middle East (ACME), discusses the potential of AI integrations within their business and how enterprises can ensure a more successful cloud transformation journey.

Can you outline to our readers how your company has harnessed cutting-edge technologies to transform how you conduct your day-to-day operations to deliver the 'experience' that your customers, end-users, and partners' demand in the experience economy?

In our business, staying at the forefront of technological advancement and innovation is paramount. We proactively adopt new technologies not only for internal operations but also to lead transformative projects for our customers. By cultivating a collaborative culture, supported by our partners cutting-edge digital offerings, we have built an environment of continuous improvement. With our focus on Cloud, Automation, and Analytics, we not only gain a competitive advantage but also enable our customers to excel beyond their rivals. Our collaboration tools are entirely cloud-based, ensuring our team has continuous access to the resources. We have modernized both our operational processes and the underlying technologies within our applications. Ultimately, we deliver the same exceptional experience to our customers while keeping our emphasis on Cloud, Automation, and Analytics.



OpenAI and ChatGPT are all the rage, and these new AI integrations have been tipped to fundamentally reshape all major industries as we know them. What is your view on OpenAI, are you excited by the new opportunities that it will present, or do you think more regulation is needed to control its impact on society?

AI, in its current form, is an unstoppable phenomenon that presents boundless opportunities across every aspect of life, wherever technology plays a role. We recognized this early on and engaged actively in the AI revolution by strategically investing in our people. This proactive approach has allowed us to develop a unique business model, deploying AI in numerous customer scenarios. However, like any transformative technology, AI brings its own set of challenges alongside its benefits. We are conscious of the potential for negative applications of AI and have begun investing in initiatives to promote ethical AI practices.

While regulation is essential to establish necessary safeguards, it is equally important for technology to evolve to detect and address misuse effectively. The good news is that many companies are proactively seeking solutions to mitigate the negative aspects of AI. Therefore, any regulatory framework should include guidelines that encompass acceptable countermeasures, technology and education, to combat the menace of negative AI usage.

There has been a swathe of digital and cloud transformation projects in the Middle East over the last 3-5 years. However, many have struggled with the demands of cloud transformation, especially legacy-heavy players. What are the key processes that enterprises need to adopt to ensure a successful transformation journey?

Establishing clear end



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objectives, laying down the expectations into achievable and measurable success elements, is crucial to align all stakeholders and prevent misinterpretations. Actively involving people throughout the process is essential, as their participation and diverse perspectives can drive the transformation forward. Additionally, building a leadership-oriented team from various departments will ensure that the objectives are steered effectively. Finally, selecting the most suitable technologies that align with these objectives is key to achieving a successful transformation. By adopting this holistic approach, enterprises can significantly enhance their chances of success in their digital and cloud transformation initiatives

In your expert opinion, what do you view as the biggest problem facing enterprises in the IT and technology industry across the Middle East?

I see three key challenges faced by the enterprises in the Middle East. First, the enterprises are hesitant to take risks, which restricts innovation and prevents them from completely exploring new opportunities. Second, many enterprises carry a prevalent mindset of handling

majority of the work internally, which limits their ability to leverage external expertise, as outsourcing is still not widely embraced. This approach limits potential achievement due to the restricted skill set available within these enterprises. Lastly, the region must enhance its efforts to become a more appealing destination for job seekers in the field of IT.

This supplement is entitled GITEX Vision, so with that in mind, what do you think the future holds for the IT and techsector across the Middle East, what will be the key trends and technologies that will really champion change over the next 'digital decade'?

The upcoming decade is set to be defined as the era of transformation - digital and behavioural. The region is swiftly embracing transformational technologies, from cloud adoption to significant investments in AI, demonstrating a strong commitment to aligning with global trends. Support for start-ups is at an all-time high, and we anticipate seeing numerous unicorns from the region. With innovation being uniformly encouraged across the region, we can expect it to champion significant change in the years ahead. **TECHVISION**

ON THE CUTTING EDGE OF TECH INNOVATION

Fadi Moubarak, Vice President, Sales & Channels – Middle East, Africa and Central Asia, Avaya, explains how they have harnessed cutting-edge technologies to deliver memorable customer journeys that drive loyalty and satisfaction.

Can you outline to our readers how your company has harnessed cutting-edge technologies to transform how you conduct your day-to-day operations to deliver the 'experience' that your customers, end-users, and partners demand in the experience economy?

Avaya's mission is to lead the Customer Experience (CX) revolution by seamlessly integrating AI into every facet of customer interaction, transforming traditional contact centers into dynamic Experience Centers. This evolution empowers agents to become CX ambassadors, ensuring personalized, efficient, and memorable customer journeys that drive loyalty and satisfaction. The cornerstone of our approach is the unification of customer interactions across all channels. What's more, Avaya's AI-powered virtual assistants, chatbots and automated workflows work alongside human agents to handle repetitive tasks, allowing agents to focus on complex issues. Our AI framework also includes capabilities such as AI-powered agent assistance and customer journey orchestration, which enhance real-time decision-making and service efficiency.

OpenAI and ChatGPT are all the rage, and these new AI integrations have been tipped to fundamentally reshape all major industries as we know them. What is your view on OpenAI, are you excited by the new opportunities that it will present, or do you think more regulation is needed to control its impact on society?

With the emergence of generative AI (GenAI) technology such as OpenAI's ChatGPT and Google's Gemini, we are witnessing significant progress in the field of contact center conversational AI. GenAI has improved the capabilities of customer care bots by allowing them to communicate in a human-like manner. Yet, despite its human-like conversational talents, a GenAI's knowledge is generic; it knows nothing about a company, its products, policies, or procedures.





In your expert opinion, what do you view as the biggest problem facing enterprises in the IT and technology industry across the Middle East?

For organizations throughout the Middle East, the rapid pace of AI development is both thrilling and daunting, as is the case globally. Businesses of all sizes strive to keep up with these changes and prepare for the future. Although there is an urgent need to adopt AI as a result of internal and external factors, it is evident that not all businesses can capitalize on the technology's potential with real, tangible benefits. At the same time, many companies are under pressure from evolving and increasingly complex customer expectations, the challenges of attracting and retaining top IT talent, and the need to drive revenue amidst fierce competition.

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For some time now, we've watched AI transition from academic debates to practical applications influencing our lives. Especially in CX, AI's impact is profound, as seen with the proliferation of chatbots and AI-driven customer support solutions. At Avaya, we anticipate that human and AI collaboration will redefine the CX landscape. Through the intelligent integration of AI capabilities and the human experience, Avaya's cutting-edge solutions already drive predictive analytics, personalized service delivery, and real-time customer journey adjustments, enabling large enterprises and public sector organizations to not only meet evolving customer expectations but set new benchmarks for exceptional customer experiences powered by AI. **TECH VISION**

Still, it can learn. Hence, you can't expect ChatGPT to miraculously solve all customer service challenges. The processes behind it need to be carefully designed to ensure proper control, management and a constant improvement cycle. Regulators have shown that they continuously evaluate AI advancements and are prepared to intervene whenever necessary to ensure the safe, transparent, inclusive, and ethical use of the technology.

There has been a swathe of digital and cloud transformation projects in the Middle East over the last 3-5 years. However, many have struggled with the demands of cloud transformation, especially legacy-heavy players. What are the key processes that enterprises need to adopt to ensure a successful transformation journey?

Avaya's cutting-edge solutions enable large enterprises and public sector organizations to set new benchmarks for exceptional customer experiences powered by AI.

As Middle Eastern businesses continue to traverse the complexities of digital transformation, the ability to seamlessly integrate AI becomes critical. Those who attempt to make too many changes too fast, run the risk of major disruption that affects IT productivity, employee morale, customer loyalty and profitability. Avaya's "Innovation Without Disruption" approach provides a roadmap for modernizing customer contact centers without the risks associated with full cloud migration. By adopting a hybrid model, organizations can innovate at their own pace while maintaining existing systems and investments in contact center and collaboration technologies. This approach mitigates risks of unexpected costs, extended timelines, and significant disruptions, ensuring a smooth transition to the future of CX.

TRUE FREEDOM IS THE EXCHANGE OF INFORMATION AND IDEAS

Amrita Ghanty, Sr. Marketing Manager – Channel & Field (META), Cyble, discusses their vision for cybersecurity in addition to the responsibilities and challenges he has faced as a Sr. Marketing Manager in the region.



What is Cyble's vision?

