



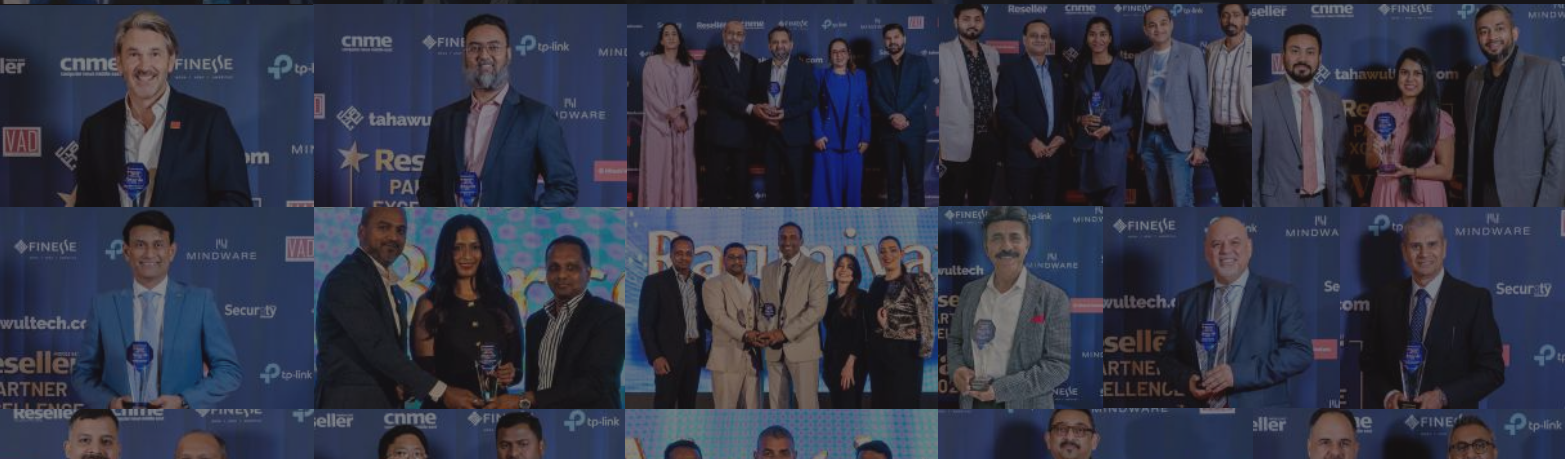
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Reseller

THE VOICE OF THE CHANNEL

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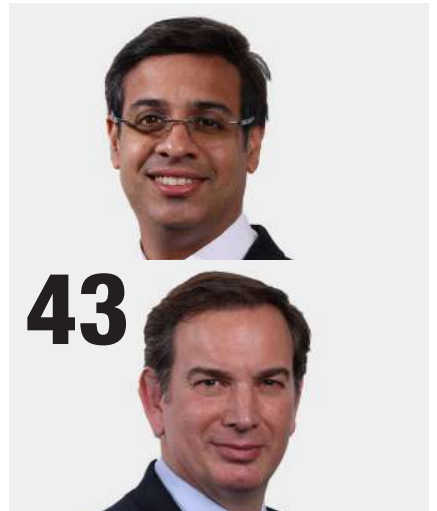
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Sandhya DMello
Editor

CHARTING THE FUTURE: A TRANSFORMATIVE YEAR FOR THE CHANNEL ECOSYSTEM

As we step into February 2025, the technology landscape is evolving at an unprecedented pace, redefining the role of resellers, channel partners, and digital innovators across the Middle East. The region's commitment to smart cities, AI-driven economies, and digital transformation continues to accelerate, providing new opportunities for businesses to rethink their value propositions and enhance their impact.

In this issue of Reseller Middle East, we highlight the expanding role of resellers and channel partners in the UAE, showcasing how they are moving beyond transactional engagements to become strategic enablers of digital transformation. Our cover story delves into how these key players are reshaping industries through tailored solutions, driving economic value, and adapting to the growing complexities of an AI-driven ecosystem.

On the innovation front, we bring you insights from LEAP 2025, where major global tech leaders such as Sophos, BMC, and Huawei unveiled groundbreaking advancements in AI, cybersecurity, and enterprise solutions. As Saudi Arabia continues its march toward Vision 2030, strategic collaborations, such as KSIADC and Huawei's partnership in smart aviation, underscore the region's commitment to pioneering technological excellence.

Additionally, we spotlight the latest developments in fintech, cybersecurity, and enterprise solutions, from Visa's push-to-card milestone in the UAE to Serco's acquisition of Northrop Grumman's MT&S software business, signaling a new era of transformation in the defense and government services sectors.

Finally, with the increasing convergence of AI and digital services, companies are reshaping customer experiences, as seen in Etihad Salam's telecom partnerships and Pure Storage's revamped Reseller Partner Program. As the year unfolds, we look forward to bringing you deeper insights into the future of enterprise technology and the evolving channel landscape.

Here's to another month of innovation and progress!



WITH THE INCREASING CONVERGENCE OF AI AND DIGITAL SERVICES, COMPANIES ARE RESHAPING CUSTOMER EXPERIENCES

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INCEPTION AND MBZUAI LAUNCH SHERKALA TRANSFORMING LLM LANDSCAPE FOR KAZAKHSTAN

Inception, a G42 company specializing in AI-native products, and Mohamed bin Zayed University of Artificial Intelligence (MBZUAI), the world's first AI-focused graduate research university, through its Institute of Foundation Models and in collaboration with Cerebras, today announced the launch of SHERKALA, a revolutionary Kazakh Large Language Model (LLM) designed to empower over 13 million Kazakh speakers with the potential of generative AI.

SHERKALA, is an 8-billion-parameter model that is adaptively trained on 45 billion words, primarily focusing on Kazakh while also including English, Russian, and Turkish. SHERKALA, leverages Llama 3.1 and adapts it for Kazakh, with a 25% tokenizer expansion to make Kazakh understanding and generation more efficient. The model was trained on Condor Galaxy, one of the world's most powerful AI supercomputers for training and inferencing built by G42 and Cerebras.

"The launch of SHERKALA, reinforces our commitment to addressing the needs of underserved linguistic communities through advanced AI technologies. In collaboration with MBZUAI, we are



Dr. Andrew Jackson, CEO, Inception.

proud to introduce a model that empowers Kazakh speakers and redefines the LLM landscape with scalable, efficient, and inclusive AI solutions. With JAIS tailored for Arabic speakers, NANDA for Hindi speakers, and now SHERKALA expanding access for Kazakh speakers, we continue to drive AI inclusiveness, ensuring underserved languages are fully represented in the AI ecosystem. This milestone brings us closer to a more equitable future where technology amplifies every voice," said Dr. Andrew Jackson, CEO of Inception, a G42 company.

SHERKALA sets a new benchmark for Kazakh LLMs by excelling in Kazakh understanding and generative evaluations. The model surpasses larger counterparts through efficient token generation and state-of-the-art conversational capabilities, tested against human-curated queries on Kazakh culture, history, and knowledge. It is the best-performing open-source Kazakh-focused model of its size and outshines 70-billion-parameter models in generative capability.

