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SAKKEER HUSSAIN, DIRECTOR - SALES & MARKETING AT D-LINK MIDDLE EAST AND AFRICA, TELLS ANITA JOSEPH HOW A COMMITMENT TO INNOVATION, COMBINED WITH EXTENSIVE TECHNOLOGICAL EXPERTISE AND CUSTOMER FOCUS, HAS POSITIONED THE COMPANY AT THE CUTTING EDGE OF DIGITAL TRANSFORMATION.



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Smart Wi-Fi, Smart Life 5





CONTENTS

ISSUE 321 // AUGUST 2024







TOP STORIES

Headlines from the channel world in the region and beyond.

HIGHLIGHTS

12 Rick Vanover, Vice President of Product Strategy at Veeam, on how businesses must ensure visibility, governance, and protection across their data landscape as Al tools become integral to the tech stack.



30 Embrace AI or Fall Behind, warns an IFS Report.

Microsoft launches new Surface devices to accelerate innovation in the AI era.

EDITORIAL





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REDEFINING THE CLOUD

he integration of Artificial Intelligence (AI) into cloud computing has redefined the way we think about and operate on the cloud. AI brings a powerful dimension of automation, intelligence, and efficiency, pushing the boundaries of what cloud platforms can deliver. This transformation is having a profound impact on industries ranging from healthcare to finance and beyond.

One of the most significant ways AI is reshaping cloud operations is through automation. Routine tasks such as managing data, scaling resources, and optimizing performance are now increasingly handled by AI-powered tools. These tools not only reduce human error but also allow for faster and more accurate decision-making. Cloud infrastructure, traditionally managed manually, can now self-heal, automatically scale up or down, and even anticipate potential failures, providing a seamless experience for users and reducing downtime.

AI-driven analytics have also unlocked the true potential of data in the cloud. Machine learning algorithms are able to sift through vast amounts of data stored on cloud platforms, identifying patterns and insights that would be impossible for humans to detect. This enhanced data analysis enables businesses to make data-driven decisions with greater confidence and speed.

Moreover, AI enhances security on the cloud. AI systems continuously monitor network traffic and user behavior, identifying anomalies in real-time and providing early warning for potential threats. This predictive capability allows businesses to respond swiftly to security incidents, protecting sensitive data from breaches.

As AI continues to evolve, its synergy with cloud computing will become even more profound, pushing the limits of innovation. From revolutionizing workloads to redefining customer experiences, AI is rapidly becoming an indispensable element in cloud operations, fundamentally altering how we engage with technology and the digital world.



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EQT COMPLETES ACQUISITION OF WSO2

WSO2, a leading global provider of digital transformation technologies, said that its acquisition by EQT, first announced May 3, 2024, has been completed. EQT will support WSO2's next phase of accelerated growth and innovation by drawing on EQT's deep experience in the software space, global network of industry experts, and dedicated digital value-creation team.

Since its inception in 2005, WSO2 has been at the forefront of building innovative software that allows organizations to seamlessly deliver digital experiences. Today, WSO2's platform offers a complete set of market leading solutions across integration, API management, identity & access management (IAM) and application development. Thousands of organizations, including hundreds of the world's largest corporations,



top universities, and governments, rely on WSO2's cloud native software as a service (SaaS) and open-source offerings to drive their digital initiatives — executing 60 trillion

transactions and managing over 1 billion identities each year.

WSO2 now joins EQT's extensive global portfolio of enterprise software companies, which includes firms such as Virtusa, Billtrust, IFS, SUSE, Storable, thinkproject, and Waystar.

With the acquisition, a new board of directors has been formed to spearhead the next stage of WSO2's growth.

Leading the board as chair is Jonas Persson, who formerly served as CEO of Microsoft Sweden and has been the chairperson for several portfolio companies like Suse, Acumatica, IFS and Sitecore. He is joined by Hari Gopalakrishnan, a partner in the EQT Private Capital Asia advisory team and Global co-head of EQT's services sector team, and Dr. Sanjiva Weerawarana, who founded WSO2 and will continue his role as CEO.

IFS THE ONLY COMPANY NAMED AS A CUSTOMERS' CHOICE IN THE 2024 GARTNER PEER INSIGHTS VOICE OF THE CUSTOMER FIELD SERVICE MANAGEMENT REPORT

IFS, the leading technology provider of enterprise cloud and industrial AI software, has been named as a Customers' Choice in the 2024 Gartner Voice of the Customer Field Service Management report. This year, IFS has the additional distinction of being the only company to receive the recognition and attain a placement in the top right section of the Peer Insights Ouadrant.

Max Roberts, Chief Operating Officer at IFS, said: "We feel this recognition represents an important independent validation of our leadership position in this market, and is a further reinforcement of our differentiators in service and asset-centric sectors, our industry depth, and our focus on innovation. As the only vendor with a Customers' Choice Distinction for field service management, the recognition is provided to vendors for meeting or exceeding the market average for both Overall Experience and User Interest and Adoption, a recognition the team at IFS is proud of.'

IFS's field service management solutions comprise service management software with industrial AI embedded designed to deliver service excellence, optimize workforce efficiency, and grow service revenues. We feel that customer feedback is a key contributor that helps IFS to shape its product and continuously innovate to enable service-centric organizations to accelerate growth and deliver innovation in their business.

This is the latest in a string of recent Gartner recognitions for IFS. IFS was recently ranked #1 in the Gartner Market Share: All Software Markets, Worldwide, 2023 in the Enterprise Asset Management (EAM) segment by revenue for the third consecutive year. IFS was also named a Customers' Choice in the 2024 Gartner Peer Insights Voice of the Customer for Cloud ERP for Product-Centric Enterprises.

EMPOWER AWARDS CONSTRUCTION CONTRACT TO BUILD DEIRA WATERFRONT DISTRICT COOLING PLANT WITH A CAPACITY OF 39,000 RT

Emirates Central Cooling Systems Corporation PJSC (Empower), the world's largest district cooling services provider, has announced the commencement of construction of its new district cooling plant in Dubai's Deira district. This follows the recent award of the main construction contract for the facility. The new plant will serve over 46 buildings within the Deira Waterfront development, a key component of the Deira Enrichment Project. The project aims to transform and upgrade the vibrant district by creating 20 residential communities featuring spacious apartments, distinctive commercial spaces and modern offices, all built while preserving the beauty of Deira's heritage and cultural character.

The company indicated that advanced technologies will be incorporated into



the operations of the Deira Waterfront district cooling plant. Award-winning technologies such as Thermal Energy Storage (TES), which optimizes the energy usage during on-peak and offpeak hours, and Treated Sewage Effluent (TSE), which helps conserve fresh water, will be integrated into the plant.

The work is progressing on schedule under the direct supervision of Empower's in-house project team. The new plant will be completed in two phases, reaching a total production capacity of 39,000 refrigeration ton (RT). The first phase, with a capacity of approximately 20,000 RT of environmentally friendly cooling, is scheduled to become operational by the end of June 2025.

With over 80% of the Dubai district cooling market share, Empower will continue to invest significantly, backed by investors and shareholders, to expand its operations in Dubai. This commitment includes upgrading and developing its facilities and technical staff to meet the growing demand for its services from various segments.

UAE-HEADQUARTERED QUEST NUTRA PHARMA DIGITISES CRITICAL QUALITY MANAGEMENT AND OPERATIONAL PROCESSES WITH KISSFLOW

Quest Nutra Pharma (Quest), a leading manufacturer of nutraceuticals/pharmaceuticals food supplements, has partnered with Kissflow to streamline and enhance its mission-critical workflows using the vendor's Low-Code platform. By digitalising over 30



processes, Quest has not only been able to move towards paperless operations, but also managed to automate large portions of its operations, yielding efficiencies and accuracies, translating to enhanced quality assurance, market compliance, deviation and change control, and more.

From its factories and entities in the UAE, UK and EU, Quest manufactures 8 million blister packs, 200 million tablets, and 14 trillion probiotic bacteria, annually. Smoothly running operations at this impressive scale is a significant undertaking stated Abhra Chandra, Sr. Executive Quality Management System (QMS) at Quest, who was involved in designing the quality-related workflows on Kissflow. He said the QMS process in Quest Nutra Pharma typically involves change control, market compliance,

non-conformance, deviation, and CAPA activities. "Our workflows are complex," he added.