WTo make Cybersecurity so seamless, so integral, that it empowers true freedom in the exchange of information, ideas, and connection

What are your strategies/responsibilities towards META as a Sr. Marketing Manager?

As the Senior Marketing Manager for Middle East, Africa and Turkey, I oversee multiple responsibilities to drive sales and brand awareness. This includes organizing field events, managing marketing plans, and generating leads to meet pipeline targets. I also work closely with the sales team to identify target markets and use executive contacts to support sales with client meetings via direct engagement and marketing activities. Other responsibilities include developing brand awareness activities through local media, analyst, and consultant relationships, working with channel partners and distributors on all marketing initiatives and execution, and engaging with tele sales to ensure proper dialogues and support promotional preparations with the BDR team. Finally, I push my colleagues to play their roles as part of a united team to ensure that we all work together to achieve our goals. "I've always had a strong interest in staying up to date with the latest technologies and security threats. I believe that security is a crucial aspect of any technology-related field, as without proper security measures in place, all other technological advancements are at risk. This belief has driven me to work in the security field, where I am constantly challenged to stay ahead of ever-evolving threats, while having the opportunity to work with cutting-edge technology. Being a part of this dynamic industry, where every day brings new challenges, is truly exhilarating and fulfilling. To solve marketing challenges effectively, I follow a structured approach: defining the problem,

researching, and gathering information, developing a detailed plan, collaborating with colleagues in other departments, such as product development or sales and channel, iterating and testing, and staying adaptable. This approach enables me to make informed decisions, use data and feedback to adjust my strategies, and stay open to new opportunities in a constantly evolving marketing landscape. By following this approach, I can effectively address marketing challenges and drive business success."

What challenges have you encountered throughout your experiences?

I'm lucky to have found many champions in this industry, both men and women alike. Throughout my career, I've dealt with negative biases



Being a part of this dynamic industry, where every day brings new challenges, is truly exhilarating and fulfilling.

regarding gender, age, and seniority. Instead of fixating on them, however, I nourish the professional relationships I have with mentors I respect, and whose respect I have earned intellectually from the start. You should never have to prove to anyone that you belong at the table you are already sitting at. Don't waste time getting the work done – you're there to do a job you are qualified to do, and no one can take that away from you. TECH VISION

EVALUATING CLOUD READINESS TO ENSURE SUCCESS

Sakkeer Hussain, Director - Sales & Marketing, D-Link Middle East & Africa, discusses the areas of advancement that they are excited to share with their customers in addition to new AI integrations that have begun to reshape all major industries.



Can you outline to our readers how your company has harnessed cutting-edge technologies to transform how you conduct your day-to-day operations to deliver the 'experience' that your customers, end-users, and partners' demand in the experience economy?

At D-Link, we've really embraced cutting-edge technologies to

transform how we operate and deliver outstanding experiences to our customers, end-users, and partners. One of the most impactful changes has been our shift to cloud-based solutions. By leveraging cloud platforms, we can monitor and manage our networking products in real time, which means we can provide timely support and updates. This not only helps our customers feel more connected but also ensures their experience with us is seamless.

We're also excited about how AI and machine learning are reshaping our approach. By analyzing customer data and usage patterns, we can anticipate needs and personalize our offerings. This proactive strategy allows us to better serve our customers and build lasting loyalty. Plus, our commitment to IoT has led to smart networking solutions that optimize connectivity and performance, making things easier and more efficient for users.

Customer support is another area where we've made significant strides. With the help of chatbots and automated systems, we're able to offer 24/7 assistance, ensuring that our customers receive quick

responses to their inquiries. Internally, we use collaboration tools that keep our teams connected and focused, so we can swiftly respond to market demands and customer feedback.

We genuinely value the feedback we receive from our users and actively seek it out through digital channels. This helps us continuously improve our products and services. By prioritizing innovation and customer experience, we're not just meeting expectations—we're exceeding them, and it's what drives us to be leaders in the experience economy.

OpenAI and ChatGPT are all the rage, and these new AI integrations have been tipped to fundamentally reshape all major industries as we know them. What is your view on OpenAI, are you excited by the new opportunities that it will present, or do you think more regulation is needed to control its impact on society?

I am excited about the opportunities that OpenAI and advancements in AI technology present. The potential for transformation across industries is immense. For us, this means creating smarter networking solutions that can enhance productivity and improve customer interactions. We see AI as a way to deliver better experiences for our customers and partners, making our products more intuitive and effective.

That said, we also recognize the importance of responsible AI usage. With these powerful tools come significant responsibilities. It's crucial to develop guidelines and regulations that ensure ethical implementation. We need to find the right balance between innovation and accountability to address concerns like bias in AI systems and privacy issues. Open dialogue among developers, policymakers, and the public will be essential to shape a future where AI can truly benefit everyone.

At D-Link, we're committed to leveraging these advancements thoughtfully. Our goal is to enhance

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our customers' experiences while ensuring we contribute positively to society. It's an exciting time, and we're eager to be part of this journey.

There has been a swathe of digital and cloud transformation projects in the Middle East over the last 3-5 years. However, many have struggled with the demands of cloud transformation, especially legacy-heavy players. What are the key processes that enterprises need to adopt to ensure a successful transformation journey?

Many legacy reliant enterprises in the Middle East are facing real challenges when it comes to digital and cloud transformation. From my perspective, there are a few key processes that can really make a difference. First off, conducting a strategic assessment of your current infrastructure and business goals is crucial. This step helps you spot gaps and opportunities that can shape a solid transformation plan.

It's also essential to evaluate cloud readiness, looking at things like workforce skills and compliance requirements. This way, you can create a clear roadmap for the transition that everyone understands. Change management is another vital piece of the puzzle; getting everyone on board and fostering a culture that embraces innovation makes a huge difference.

I've seen how a phased implementation can ease the transition. Rather than overhauling everything at once, taking gradual steps allows teams to adapt more comfortably. Plus, establishing strong data governance and security measures is non-negotiable—protecting sensitive information throughout the journey is essential.

Adopting agile methodologies can also help organizations stay responsive to market changes, allowing for quick adjustments along the way. Finally, fostering a culture of continuous learning is important. Encouraging your team to stay updated with the latest technologies and best practices can really drive success.

By focusing on these processes, legacy-heavy enterprises can navigate their cloud transformation journey more effectively and set themselves up for future growth.

In your expert opinion, what do you view as the biggest problem facing enterprises in the IT and technology industry across the Middle East?

One of the biggest challenges facing enterprises in the IT and technology sector across the Middle East is the rapid pace of technological change alongside a significant skills gap. As businesses work to adopt advancements like cloud computing, AI, and IoT, they often find themselves short on skilled professionals who can implement and manage these new technologies effectively. This shortage can lead to project delays and hinder innovation, making it tough for companies to stay competitive. Many organizations are also dealing with legacy systems, which complicate the integration of newer technologies and slow down transformation efforts.

Also, there's an urgent need for strong cybersecurity measures. As more businesses shift to digital platforms, the risk of cyber threats increases, making it vital for enterprises to invest in robust cybersecurity strategies to protect sensitive data and maintain customer trust.

Overall, tackling the skills gap, managing legacy systems, and strengthening cybersecurity are crucial for enterprises in the Middle East to thrive in today's rapidly evolving IT landscape.

This supplement is entitled GITEX Vision, so with that in mind, what do you think the future holds for the IT and tech sector across the Middle East, what will be the key trends and technologies that will really champion change over the next 'digital decade'?

At D-Link, we're genuinely excited about the future of the IT and tech sector in the Middle East as we step into this digital decade. There are several trends and

technologies on the horizon that we believe will create significant opportunities, and we're eager to contribute to this journey.

Cloud computing is set to be a game-changer. As more businesses embrace the cloud, we'll see a remarkable increase in flexibility and efficiency. At D-Link, our goal is to provide reliable cloud-based networking solutions that empower organizations to make the most of their data.

AI and machine learning are also going to play a crucial role in this transformation. These technologies can automate processes and offer valuable insights through predictive analytics. We're dedicated to integrating AI into our products, enabling us to deliver smarter networking solutions that can anticipate user needs and enhance performance.

Cybersecurity is another area we're focusing on. With the rise in data generation, protecting sensitive information has never been more critical. At D-Link, we're committed to strengthening our security offerings to help safeguard networks and ensure user trust.

The Internet of Things (IoT) is poised for significant growth, and we're ready to support this trend wholeheartedly. Our IoT devices will help businesses connect smart technologies, driving efficiency and innovation, particularly in smart city initiatives that enhance public services and infrastructure.