"At MBZUAI, we are thrilled to collaborate with Inception on the development of SHERKALA a ground-breaking Kazakh LLM. This partnership reflects our shared vision of creating impactful AI solutions for underserved markets. Building upon the success of previous LLMs, SHERKALA represents a significant leap forward in democratizing AI access, preserving linguistic heritage, and empowering communities to thrive in the digital era. Together with Inception, we are transforming the LLM landscape, setting a precedent for innovative, inclusive, and responsible AI development," said Professor Preslav Nakov, Department Chair and Professor of Natural Language Processing at MBZUAI.

MINDWARE, VMWARE FORGE STRATEGIC PARTNERSHIP TO DRIVE DIGITAL TRANSFORMATION IN LEBANON, IRAQ, AND JORDAN

Mindware, a leading value-added distributor (VAD) in the Middle East and Africa, has announced a strategic partnership with VMware, a Broadcom company. This collaboration will see Mindware become an authorized distributor of VMware's extensive portfolio, helping businesses in Lebanon, Iraq, and Jordan accelerate

their digital transformation journeys.

The partnership is designed to bring Broadcom's cutting-edge VMware solutions including App Platform, Cloud Infrastructure, Networking Security and Software-Defined Edge to the Levant region, empowering regional enterprises with leading technology to enhance agility,

scalability, and security in their IT infrastructures.

The partnership spans Lebanon, Iraq, and Jordan, responding to the growing demand for digital solutions across these markets. As businesses in the Levant increasingly seek to modernize their IT operations, the collaboration between Mindware

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and VMware will provide the necessary tools and expertise to help organizations navigate the complexities of digital transformation.

Toni Azzi, Vice President Mindware Qatar, Levant & Africa at Mindware said: “The decision to form this partnership comes in response to the rising need for secure, scalable, and efficient IT solutions in the region. Mindware, with its deep regional knowledge, established distribution channels, and robust partner ecosystem, is well-positioned to drive VMware’s growth and adoption across the targeted markets. In turn, VMware enhances Mindware’s portfolio with its world-class technologies, offering solutions that empower businesses to build more agile, resilient, and future-ready infrastructures.”

Mindware’s channel partners stand to benefit significantly from this collaboration. Mindware’s partners will be equipped with the resources, training, and technical support needed to deliver enhanced value to end customers. Furthermore, the partnership opens new revenue streams for Mindware’s partners as they integrate VMware technologies into their existing offerings.

VMware will provide Mindware with extensive support, including access to its technologies, technical training, sales enablement, and marketing resources. Additionally, the company will assist with joint go-to-market strategies, ensuring that Mindware’s partners are fully equipped to drive adoption and maximize customer satisfaction across the region.

Mindware will add value to VMware’s offerings by providing pre-sales and post-sales technical support, partner enablement, and dedicated account management. Furthermore, Mindware will assist with implementation and consultancy services, ensuring VMware customers receive the guidance and support they need to successfully deploy and manage their digital transformation initiatives.

Mindware and VMware will collaborate on a range of joint activities aimed at building awareness



Toni Azzi, Vice President Mindware Qatar, Levant & Africa at Mindware (L) and Michael Wilson, Senior Channel Manager, Emerging Distribution at VMware (R)

and educating the market on the vendor’s offerings. These initiatives include co-branded events, webinars, workshops, and strategic campaigns across Lebanon, Iraq, and Jordan. Additionally, the companies will conduct roadshows to foster growth and engagement within the partner ecosystem.

Broadcom’s VMware value proposition is centred on providing businesses with secure, reliable, and flexible IT infrastructure solutions that enable greater agility, scalability, and resilience. VMware’s cloud and hybrid cloud technologies empower organizations to innovate and streamline operations across their digital environments. Globally, VMware holds a strong position in the virtualization and cloud infrastructure markets, known for its leadership in driving innovation. Regionally, VMware is widely recognized as a trusted provider of enterprise IT solutions, including data centre technologies and hybrid cloud infrastructures, reinforcing the reliability and strength of its solutions in the Levant.

“We are excited about our strategic partnership with Mindware, a recognized leader in the region’s technology distribution landscape. This collaboration marks an important step in expanding Broadcom’s VMware presence across Lebanon, Iraq, and

Jordan, where businesses are rapidly adopting digital transformation strategies. Through Mindware, we can provide enterprises in these key markets with access to VMware’s innovative solutions, helping them modernize their IT infrastructures and enhance operational agility. We look forward to working together to empower our customers and drive innovation across the Levant region,” concludes Michael Wilson, Senior Channel Manager, Emerging Distribution at VMware.

Mindware sees substantial potential for VMware in the Levant region due to the increasing focus on cloud adoption and IT modernization. VMware’s innovative solutions are perfectly aligned with these growing market demands, making it an ideal partner for businesses looking to enhance their digital capabilities and achieve long-term success.

Mindware will leverage its extensive partner ecosystem, regional expertise, and in-country presence to help VMware successfully penetrate the Levant market and expand the vendor’s regional market share. Mindware’s strategy includes targeted channel training, strategic marketing campaigns, and personalized account management, ensuring that Broadcom’s VMware solutions are effectively positioned and adopted across a variety of business sectors.

DUBAI HOSTS 'PROPTECH CONNECT 2026' THE WORLD'S LARGEST CONFERENCE AND EXHIBITION FOR REAL ESTATE TECHNOLOGY

Dubai will host the world's largest global conference and exhibition for real estate technology 'PropTech Connect 2026', according to Dubai Land Department. This first-of-its-kind event will bring together an elite group of relevant leaders, investors, and property tech companies from around the world to explore the latest digital solutions, artificial intelligence, blockchain, and data analytics that are reshaping the future of the sector globally.

Dubai's hosting of this event confirms the directives of His Highness Sheikh Hamdan bin Mohammed bin Rashid Al Maktoum, Crown Prince of Dubai, Deputy Prime Minister and Minister of Defence of the UAE, and Chairman of The Executive Council of Dubai who is leading the digital transformation and promoting the adoption of cutting-edge innovative solutions across various fields, including real estate. This event marks a significant milestone that will expedite the integration of advanced real estate technology.

Marwan Ahmed bin Ghalita, Director General, Dubai Land Department, confirmed that hosting this event in Dubai underscores a commitment to providing a comprehensive real estate ecosystem based on innovation and technology in line with Dubai's Real Estate Sector Strategy 2033. He noted that this represents a significant step toward cementing the emirate's position as a global destination for smart real estate solutions.

"We aim to attract leading companies — through this global conference and exhibition — specialising in real estate technology and provide an opportunity for investors and decision-makers to explore the latest technological innovations that contribute to the development and future outlook of real estate. We look forward to this event serving as an effective platform that accelerates digital transformation, enhances



Marwan Ahmed bin Ghalita, Director General, Dubai Land Department.

investor confidence, and increases transparency and operational efficiency in the sector."

'PropTech Connect 2026' will offer an exceptional experience for participants across various fields of real estate technology. The event will provide opportunities to establish strategic relationships with leading global industry figures, as well as to secure distinctive investment opportunities and partnerships. In addition, participants will benefit from specialised panel discussions,

digital seminars, and research reports designed to enhance their deep understanding of the digital transformations in this arena.

Dubai's hosting of this event reaffirms its pioneering role in realising the leadership's vision to establish it as the city of the future and a global digital economy. The emirate continues to adopt state-of-the-art digital solutions to enhance market transparency, improve operational efficiency, and support sustainable real estate growth.