Seeking to address the lack of visibility and accountability in its legacy paperbased processes, the company's IT team implemented Kissflow's Low-Code platform. This platform enables all employees – not just IT staff – to conveniently design and deploy detailed digital workflows. Commenting on the value that this 'democratisation of IT' brings, Chandra said, "Unlike an off-theshelf product, Kissflow as a platform not only streamlines the Quality Assurance process but also many other core processes related to HR, Engineering, IT and more which were manual processes earlier. It is a single solution that caters to all our organisational needs. This saves us a lot of money and eliminates the struggle of managing multiple tools."

VIGI BY TP-LINK INTRODUCES FREE CLOUD-BASED VIDEO MANAGEMENT SYSTEM —VIGI CLOUD VMS

VIGI by TP-Link, a provider of easy and intelligent video solutions, launched VIGI Cloud VMS, a free* and unlimited public cloud-hosted video management system. This platform centralizes and remotely manages security devices across multiple sites, offering basic features like video monitoring, event management, and device maintenance alongside advanced features such as map monitoring, a designer tool, and multi-user permission control. This system is ideal for multisite monitoring scenarios, such as chain stores, distributed offices, and multi-

location deployed solar systems, enhancing video management efficiency.

The most exciting feature is the ability to expand sites and devices freely without limitations. As a cloud-based system, VIGI Cloud VMS also eliminates the need for local frontend deployment, VPN, and IT maintenance costs,

significantly reducing project expenses.

In multi-site scenarios, managing multiple user levels can be complex. With VIGI Cloud VMS, you can assign varying permissions to members for each site, such as Admin, Viewer, and Live Only. This ensures members access only necessary resources, simplifying system maintenance costs for administrators.

The VIGI Designer Tool is a powerful tool for simulating camera surveillance deployment. It enables users to quickly select products and generate detailed

VIGI Cloud VMS
Ensures Unifiled Security
Management on the Cloud

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project proposals for installation guidance. Ideal for installers, pre-sales engineers, and similar professionals, it offers features such as:

- Professional Monitoring Coverage Display: Visualize coverage areas with precision.
- Intelligent Filters: Rapidly select products based on product filters like camera resolution and focal length.
- 2D/3D Views: Accurately simulates operation in both 2D and 3D.
- Intuitive Image Clarity Display:
 Displays different DORI levels
 within the same sector using
 color depth and shows the current
 monitoring distance and pixel
 density as the mouse moves. This
 provides a clearer understanding
 of the camera's performance at
 different distances.

These capabilities enhance the efficiency of proposal generation, significantly improving project delivery speed.

HUAWEI CLOUD BREAKS FINTECH BARRIERS WITH PIONEER PROGRAM TO EMPOWER SAUDI ARABIA'S FINTECH INDUSTRY

Huawei Cloud, in collaboration with Fintech Saudi, successfully hosted the Huawei Cloud Fintech Day Saudi Arabia 2024, showcasing innovative cloud solutions for the rapidly evolving fintech industry in the Kingdom. The event brought together industry leaders, government officials, and fintech pioneers to explore the latest trends and technologies shaping the future of financial services.

The Huawei Cloud Fintech Day Saudi Arabia 2024 marks a significant milestone in the ongoing collaboration between Huawei Cloud and Saudi's fintech ecosystem. With strong support from Fintech Saudi, the event underscored the shared commitment to fostering innovation and digital transformation in the country's fast-growing fintech sector.

As a highlight of the event, Huawei



Cloud introduced the Fintech Pioneer Program, offering exclusive discounts to fintech companies in Saudi Arabia. This initiative underscores Huawei Cloud's commitment to supporting the fintech sector and accelerating digital transformation in the Kingdom.

Nezar Alhaidar, CEO of Fintech Saudi, delivered an insightful opening speech at the event, highlighting the emerging trends in Saudi Arabia's fintech landscape. Alhaidar emphasized Fintech Saudi's commitment to empowering fintech companies and fostering growth in the sector. He stated, "The fintech industry in Saudi Arabia is at a pivotal moment, poised for unprecedented growth. Our collaboration with Huawei Cloud demonstrates our commitment to providing fintech companies the necessary tools and infrastructure to thrive in this dynamic

ecosystem."

Alan Qi, President of Huawei Cloud Middle East & Central Asia, reaffirmed Huawei Cloud's dedication to accelerating intelligence in the fintech industry. Alan remarked, "At Huawei Cloud, we recognize the transformative power of fintech in shaping the future of financial services. Our advanced cloud solutions are designed to empower fintech companies in Saudi Arabia, enabling them to innovate rapidly, scale efficiently, and maintain the highest security and compliance standards."

NEWSMAKERS

LIVERPOOL FOOTBALL CLUB COMPLETES DEPLOYMENT OF NEW CLOUD-MANAGED HIGH-SPEED WI-FI FROM EXTREME NETWORKS AT ANFIELD

Extreme Networks, Inc. (Nasdaq: EXTR), a leader in cloud networking, today announced that it has completed the deployment of a high-speed Wi-Fi network at Anfield, home of Liverpool Football Club (LFC). Verizon Business is Extreme's deployment partner for the project.

The new Wi-Fi network at Anfield will elevate LFC fan experiences while helping to dramatically streamline operations throughout the historic stadium, providing seamless connectivity for the hundreds of thousands of fans who come through the turnstiles each year. Using ExtremeCloud™ IQ, LFC can now easily monitor and optimize network performance across the venue. With ExtremeAnalytics, the club has access to real-time data around fan



preferences and experiences to help better personalize and customize fan experiences throughout the stadium. Extreme is the only networking vendor to help organizations turn Wi-Fi insights into actionable business opportunities.

Drew Crisp, Senior Vice President of Digital, Liverpool FC, said: ""Anfield is an enduring symbol in UK football history and has stood for 139 years, hosting countless historical moments and legendary matches. With Extreme Wi-Fi, we've brought the stadium into the digital age, seamlessly blending our rich history with modern innovation. This partnership not only empowers us to deliver innovative digital experiences but also provides us with valuable insights to continually enrich fans' matchday experiences. Extreme was a true partner throughout the entire process as they are the gold standard when it comes to providing seamless connectivity in high-density, iconic venues."

MINDWARE SIGNS STRATEGIC PARTNERSHIP WITH SIAV IN MENA REGION

Mindware, a leading value-added distributor (VAD) in the Middle East and Africa, recently signed a strategic distribution partnership with Siav, a leading Italian company in the Enterprise Content Management (ECM) sector. This collaboration aims to expand Siav's market presence and accelerate digital

transformation for organizations across the MENA region. Under this partnership, Mindware will represent Siav in the region as exclusive distributor of Siav's flagship software platform, Siav Connect.

Nicholas Argyrides, Vice President - Gulf at Mindware, said: "The push for digital transformation is prompting the necessity for ECM modernization. Organizations aiming to be competitive in the MEA region must efficiently access, manage, and utilize their documents and the associated data. We are excited to partner with Siav to



cater to the increasing demand in the region for Cloud Content Management solutions and we believe that the market will respond favorably to the strong value proposition that the solution has to offer."

Siav offers software, Cloud solutions and outsourcing services for Electronic Document Management, Workflow Management, Electronic Invoicing and Digital Storage. The Group is characterized by a wide range of proprietary software developed inhouse and specialized skills matured in the realization of digitalization

projects for companies and organizations. With over 4000 customers, the company's clientele is mainly made up of medium to large-sized companies seeking advanced technological solutions and investing in digitization.

"This partnership represents a fundamental milestone in our strategic

growth plan," says Massimiliano
Botta, Siav General Manager. "Middle
East, with its average annual growth
rate of 4% in IT investments, which
in the specific context of Content
Management products and services
is estimated to grow by over 11% per
year until 2028, is indeed one of the
most promising economies and an
ideal region for our investments. By
partnering with Mindware, we are
ready to rapidly penetrate the MENA
market and deliver advanced ECM
solutions that meet local business
needs."

SAV RECEIVES IN-PRINCIPLE APPROVAL FOR CATEGORY 4 LICENSE IN THE UAE

Sav, a UAE-born fintech, received an in-principle approval for a Category 4 license from the Dubai Financial Services Authority (DFSA). This key milestone will enable Sav to provide consumers with regulated services upon the issuance of the full DFSA license, reinforcing its vision to be the ultimate money companion for the mass affluent.