The rollout of 5G technology and promise of 6G will revolutionize connectivity in the region. We're excited to leverage this potential with our networking solutions, enabling innovations like augmented and virtual reality that can transform user experiences across various sectors.

As we look into the future, D-Link is poised to lead the way in cloud computing, AI, cybersecurity, IoT, and 5G—each playing a vital role in shaping the future of technology in the Middle East. We look forward to working closely with our channel partners and leveraging the power of technology to deliver great experiences for our customers in the coming years. TECH VISION

Our commitment to IoT has led to smart networking solutions that optimize connectivity and performance, making things easier and more efficient for users.





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EMPOWERING DIGITAL TRANSFORMATION WITH ADVANCED SECURITY

Alain Penel, Vice President – Middle East, Turkey and CIS, Fortinet, explains how technologies like unified SASE and more align with the region's values for smarter, safer cities that utilise enhanced protection for their critical infrastructures.



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

Our overarching theme at GITEK 2024 revolves around empowering digital transformation with advanced security. We want to showcase our commitment to securing every facet of a business's digital journey—from cloud environments to OT and hybrid workforces. By highlighting our technologies like Unified SASE and OT capabilities, we're aligning with the region's aspirations for smarter, safer cities and enhanced protection for critical infrastructure.

We'll be present in two key locations this year, showcasing our advanced security solutions. Our booth in the high-traffic Telco Hall spans 200 sqm and will showcase a variety of technologies, including our Secure Access Service Edge (SASE), and Security Operations (SecOps) solutions, which are specifically designed to support today's hybrid workforce. We'll also be present in the Cyber Valley Hall, where we'll focus on operational technology (OT) security with live demos that illustrate real-world use cases in critical sectors like utilities and transportation. These demonstrations are not only about showcasing technology, but about reflecting our commitment to addressing unique cybersecurity challenges while supporting the ambitions of the UAE economy and society as a whole.

By being available in both the Telco Hall and Cyber Valley Hall, we're also reflecting our holistic approach to safeguarding digital transformation across various sectors, emphasizing how crucial cybersecurity is for achieving regional growth and resilience.

The central theme of GITEK 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?

In the ever-evolving landscape of cybersecurity, Fortinet recognizes the pivotal role that AI plays in addressing security challenges head-

on. AI-driven threat detection models analyze real-time data to uncover intricate patterns and anomalies that might otherwise go unnoticed.

At Fortinet, our AI-driven automation ensures swift responses to potential threats. Upon detection, automated responses can be activated to contain the threat, isolate compromised systems, and initiate incident response workflows. This, combined with adaptive learning, ensures that our AI models continuously evolve to counter new threat vectors and attack methodologies.

With Fortinet's advanced threat intelligence capabilities, organisations can quickly evolve their security posture to address the latest trends—right across their threat surface. Furthermore, by integrating AI into our Security Fabric, we empower organizations to pre-emptively safeguard their networks, data, and critical assets, establishing a robust defence against even the most sophisticated cyber adversaries

We also recently unveiled new and expanded GenAI assistant capabilities for FortiAI across our FortiAnalyzer, FortiSIEM, and FortiSOAR solutions. These enhancements will help security operations teams of any size make better-informed decisions and respond to threats faster by simplifying even the most complex tasks.

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?

Maintaining a balance between leveraging AI for security and upholding transparency and ethical practices is crucial for the enterprise to protect consumer interests. While AI technologies strengthen cybersecurity measures, organisations must also ensure the best possible experiences to maintain trust in the system.

To achieve this, organisations should be transparent with consumers about their use of AI applications to protect their data and



Organizations are increasingly moving towards cloud environments and merging IT with OT, which highlights the need for robust cybersecurity measures.

mitigate security risks. Clear consent from consumers should also be required to ensure that their data is only used for its intended purpose.

Organisations should also be aware that AI algorithms can be inadvertently unfair and biased in data relating to gender, race, ethnicity, educational background, and location. These biases can lead to limited access to things like fair credit scoring, investment strategies, and customer service for certain individuals. Proper application and understanding are necessary to ensure that this is not the case.

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

The technology landscape is evolving at an incredible pace. It's exciting to see how digital transformation is being accelerated by government-led initiatives and the rapid adoption of AI and 5G technologies.

Organizations are increasingly moving towards cloud environments and merging IT with OT, which highlights the need for robust cybersecurity measures. We're also witnessing increased collaboration across various sectors that drive innovation, particularly with investments in AI-enhanced solutions for securing critical infrastructure and IoT networks. TECH VISION

INNOVATION WITH COMPROMISING QUALITY

Mohamed Berrahi, EMEA & India Sales Manager, HiStone, discusses the specific requirements of the retail & Hospitality industry and how recent technological developments have benefited them.



Can you outline to our readers how your company has harnessed cutting-edge technologies to deliver the 'experience' that your customers, end-users, and partners' demand in the Retail & Hospitality industry?

Industry forecasts estimate the size of the Retail & Hospitality sectors in the Middle East to \$1.5-1.6 trillion and \$450-500 billion respectively in 2030 driven by governmental plans in the different countries of the region such as UAE vision 2030, Saudi vision 2030... Therefore, the Retail and Hospitality in the region are on the verge of dynamic transformations to face the growing demands of Seamless customer experiences yet meeting at perfection the technical and budgetary constraints.

HiStone closely follows these demands by using cutting-edge industrial technologies in terms of high-performance processors, user-friendly touch technologies while ensuring smooth integrations with resource-intensive solutions, particularly those using AI and Big Data.

Our production process is very agile and relies on the most forward-looking market trends and analyses regarding the future of



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Retail and Hospitality. We adopt a very flexible R&D policy that embraces cutting-edge technologies and incorporates them into the production process without compromising the superior quality that our partners and end users expect from us.

At all times, we remain focused on the notion of experience which requires reliability and seamlessness.

OpenAI and ChatGPT are all the rage, and these new AI integrations have been tipped to fundamentally reshape all major industries as we know them. What is your view on OpenAI, are you excited by the new opportunities that it will present, or do you think more regulation is needed to control its impact on society?

We cannot stop progress but we can take part in it. One of the revolutions of the last few years is undoubtedly the emergence of AI and especially Open AI and ChatGPT.

This obviously opens up a world of opportunities but also raise legitimate questions about how far can we go with these technologies.

In our field of activity, POS and Self-Checkout, we are excited about the breakthroughs that these technologies allow. Open AI is reshaping the customer experience approach, making it personalized and agile for both end-users of supermarkets and hotels, but also for the latter by considerably improving the efficiency of their systems and transforming them into gold mines of data available almost in real time.

It is most probably the volumes of these data driven by OpenAI that raise two serious concerns, the first is the need of big data storage resources and the second and the most ethical and critical is how to safeguard private data.

We see many governmental initiatives in the Middle East in general and the GCC in particular that aim to frame the AI use amid a growing need for

legislation knowing the ambitious spending plans in the Region that reached \$3 billion (€2.8 billion) in 2023 and expected to rise to \$6.4 billion by 2026.

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However, many have struggled with the demands of cloud transformation, especially legacy-heavy players. What are the key processes that enterprises need to adopt to ensure a successful transformation journey?

In your expert opinion, what do you view as the biggest problem facing enterprises in the IT and technology industry across the Middle East?

The Middle East presents immense opportunities in IT with a young population very much on the lookout for technologies and government policies of diversification of sources of income other than oil or other raw materials in a quest for real added value.

However, certain obstacles continue to thwart these ambitions. Regulatory and bureaucratic processes still continue to represent hurdles for IT enterprises and the fragmentation of the markets prevent these enterprises from growing to Pan-Regional heroes and benefit from economies of scale that a coordinated legislation and smooth inter-markets access can provide.

Cybersecurity is also a great threat in the Region and despite the great efforts of governmental entities to protect their systems, generally there is still a lack of Preparedness in private sector. It will be a key topic in the next five years generating a spending of \$29.7 billion by 2030.

The human factor is not to neglect neither, talent shortages as well as skills gap will continue to represent a challenge for IT companies amid a lack of interdependencies between countries in the Middle East.

And the difficult access to

funds for technology industry is also a key element to unleash the potential of large companies as well as the start ups ecosystem. The united Arab Emirates is doing well in the game.

This supplement is entitled GITEX Vision, so with that in mind, How POS and Self-Checkout Technologies will evolve in the Middle East markets in the next decade?