PURE STORAGE REVAMPS RESELLER PARTNER PROGRAM TO ACCELERATE PARTNER PATH TO PROFITABILITY AND GROWTH

Updated program enhances growth opportunities for partners, enabling them to accelerate customers' transition to the Pure Storage Platform

Pure Storage, the IT pioneer that delivers the world's most advanced data storage technology and services, has unveiled an updated Reseller Partner Program designed to significantly increase the profitability opportunity for partners by enabling them to lead customers to successful data storage transformation and superior business outcomes. As the opportunity to replace hard disk with flash continues to increase, the program equips partners with the tools to address customers' most pressing data storage requirements and tailor the Pure Storage Platform to address solution-specific use cases – including AI and cyber resilience. It also incentivizes partners who successfully replace aging disk-based storage with Pure Storage's best-in-class, all-flash offering.

Industry Significance

The IT landscape is undergoing seismic shifts driven by consumption-based models and the rise of AI. As a result, organizations need a modern data storage framework that is scalable, flexible, and optimized to unlock the full potential of their data. Pure Storage's program positions partners to meet these demands head on. By working side-by-side with their customers on this modernization journey, partners deliver tailored solutions that evolve with customers' growing needs.

Updated Features

As part of the Pure Storage Reseller Partner Program, Pure is introducing new solution-oriented training designed to address the changing needs of the market and to empower both individuals and organizations. This enhanced training and enablement equips partners with the resources they need to drive greater profitability and growth.

Partners can take advantage of



Amy Fowler, General Manager, Commercial, Pure Storage.

solution-oriented, on-demand courses and in-person technical boot camps to enhance proficiencies. With access to expanded content and practical tools, partners can enhance their role as trusted advisors in the industry and build even deeper customer relationships. Additionally, the program outlines new incentives and rebates with a focus on accelerating customer transition to the Pure Storage Platform.

Solution-Oriented Use Case Selling

Pure Storage is enabling partners to drive transformation and lead in high-growth markets by focusing on key areas that address customers' most pressing IT challenges:

- **Hybrid Cloud Optimization:** Partners can provide customers with seamless mobility, cost optimization, and consistent storage services, resiliency, and APIs across their hybrid cloud environments.
- **AI-Ready Infrastructure:** Partners can help customers unify data to speed up training, inference, and insight.
- **Modern Applications:** Partners can support customers as they automate, protect, and unify their

data for modern applications across on-premises, public cloud, or hybrid cloud environments.

- **Cyber Resilience:** Partners can arm their customers with tiered resiliency solutions that defend and secure data before, during, and after a cyberattack, addressing the urgent need for advanced cybersecurity.

Partners equipped with profitability accelerators

The latest enhancements to the Pure Storage Reseller Partner Program deliver unparalleled earning potential, offering partners a game-changing opportunity to accelerate their market impact by driving competitive replacements and adoption of the Pure Storage Platform. Partners can now benefit from enriched rewards and rebates tailored to maximize profitability, in recognition of their role in delivering transformative solutions to customers.

New and updated partner-facing tools help the program stand out as one of the most comprehensive and partner-focused in the industry. Partners gain access to unique resources that only Pure Storage offers such as:

- **Pure Partner Intelligence:** Partners can leverage real-time insights and analytics to identify growth opportunities within their install base, driving proactive expansions and renewals.
- **Pure Realize™:** Partners can elevate customer conversations with use-case proposals, price quotes, and solution expertise for targeted business challenges, differentiating themselves as solution providers.
- **New Digital Partner Master Services Agreement (DPMSA) process:** Partners can deliver a highly automated and efficient

experience for customer upgrades, expansions, and renewals. The automated digital experience through the Pure1® platform enables quote requests, purchase orders, and installations in a fraction of the time it takes with other data storage competitors.

Continued Operational Enhancements: Partners can expect a redesigned partner portal, and new CPQ tooling which will introduce guided selling for partners and more updates to increase sales velocity and partner

autonomy later this fiscal year.

Executive and Partner Insight

“Pure Storage is deeply committed to driving shared success with its partners and we are excited to deliver a reimagined program experience that positions partners for exponential growth,” said Amy Fowler, General Manager, Commercial at Pure Storage. “Partners recognize the unrivaled value in leading with the Pure Storage Platform to solve customers’ most challenging data storage use cases and guiding their imperative to build and operate responsibly for a sustainable future.”

“Pure really leaned in and revamped their Reseller Partner Program by enhancing the unique tools and processes we need to deliver additional value to our customers,” said Kapil Bansal, Senior Vice President, Partner Management & Solutions, SHI International. “From more relevant platform and solution-level enablement, to smarter and better-aligned incentives, to intelligence in recognizing growth opportunities, these program enhancements will help more efficiently address the huge customer demand in the storage market.”

CHECKOUT.COM BECOMES THE FIRST ACQUIRER IN THE UAE TO LAUNCH VISA DIRECT PUSH-TO-CARD SOLUTION

Checkout.com, a leading global digital payments company, is advancing its collaboration with Visa to launch Visa Direct’s Push-to-Card solution for cross-border and domestic transactions in the UAE. Checkout.com is now the first acquirer in the UAE to offer the Push-to-Card solution, empowering merchants and consumers with real-time money transfer capabilities.

Visa Direct is a global money movement platform that connects more than 190 markets, offering access to over 8.5 billion card, account, and wallet endpoints through a single-entry point.

The Push-to-Card solution enables merchants and consumers in the UAE to send money quickly and easily to eligible Visa cards, offering near real-time fund disbursements. This solution brings a host of benefits, including fast remittances, peer-to-peer (P2P) payments, and merchant payouts. With both local and cross-border coverage, it expands users’ reach while leveraging the security and reliability of Visa’s global network. The solution also helps merchants enhance operational efficiency by simplifying transactions, eliminating the need for complex banking details, and ensuring improved payment performance.



“Visa Direct is transforming the way money moves globally, and we are excited to see Checkout.com leverage this technology to meet the evolving demands of businesses and individuals alike by offering them a faster, more convenient, and secure way to send and receive funds,” said Shahebaz Khan Senior Vice-President and Head of Commercial and Money Movement Solutions, CEMEA.

“The UAE has rapidly emerged as a leader in digital payments, fueled by a clear vision to create a cashless, interconnected ecosystem. By providing seamless, secure, and real-time payout capabilities, we’re empowering merchants with the agility to thrive in this fast-evolving landscape, while effectively meeting the growing

consumer demand for speed and convenience. The Push-to-Card solution not only reinforces our commitment to powering payment performance but also showcases our agility in bringing yet another innovation to the UAE market. As the first to launch this solution, we’ve once again set the benchmark for fast, efficient, and future-ready payment experiences,” said Remo Giovanni Abbondandolo, General Manager for MENA at Checkout.com.

According to Checkout.com’s latest annual MENA e-commerce report, nearly 80% of consumers in the region engage in fintech activities beyond just making online payments, including money transfers, investments, and personal finance. As digital financial solutions continue to grow, real-time money movement has become a key consumer demand, driving the need for faster and more seamless payment experiences.

In response to this shift, Account Funding Transactions (AFTs) are gaining significant traction in the UAE. Alongside the growing adoption of Push-to-Card services, AFTs enable merchants to offer a fast, secure, and efficient way for consumers to fund digital wallets and accounts. Checkout.com now processes over one million AFTs per month with

NEWS

Visa, helping businesses meet evolving payment expectations.

By eliminating multiple intermediary steps, AFTs allow real-time account top-ups through secure transactions,

reducing friction, minimizing fraud risk, and enhancing customer satisfaction.