"We are delighted to receive this in-principle approval," said Purvi Munot, CEO of Sav. "Many of the UAE's mass-affluent grapple with fragmented finances spread across multiple platforms, leading to unnecessary complexities and delays in decisionmaking. This endorsement empowers us to streamline and innovate, bringing all financial solutions under one roof, enhancing how users interact with their money. Our mission at Sav is to serve as the ladder to wealth, helping consumers get rid of snowballing debt and fostering financial cognizance and responsible consumption."



When the in-principle approval conditions are met, Sav will receive the DFSA license of the category 4 with the following financial services:

- 1. arranging money services,
- advising on and arranging deals in investments, and,

3. advising on and arranging deals in credit.

Currently, Sav's platform allows users to seamlessly manage their finances alongside a rewarding prepaid card. Upon receiving the DFSA license, Sav will be able to expand its offerings to include investments, money services, and debt management.

"We're committed to building a sustainable business that consistently adds value for our users and stakeholders. We're laser-focused on execution and resolute in our goal to create a world-class, well-governed, global fintech," says Mithil Ajmera, cofounder and COO at Say.

Sav has been at the forefront of promoting financial literacy and AI-led intelligence to personal finances. Recently, Sav was recognized as one of the top-10 women-led AI companies in MENA by Google and has received backing from Sanabil, 500 Startups in KSA.

OPSWAT ACQUIRES INQUEST, STRENGTHENING GOVERNMENT GO-TO-MARKET STRATEGY, NETWORK DETECTION AND THREAT INTELLIGENCE CAPABILITIES

OPSWAT, a global leader in critical infrastructure protection (CIP) cybersecurity solutions, has announced its acquisition of InQuest, a leading cybersecurity solutions provider known for its novel Deep File Inspection and RetroHunting technologies. InQuest is highly regarded for protecting the United States Department of Defense (DoD) customers with its network appliances that peer up to and beyond Layer 7, and combined with their threat intelligence solutions, have a proven track record of protecting the nation's most critical networks.

OPSWAT's relationship with InQuest has significantly grown since their technology partnership was established in 2013 when OPSWAT's MetaDefender module was integrated with InQuest's Network Detection and Respond solution for a joint customer at the United States Pentagon.

With this acquisition, OPSWAT will



accelerate its go-to-market strategy for the government market and enhance protection against network-based threats. By merging InQuest's threat intelligence capabilities with OPSWAT MetaDefender Cloud and FileScan. io into a single repository, OPSWAT will significantly boost its intelligence capabilities. InQuest customers will also benefit from enhanced Network Detection and Response (NDR) with built-in integration with MetaDefender.

"The combination of InQuest's technology with OPSWAT's MetaDefender platform will enhance the efficacy of threat intelligence and prevention, further enabling public sector organizations and other critical sectors to operate securely and efficiently," said Benny Czarny, Founder and CEO of OPSWAT. "I have personally worked with Michael Arcamone for more than 10 years and I am excited to take our partnership to the next level. Together, we will accelerate our commitment to providing critical organizations with comprehensive, prevention-based protection against evolving threats."

NEWSMAKERS

TENABLE UNVEILS INDUSTRY LEADING VULNERABILITY INTELLIGENCE DATA AND RESPONSE CAPABILITIES TO EXPOSE AND CLOSE PRIORITY THREATS THAT DRIVE UP RISK

Tenable, the exposure management company, has announced the release of Vulnerability Intelligence and Exposure Response, two powerful context-driven prioritization and response features available in Tenable Vulnerability Management, Tenable One and Tenable Cloud Security. The combined power of these features contextualizes vulnerability data from internal and external sources, enabling organizations to close the exposures that pose the greatest risks to their businesses.

Cybersecurity teams are inundated with troves of fragmented vulnerability and threat intelligence data, but Tenable Research reveals that only 3% of vulnerabilities most frequently result in impactful exposure. Tenable's new capabilities (Vulnerability Intelligence and Exposure Response) help enable customers to pinpoint these key vulnerabilities with rich context, curated by Tenable Research,

•••••



and close risky exposures.

"Without threat context and research insights, every vulnerability is a priority, creating a high-stress, low efficiency whack-a-mole scenario for security teams," said Tenable's Gavin Millard, VP of product management for Vulnerability Management. "Tenable is unleashing more than two decades of carefully curated exposure data to enable security teams to focus on the risk that matters most to their organization and communicate succinctly to stakeholders.

AMIVIZ PARTNERS WITH SENHASEGURA TO BRING CUTTING-EDGE PRIVILEGED ACCESS MANAGEMENT TO THE MIDDLE EAST AND AFRICA

AmiViz, the leading cybersecurity-focused value-added distributor headquartered in the Middle east, announced a strategic partnership with senhasegura, a global leader in Privileged Access Management (PAM). This collaboration brings senhasegura's industry-leading PAM solutions to organizations across the Middle East and Africa, empowering them to effectively mitigate cybersecurity risks associated with privileged credentials.

As cyber threats grow in sophistication and frequency,



securing privileged access has become paramount for organizations of all sizes. senhasegura's comprehensive PAM platform provides granular control and visibility over privileged accounts, protecting sensitive data and critical systems from unauthorized access and potential breaches.

Through this partnership, AmiViz will provide regional enterprises across various industry verticals with the complete suite of senhasegura's PAM solutions, including:

- Privileged Account and Session Management: Secure, manage, and monitor all privileged accounts, including shared accounts, firecall accounts, and application accounts.
- Secrets Management: Protect sensitive information such as passwords, API keys, and encryption keys by securing, managing, and rotating them automatically.

KHAZNA DATA CENTERS AND WHITESHIELD'S LATEST WHITEPAPER REVEALS THE SIGNIFICANCE OF DATA CENTER INFRASTRUCTURE IN STIMULATING ECONOMIC GROWTH AND EMPLOYMENT

With projections indicating that over 180 zettabytes of data will be generated by 2025, the importance of robust data center infrastructure cannot be overstated. A new whitepaper by Khazna Data Centers, in partnership with WhiteShield, delves into economic opportunities and challenges fueled by data centers as organizations on a global scale navigate the complex terrain of digital transformation.

Titled "Navigating the Economic Landscape of Data Centers", the whitepaper provides an in-depth analysis of the current state of the data center landscape based on expert insights and industry statistics. The surge in internet users, which has tripled over the past decade, underscores the unprecedented expansion of the digital landscape, with data consumption skyrocketing by thirteen-fold from 2010 to 2022. Data centers have emerged as the cornerstone of the global digital economy, fueling a multitude of industries ranging from retail and manufacturing to infrastructure and transportation. These vital hubs serve as the linchpin of our digital ecosystem, facilitating the seamless flow of information that drives businesses, empowers consumers, and fosters technological innovation.

AI applications and digital workloads have become increasingly prevalent, and lays emphasis on the need for a resilient digital infrastructure necessary to harness the transformative potential of AI while maintaining a robust labor market. The whitepaper reiterates a significant correlation between a nation's preparedness for AI in its workforce and the proficiency of its data infrastructure.

ACCENTURE AND SANDBOXAQ EXPAND PARTNERSHIP TO HELP ORGANIZATIONS STRENGTHEN DATA ENCRYPTION TODAY AND PROTECT AGAINST FUTURE THREATS

Accenture and SandboxAQ are expanding their partnership to address the critical need for enterprise data encryption that can defend against current data breaches, as well as future AI and quantum threats. Together, Accenture and SandboxAQ are helping organizations secure sensitive data and strengthen encryption across their technology portfolios. The joint offering will also provide observability across environments to help increase enterprise resilience and lower impact from third party risks.

More than half (52%) of CEOs consider the accelerated pace of technology innovation a top risk for cyberattacks, with 86% rating cyber trust and resilience in emerging technologies like generative AI and quantum computing as highly relevant for their organizations, according to research from Accenture.

The research serves as a reminder that strong cryptography management, requiring the latest algorithms to



protect systems, processes and data is a foundational pillar to defending against evolving cyber threats. As part of an ongoing commitment to cryptographic excellence, Accenture is introducing a new Encryption Risk Assessment service, integrated with SandboxAQ's AQtive Guard. The service provides clients with deep visibility into risks caused by weak cryptography before these risks have a chance to impact critical data across networks, file systems, and cloud

applications.