The future of POS and self-checkout technologies in the Middle East is set for dynamic transformation, driven by advancements in contactless payments, AI, biometrics, and omnichannel retail.

The Middle East region will know a rapid adoption of digital technologies, combined with growing consumer expectations for convenience, security, and personalization, will shape how businesses evolve their POS strategies. Over the next decade, retailers and service providers will need to invest in flexible, scalable, and data-driven POS solutions that meet the demands of an increasingly connected and tech-savvy consumer base.

The trend is towards more and more cashless models (more than 22% payment transactions will be cashless in the Region in 2028) and the wide use of Cloud based POS systems.

The intensive use of AI and Big Data will drive omnichannel integration ensuring stunning customer experiences and hassle-free operations for the Retailers.

This will have effect on growing attention to cybersecurity as more and more cashless payments will involve biometric data and complex POS & Self-Checkout solutions will require secure monitoring of Big Data.

The Middle East's forward-looking approach and investment in digital transformation suggest that it could be a leader in implementing innovative POS and Self-Checkout solutions in the next decade. **TECHVISION**

We adopt a flexible R&D policy that embraces cutting-edge technologies and incorporates them into the production process without compromising quality.





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THE EVER-EVOLVING TECH SECTOR ACROSS THE MIDDLE EAST

Ahmad Fida Weldali, Regional Sales Director – Middle East, LinkShadow, discusses the integration of new technologies to help tackle evolving security threats as well as the key trends to watch in the next ‘digital decade’.



Can you outline to our readers how your company has harnessed cutting-edge technologies to transform how you conduct your day-to-day operations to deliver the ‘experience’ that your customers, end-users, and partners’ demand in the experience economy?

By integrating AI, automation, and data-driven insights, the Cyber Mesh Platform, alongside LinkShadow NDR and DSPM, empowers our customers and partners to stay ahead of evolving security threats. This combination not only enhances security posture but also delivers a seamless and efficient experience that addresses both operational requirements and regulatory compliance.

OpenAI and ChatGPT are all the rage, and these new AI integrations have been tipped to fundamentally reshape all major industries as we know them. What is your view on OpenAI, are you excited by the new opportunities that it will present, or do you think more regulation is needed to control its impact on society?

At LinkShadow, we recognize the transformative potential of OpenAI and Large Language Models

(LLMs) like ChatGPT in reshaping industries, including cybersecurity. These models can process vast amounts of data, generate insights, and automate tasks, presenting exciting opportunities for innovation—particularly in our Network Detection and Response (NDR) and Data Security Posture Management (DSPM) sectors.

Our customers can now leverage natural language queries through our feature, ShadowGPT, which simplifies complex tasks for non-experts and enhances operational efficiency.

We are enthusiastic about the opportunities that OpenAI presents and see significant potential for enhancing our cybersecurity solutions. At the same time, we remain committed to responsible AI development, ensuring that innovation is paired with thoughtful regulation to foster a positive societal impact.

There has been a swathe of digital and cloud transformation projects in the Middle East over the last 3-5 years.

However, many have struggled with the demands of cloud transformation, especially legacy-heavy players. What are the key processes that enterprises need to adopt to ensure a successful transformation journey?

The Middle East's rapid digital

and cloud transformation has significantly reshaped industries, but the journey has been particularly challenging for legacy-heavy enterprises. The key to success lies in adopting a comprehensive approach that encompasses robust data management, security alignment, and operational agility. With solutions like LinkShadow DSPM, businesses can effectively navigate the complexities of cloud adoption, ensuring a secure and compliant transformation while gaining the flexibility needed to thrive in a digital-first world.

Q4. In your expert opinion, what do you view as the biggest problem facing enterprises in the IT and technology industry across the Middle East?

One of the most significant challenges facing enterprises in the IT and technology sector across the Middle East is the growing complexity of cybersecurity threats, particularly as organizations embrace digital transformation and adopt cloud-based services. Many enterprises find themselves grappling with a fragmented data landscape, which poses various risks related to data security, regulatory compliance, and the detection of advanced cyber threats.

By offering a unified and intelligent approach to data

security and threat detection, LinkShadow's NDR and DSPM empower global enterprises to tackle these challenges head-on, ensuring the security of their IT environments in an increasingly complex digital landscape.

This supplement is entitled GITEX Vision, so with that in mind, what do you think the future holds for the IT and techsector across the Middle East, what will be the key trends and technologies that will really champion change over the next 'digital decade'

The IT and tech sector in the Middle East is on the brink of a major transformation, driven by key trends and emerging technologies that will shape the "digital decade." With governments and businesses in the region placing a strong emphasis on innovation and digital transformation, the landscape is expected to evolve rapidly.

Initiatives such as Saudi Arabia's Vision 2030, the UAE's National AI Strategy, and Qatar's National Vision 2030—which focus on creating a diversified knowledge-based economy with significant investments in smart cities and AI applications—are pivotal. Meanwhile, Oman's Vision 2040 aims to position the country as a hub for technology and innovation through enhanced digital infrastructure and e-government services. Kuwait's New Kuwait Vision 2035 also underscores the digital transformation of its economy by advancing its IT sector and expanding smart city initiatives. These combined efforts across the Gulf region are setting the stage for a new era of technological advancement and digital innovation.

LinkShadow can play a pivotal role in this digital transformation by providing cutting-edge cybersecurity and data management solutions that align with the ambitious visions of the Gulf region. As governments and enterprises prioritize digital innovation, LinkShadow's advanced technologies can help ensure a secure and efficient transition into the future. **TECH VISION**

We recognize the transformative potential of OpenAI and LLMs like ChatGPT in reshaping industries, including cybersecurity.

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A VISION FOR THE FUTURE OF OPERATIONAL EFFICIENCY

Loubna Imenchal, Head of Enterprise Business for AMETCA, Logitech, discusses their commitment to seamless hybrid work environments in addition to striking a good balance between innovation and regulation.

Can you outline to our readers how your company has harnessed cutting-edge technologies to transform how you conduct your day-to-day operations to deliver the 'experience' that your customers, end-users, and partners' demand in the experience economy?

In today's experience economy, Logitech is streamlining operations and enhancing user experience by leveraging artificial intelligence (AI) and automation. By harnessing cutting-edge technologies in products such as the AI Viewfinder in Rally Bar and Rally Bar Mini, users can optimize operations – in this case optimizing meeting room availability by automatically adjusting room status when meetings occur. Operational efficiency is further streamlined with Logitech Sync, which empowers IT teams to remotely manage devices, thus supporting the global shift to the hybrid workplace model. What's more, AI and automation enhance the meeting room experience as a whole, enabling products such as MeetUp 2 and the Brio 705 webcam to auto-frame and improve image quality, ensuring an immersive meeting for all involved. Our commitment to seamless hybrid work environments guarantees we deliver impactful, human-centered experiences.



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OpenAI and ChatGPT are all the rage, and these new AI integrations have been tipped to fundamentally reshape all major industries as we know them. What is your view on OpenAI, are you excited by the new opportunities that it will present, or do you think more regulation is needed to control its impact on society?

Logitech is excited about the opportunities AI, including OpenAI's ChatGPT, presents for the future of business collaboration. As we are well-aware, AI's potential to enhance communication, streamline workflows, and elevate user experience is immense. However, we also recognize the importance of responsible AI development, which is why we focus on integrating AI in ways that are ethical and beneficial to users. Of course, the balance between innovation and regulation is critical, ensuring AI can be harnessed for good while minimizing risks. As AI adoption accelerates, consistent regulatory review will be essential to ensure transparent and safe outcomes.

There has been a swathe of digital and cloud transformation

projects in the Middle East over the last 3-5 years. However, many have struggled with the demands of cloud transformation, especially legacy-heavy players. What are the key processes that enterprises need to adopt to ensure a successful transformation journey?

Successful cloud transformation requires careful planning and a focus on incremental innovation. Logitech helps enterprises through solutions like Sync, which allows businesses to manage their collaboration tools remotely while maintaining visibility across devices. A hybrid model is often the best approach, where organizations can innovate with cloud services while maintaining their existing systems. This minimizes disruption and ensures a smoother transformation journey. By enabling better space and device management, Logitech ensures that businesses can efficiently scale their operations without compromising on IT performance and productivity.

In your expert opinion, what do you view as the biggest problem

facing enterprises in the IT and technology industry across the Middle East?