For merchants, this also translates to lower transaction costs and greater operational efficiency, reinforcing the

UAE's push toward a cashless economy.

As digital commerce expands, AFTs are playing a pivotal role in accelerating financial inclusion and driving payment innovation across the Middle East.

YACHTFINDS UNVEILS ME'S FIRST COMPREHENSIVE PLATFORM FOR SUPERYACHT AND BOAT SALES

YachtFinds.com has launched the Middle East's first online marketplace for listing and marketing both new and pre-owned boats and luxury yachts for sale or rent.

The platform currently features approximately 100 registered maritime vessels from leading global manufacturers, with a total value of Dh200 million. It is set to expand its listings further to cater to sea enthusiasts and maritime adventure seekers.

The digital platform was unveiled during the 31st edition of the Dubai International Boat Show, where YachtFinds.com participated as an official partner.

The launch event was attended by Saeed Ghanem Al Suwaidi, CEO of YachtFinds.com, Mahmoud Itani, partner and CEO of the company, alongside senior investors, maritime industry leaders, marine sports enthusiasts, and media figures.

Favoured destination

Designed to serve individuals, brokers, boat dealers, maritime teams, and event organisers, the platform is tailored to meet the needs of the GCC's rapidly expanding maritime market.

The UAE accounts for 50 per cent of the total yacht and marina market in the Arabian Gulf and the wider Middle East, positioning itself as a key destination for yacht owners worldwide.

Significant investments in modern marina infrastructure and updated marine tourism regulations have reinforced the UAE's appeal, attracting a growing number of luxury yacht enthusiasts and industry players.

Latest AI technology

The digital platform is powered by cutting-edge artificial intelligence technologies to streamline the listing,



buying, selling, and renting of boats and yachts, offering a seamless experience for maritime enthusiasts. Developed in collaboration with IR Yachts Consultancy and Innovation Box, the platform is designed to simplify maritime transactions through advanced digital solutions.

Users can access sophisticated search tools tailored to their preferences, enabling them to find the ideal vessel with ease. The platform provides detailed and comprehensive information on luxury boats and yachts, covering everything from the manufacturer and technical specifications to advanced electronic systems, navigation devices, and the latest innovations in maritime design and construction.

Qualitative leap

Saeed Ghanem Al Suwaidi stated that the launch of the digital platform represents a major leap forward in the Middle East's yacht and boat industry, unlocking new investment potential for yacht owners. He emphasised that, beyond luxury and leisure, yacht ownership is now a lucrative asset, with rental opportunities offering sustained financial returns.

Al Suwaidi added that the platform provides global buyers with unparalleled

access to an extensive selection of yachts from the world's top manufacturers.

From compact models designed for fishing and family excursions to ultra-luxurious yachts tailored for high-end adventures, cruises, and exclusive marine events, the platform is set to redefine the maritime experience for both enthusiasts and industry professionals.

Regional and global expansion

YachtFinds.com's participation in the Dubai International Boat Show—one of the world's premier maritime exhibitions—reflects its commitment to expanding its presence and connecting with yacht owners and enthusiasts. The platform aims to attract boat and yacht owners looking to sell or rent their vessels, further strengthening its footprint in both regional and global markets.

The yacht and boat manufacturing and trading sector is experiencing rapid global growth. According to the Yacht Rental Market Analysis 2020-2027 report by Allied Market Research, the global yacht rental market is projected to grow at a compound annual rate of 15 per cent, reaching an estimated \$28 billion—nearly doubling from its 2015 valuation of \$15 billion.

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THE RESELLER PARTNER EXCELLENCE AWARDS 2024



The UAE stands at the forefront of technological and economic progress, driven by ambitious initiatives like Vision 2030 and the rise of smart cities. Within this vibrant ecosystem, resellers and channel partners—once mere conduits for product distribution—are undergoing a profound evolution. No longer limited to transactional roles, they are becoming indispensable players in delivering tailored solutions, fostering digital transformation, and meeting the sophisticated demands of a tech-savvy market.

Research underscores this shift: the UAE's ICT sector, which includes contributions from channel partners, is projected to contribute \$96 billion to GDP by 2030 through AI alone, growing at an annual rate of 33.5% from 2018.

Both Resellers and Channel partners are adapting to technological disruptions, evolving customer expectations, and a collaborative business landscape, cementing their role as architects of the UAE's digital future.

Historically, resellers and channel partners in the UAE focused on distributing hardware and software, acting as intermediaries between global vendors and local businesses.

However, the rapid adoption of cloud computing—expected to grow the UAE data center market by 3.43% annually between 2022 and 2027—has shifted their focus. Value-Added Resellers (VARs) and Managed Service Providers (MSPs) now bundle products with services like implementation and support, aligning with the 68% surge in online shopping reported in 2023. This reflects a broader trend: businesses increasingly favour scalable, subscription-based solutions over traditional on-premises systems.

Emerging technologies such as AI, low-code platforms, and data analytics are further redefining their capabilities. Partners are integrating these tools into industry-specific solutions—think AI-driven supply chain optimization for logistics firms or cybersecurity suites for retail.

A 2024 Salesforce ecosystem report highlights this adaptability, projecting 11,180 direct jobs in the UAE by 2024, with partner spending on subscriptions and services growing 6.5 times since 2018. This underscores their pivot from product sellers to

solution providers, enhancing their strategic importance.

The UAE's digital economy, currently at 12% of non-oil GDP, aims to reach 20% by 2030, per the Digital Economy Strategy, amplifying the need for such alliances.

Customer expectations are also driving change. With 55% of the UAE population under 30 and tech-savvy, businesses demand personalized, outcome-driven solutions. Partners respond with data-driven insights and proactive support, a shift incentivized by vendors'

lifecycle-focused channel programs. Research from the Global Entrepreneurship Index (GEI) pegs the UAE's entrepreneurial ecosystem at 44.6, above the global average, yet notes technology absorption as a bottleneck—highlighting an opportunity for partners to bridge this gap.

The UAE cements its status as a global tech hub, resellers and channel partners are evolving from distributors to innovators, delivering value that transcends traditional sales. With the ICT sector poised to contribute nearly 14% to GDP by 2030

55%
of the UAE population
under 30 and tech-
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and digital spending on the rise, their role in driving economic growth and technological adoption is undeniable. By embracing collaboration, advanced technologies, and customer-centric strategies, these partners are not just adapting—they are shaping the UAE's digital destiny, ensuring its competitiveness on the world stage.

Reseller Middle East Partner Excellence Awards 2024

Hosted annually by CPI Media Group, the Reseller Middle East Partner Excellence Awards recognize outstanding achievements in the IT channel industry. The UAE accelerates its digital transformation and embraces emerging technologies, and these awards play a vital role in celebrating innovation, strategic partnerships, and business excellence. By honouring top-performing vendors, distributors, and solution providers, the event fosters collaboration and growth within the region's rapidly evolving tech ecosystem, reinforcing the UAE's position as a global technology hub.

Channel executives and businesses from across the region were celebrated at the Reseller Middle East



Partner Excellence Awards 2024 on January 28, 2025. The ceremony was hosted by the respected publishing house CPI Media Group, at Al Habtoor Palace, Dubai.

The Reseller Partner Excellence Awards is a landmark event that celebrates the remarkable

accomplishments and groundbreaking innovations within the channel industry. These awards serve as a platform to recognize and applaud companies and individuals that have demonstrated unparalleled excellence, leadership and innovation in this vibrant field.