"The prevalence of generative AI, as well as expected new global post-quantum encryption standards, makes data protection absolutely critical to safeguarding confidential business information and data used to train AI foundational models or used in AI applications," said Paolo Dal Cin, global lead of Accenture Security. "The reality is that malicious actors are stealing sensitive data now, with the intention of decrypting it later using quantum

computers that can break many current encryption methods. Our assessment service enables clients to see potential risks to their data and upgrade encryption to increase protection against ransomware, data theft and manipulation campaigns, and to prepare for future risks from quantum computing. Companies that assess their data encryption level now will be more protected against current attacks and better prepared to mitigate future risks."

VEEAM POSITIONED AS A LEADER IN THE 2024 GARTNER MAGIC QUADRANT FOR ENTERPRISE BACKUP AND RECOVERY SOFTWARE SOLUTIONS FOR EIGHTH CONSECUTIVE TIME

Veeam Software, the leader in Data Resilience, has been positioned by Gartner, Inc. in the Leaders quadrant of the 2024 Magic Quadrant for Enterprise Backup and Recovery Solutions. This is the eighth consecutive time Gartner has recognized Veeam as a Magic Quadrant Leader and the fifth consecutive year Veeam is positioned highest for ability to execute, which Veeam believes is a testament to why enterprises choose Veeam solutions to keep their business running and secure. Veeam is the #1 global provider by International Data Corporation (IDC) in its latest IDC Semiannual Software Tracker, 2023H2 for Data Replication & Protection software.

"Today, the world runs on data, which means it must be available whenever and wherever it's needed



no matter what happens. That's Data Resilience," said Anand Eswaran, CEO at Veeam. "Veeam gives over 550,000 organizations in 150+ countries that peace of mind. Our commitment to helping customers with enterprise grade data resilience – from backup and recovery to end-to-end ransomware protection with the ability to move that

data where and when they need it – has made Veeam #1 in the world.

Being recognized as a Leader in the Gartner Magic Quadrant for the eighth consecutive year we believe is a great testament to our commitment to deliver the market's most comprehensive capabilities to keep businesses running."

Magic Quadrant reports are a culmination of rigorous, fact-based research in specific markets, providing a wide-angle view of the relative positions of the providers in markets where growth is high and provider differentiation is distinct. Providers are positioned into four quadrants: Leaders, Challengers, Visionaries and Niche Players. The report included analysis of 13 enterprise data backup and recovery solutions vendors.

OPINION // VEEAM

IT'S TIME TO GET SERIOUS ABOUT DATA RESILIENCE

Rick Vanover, Vice President of Product Strategy, Veeam



lmost two decades ago, Clive Humby coined the now-infamous phrase "data is the new oil". With artificial intelligence (AI), we've got the new internal combustion engine. The discourse around AI has reached a fever pitch, but this 'age of AI' we have entered is just a chapter in a story that's been going on for years -digital transformation.

The AI hype gripping every industry right now is understandable. The potential is big, exciting, and revolutionary, but before we run off and start our engines, organizations need to put processes in place to power data resilience and ensure their data is available, accurate, protected, and intelligent so that their business continues to run no matter what happens. Look after your data, and it will look after you.

Take control before shadow sprawl does

It's far easier to manage with training and controls early on when it comes to something so pervasive and everchanging as a company's data. You don't want to be left trying to 'unbake the cake.' The time to start is now. The latest McKinsey Global Survey on AI found that 65% of respondents reported that their organization regularly uses Gen AI (double from just ten months before). But the stat that should give IT and security leaders pause is that nearly half of the respondents said they are 'heavily customizing' or developing their own models.

This is a new wave of 'shadow IT' – unsanctioned or unknown use

of software, or systems across an organization. For a large enterprise, keeping track of the tools teams across various business units might be using is already a challenge. Departments or even individuals building or adapting large language models (LLMs) will make it even harder to manage and track data movement and risk across the organization. The fact is, it's almost impossible to have complete control over this, but putting processes and training in place around data stewardship, data privacy, and IP will help. If nothing else, having these measures in place makes the company's position far more defendable if anything goes wrong.

Managing the risk

It's not about being the progress police. AI is a great tool that organizations and departments will get enormous value out of. But as it quickly becomes part of the tech stack, it's vital to ensure these fall within the rest of the business's data governance and protection principles. For most AI tools, it's about mitigating the operational risk of the data that flows through them. Broadly speaking, there are three main risk factors: security (what if an outside party accesses or steals the data?), availability (what if we lose access to the data, even temporarily?), and accuracy (what if what we're working from is wrong?).

This is where data resilience is crucial. As AI tools become integral to your tech stack, you need to ensure visibility, governance, and protection across your entire 'data landscape'. It comes back to the relatively old-school CIA triad - maintaining confidentiality, integrity, and availability of your data. Rampant or uncontrolled use of AI models across a business could create gaps. Data resilience is already a priority in most areas of an organization,

and LLMs and other AI tools need to be covered. Across the business, you need to understand your business-critical data and where it lives. Companies might have good data governance and resilience now, but if adequate training isn't put in place, uncontrolled use of AI could cause issues. What's worse, is you might not even know about them.

Building (and maintaining) data resilience

Ensuring data resilience is a big task - it covers the entire organization, so the whole team needs to be responsible. It's also not a 'one-anddone' task, things are constantly moving and changing. The growth of AI is just one example of things that need to be reacted to and adapted to. Data resilience is an allencompassing mission that covers identity management, device and network security, and data protection principles like backup and recovery. It's a massive de-risking project, but for it to be effective it requires two things above all else: the alreadymentioned visibility, and senior buy-in. Data resilience starts in the boardroom. Without it, projects fall flat, funding limits how much can be done, and protection/availability gaps appear. The fatal 'NMP' ("not my problem") can't fly anymore.

Don't let the size of the task stop you from starting. You can't do everything, but you can do something, and that is infinitely better than doing nothing. Starting now will be much easier than starting in a year when LLMs have sprung up across the organization. Many companies may fall into the same issues as they did with cloud migration all those years ago, you go all-in on the new tech and end up wishing you'd planned some things ahead, rather than having to work backwards. Test your resilience by doing drills - the only way to learn how to swim is by swimming. When testing, make sure you have some realistic worst-case scenarios. Try doing it without your disaster lead (they're allowed to go on vacation, after all). Have a plan B, C, and D. By doing these tests, it's easy to see how prepped you are. The most important thing is to start.

AS AI TOOLS BECOME INTEGRAL TO YOUR TECH STACK, YOU NEED TO ENSURE VISIBILITY, GOVERNANCE, AND PROTECTION ACROSS YOUR DATA LANDSCAPE.

SENTINELONE FORGES SECURITY ALLIANCE WITH GOOGLE CLOUD TO REVOLUTIONIZE AI-POWERED CYBER DEFENSE

entinelOne, a global leader in AI-powered security, is proud to be a strategic endpoint vendor for Mandiant Consulting. Building on this strong partnership, SentinelOne and Google Cloud are now enhancing their collaboration to enable stronger enterprise cyber defense. By integrating SentinelOne's advanced AIdriven autonomous endpoint protection with Google Cloud's extensive threat intelligence, the strategic partnership enables customers to strengthen their security posture.

"To help our customers reduce the business impact of cyber threats and keep today's modern IT environments safe, Google Cloud partners with fellow market leaders to deliver highly adaptable and intelligence-led solutions," said Sandra Joyce, Vice President, Google Threat Intelligence. "SentinelOne brings an advanced cybersecurity platform for continued delivery and integrations into Google threat intelligence and related services. By expanding our strategic alliance, we can deliver dynamic telemetry and





generative AI capabilities that drive stronger security outcomes."

This announcement marks a new phase of the strategic partnership between SentinelOne and Google Cloud. Building on the success of this initial integration, the companies will jointly share telemetry data to provide the most comprehensive security insights, empowering organizations to harden their posture and protect against the latest threats. SentinelOne will also use this data with Google Gemini 1.5 Pro and Flash models to further enhance the autonomous capabilities of its Purple AI and Singularity Platform.

"Google Cloud is a leader in online security, setting the benchmark for delivering highly secure online services at an unprecedented scale," said Ric Smith, Chief Technology and Product Officer of SentinelOne. "Google Cloud and SentinelOne share a security-first mindset, and in deepening our collaboration, we're fusing the best security and threat intelligence services with the most advanced Albased protection platform to deliver infinite-scale cybersecurity at machine speed. This brings Google Cloud's intelligence to SentinelOne customers and SentinelOne's best-of-breed endpoint protection to Mandiant's managed security services."