The biggest challenge for enterprises in the Middle East, and globally, is navigating rapid digitization while equally addressing sustainability concerns. There is a tendency to treat sustainability as an afterthought, which can actually hinder long-term growth. At Logitech, sustainability is at the core of our operations, with products like the Zone 305 headset and MeetUp 2 made from post-consumer recycled plastics. In fact, over two-thirds of our products use recycled materials, helping to reduce our carbon footprint. We believe enterprises must adopt sustainable practices from product design to lifecycle management, ensuring that technology evolves in a way that benefits both business performance and the environment.

This supplement is entitled GITEX Vision, so with that in mind, what do you think the future holds for the IT and tech sector across the Middle East, what will be the key trends and technologies that will champion change over the next 'digital decade'?

The future of the IT and tech sector in the Middle East will be shaped by three significant developments: AI, flexible work models, and sustainability. As hybrid work increasingly becomes the norm, businesses will prioritize technology that is simple to use, scalable, and capable of enhancing productivity. Logitech's AI-powered meeting solutions like MeetUp 2 and Sight enable seamless communication, allowing teams to stay connected from anywhere. Furthermore, as businesses face mounting demand to address sustainability, Logitech will continue to lead the way with eco-friendly designs and products, helping enterprises meet both their operational and environmental goals. TECH VISION

Our commitment to seamless hybrid work environments guarantees we deliver impactful, human-centered experiences.





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HOME SECURITY INNOVATION FOR PEACE OF MIND

Mohammad Meraj Hoda, VP of business development – Emerging Markets, Ring, highlights the latest home security innovations that will be showcased at GITEX technology week in addition to the value such technologies provide to their clients.

What is the theme of your participation at GITEX this year? What are the key aspects that you are highlighting at the show?

This year, we are excited to showcase the entire Ring product line-up at GITEX 2024, highlighting our whole-home security solutions, from Video Doorbells, indoor and outdoor Security Cameras to Ring Alarm. We are looking forward to engaging with visitors, distributors and customers to demonstrate Ring's convenience and customisability for an extra layer of protection and peace of mind

We will also be showcasing the latest addition to the Ring family - the Ring Pan-Tilt Indoor Camera, Ring's first indoor camera that can rotate 360 degrees, providing more flexibility and allowing you to look up and down, or all around. The camera delivers high-quality video footage and reliable functionality, including full and clear HD video and color night vision with expansive pan and vertical tilt coverage. Customers can also enjoy all the features they love and trust from Ring, including Live View, Two-Way Talk, and real-time motion alerts.

Ring will also debut the transformed subscription plans that will be available for customers on November 5. Ring Home offers three plan tiers: Home Basic, Home Standard, and Home Premium, and depending on your tier comes packed with new features like Video Preview Alerts, Extended Live View, Continuous Live View and Doorbell Calls.



Our subscription plans will have many features including:

24/7Recording

With 24/7 Recording, eligible wired cameras can continuously record and even capture activity even outside of motion zones, giving you an even better understanding of what is happening at your home or business.

Video Preview Alerts

With this feature, you can see what triggered a device's motion alert without opening the Ring app. Video Preview Alerts now deliver a short video clip in your push notification,

letting you preview of the motion activity and easily decide what to do, from nothing to using features like Two-Way Talk or Live View.

How is the impact of technology being showcased at your stand?

We've invested heavily in Computer Vision (CV) and AI for years, and we're using that technology to give people better information and alerts about their homes. What that means for us is that our teams are taking AI and CV technologies to improve our video understanding and contextualizing what's going on in your video to deliver the information

that's uniquely important to you. We are constantly innovating on behalf of customers. We're always looking at ways to enhance our technology and provide features that offer our customers ease of mind, such as incorporating advanced radar-powered features like 3D Motion Detection and Bird's Eye View to our pro-outdoor cameras.

IoT is the future of home security. How much of this technology does Ring bring to value clients in the UAE?

At Ring, privacy and user control are foundational to our solutions and we work hard to ensure that each new version of our devices offers the highest standard of protection. A dedicated section of the Ring mobile app, called Control Center, allows users to view and control their privacy and security settings. Privacy Zones allow customers to exclude specific areas of the camera field of view from a video recording, Audio Toggles in all devices allow users turn off audio recording at any time, and customers can easily delete their videos directly from the Ring app. Moreover, end-to-end encryption means no unauthorized third party can access user video content, and mandatory two-factor authentication and notifications inform users if a new device logs into their account.

Ring, the home security brand, will be participating at GITEX Global 2024, the world's largest tech and start-up event taking place from October 14-18 at Dubai World Trade Centre (DWTC). Ring will spotlight its innovative suite of devices including Video Doorbells, Indoor and Outdoor Security Cameras, as well as the company's latest offering – the new Ring Pan-Tilt Indoor Camera in addition to new features for their Ring Home subscription plans (formerly Ring Protect). Visitors can also enjoy a walk through the smart home built on site, showcasing interactive product demos that highlight the benefits of a whole-home security system.

Mohammad Meraj Hoda, VP of business development – Emerging Markets, Ring, said: "GITEX Global 2024 gives us a unique opportunity to engage directly with our customers, demonstrate the utility of our products, and showcase how easy it is to keep an eye on what



matters the most with Ring cameras, Doorbells and subscription plans.

After all, ensuring peace of mind for our customers – wherever they may be – is at the heart of everything we do at Ring. Our innovative devices are designed to provide seamless, real-time security and connection to the home, no matter the distance."

The latest addition to the Ring family, the new Ring Pan-Tilt Indoor Camera has an in-built mount that can pan 360 degrees and tilt 169 degrees, allowing customers to see every corner of their home. It delivers high-quality video footage and reliable functionality, including full and clear HD video and colour night vision with expansive pan and vertical tilt coverage. Customers can also enjoy all the features they love and trust from Ring, including Live View, Two-Way Talk, and real-time motion alerts.

On November 5, Ring Protect will become Ring Home. Ring Home subscription plans are designed to help you see more, know more, and protect more and will offer three plan tiers including Home Basic, Home Standard, and the brand-new Home Premium tier. With these subscription plans, customers can save, share, and download video recordings of any detected events in their account for up to 180 days. Video Preview Alerts which provide a short video clip preview of the device's motion

Customers can also enjoy all the features they love and trust from Ring, including Live View, Two-Way Talk, and real-time motion alerts.

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alerts will be available on Basic, Standard, and Premium plans. In addition, Standard and Premium subscribers can now enjoy Doorbell Calls, which alert users like a phone call when someone is at their door, and Extended Live View, extending the current 12-minute timeout to 30 minutes. For Premium users, Continuous Live View is now offered on select cameras, along with 24/7 Recording.

Visitors can experience firsthand Ring's two new earth tone colours for their Indoor Camera (2nd Gen) with Privacy Shutter: bright Blush and neutral-toned Starlight, offering versatile protection and personalised peace of mind.

Ring's product range has expanded significantly, from the flagship Video Doorbells that allow users to answer their door from anywhere in the world, to Indoor and Outdoor Security Cameras that keep an eye on every corner of one's property, and the Ring Alarm that enhances customers' peace of mind with smart motion detection. Additionally, all Ring products can be linked, managed and controlled from the free Ring app – creating a 'Ring of Security' around the home.

Ring's top executives and experts will be available at Hall 20 Stand B05 to meet with potential distributors and customers and demo the full range of Ring products available. **TECH VISION**

A COMMITMENT TO INNOVATION AND JOINT GROWTH

Ahmed Diab, Chief Operating Officer, StarLink takes a moment to discuss nearly two decades of involvement in the channel community in addition to their strong commitment to customer success and robust cybersecurity strategies.



Can you outline to our readers how your company has harnessed cutting-edge technologies to transform how you conduct your day-to-day operations to deliver the ‘experience’ that your customers, end-users, and partners’ demand in the experience economy?

In 2025, StarLink, an Infinigate Group company, will celebrate 20 years of success. Over these two decades, we have evolved into a leader in the channel landscape, inspiring the channel community with our commitment to innovation and joint growth. Today, our portfolio boasts over 60+ innovative, market-leading technologies, showcasing our vision of introducing new and disruptive solutions to the MEA region amidst the various phases of industry transformation.

Customer success is undeniably at the heart of our business strategy. We strive to achieve this through focused channel empowerment and strategic alignment. Currently, we engage with over 2,500 partners across the MEA region. Our technical experts are dedicated to driving channel empowerment through advanced sales and technical training, enabling partners to grow independently while addressing their customers’ unique cybersecurity needs. As a Trusted Advisor, StarLink’s cybersecurity solutions and services empower resellers and clients to strengthen their cyber and cloud environments, enhancing their resilience.