THE RESELLER PARTNER EXCELLENCE AWARDS 2024

The event acclaims players who have excelled through a dedicated channel approach, by sustaining and driving their business despite challenging market circumstances, and by leading the space with pioneering strategies and solutions.

The full list of winners for the Reseller Partner Excellence Awards 2024 are as follows:

- Best Smart Home Security Vendor of the Year- Ring
- Best Cybersecurity Value-Added Distributor of the Year- StarLink
- Best System Integrator of the Year- Almoayyed Computers Middle East (ACME)
- Best Reseller for Enterprise Infrastructure Solutions- Promise Computer Technology
- Marketing Leader of the Decade in Technology- Ben McDonald from Dell Technologies
- Outstanding Technology Executive of the Year- Sakkeer Hussain from D-Link Middle East and Africa
- Best Partner Excellence Programme of the Year- Vertiv
- Best Collaboration Solution Vendor of the Year- Barco
- Wi-Fi Technology Innovator of the Year- TP-Link
- Best Cloud Solutions Provider of the Year- Raqmiyat
- Visionary Leader of the Year in Channel Distribution- Ashraf Hamid from Dell Technologies



- Cybersecurity Leader of the Year- Meriam ElOuazzani from SentinelOne
- Best Networking Solutions Provider of the Year- D-Link
- Best Cybersecurity Solutions Provider of the Year- AHAD
- Best Reseller of the Year- Solid Solution Technology LLC
- Technology Woman of the Year- Reena Alex John from Finesse
- Best Channel Engagement Initiatives by a Distributor- TechBridge Distribution
- Innovative Technology Distributor of the Year – AV & IT Solutions- Avientek
- Visionary Channel Leadership- Rehan Shahid from Hitachi Vantara
- Marketing Impact Leader of the Year- Faraz Ali Khan from ASBIS Middle East
- Best Post Sales Support by a Vendor- Hubnetix
- Legacy Award of 30 Years of ICT Distribution Excellence- Mario M. Veljovic from VAD Technologies
- Senior Marketing Leader of the Year- Tushar Chawla from Westcon-Comstor
- Best AI Distributor of the Year- Mindware
- Regional Manager of the Year –





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| <ul style="list-style-type: none"> • Distribution- Issa Fannoun from Dell Technologies • Leader in AI-Optimized Infrastructure Solutions- Hitachi Vantara • KSA Distributor of the Year- TRIGON • Best AI Vendor of the Year- Dell Technologies • AI Ready Infrastructure Value-Added Distributor of the Year- VAD Technologies • Outstanding Contribution to Cybersecurity Awareness and | <ul style="list-style-type: none"> • Training Programs- Ned Baltagi from SANS Institute • Channel Executive of the Year- Samer Semaan from Pure Storage • Outstanding Leadership in Technology Distribution- Steve Lockie from TechBridge Distribution • AI-Driven Cybersecurity Innovator of the Year- LinkShadow • Innovative Observability & IT Management Platform of the Year- SolarWinds | <ul style="list-style-type: none"> • Best Surveillance Systems Vendor of the Year- Western Digital • Best Cyber Resilience and Business Continuity Vendor of the Year- Commvault • Best Value-Added Distributor of the Year- Westcon-Comstor • Best Solution Provider of the Year- VisionTech Systems International LLC • Woman Leader of Year- Ekta Puthran from Barco • Best Cybersecurity Vendor of the Year- One Identity • Innovative Product of the Year- Shure • Best Distributor of the Year- ASBIS Middle East • Emerging Value-Added Distributor of the Year- Quantum Edge Distribution • Best Enterprise Reseller of the Year- New Trend Computer Networks LLC • Best Retail Specialist Distributor of the Year- Jaritech Gulf General Trading LLC • Technology Visionary of the Year- Parvez Ahmed from Infinity Data Systems Trading LLC • Best Growth Initiative by a Distributor- Redington MEA  |
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StarLink
Best Cybersecurity Value-Added Distributor of the Year



Almoayed Computers Middle East (ACME)
Best System Integrator of the Year



Promise Computer Technology
Best Reseller for Enterprise Infrastructure Solutions



Vertiv
Best Partner Excellence Programme of the Year



Sakkeer Hussain
D-Link Middle East and Africa
Outstanding Technology Executive of the Year



Barco
Best Collaboration Solution Vendor of the Year



TP-Link
Wi-Fi Technology Innovator of the Year



Raqmiyat
Best Cloud Solutions Provider of the Year



Ashraf Hamid, Dell Technologies
Visionary Leader of the Year in Channel Distribution



Redington MEA
Best Growth Initiative by a Distributor



D-Link
Best Networking Solutions Provider of the Year



AHAD
Best Cybersecurity Solutions Provider of the Year



Solid Solution Technology LLC
Best Reseller of the Year



Reena Alex John, Finesse
Technology Woman of the Year



TechBridge Distribution
Best Channel Engagement Initiatives by a Distributor



Avientek
Innovative Technology Distributor of the Year - AV & IT Solutions



Rehan Shahid, Hitachi Vantara
Visionary Channel Leadership Award



Faraz Ali Khan, ASBIS Middle East
Marketing Impact Leader of the Year



Tushar Chawla, Westcon-Comstor
Senior Marketing Leader of the Year



Mindware
Best AI Distributor of the Year



Issa Fannoun, Dell Technologies
Regional Manager of the Year - Distribution



TRIGON
KSA Distributor of the Year



Hitachi Vantara
Leader in AI-Optimized Infrastructure Solutions



Dell Technologies
Best AI Vendor of the Year



Mario M. Veljovic, VAD Technologies
Legacy Award of 30 Years of ICT Distribution Excellence



Samer Semaan, Pure Storage
Channel Executive of the Year



Steve Lockie, TechBridge Distribution
Outstanding Leadership in Technology Distribution