The companies will join forces to further educate the community at this year's mWISE Conference in September and SentinelOne OneCon in October.

Solar Powered Camera



Powered by solar energy, this kit sets up without any electrical wiring.

Easy installation

Easy set up without mechanical equipment-reducing the installation costs and time.

Can withstand bad weather

Prone to extreme weather such as strong wind and rainstorms.



DRIVING TECHNOLOGY TRANSFORMATION

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

ow is D-Link integrating advanced technologies like AI and machine learning into its networking hardware and telecom solutions? Can you share specific examples of how these technologies are enhancing your products?

We're excited about how we're using AI and machine learning to boost the performance, security, and overall experience of our networking and telecom solutions.

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

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

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

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

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

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

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







and equipping our partners with the right tools to drive growth and fully leverage our latest technologies.

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

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

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

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

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

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

We frequently run incentive programs and promotions to reward our top-performing partners. These rewards can include financial



OUR GOAL IS TO HELP OUR PARTNERS MAKE THE MOST OF D-LINK'S LATEST TECHNOLOGIES AND ACHIEVE MUTUAL SUCCESS.

incentives, additional support, or exclusive opportunities, motivating partners to excel and achieve greater success.

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

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

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

We're focusing on a few key areas to tackle the unique challenges and opportunities in the region.

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

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

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

Given the investment in smart infrastructure across Middle Eastern cities, we're developing solutions that support these smart city initiatives. This includes smart surveillance systems, intelligent lighting, and integrated network solutions that help manage cities more efficiently and improve public services.

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

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

D-Link is a recipient of so many global accolades and awards. Tell us about your unique designs and the evolution of your product/solutions portfolio.

At D-Link, we're really proud of the global awards and accolades we've received. They show our dedication to pushing the envelope in innovation, design, and technology within the networking and telecom space.

We're all about creating products that look great and are super easy to use. Whether it's our routers, switches, or other devices, we design them to blend seamlessly into any environment, be it your home or office.

COVER STORY // D-LINK



We focus on making everything userfriendly with intuitive interfaces and straightforward setup processes.

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

connected devices.

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

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



WE WORK HAND-IN-HAND WITH OUR REGIONAL PARTNERS TO DEVELOP CUSTOMISED SOLUTIONS THAT MEET THE SPECIFIC NEEDS OF LOCAL MARKETS.

Sustainability and corporate responsibility are increasingly important in today's business landscape. How is D-Link incorporating sustainable practices into its operations and product development? What initiatives are you pursuing to reduce your environmental footprint in the Middle East and beyond?

As environmental awareness grows, we're taking proactive steps to incorporate energy-efficient technologies into our designs. Our energy-saving switches and ecofriendly packaging are just a few examples of how we're working to reduce our environmental impact.

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

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

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

In the Middle East, we're involved in regional sustainability initiatives. We participate in local environmental campaigns and support projects that tackle specific issues like water conservation and energy efficiency. We also collaborate with local



organizations and government bodies to promote sustainable practices and contribute to regional goals.

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

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

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

Smart Home and Customer Support:

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

Partner Collaboration and Support:

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

Strategic Priorities for the Region:

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

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

SECURITY // KASPERSKY

KASPERSKY APPOINTS AL-FALAK AS NEW DISTRIBUTOR FOR ITS FULL CONSUMER PORTFOLIO IN SAUDI ARABIA



aspersky appoints
Al-Falak Electronic
Equipment & Supplies,
a long-standing leader
in Advanced IT and
Communication Services
in the region, as its distribution partner
for the full Kaspersky consumer
portfolio in Saudi Arabia.

The agreement which was officiated this year means that Al-Falak is able to sell Kaspersky award-winning solutions, designed to ensure full protection against all cyber threats. These products include Kaspersky Standard, Kaspersky Plus and Kaspersky Premium. Alongside these products, the portfolio also includes tools such as the digital parenting assistant, Kaspersky Safe Kids, and Kaspersky Password Manager, designed to conveniently store sensitive data.

In a region facing rapid digitization

and a subsequent rise in cybersecurity threats, Kaspersky, contributes a comprehensive combination of advanced threat protection, userfriendly solutions, and a global reputation for excellence.

"Our partnership sets an important cybersecurity standard for the region, in line with Al-Falak's forward-thinking approach. Kaspersky is proud to contribute its global knowledge towards empowering users to safely navigate the increasingly digital world. Our joint efforts are a clear step towards a cyber resilient future for Saudi Arabia," explained Seifallah Jedidi, Head of Consumer Channel, META, at Kaspersky.

Anthony Fernandes Business Unit Head at Al-Falak said "We are thrilled to partner with Kaspersky to bring their world-class cybersecurity solutions to our customers. This agreement aligns with our commitment to providing top-tier technology products that meet the evolving needs of consumers and small businesses. Kaspersky's innovative security solutions will enhance our portfolio and help our customers protect their digital lives with confidence."

Al-Falak is set to leverage its regional prominence and impressive network of partners to facilitate the seamless distribution of Kaspersky's consumer products and solutions, effectively addressing the ever-evolving cybersecurity demands of individuals and businesses alike.

About Kaspersky

Kaspersky is a global cybersecurity and digital privacy company founded in 1997. With over a billion devices protected to date from emerging cyberthreats and targeted attacks, Kaspersky's deep threat intelligence and security expertise is constantly transforming into innovative solutions and services to protect businesses, critical infrastructure, governments and consumers around the globe. The company's comprehensive security portfolio includes leading endpoint protection, specialized security products and services, as well as Cyber Immune solutions to fight sophisticated and evolving digital threats. We help over 200,000 corporate clients protect what matters most to them. Learn more at www. kaspersky.com. 🚥

CLOUD BOX TECHNOLOGIES

ONE OF THE PREMIERE IT INFRASTRUCTURE SOLUTION PROVIDERS IN THE MIDDLE EAST

WHO WE ARE

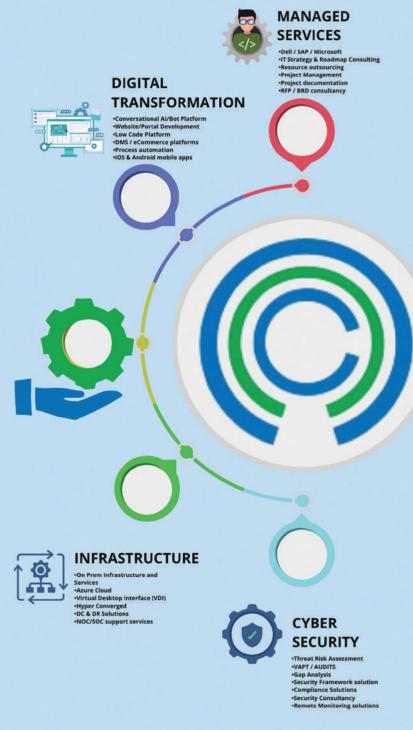
Empowering our clients

We are proud to be a UAE based ISO 9001 & 27001 certified organization headquartered in Dubai Sheikh Zayed Road with a passion for technology & Smart Solutions

Our values are derived from the Emirati culture with a vision to participate in the growth and development of the UAE

We have a highly experienced, innovative technical team with many years of experience in delivering projects ranging from simple to very complex.

Our experience has been gained through working with some of the largest global organizations in both the public and private sectors



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istorically IT operations and security teams focused mostly on managing their organization's onprem environment. But as business requirements changed, customer bases became global, and remote work took root, these technology teams were handed responsibility across more domains: cloud deployments, SaaS applications, and the public Internet. Individually, each domain has more than its fair share of complex management and security considerations.

It's no surprise that technology teams have less and less control as they try to combine these disparate domains into something like a single environment to meet business needs. Many organizations have proven to be adept at introducing new technologies, but not so focused on managing older technologies out of their environments. This greatly complicates crucial tasks like managing employee access, gaining full visibility into what they have in production, setting global security policies, and monitoring and improving network performance. And it's hard to find an organization where such loss of control hasn't become a problem. According to a recent Cloudflare survey conducted by Forrester Research, 99% of businesses say they require secure, performant, "any-to-any" connectivity more than ever before.

CLOUDFLARE'S
GLOBAL NETWORK
AND PLATFORM
REPRESENT THE
WORLD'S FIRST
CONNECTIVITY CLOUD.

New research shows the broader effects of this "control gap" on the business as a whole, through lost speed and productivity, increased risk, and greater costs.