OpenAI and ChatGPT are all the rage, and these new AI integrations have been tipped to fundamentally reshape all major industries as we know them. What is your view on OpenAI, are you excited by the new opportunities that it will present, or do you think more regulation is needed to control its impact on society?

The transformative power of AI is indeed exciting, but it brings a host of ethical and societal

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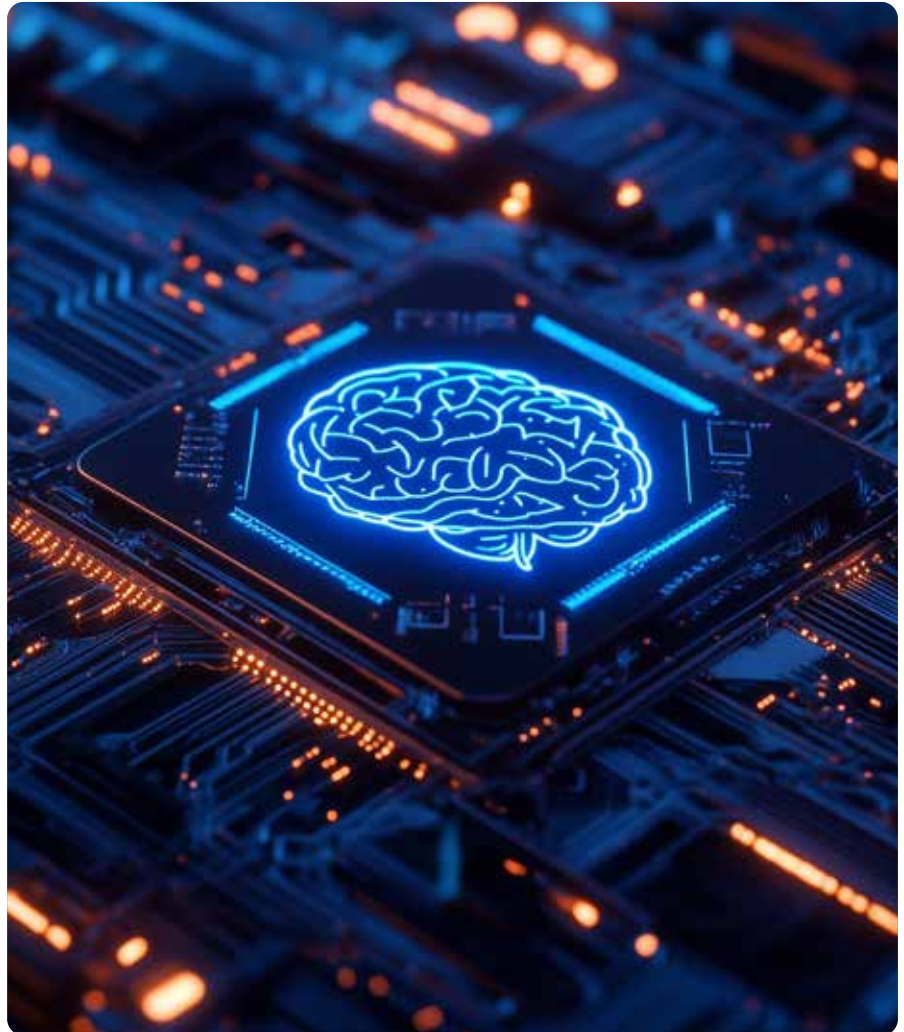
considerations that we must not overlook. As businesses increasingly adopt AI, the risk of unintended consequences—such as bias in decision-making, privacy violations, and job displacement—grows. It's essential to take a thoughtful approach to innovation, considering how these technologies affect individuals and communities.

Regulation can act as a safeguard, helping to set standards for transparency, accountability, and ethical use. By involving stakeholders from various sectors -governments, businesses, ethicists, and the public, we can create frameworks that encourage responsible AI development while still allowing for innovation. Finding that balance is critical. It's a dynamic conversation that needs ongoing engagement and adaptation as technologies evolve.

There has been a swathe of digital and cloud transformation projects in the Middle East over the last 3-5 years. However, many have struggled with the demands of cloud transformation, especially legacy-heavy players. What are the key processes that enterprises need to adopt to ensure a successful transformation journey?

In the face of an evolving threat landscape, digital transformation is a continuous journey. Organizations are constantly uncovering new needs as they navigate this process. As a Value-Added Distributor (VAD), we have a responsibility to address these needs and help them implement the most suitable cybersecurity strategies. Our focus is on fostering a forward-thinking approach that ensures flexibility, allowing organizations to scale and adapt to changing circumstances effectively.

In your expert opinion, what do you view as the biggest problem facing enterprises in the IT and technology industry across the Middle East?
As the industry advances with



new technologies, some of the major challenges are being able to keep up with the digital transformation pace, having the right technical expertise in place to handle the complex IT environments, continued reliance on legacy systems and being able to keep up with the growing customer expectations for support. Addressing these challenges requires a comprehensive strategy that includes investing in talent development, fostering a culture of innovation, and implementing robust cybersecurity measures.

This supplement is entitled GITEX Vision, so with that in mind, what

do you think the future holds for the IT and tech sector across the Middle East, what will be the key trends and technologies that will really champion change over the next 'digital decade'?

The tech sector is evolving at an unbelievable pace. Technologies that were ideas and concepts a few years ago are becoming a reality and we are expected to quickly adapt. We are expected to be in preparation mode all the time to ensure a competitive edge. AI is everywhere and it is overwhelming. This is especially apparent in the forefront of transformation from a customer engagement perspective. **TECHVISION**

Customer success is undeniably at the heart of our business strategy.





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THE CONTINUOUS JOURNEY OF DIGITAL TRANSFORMATION

Mario M. Veljovic, General Manager, VAD Technologies, spoke at length on the significant investments they have made in enhancing their online marketplace in addition to what they perceive are the largest challenges facing technology enterprises across the Middle East.

Can you outline to our readers how your company has harnessed cutting-edge technologies to transform how you conduct your day-to-day operations to deliver the 'experience' that your customers, end-users, and partners' demand in the experience economy?

At VAD Technologies, we specialize in scouting and promoting disruptive technologies that empower businesses of all sizes to reduce their Total Cost of Ownership (TCO) and enhance operational efficiency. As a vital component of the broader ICT ecosystem, we understand the importance of continuously evolving and leveraging technology to meet our partners' expectations for an effortless "Ease of Doing Business with" experience.

Over the past decade, we have made significant investments in enhancing our online marketplace, enabling our vendor and channel partners to seamlessly transact "Everything as a Service." This platform not only simplifies transactions but also empowers channel partners to efficiently extend their products, solutions, and customized services to their clients, streamlining the entire process. Recently, we have added several outstanding vendors and technologies to our portfolio, further enriching the offerings available to our partners.

Additionally, we utilize an advanced CRM system to proactively alert our partners





about upcoming service renewals and potential tech-refresh opportunities. Our AI-enhanced CRM analyzes past transactions, allowing us to accurately predict future business trends and expectations. This capability is especially critical as more of our business shifts towards recurring revenue models, which is a key performance indicator for us.

Through these innovations and our expanded portfolio, we are committed to fostering stronger partnerships and driving mutual success in the ever-evolving technology landscape.

OpenAI and ChatGPT are all the rage, and these new AI integrations have been tipped to fundamentally reshape all major industries as we know them. What is your view on OpenAI, are you excited by the new opportunities that it will present, or do you think more regulation is needed to control its impact on Society?

Every new technology, and indeed every evolution, comes with its own set of advantages and challenges. To thrive in this rapidly changing landscape, we must stay attuned to developments and adapt to new realities. While regulations can serve as a valuable tool, they can also inadvertently create opportunities for criminal activity. Instead of over-regulating, we should prioritize

investment in education—not just for the younger generation, but also for those currently in leadership roles.

Furthermore, the rise of AI underscores the importance of human qualities such as common sense and emotional intelligence. These two factors are essential for navigating the complexities of modern technology. I strongly encourage everyone to invest in developing these critical skills to ensure we harness the full potential of innovation while maintaining ethical standards.

There has been a swathe of digital and cloud transformation projects in the Middle East over the last 3-5 years. However, many have struggled with the demands of cloud transformation, especially legacy-heavy players. What are the key processes that enterprises need to adopt to ensure a successful transformation journey?