VAD Technologies
AI Ready Infrastructure Value-Added Distributor of the Year



LinkShadow
AI-Driven Cybersecurity Innovator of the Year



SolarWinds
Innovative Observability & IT Management Platform of the Year



Western Digital
Best Surveillance Systems Vendor of the Year



Westcon-Comstor
Best Value-Added Distributor of the Year



VisionTech Systems International LLC
Best Solution Provider of the Year



Ekta Puthran, Barco
Woman Leader of the Year



Quantum Edge Distribution
Emerging Value-Added Distributor of the Year



One Identity
Best Cybersecurity Vendor of the Year



Shure
Innovative Product of the Year



New Trend Computer Networks LLC
Best Enterprise Reseller of the Year



Jarltech Gulf General Trading LLC
Best Retail Specialist Distributor



Parvez Ahmed
Infinity Data Systems Trading LLC
Technology Visionary of the Year



ASBIS Middle East
Best Distributor of the Year

- Ring**
Best Smart Home Security Vendor of the Year

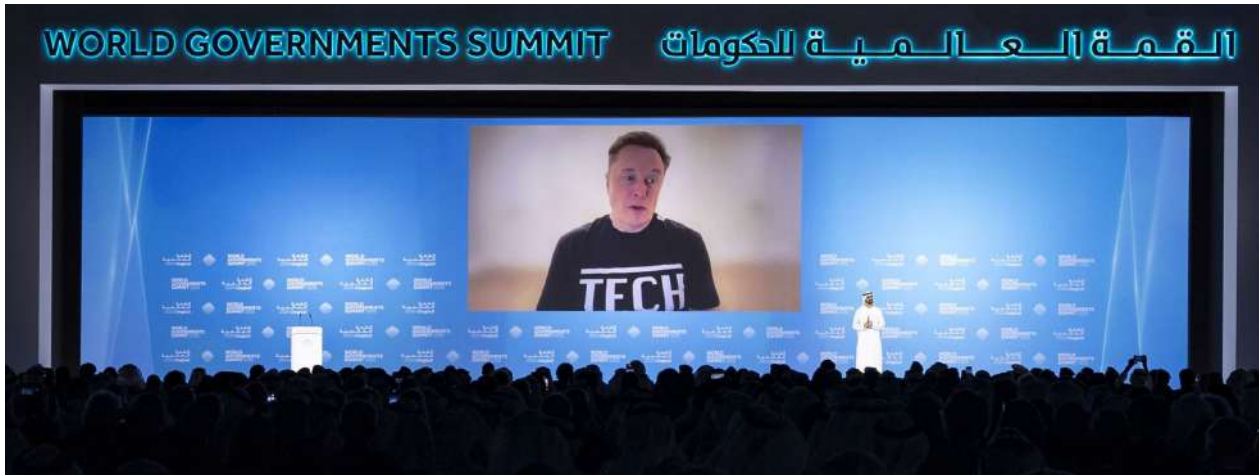
- Hubnetix**
Best Post Sales Support by a Vendor

- Commvault**
Best Cyber Resilience and Business Continuity Vendor of the Year

- Meriam ElOuazzani, SentinelOne**
Cybersecurity Leader of the Year

- Ben McDonald, Dell Technologies**
Marketing Leader of the Decade in Technology

- Ned Baltagi, SANS Institute**
Outstanding Contribution to Cybersecurity Awareness and Training Programs



AL OLAMA, MUSK LAUNCH 'DUBAI LOOP' TO REDEFINE TRANSPORTATION IN DUBAI

Omar Sultan Al Olama, Minister of State for Artificial Intelligence, Digital Economy, and Remote Work

Applications and Vice Chair of the World Governments Summit 2025 (WGS), and Elon Musk, CEO of Tesla, announced the launch of the "Dubai Loop," an ambitious project aimed at implementing a fast and seamless transportation system across Dubai's most densely populated areas.

The announcement came during a video call at the WGS, where Musk presented his vision for the future of urban mobility. "Dubai Loop" is part of a larger plan to innovate the transport sector, utilising a network of advanced tunnels that will allow passengers to quickly travel across the city, avoiding traffic congestion.

Musk explained that the project would allow people to travel as if they were moving through a "wormhole" within Dubai, referring to the ability to move instantly between two points without long distances or traffic delays.

He also emphasised the advantages of tunnel systems over alternatives

like flying cars, citing the practicality, safety, and efficiency of tunnels, which are protected from weather and noise, offering a smoother experience for passengers.

During the discussion with Al Olama, Musk spoke about improving government efficiency, pointing out that the biggest challenge lies in reducing bureaucracy and enhancing the technology used within government institutions.

The billionaire tech highlighted the strong public support for such reforms in the United States, stressing that the main goal is "reducing the size of government" and "making the government much more accountable to the people".


He noted that the expansion of laws and regulations has led to excessive restrictions, making nearly everything illegal, and argued that improving government efficiency involves not just reducing costs but also moving government employees to higher-value roles in the private sector, thus increasing overall productivity and improving citizens' living standards.

On practical steps to achieve this

goal, Musk suggested, "I think we do need to delete entire agencies as opposed to leave a lot of them behind," adding, "If we don't remove the roots of the weed, then it's easy for the weed to grow back."

He emphasised that this approach would lay the foundation for long-term economic prosperity, potentially reducing government deficits and significantly lowering inflation.

Musk suggested that the US could save a trillion dollars by addressing bureaucracy and cutting back on federal agencies and regulations. He also pointed out the technological problems within government systems, noting that many rely on outdated technologies that don't communicate with each other, leading to significant waste in resources and time.

He also talked about his AI chatbot "Grok 3" which is in the final stages of development and will be released in about a week or two. "Grok 3 has very powerful reasoning capabilities, so in the tests that we've done thus far, Grok 3 is outperforming anything that's been released, that we're aware of, so that's a good sign," he added. 



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Ayman Sayed, president and CEO at BMC

BMC EXPANDS COMMITMENT TO SAUDI ARABIA WITH NEW REGIONAL HQ AND INNOVATION CENTER

Global Software Leader BMC will work with the Saudi Ministry of Communications and Information Technology to grow investment to \$150M in Digital Transformation and AI Innovation

BMC, a global leader in software solutions enabling business faster than humanly possible, recently announced further investment in Saudi Arabia's digital transformation goals at LEAP 2025, with the establishment of a regional headquarters in the Kingdom and a new Innovation Center in Riyadh with support from the Saudi Ministry of Communications and Information Technology (MCIT). In alignment with Saudi Arabia's Vision 2030, the BMC Innovation Center will showcase new technologies and develop local talent.

BMC is committed to working with the MCIT in the Kingdom of Saudi Arabia to propel its leadership in digital technology investments for its citizens. As a recently named top 10 country globally for digital government, BMC will support the nation's plans to achieve 92% digital transformation for key government services and attain nearly 20% of the GDP from the digital economy by 2030.

BMC has already invested over \$60 million USD in Saudi Arabia together with its partner ecosystem, which is now expected to grow to \$150 million by 2030. The company's partner ecosystem currently includes 300+ BMC-certified professionals, with 80% focused on customer success, and is expected to grow in the next five years to more than 600 people. Following the announcement of the Kingdom's \$100 billion investment in AI, the BMC Innovation Center will work to increase AI expertise in-region.

"BMC has been working with some of the region's most prominent public and private organizations to take advantage of the AI-powered solutions transforming government services, renewable energy, tourism, entertainment, and other key industries," said Ayman Sayed, president and CEO at BMC. "Working with his Excellency Abdullah Alswaha and the Ministry of Communications and Information Technology, we are eager to support the advancement of the Vision 2030 agenda with modern technology tools for ongoing innovation and global leadership." 

KSIADC AND HUAWEI JOIN FORCES TO REVOLUTIONIZE SMART AVIATION IN KSA

Collaboration to drive innovation in AI, 5G-A, and smart airport technologies, aligning with Saudi Arabia's Vision 2030



Linda Schucroft, VP of Digital Innovation of KSIADC and Simon Zouisiyi, Deputy CEO of Huawei Saudi.

The King Salman International Airport Development Company (KSIADC) and Huawei have signed a landmark Memorandum of Understanding (MoU) during LEAP 2025 to drive innovation and digital transformation in the aviation sector. This strategic partnership is set to revolutionize airport operations and passenger experiences by leveraging Huawei's global expertise in Information and Communication Technology (ICT) and KSIADC's leadership in transforming King Salman International Airport into a state-of-the-art aviation hub.

Spanning an impressive 57 square kilometers, King Salman International Airport is envisioned as one of the world's largest and most advanced aviation hubs. The development will feature six runways, six terminals, and an iconic terminal designed to redefine the passenger experience. It will also include a private aviation hub, a cargo and logistics center, and an integrated airport city that combines residential, hospitality, retail, entertainment, office, logistics, and industrial assets. This comprehensive vision positions

the airport as a global gateway for business, tourism, and logistics.