Speed and productivity - Loss of control slows organizations down. Technology teams spend more time testing and securing complex systems. Technical debt and convoluted infrastructure requirements pile up. Delivery dates for new applications are delayed, leading to an inability to reach new customers or markets before competitors do — giving nimbler startups a chance to win the disruptive innovation game.

Risk - Loss of control amplifies risk in the areas of cybersecurity, legal and policy compliance, and operational stability. Such risk may accumulate slowly, but the consequences often strike suddenly and publicly: devastating ransomware, stolen data offered for sale publicly, or paralyzing logistical slowdowns.

Cost - Loss of control imposes a heavy opportunity cost: the inability of technology teams to focus on efforts that add value to the business. Cost is also driven by the need to hire more people — and buy more tools — to bring some measure of order to complex technology environments.

The Connectivity Cloud: A New Way to Connect, Protect, and Accelerate Business

Organizations won't fix the control gap in their IT environment with isolated optimizations and more point products. A new approach is needed. They need a different type of cloud one that delivers secure, performant, any-to-any connectivity. It has to integrate with all networks, give full programmability to support any use case, and deliver unified visibility and control across every domain IT is responsible for. This new cloud model is called a connectivity cloud. Through composable, programmable architecture, integration with all networks, built-in intelligence and innovations, and a unified interface, it gives organizations:

- Security, networking, and performance resources that scale effortlessly to meet any business need
- Seamless connectivity across every domain: on-premise networks, cloud deployments, SaaS apps, and public Internet
- More resources and people-hours to invest in strategic IT and security innovation
- More predictability when launching new products, services, and tech upgrades
- Better experiences for customers, fueling competitive advantage
- Better experiences for employees, resulting in better productivity, efficiency, and business agility

The Anatomy of a Connectivity Cloud

A connectivity cloud is a new type of cloud that connects everything and everyone in the IT environment, everywhere they are. But what it isn't is just as important. Many cloud-based platforms offer security, networking, or developer services from the cloud. But without spanning all of those use cases, or easily connecting to every domain in the IT environment, such platforms merely represent another silo. The result is yet another tool to integrate, worse visibility, and more inconsistency in management - all common examples of loss of control. By contrast, a connectivity cloud has the following architectural qualities, and serves the following users and domains:

Cloudflare Delivers on the Connectivity Cloud Promise

Cloudflare's global network and platform represent the world's first connectivity cloud. It helps enterprise technology leaders reduce the time, risk, and cost of managing their people, devices, systems, apps, clouds, and networks. It was designed from the ground up to deliver a unified experience for organizations' customers, workforce, and developers amidst a vastly complex, distributed compute, storage and application environment.

DATAIKU BROADENS LLM MESH TO ENABLE MULTI-LLM APPROACH ACROSS CLOUD AND AI PLAYER ECOSYSTEM

ataiku, the Universal AI Platform, has announced the expansion of its LLM Mesh ecosystem to facilitate secure access to thousands of large language model (LLM) gateways, empowering data and analytics teams to build and deploy GenAI-driven solutions at scale by adopting a multi-LLM strategy. Dataiku is also closing a critical governance gap to ensure regulatory readiness and effective management of LLM technologies across the organization with the LLM Registry, which allows CIOs and their teams to qualify, document, and rationalize which LLMs should or should not be used across use cases.

In a highly-competitive and volatile LLM ecosystem, Dataiku's LLM Mesh enables organizations to take a multi-LLM approach, switching out underlying models to power GenAldriven applications with ease. With the expansion, the LLM Mesh now supports many LLM players, including 15 major cloud and AI vendors like Amazon Web Services (AWS), Databricks, Google Cloud, Snowflake (Arctic), and more.

"Our goal is to help our customers future-proof their GenAI strategies and avoid obsolescence — that said, we provide a balanced approach to developing AI applications, while removing the risk of anchoring a strategy to a single AI provider," said Florian Douetteau, co-founder and CEO, Dataiku. "The LLM Mesh gives organizations secure access to literally thousands of diverse models for any GenAI use case they're looking to implement today for a true multi-LLM strategy."

LLMs constitute one piece of GenAI



applications, and the reality of LLM use in the enterprise is complex, as organizations scale to more sophisticated applications. A multi-LLM approach is essential to account for cost and performance management, privacy and security, and to meet regulatory requirements. Dataiku's Universal AI Platform supports this comprehensive approach, in addition to supporting traditional analytics and machine learning techniques, which allows enterprises to effectively handle the complete development lifecycle of GenAI applications.

"IDC anticipates a future marked by a variety of model types, each suited to different tasks and scenarios," said Nancy Gohring, IDC senior research director, AI. "Enterprises are likely to use many models of different sizes and modes, and should ensure they have the ability to quickly evaluate and swap models as new models come to market and use cases evolve."

As the industry's only infrastructure-independent vendor, Dataiku decouples the Generative AI application from the service layer as well as provides guardrails around cost, usage, hallucinations, PII, and more. This level of choice and flexibility allows Dataiku to expand on its own integrations at that pace the ecosystem evolves, so that organizations can build and deploy GenAI applications that bring business value instead of augmenting new LLM connections.



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Ring... smart security for every home.





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PERSPECTIVE // DELL TECHNOLOGIES-NUTANIX

STREAMLINE HYBRID CLOUD FOR TOMORROW'S INNOVATION

Travis Vigil, SVP Product Management, Dell Technologies Thomas Cornely, SVP Product Management, Nutanix





here are – at a minimum – two constants in IT: growth and change. With 90% of organizations reporting increased complexity in the past two years, the continued, explosive growth of applications and data has made it more and more critical to manage applications and workloads efficiently. Furthermore, predictability and stability of infrastructure costs

regularly surface as prominent concerns. These challenges underline the critical need for organizations to be strategic in their decisions putting an even greater emphasis on the importance of flexibility and choice.

To drive simplicity and provide more choice to the teams navigating the IT waters, Dell Technologies and Nutanix are building on their 14+ year relationship with two new innovative solutions. These new offerings, sold and delivered by Dell, are redefining flexibility and control in Nutanix environments, with each solution addressing key IT challenges head-on to help future-ready enterprises pave a path forward.

Introducing Dell XC Plus

Dell XC Plus is a turnkey, HCI-based appliance designed to streamline the complexities of on-premises and hybrid cloud environments by integrating the



Nutanix Cloud Platform software stack on Dell PowerEdge servers, offering customers more choice and control to meet evolving IT requirements. Featuring a centralized control plane, robust automation, the integrated Nutanix AHV hypervisor, and a resilient distributed cloud architecture, this solution is engineered to enable enterprises to:

- Simplify Hybrid Cloud:
 Combining user-friendly software from Nutanix and robust
 PowerEdge server from Dell enables seamless management and a unified hybrid cloud framework so IT teams can focus on growth and strategic business outcomes.
- Streamline Operations:
 Automation capabilities create a more secure, resilient and agile IT environment that directs energy toward breakthroughs instead of maintenance.



 Optimize Performance: The solution continuously fine-tunes itself using AI and machine learning to enhance performance and optimize resource planning for both traditional and modern workloads.

Customers can leverage the modern, flexible, and secure XC Plus solution to accelerate application deployment and simplify hybrid cloud today.

A Sneak Preview: Dell PowerFlex with Nutanix Cloud Platform adds choice and flexibility

We have heard our customers and understand their need for flexibility in infrastructure architecture. In response, Dell and Nutanix are proud to announce that Dell PowerFlex will be the first external storage supported and integrated with the Nutanix Cloud Platform. This solution natively integrates Dell's premier software-defined infrastructure with the Nutanix AHV hypervisor and the Nutanix Cloud Platform to create an enhanced hybrid cloud experience. Our joint customers will gain greater storage flexibility with

the ability to manage compute and storage independently, run their choice of hypervisor and achieve extreme performance at scale all while maintaining the full suite of Nutanix software features , which includes enterprise data protection and disaster recovery, networking and security, and more, to tackle complex infrastructure challenges with ease.

Stay tuned for more details on this solution which is currently in development and will be available to customers in early access later this year.

Dell and Nutanix - Paving the Path for Hybrid Cloud Innovation Together

The extended collaboration between Dell Technologies and Nutanix reflects our shared commitment to innovation, leveraging decades of combined expertise to deliver these new offerings. In fact, this is just the beginning. Over time, we intend to explore expanding Nutanix Cloud Platform integration with other Dell IP-based storage solutions. As you navigate the hybrid cloud landscape, rely on the simplicity and robustness that XC Plus offers today. Meanwhile, look forward to the increased agility, expanded choice, and unparalleled flexibility of PowerFlex with Nutanix Cloud Platform.