Based on our observations over the years, we strongly advise clients to choose the right partner for their Digital Transformation journey. It's crucial to recognize that this process is a "journey" rather than a "project." A project typically has a defined endpoint, whereas a journey is continuous and evolving. Think of it like a marriage—you need to select the right partner for the long term.

This is particularly challenging

Finding a stable, committed partner for your Digital Transformation journey is essential for sustained success.

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in the Middle East, where a high expatriate workforce leads to greater turnover than the global average. As such, finding a stable, committed partner for your Digital Transformation journey is essential for sustained success.

In your expert opinion, what do you view as the biggest problem facing enterprises in the IT and technology industry across the Middle East?

Recruiting and retaining top talent is indeed a significant challenge, perhaps the biggest one faced by businesses across various sectors. However, the UAE and the broader region have cultivated a favorable environment that increasingly attracts talent, encouraging professionals to consider making it their home and advancing their careers.

At the same time, the recent rise in financing costs has notably impacted businesses, particularly within the ICT sector, where profit margins have historically been razor-thin. Navigating these challenges requires strategic approaches to talent management and financial planning.

This supplement is entitled GITEX Vision, so with that in mind, what do you think the future holds for the IT and techsector across the Middle East, what will be the key trends and technologies that will really champion change over the next 'digital decade'?

The coming decade and beyond look very promising for the Middle East. Although recent developments in the region may raise concerns, many long-standing conflicts have been resolved, fostering a climate of prosperity. Notably, the UAE is at the forefront of putting AI to real work, thanks to years of significant investment in digital transformation. Moreover, regional governments have successfully struck a balance between technology adoption and regulation, creating an environment that encourages limitless innovation. This positions the Middle East to take a leading role on the global stage during the "Digital Decade." TECH VISION

THE CRUCIAL ROLE OF AUTOMATION IN SECURITY

Taj El-khayat, Area Vice President – South Europe, Middle East, Turkey and Africa (SEMEA) Vectra AI, shares insights on how their use of AI has enabled them to detect and respond to cyber threats in real-time, significantly enhancing security measures.

Can you outline to our readers how your company has harnessed cutting-edge technologies to transform how you conduct your day-to-day operations to deliver the 'experience' that your customers, end-users, and partners' demand in the experience economy?

Vectra AI has harnessed cutting-edge technologies to transform its day-to-day operations, delivering exceptional experiences to customers, end-users, and partners in the experience economy. Central to this transformation is the integration of artificial intelligence (AI) and machine learning (ML). Vectra AI's platform leverages these technologies to detect and respond to cyber threats in real-time, significantly enhancing security measures. This AI-driven approach allows for the identification of sophisticated attack patterns and prioritizes threats based on their severity, ensuring timely and effective responses. The company has also embraced cloud computing to improve scalability and flexibility. By utilizing cloud infrastructure, Vectra AI can efficiently manage large volumes of data and provide seamless services to clients across different regions. This shift supports the deployment of advanced analytics and big data solutions, further enhancing their threat detection capabilities.

Automation plays a crucial role in Vectra AI's operations. Automated processes reduce the burden on security analysts by filtering out false positives and focusing on genuine

threats. This not only improves operational efficiency but also allows analysts to concentrate on more complex security challenges.

Vectra AI's commitment to excellence has been recognized with numerous accolades. The company was awarded the 2024 CybersecAsia Readers' Choice Award for Best in AI-Based Cybersecurity and the 2023 SPARK Matrix™ distinction for NDR by Quadrant. Additionally, Vectra AI was named the #1 Security Customer Champion in the 2023 Microsoft Security Excellence Awards and recognized as the sole Customers' Choice in Gartner's 2024 Voice of the Customer for Network Detection and Response. Furthermore, Vectra AI was named a Leader and Outperformer in the GigaOm Radar Report for Network Detection and Response.

In summary, Vectra AI's strategic use of AI, cloud computing, automation, and a customer-centric approach, combined with its industry recognition, has transformed its operations, enabling it to deliver exceptional experiences in the competitive landscape of the experience economy.

OpenAI and ChatGPT are all the rage, and these new AI integrations have been tipped to fundamentally reshape all major industries as we know them. What is your view on OpenAI, are you excited by the new opportunities that it will present, or do you think more regulation is needed to control its impact on society?



Vectra AI's strategic use of AI has enabled it to deliver exceptional experiences in the competitive landscape of the experience economy.

OpenAI's ChatGPT has generated significant excitement and debate across various sectors. On one hand, there's a palpable enthusiasm about the transformative potential of AI. Technologies like ChatGPT promise to revolutionize industries by enhancing productivity, automating routine tasks, and enabling innovative human-computer interactions. For example, in customer service, AI can provide personalized support, reducing wait times and improving user satisfaction. In education, it can offer tailored learning experiences, while in healthcare, it can assist in diagnostics and patient care. However, this excitement is balanced by concerns regarding the ethical and societal implications of AI. Key issues include job displacement, data privacy, and the potential

misuse of AI-generated content. The fear of AI replacing human jobs is particularly pronounced, as automation could lead to significant shifts in the labor market. Additionally, the handling of sensitive data by AI systems raises privacy concerns, necessitating stringent data protection measures.

Experts argue that while AI has the potential to augment human capabilities significantly, it also requires robust regulatory frameworks to ensure its responsible use. This includes establishing guidelines on transparency, accountability, and fairness to mitigate risks and maximize benefits. Ensuring that AI systems are designed and deployed ethically is crucial to addressing these challenges. My view is, while the opportunities presented by OpenAI and ChatGPT are vast and promising, there is a clear consensus on the need for thoughtful regulation. Balancing innovation with ethical considerations will be essential in shaping the future impact of AI on society.

There has been a swathe of digital and cloud transformation projects in the Middle East over the last 3-5 years. However, many have struggled with the demands of cloud transformation, especially legacy-heavy players. What are the key processes that enterprises need to adopt to ensure a successful transformation journey?

To ensure a successful cloud transformation, enterprises, especially those with legacy systems, need to adopt several key processes. First, establishing a clear strategy and vision that aligns with business goals is crucial. This involves understanding the specific benefits cloud adoption will bring to the organization. Engaging all relevant stakeholders early in the process ensures buy-in and addresses concerns from different parts of the organization. Conducting a thorough assessment of current IT infrastructure and applications helps identify which systems can be migrated and which need to be re-engineered. Investing in training and upskilling employees to handle new cloud technologies is essential for managing the transition smoothly and effectively. Implementing robust security measures and ensuring compliance with relevant regulations is crucial to protect data and maintain trust. Adopting a phased approach to migration, starting with less critical systems, builds experience

and confidence before moving to core applications. Finally, using analytics to continuously monitor performance and optimize cloud resources helps achieve cost efficiency and improve performance. By following these processes, enterprises can navigate the complexities of cloud transformation and achieve their digital transformation goals successfully.

In your expert opinion, what do you view as the biggest problem facing enterprises in the IT and technology industry across the Middle East?

The IT and technology sector in the Middle East faces several significant challenges that hinder its progress. One of the primary issues is the shortage of skilled talent. Despite an increasing number of STEM graduates, there is a lack of highly skilled professionals capable of driving innovation and managing complex IT systems. This talent gap is further widened by global competition for skilled workers, making it tough for Middle Eastern enterprises to attract and retain top talent.

Cybersecurity is another major concern. With the rapid pace of digital transformation, the region has become a prime target for cyberattacks. Many enterprises lack robust cybersecurity measures, leaving them vulnerable to data breaches and other cyber threats, which not only compromise sensitive information but also erode trust in digital services.

Regulatory and compliance challenges also create significant hurdles. The regulatory environment in the Middle East is often complex and varies greatly between countries. Navigating these regulations can be cumbersome and costly, especially for enterprises operating across multiple jurisdictions.

Moreover, digital infrastructure remains inconsistent. While some countries have made substantial investments in technology infrastructure, others lag behind. This inconsistency in internet connectivity and access to advanced technologies can hinder business operations and innovation.

Finally, cultural and organizational resistance to change can slow the adoption of new technologies. Traditional business practices and a reluctance to embrace digital transformation can prevent enterprises from fully leveraging modern IT solutions.

Addressing these challenges requires a collaborative effort from

governments, educational institutions, and the private sector to foster an environment conducive to technological advancement.