Linda Schucroft, VP of Digital Innovation of KSIADC, said: "This partnership with Huawei represents a significant milestone in our journey to transform King Salman International Airport into a global leader in smart aviation. By integrating cutting-edge technologies, we aim to redefine operational efficiency, elevate passenger experiences, and set new benchmarks for innovation in the aviation sector."

The collaboration will focus on integrating advanced technologies such as Artificial Intelligence (AI), Internet of Things (IoT) and Private 5G-Advanced (5G-A) to enhance operational efficiency and elevate passenger services. It also includes the development of an AI-powered digital guest platform to streamline interactions, improve wayfinding, and offer personalized services. Additionally, the partnership aims to incorporate smart infrastructure solutions Private and IoT into airport operations, while exploring future innovations such as predictive analytics and advanced biometrics to ensure scalability and adaptability for evolving needs.

Simon Zouisiyi, Deputy CEO of Huawei Saudi, said: "At Huawei, we believe that technology has the power to transform industries and create smarter, more sustainable ecosystems. This collaboration with KSIADC reflects our commitment to delivering innovative ICT solutions tailored to the unique needs of the aviation sector. Together, we aim to build a next-generation airport that not only enhances operational excellence but also redefines the passenger experience, setting a new standard for smart airports globally. This partnership aligns seamlessly with Saudi Arabia's Vision 2030, and we are proud to contribute to this transformative journey."

The MoU reflects the shared vision of KSIADC and Huawei to harness the power of technology to drive innovation and sustainability in the aviation industry. It also aligns with Saudi Arabia's Vision 2030, which emphasizes the importance of modernizing infrastructure and fostering strategic partnerships to position the Kingdom as a global logistics and tourism hub.

The partnership highlights the critical role of technology-driven collaborations in shaping the future of industries. With this MoU, KSIADC and Huawei are poised to lead the transformation of the aviation sector, setting a global benchmark for smart airport solutions.

Huawei also showcased its innovations at LEAP 2025, held from February 9th to 12th in Riyadh, where it demonstrated how its holistic approach to digital transformation is revolutionizing industries with next-generation solutions. The company's diverse range of offerings caters to the evolving demands of smart cities, healthcare, education, and industrial sectors, with a strong emphasis on delivering intelligent infrastructure that promotes sustainability and enhances operational efficiency. 



ETIHAD SALAM TELECOM COMPANY INKS PARTNERSHIP WITH EDGENEXT TO IMPROVE TELECOMMUNICATIONS, LOCALISE CONTENT DELIVERY IN SAUDI ARABIA

Partners will leverage server colocation, improved internet services, and enhanced network interconnectivity to offer enhanced connectivity, aligning with national digital transformation goals.

Etihad Salam Telecom Company, a leading provider of telecommunications services in Saudi Arabia, signed a partnership with EdgeNext at LEAP 2025. The collaboration aims to enhance the competitive telecommunications environment in Saudi Arabia, aligning with Saudi Vision 2030 and the objectives outlined by the Ministry of Communication and Information Technology (MCIT).

The partnership focuses on several key initiatives aimed at strengthening EdgeNext's service delivery and network capabilities within the region. Starting with a cornerstone agreement involves EdgeNext collocating their servers in Etihad Salam Telecom Company's state-of-the-art data centers, enjoying competitive colocation and special internet access


. This setting provides EdgeNext with secure, reliable physical infrastructure, enabling them to leverage Etihad Salam Telecom Company's facilities for optimum service performance and scalability.

Amjad Arab, Chief Wholesale and Partnerships Officer at Etihad Salam Telecom Company, said: "Our partnership with EdgeNext embodies our dedication to not just meeting, but exceeding the digital needs of our society. Through this collaboration, we are setting new benchmarks for connectivity and innovation in the realm of telecommunications and content localization."

Further consolidating the partnership, EdgeNext will procure internet services directly from Etihad Salam Telecom Company, ensuring access to robust and high-speed internet connectivity essential for

their operations. Additionally, Etihad Salam Telecom Company will facilitate EdgeNext's peering connection with the Saudi Internet Exchange, significantly enhancing their network interconnectivity and access within the local digital ecosystem.

Dajiang Li, General Manager at EdgeNext said: "Joining forces with Etihad Salam Telecom Company accelerates our mission to deliver unparalleled content experiences to our customers. This is a testament to our commitment to leveraging leading-edge technology to enhance our service delivery and network efficiency."

This collaboration underscores Etihad Salam Telecom Company's role as a service provider and a crucial enabler in the telecommunications sector, contributing significantly to the broader objectives of Saudi Arabia's digital transformation strategy. 

ETIHAD SALAM TELECOMMUNICATIONS COMPANY AND ACES SIGN MOU TO EXPLORE ENHANCING DIGITAL CONNECTIVITY IN RIYADH

Collaboration marks a continuation of the digital transformation era, enhancing national technological progress and emphasizes both partners' commitment to innovation and a more connected future.



Etihad Salam Telecommunications Company, a leading Saudi company in the telecommunications and IT sector, signed a Memorandum of Understanding with Advanced Communications & Electronics Systems Company for Neutral Host (NH) - ACES.

The agreement aims to explore enhancing connectivity and telecommunication services for government and corporate sectors in Riyadh through ACES's Fiber to the Building (FTTB) technologies. This initiative seeks to elevate standards in the sector and deliver unprecedented digital experiences for both government and corporate clients.

The fiber optics market is witnessing significant growth and is expected to experience a


major leap by 2033, reflecting the increasing demand for high-speed and reliable internet services. In line with this upward trend, Etihad Salam Telecommunications Company reaffirms its commitment to bridging connectivity gaps by expanding its partnerships in fiber optic services and enhancing customer experience through improved last-mile connectivity services.

Amjad Arab, Chief Wholesale and Partnerships Officer at Etihad Salam Telecom Company, said: "We continue our journey of enhancing digital connectivity services and furthering our collaboration with ACES. This partnership aligns perfectly with our with our human-inspired business focus. This strategic collaboration will open new pathways for innovation and digital inclusion, reflecting our commitment to bridging the digital

divide and enriching the lives of our government and corporate customers. Together, we are working to strengthen telecommunication infrastructure and reshape the future of digital connectivity."

As part of this collaboration, Etihad Salam Telecommunications Company and ACES will explore innovative solutions and services for open access to the Fiber to the Building (FTTB) network. This will lead to the creation of a comprehensive initiative for network connectivity and improved network service seamlessness between Etihad Salam Telecommunications and ACES. This collaboration will effectively contribute to facilitating connectivity and delivering ultra-high-speed internet and connectivity services.

Dr. Khalid Almashouq, CEO at ACES said: "Joining forces with Etihad Salam Telecom Company marks a defining moment for ACES as we propel towards revolutionizing telecommunications across Riyadh. Through this partnership, we are set to unlock unparalleled connectivity solutions that promise to elevate the customer experience to new heights, fostering a more connected and digitally empowered society."

A key highlight of this partnership is the achievement in consumer broadband, where Etihad Salam Telecom Company has become one of the first companies to partner with ACES in the consumer sector. Demonstrating an unprecedented 25 gigabit per second internet speed to homes in collaboration with Nokia, this partnership sets new benchmarks for residential internet speeds but also showcases the immense potential for future-proof digital homes and business environments. 