Explore Dell XC Plus on our website and tune into the theCUBE Broadcast to witness our innovation live. Embrace the collaboration of Dell and Nutanix, where resiliency and flexibility empower your enterprise to not just excel but lead in the digital era.

TO DRIVE SIMPLICITY AND PROVIDE MORE CHOICE TO THE TEAMS NAVIGATING THE IT WATERS, DELL TECHNOLOGIES AND NUTANIX ARE BUILDING ON THEIR 14+ YEAR RELATIONSHIP WITH TWO NEW INNOVATIVE SOLUTIONS.



esearch from IFS, the leading technology provider of enterprise cloud and industrial AI software, has revealed the Global AI Optimism League Table. The global study Industrial AI: the new frontier for productivity, innovation and competition involved 1,700 senior decision makers from Manufacturing, Telecommunications, Aerospace & Defense, Services, Construction & Engineering, and Energy & Resources companies. It found that optimism about artificial intelligence (AI) is a direct indicator of AI strategy maturity within their business. The study found firms between \$200-\$500m the most optimistic about AI, while the UK and USA were the least optimistic countries. As UAE ranks 6th, the research implies that UAE is almost ahead than anticipated.

Global businesses face a narrow window of opportunity: the widespread adoption of AI is expected to profoundly impact growth, productivity and competition with repercussions for the balance of power among nations.

The findings of this study serve as a wake-up call for businesses lagging in AI adoption, emphasizing the need for a clear AI strategy to stay competitive in the global market.

The IFS Global AI Optimism League Table by Country						
Country	Optimism Rank					
Norway	1					
Sweden	2					
France	3					
Australia	4					
Japan	5					
UAE	6					
Canada	7					
Denmark	8					
Finland	9					
Germany	10					
UK	11					
USA	12					

Cash isn't always king

An easy assumption to make with AI is that the more financial resources available, the more optimism there would be about what could be done with AI. However, the research reveals that businesses with revenues of over \$500 Million ranked only third in terms of optimism due to a clear polarization in strategy, data readiness, and skills. Indeed, the polarization in AI readiness has led to 25% of this group believing AI benefits will materialize within 12 months, while the laggards don't expect to see benefits for at least three years. Large enterprises showed the widest gaps in time to benefits of any of the company size groups surveyed.

In contrast, the survey revealed mid-sized (\$50-\$200m) firms being less optimistic about AI purely because they have fewer resources and skills to deploy to the technology today, and therefore are planning over a longer period of time to drive benefits from a maturing technology.

Christian Pedersen, Chief Product Officer, IFS, commented: "At the surface level, the lack of optimism

The IFS Global AI Optimism League Table by Company Size						
Revenue Band	Optimism Rank					
\$300 Million - \$499.99 Million	1					
\$200 Million - \$299.99 Million	2					
\$500 Million or over	3					
\$100 Million - \$199.99 Million	4					
\$50 Million - \$99.99 Million	5					

across some respondents may suggest we are at the edge of a trough of disillusionment, particularly following the all-encompassing hype that AI enjoyed for much of the last 18 months. What we are actually witnessing is enterprises differentiating themselves with AI. Organizations that have established a strong data foundation, invested in skills, and embedded sustainability into their strategy are optimistic because they can see the benefits coming into view quickly. It is vital that leaders see AI as a strategy, not a tool."

Factors paving the way on the smooth path to AI

Delving into what fuels optimism around AI, the research suggests that companies' architectural readiness directly correlates with their overall optimism about the technology. Respondents who report being more architecturally ready are more likely to be optimistic about AI. This indicates

that companies with a strong cloudbased foundation are further along in their AI journeys and are most likely to believe that the tangible benefits of AI will become a reality sooner.

Pedersen continued, "Our research provides direct evidence that the market is dividing into those who have embraced AI and those who have not." Pederson emphasized that the projected rewards of AI, potentially unlocking \$4.4 trillion in annual corporate profits, are pressuring businesses to adapt. However, without a clear strategy, AI initiatives risk stalling.

Emergence of Industrial AI for productivity, innovation and sustainability

Innovative products and services (31%) and data accessibility (30%) are the most common areas senior decision-makers expect AI to make large differences, followed closely by cost reductions (29%). Interestingly,





OPTIMISM ABOUT ARTIFICIAL INTELLIGENCE (AI) IS A DIRECT INDICATOR OF AI STRATEGY MATURITY WITHIN THEIR BUSINESS.

at a country level, the USA (32%) and Germany (31%) were the only nations most likely to believe that AI will lead to consistent business growth.

The survey reveals a positive correlation between skills and AI optimism. The nations most likely to identify as having invested heavily in skills for several years are generally more optimistic about AI overall. France (49%), UAE (53%), Norway (48%), Australia (46%), Sweden (46%) and Japan (45%) are leading the way here.

Sustainability planning also correlates directly with overall AI optimism. The less wide-ranging a country's sustainability strategy was with regard to AI, the less likely they were to be optimistic about AI in general. UK (5%), Canadian (6%), Danish (6%) and Finnish (4%) respondents were least likely to have an AI strategy for sustainability in place and all feature in the bottom half of the optimism league table.

"The lofty expectations for AI bely a fundamental misunderstanding of how it is supposed to drive value. The real power lies in Industrial AI, where data flows through every part of your business, combining structured, interlinked datasets to uncover insights, optimize every process and marry the digital with the physical world. That's where the true value lies. If a business doesn't have a strategy to reach that point, then they need a partner who can guide them on that journey," Pedersen added.

NUTANIX APPOINTS NEW EMEA CHANNEL SALES LEADER

utanix a leader in hybrid multicloud computing, has announced that Sven Schoenaerts has been appointed as the new Senior Director, Channel Sales EMEA. In his new role, effective 01 August 2024, he will be responsible for Nutanix' routes to market. All EMEA Regional Channel Sales Leaders will report to Sven.

"Partners have been a cornerstone of the success of Nutanix, and will play an even more important role in helping customers achieve the benefits of hybrid and multicloud architectures," commented Sven Schoenaerts. "I also look forward to building on my extensive work with Service Providers and Hyperscalers, as those routes-to-market take a more important role in Nutanix' future."

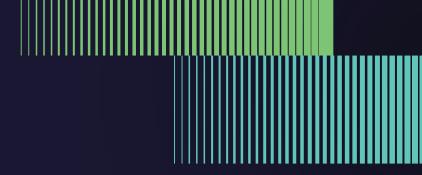
Sven joined Nutanix as
NEEUR Channel Sales Director
in January of 2022 following a
long career in various channel,
sales and management roles at
companies including Amazon Web
Services, NetApp and Brocade
Communications. He has an
International MBA from the Vlerick
Business School, a Master of Arts in
Germanic Languages and Literature
from Vrije Universiteit Brussel (VUB),
and speaks a number of European
languages fluently.

Dave Gwyn, SVP, Worldwide Channels, Nutanix, said: "I'm looking



forward to working closely with Sven to ensure we provide our partners with profitability, great products, trust, and long-term commitment. In addition to that we will create stability, success, and opportunities for career growth for the many members of the EMEA Channel Sales organisation, which is so critical to Nutanix delivering on its goals."