This supplement is entitled GITEX Vision, so with that in mind, what do you think the future holds for the IT and tech sector across the Middle East, what will be the key trends and technologies that will really champion change over the next 'digital decade'?

The future of the IT and tech sector in the Middle East is poised for transformative growth, driven by several key trends and technologies. One of the most influential trends will be the integration of artificial intelligence (AI) and machine learning (ML). These technologies are expected to revolutionize industries by automating processes, enhancing decision-making, and providing advanced data analytics.

Cloud computing will continue to play a pivotal role in digital transformation. As more businesses transition to cloud-based solutions, they will benefit from increased scalability, flexibility, and cost savings. This shift will also support the expansion of other technologies, such as the Internet of Things (IoT) and big data analytics, by providing the necessary infrastructure for data management.

The deployment of 5G networks will be a significant catalyst for change, offering faster and more reliable internet connectivity. This will enable the development of smart cities, autonomous vehicles, and advanced IoT applications, greatly enhancing both quality of life and business efficiency in the region.

Cybersecurity will remain a top priority, with enterprises investing in advanced security measures to combat the growing threat of cyberattacks. Innovations in blockchain technology are also expected to improve security and transparency across various sectors, including finance and supply chain management.

Moreover, digital skills development will be essential. Governments and educational institutions must collaborate to address the talent gap by offering training and upskilling opportunities. This will ensure that the workforce is prepared to meet the demands of the evolving tech landscape.

Overall, the Middle East is on the brink of significant technological advancements, driven by these key trends and innovations. The region's ability to adapt and embrace these changes will determine its success in the digital decade ahead. **TECH VISION**

FUTURE OF AUTONOMOUS DELIVERY VEHICLES

Nikita Gavrilov, Regional Head of Yango Autonomy, shares insights on how this technology is reshaping delivery and logistics across the Middle East region



The Middle East stands on the brink of a transformative era in logistics, spearheaded by innovations like autonomous delivery vehicles.

Yango's autonomous delivery solutions offer greater precision and efficiency in last-mile delivery operations. The delivery robots are designed to complete deliveries within a two-kilometer radius in less than 30 minutes, covering shorter distances even faster.

"Our autonomous delivery robots are robust enough to perform in diverse weather conditions and terrains, ensuring reliable service anytime, anywhere," explains Gavrilov. "This adaptability is crucial in the Middle East, where extreme temperatures can pose significant challenges to

traditional delivery methods."

In retail and food services, robots offer significant strategic advantages. They empower businesses to make data-driven decisions based on predictable performance, reducing operational uncertainties. This predictability enhances both efficiency and cost planning, allowing companies to optimise resources and streamline operations. With their reliability and minimal downtime, robots enhance service output while decreasing overhead costs. As a result, businesses gain a competitive edge and increase profitability in fast-paced industries.

Beyond improving operational efficiency, these autonomous delivery robots provide a sustainable alternative to

Our autonomous delivery robots are robust enough to perform in diverse weather conditions and terrains, ensuring reliable service anytime, anywhere.

traditional delivery methods. "The use of clean energy significantly reduces carbon emissions, contributing to the environmental goals of the GCC countries," says Gavrilov. "For instance, the deployment of our robots aligns with the Dubai Autonomous Transportation Strategy, aiming to transform 25% of total transportation to autonomous mode by 2030, reducing CO₂ emissions by 30%."

Additionally, the implementation of autonomous delivery vehicles is expected to create new job opportunities. These roles can range from data labeling to operating the vehicles, highlighting the inclusive potential of this technology.

However, the journey towards widespread adoption of autonomous delivery vehicles is not without its challenges. Current limitations include the robots' inability to climb stairs or fully interact with infrastructure like elevators. Nonetheless, Yango Autonomy remains optimistic about the future, with ongoing developments aimed at enhancing the robots' capabilities and operational range.

Looking ahead, Yango Autonomy is committed to expanding its reach and refining its technologies to better serve the Middle East market. "We are constantly seeking new partnerships and tailoring our solutions to meet the unique needs of local businesses," Gavrilov concludes. **TECH VISION**



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BIG DATA OR SMALL ACTIONABLE DATA?

Hozefa Saylawala, Middle East Director – Zebra Technologies, takes the time to explain the crucial importance of IoT connections and the challenges inherent to generative AI solutions.



Can you outline to our readers how your company has harnessed cutting-edge technologies to transform how you conduct your day-to-day operations to deliver the 'experience' that your customers, end-users, and partners' demand in the experience economy?

Our ecosystem is built on IoT connections that drive industry forward—from the technology itself to the people who use it, to the end customers we all ultimately serve. We offer solutions designed to meet the needs you have today, and the agility to scale for tomorrow. Because when your systems, your people, and your information can stay connected as your needs evolve, the potential for growth is endless.

Data informs our decisions, our priorities, and our actions. It is driving the future, across industries, and how we choose to use it matters. Our solutions bring people and technology together to maximize data and the insights derived from it. Businesses are freed from inefficiency, so they can focus on what really matters. And workers intuitively know what action to take next.

OpenAI and ChatGPT are all the rage, and these new AI integrations have been tipped to fundamentally reshape all major industries as we know them. What is your view on OpenAI,

are you excited by the new opportunities that it will present, or do you think more regulation is needed to control its impact on society?

Not all AI is created equal, so it's not fair to say all AI is bad, scary, threatening or whatever other adjective is being used to stoke fear among the public and spur politicians to regulate the technology. Yes, some of the latest generative AI solutions have problems that must be ironed out, such as those that can throw up results that are inaccurate and/or biased. And there's real concern that some generative AI tools can infringe on copyrights. But, like any type of technology, these issues aren't universal. So, while AI researchers and other technologists work with government leaders to address these very specific concerns about the behavior of certain AI, we think it's important to emphasize that not all AI is created equal. AI, like people, can be taught to do the right thing.

There has been a swathe of digital and cloud transformation projects in the Middle East over the last 3-5 years. However, many have struggled with the demands of cloud transformation, especially legacy-heavy players. What are the key processes that enterprises need to adopt to ensure a successful transformation journey?

Enterprises are at the inflection point of a generational digital transformation. There is growing industry consensus that the use and analysis of business data can help streamline workflows, identify supply chain bottlenecks and predict better business outcomes.

Thus, the concerted effort we're seeing among businesses of all sizes and in all public and private sectors to collect data in several different ways. Today, data collection is typically done on a hardware device via a barcode scan, an RFID signal, or a "written" input via a digital pen or keyboard or a captured image. As a result, the volume of data captured with every input is rapidly increasing.

For example, every barcode contains data about that product



There is growing industry consensus that the use and analysis of business data can help streamline workflows, identify supply chain bottlenecks and predict better business outcomes.

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to which the barcode is affixed. This may range from the product type and manufacture date to the inspection or maintenance history; or the quality of the product at each supply chain touchpoint to the product's utilization statistics to-date.

Then there is the data captured and shared via passive or active RFID tag signals. Active RFID tags are powered by a battery and automatically broadcast their signal to provide the location of an asset, for example. Passive RFID tags do not have a power source and only transmit a signal upon receiving radio frequency energy released from an RFID reader that's within proximity of the tag.

Regardless of the collection method, the question becomes – what insight does that data provide? How can we use this now readily-accessible data to uncover previously unseen opportunities – or issues – deep within our organization? How do we analyze and apply this data in a meaningful way?

In your expert opinion, what do you view as the biggest problem facing enterprises in the IT and technology industry across the Middle East?

Zebra's vision of enterprise asset intelligence is to ensure every front-line worker and asset at the edge is visible, connected,

and fully optimized. In addition to providing products and solutions that bring this vision to life for our customers, the portfolio delivered by Zebra and its partners helps customers 'sense, analyze and act' in real time.

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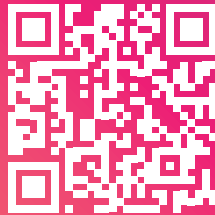
For years, organizations have sought to obtain insights from Big Data. But it takes a lot of time to collate and correlate massive volumes of information in this manner, particularly given the velocity at which they're being collected. By the time valuable insights are derived, the opportunity to do anything about them may have passed. That's why we're starting to see companies embrace technology solutions that can extract and distribute "small actionable data" naturally within a workflow, all the way to the operational edge.

Companies must embrace software-centric technology solutions powered by artificial intelligence (AI) and machine learning if they want to simplify and adapt complex operations to do more with limited resources. **TECH VISION**

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Figure 1: Magic Quadrant for Primary Storage Platforms



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