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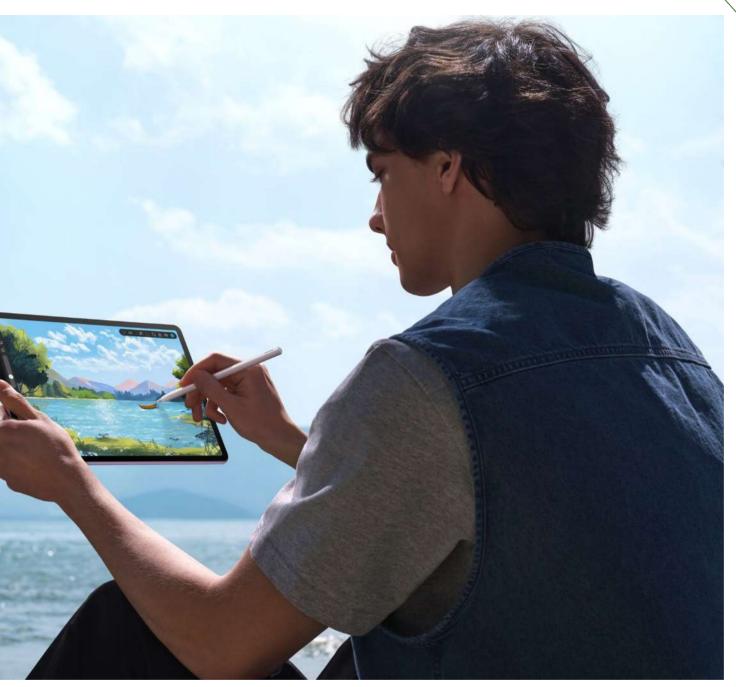
HUAWEI'S
SIGNIFICANT
YEAR-ON-YEAR
GROWTH REFLECTS
THE COMPANY'S
RENEWED FOCUS ON
TABLET PRODUCTS
AND TECHNOLOGIES.

n August 6th, the market analyst firm Canalys released its Q2 2024 worldwide tablet shipments report.

According to this report, Huawei tablets experienced year-on-year growth of up to 51% in the second quarter of 2024, with 2.5 million total shipments. This impressive

performance has secured Huawei the third position among tablet brands globally. This demonstrates the company's strength in both software and hardware capabilities, as evidenced by the recent launch of the HUAWEI MatePad 11.5"S series and the widely praised GoPaint digital painting app.

Huawei's growth in 2024 is attributed to its groundbreaking



tablet technology, notably the PaperMatte Display on HUAWEI MatePad 11.5"S models. This display substantially reduces screen glare and reflectivity, offering a comfortable, eye-soothing viewing experience. There's also the HUAWEI M-Pencil (3rd generation) stylus, which pairs seamlessly with the tablet, making them ideal for students, professionals, and creators.

The GoPaint app, launched alongside the HUAWEI MatePad 11.5"S series, offers a rich array of brushes, realistic textures, and advanced digital painting capabilities accessible to artists.

Powered by the cutting-edge FangTian Painting Engine, the app delivers trueto-life effects on screen, thanks to its seamless image rendering and storage. The result is more vivid layers, lower latency, and a more immersive creative

experience across the board. This makes it easier than ever to bring bold artistic visions to life.

Huawei's significant year-onyear growth reflects the company's renewed focus on tablet products and technologies. Huawei is focused on advancing its tablet offerings, with a continued focus on delivering products that enrich the lives of users around the world.



MICROSOFT LAUNCHES NEW SURFACE DEVICES TO ACCELERATE INNOVATION IN THE AI ERA



icrosoft has announced the general availability of the all-new Surface Pro and the all-new Surface Laptop to empower users in the UAE to unlock new experiences and accelerate their Artificial Intelligence (AI) transformation journey. The devices are part of Microsoft's Copilot+ PCs portfolio, a new category of Windows PCs designed for AI.

Copilot+ PCs are the fastest, most intelligent Windows PCs ever built. With powerful new silicon capable of 40+ TOPS (trillion operations per second), all-day battery life and access to the most advanced AI models,

Copilot+ PCs are designed to achieve a level of performance never seen before. They also come with a host of cutting-edge features including Recall, which enables users to instantly find anything that they have seen on their PC; Cocreator, which generates and refines AI images in real time; and Live Captions, which instantly translates any live or pre-recorded video from 44 languages, including Arabic, into English.

Adam Labancz, Surface Category Manager at Microsoft UAE, said that the new Surface devices have been designed for students, professionals and enthusiasts, looking to enhance their productivity by the power of AI experiences we have never seen before. "Over the past year, we have seen an incredible pace of AI transformation with solutions such as Microsoft Copilot allowing us to do things that we never dreamed possible – and now, we begin a new chapter of AI innovation by introducing our first-ever Copilot+ PCs from Surface."

The Microsoft Surface Pro 11th Edition Copilot+ PC is designed to empower consumers that are always on-the-go with lightning-fast performance, AI-accelerated power and a stunning optional OLED display - all in a thin, light and versatile package. Built with the new Snapdragon X Elite and Snapdragon X Plus processors, the device delivers incredible performance that is 90% faster than the Surface Pro 9. When docked in at the office, the powerful 2-in-1 supports fast connectivity with Wi-Fi 7, and the ability to connect up to three 4k monitors. In addition, the all-day battery life of up to 14 hours provides peace of mind for users on the go.

Similarly, the Microsoft Surface Laptop 7th Edition Copilot+ PC empowers users to accelerate innovation, solve problems faster and drive business impact with new AI capabilities and Copilot experiences powered by the new Snapdragon X Elite and Snapdragon X Plus processors. The laptop has been completely redesigned from the ground up to help users be even more productive with stunning new brighter displays with razor thin bezels, more ports than ever before, faster connectivity with Wi-Fi 7, and up to 22 hours of battery life. The laptop is available in two sizes: the 13.8-inch display in a more compact design and a 15-inch display for expanded visuals.

Both devices have been developed to be secure by default, Adam Labancz explained. "At Microsoft, we believe that the best way to secure information on a PC is to secure the whole PC itself. All Copilot+ PCs are Secured-core PCs, bringing advanced security to both commercial and consumer devices. In addition to the layers of protection in Windows 11, Secured-core PCs also provide advanced firmware safeguards and dynamic root-of-trust measurement to help protect from chip to cloud."

Furthermore, a Microsoft Pluton security processor will be enabled by default on all Copilot+ PCs. Pluton is a chip-to-cloud security technology – designed by Microsoft and built by silicon partners – with Zero Trust principles at the core. This helps protect credentials, identities, personal data and encryption keys, making them significantly harder to remove from the device, even if a user is tricked into installing malware or an attacker has physical possession of the PC. All Copilot+ PCs, including the all-new Surface Pro and Surface Laptop, will ship with Windows Hello Enhanced Sign-in Security (ESS). This provides more secure biometric sign ins and eliminates the need for a password.

The Microsoft Surface Pro 11th Edition Copilot+ PC and the Microsoft Surface Laptop 7th Edition Copilot+ PC will be available in the UAE from 27th August. Estimated retail price for the Microsoft Surface Pro 11th Edition Copilot+ PC will start from AED 4099, while the price for the Microsoft Surface Laptop 7th Edition Copilot+ PC will start from AED 3999.



YALLA PLUS RAISES \$2.7 MILLION SEED FUNDING TO TRANSFORM HOSPITALITY TECH

alla Plus, a Riyadh-based startup, announced the successful closure of its seed investment round, raising 10 million SAR (\$2.7 million USD).

The round was led by Merak Capital, with participation from Khwarizmi Ventures, Isometry Capital, and angel investors from the Middle East and the United States.

Founded in 2022 by Abdullah Alrabeh, a serial tech entrepreneur, and Bader Alnasser, a venture capitalist and entrepreneur. Yalla Plus aims to be the technical enabler for the hospitality and restaurant sector, offering a comprehensive tech platform for restaurants and cafes. The company provides an integrated POS system that includes payment management, customer feedback processing, and delivery solutions.

Yalla Plus's system offers detailed data analytics to enhance operational efficiency and performance. The company currently serves thousands of entrepreneurs across 11 countries and aims to reach 100,000 entrepreneurs in 50 countries across the Middle East, Europe, and Southeast Asia.

Abdullah Alrabeh, Co-Founder and CEO, emphasized that Yalla Plus was launched to empower entrepreneurs in the hospitality sector, inspired by the innovative environment fostered by Saudi Arabia's Vision 2030. He highlighted their goal to continue growing by developing powerful software that enable entrepreneurs and businesses worldwide to grow.

The company aims to attract top Saudi and global talent and build a Saudi tech giant that will serve 100,000 entrepreneurs in the next five years.

Abdullah Altamami, Partner and CEO of Merak Capital, expressed his enthusiasm in endorsing the startup and said: "Yalla Plus has succeeded in creating an integrated technical system that is flexible and reliable, distinguishing itself by gaining the trust of both local and international companies in the hospitality sector. At Merak, we always aim to empower startups in the Kingdom and the region to seize promising opportunities amidst the significant growth of the tech sector. Our investment in Yalla Plus, and entrepreneurs like Abdullah Alrabeh and Badr Alnasser, is a prime example of this.".

Yalla Plus strives to be a global Saudi tech firm by attracting top local and international talents and investing in the tech and innovation ecosystem created by Saudi Vision 2030.



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