ETIHAD SALAM TELECOM COMPANY PARTNERS WITH GENESYS TO TRANSFORM CUSTOMER EXPERIENCE ACROSS SAUDI ARABIA

Both companies have joined together to leverage a comprehensive telecommunications solution that combines advanced SIP trunk services and call center platforms, transforming customer experience through AI, automation, and cloud-based technologies.

Etihad Salam Telecom Company, a leading provider of telecommunications services in Saudi Arabia, and Genesys with the globally recognized call center solutions provider, announced a strategic partnership formalized at LEAP 2025. The partnership aims to address critical market needs and elevate customer experience through innovative solutions.


Abdullah Mohammed Khorami, Chief Business Officer at Salam said: “Etihad Salam Telecom Company is excited to embark on this journey with Genesys, a partnership that we believe will redefine customer interactions and satisfaction in

the telecom industry. Together, we aim to provide a seamless and people-centered mobile experience, incorporating AI, automation, and cloud-based technologies to transform the way businesses connect with their customers.”

Salam’s SIP Trunk service, known for its cost-effectiveness and scalability, combined with Genesys’s expertise in customer experience and its recent successful launch of its platform on Oracle Cloud Infrastructure (OCI) locally, will address consumers need for stable and reliable telecommunications infrastructure.

Evren Aker, Director of partner sales - META at Genesys said: “Genesys is excited to partner with Salam, a company that truly understands the

importance of connecting technology with human needs,” said a high-ranking Genesys official. “We look forward to applying our expertise in customer experience to enhance Salam’s robust telecom services, delivering unparalleled value to our mutual customers.”

Business partners of Salam can look forward to an advanced system that not only caters to their current needs but anticipates future demands, ensuring a scalable, efficient, and user-friendly customer service environment. This partnership marks a significant milestone in providing solutions that are not only technologically advanced but also foster human-centric connections, ensuring customer satisfaction and loyalty. 

SOPHOS SHOWCASED ITS AI-DRIVEN ADVANCED CYBERSECURITY SOLUTIONS AT LEAP 2025



Sophos, a global leader of innovative security solutions for defeating cyberattacks, participated at LEAP 2025, from February 9 to February 12, 2024, at the Malham Convention Center in Riyadh, Saudi Arabia.

At the event, Sophos showcased its advanced cybersecurity solutions, including the Sophos Managed Detection and Response (MDR) and Sophos Extended Detection and Response (XDR). The company highlighted its next-generation firewalls that offer real-time threat detection and enhanced performance.


AI is transforming cybersecurity by driving advancements in employee training, threat detection, and risk analysis. A recent Sophos report reveals phishing has emerged as a significant concern in Saudi Arabia, with a sharp increase in malware delivery via malicious email attachments and sophisticated spear-phishing attacks. The rise of

AI-powered phishing campaigns has further amplified these risks, making traditional defenses like employee training, insufficient.

Commenting on Sophos' participation at LEAP, Harish Chib, Vice President of emerging markets in the Middle East and Africa, Sophos said, "AI has become an integral component of the cybersecurity infrastructure within most organizations. As adoption continues to grow and new applications emerge, it is important for organizations to prioritize understanding the risks associated with AI and implement strong mitigation strategies to safeguard their operations. As we make our debut at LEAP, we look forward to engaging with organizations in Saudi Arabia to better understand and address their unique cybersecurity challenges. With Sophos' advanced cybersecurity solutions and services, we aim to empower businesses in the Kingdom to stay protected 24/7 against the evolving threat landscape,

including advanced ransomware, business email compromise (BEC), and sophisticated phishing attacks.

At LEAP 2025, Sophos highlighted its enhanced MDR offering, which now includes increased analyst capacity, AI-assisted workflows, new features, and expanded integrations. Recently, Sophos reached a milestone, protecting over 26,000 organizations globally, with a 37% growth in its MDR customer base in 2024. The company will also focus on Sophos XDR, which integrates data from multiple sources for unified threat analysis and response. Additionally, Sophos will present its Next-Generation Firewalls, which use AI and machine learning, offering a critical layer of adaptive security.

Sophos participated alongside Logicom to engage with industry professionals, demonstrating how artificial intelligence powers its innovative solutions, and explore new business opportunities in this dynamic and rapidly evolving region. 

SERCO ACQUIRES NORTHPROP GRUMMAN'S MT&S SOFTWARE BUSINESS

\$327m acquisition of leading US defence business from Northrop Grumman expands Serco's scale and offering in worldwide defence markets.

Serco, the international provider of critical government services, has announced the acquisition of Northrop Grumman's Mission Training and Satellite Ground Network Communications (MT&S) software business.

Adding to Serco's existing defence capabilities, the MT&S business provides the US military with advanced mission training services, and software that makes satellite ground networks more efficient.

With expertise in training services and software engineering, and a track record of innovation, it

supports programmes across the US Army, Space Force, Air Force, Navy, Combatant Commands and international partners. It has annual revenues of approximately \$300 million.

MT&S will add scale to Serco in North America, growing its business there to beyond \$2bn of revenue and \$200m of profit. MT&S will add to Serco's existing extensive defence and space expertise, bringing new capabilities to Serco's global military, defence and space customers.

The additional of MT&S will enable Serco to provide even greater support to Middle East military and defence

partners across training, software services and space.

Mark Irwin, Serco Group Chief Executive said:

"We have approximately doubled revenue and more than trebled profit in Serco's North America business in recent years through a successful combination of organic growth and strategic acquisitions. MT&S provides an excellent opportunity to continue that success.

"The acquisition increases our scale, capabilities and growth potential in US defence, the largest defence market in the world, as well as providing





solutions we can offer to our customers worldwide. The acquired capability delivers comprehensive, critical, technology-enabled services fully aligned to the US military's focus on enhancing warfighting standards and readiness through solutions that are both efficient and effective.

"We look forward to welcoming nearly 1,000 new colleagues from MT&S to Serco and are excited to add their knowledge and experience to our work supporting the US Department of Defense's enduring mission to provide the combat-credible military forces needed to protect the security of the nation."


Daniel MacGregor, Chief Growth Officer for Serco in the Middle East, added:

"As we announce this milestone at IDEX 2025, we recognise the increasing importance of advanced military training and space technologies for defence forces worldwide. The insights and expertise gained through this acquisition will further strengthen our ability to support governments and defence organisations worldwide. Knowledge transfer is at the heart of Serco's approach, and we see

opportunities to share our best practices and capabilities with local defence sectors, working alongside national personnel to enhance mission readiness and operational efficiency right here in the Middle East."

MT&S will provide further opportunities for Serco to grow organically in both North America and internationally through:

- Increased exposure to markets: Following the acquisition defence will be its largest sector, representing approximately 40% of Group revenue and North America overall will represent approximately 50% of Group underlying operating profit.
- Enhanced capabilities in large and high-growth defence sectors: MT&S helps to ensure armed forces' mission-readiness. It will advance Serco's expertise in synthetic training, exercise simulation, and satellite ground network software services. Training represents a significant proportion of defence investment, and the acquisition materially strengthens Serco's position in this market, providing a strong platform for future growth.
- Increased scale and technology capabilities will benefit Serco's pipeline of potential new work: MT&S has a strong track record delivering large programmes in training, space and technology services. The ability to reference this past performance will enhance its ability to win new work in our existing pipeline. Serco also expects to be able to expand the pipeline as it explores new opportunities with its combined capabilities.
- Ability to export MT&S's capabilities outside of the US: Military training and satellite capability are critical services for armed forces around the world. MT&S offers best in class solutions in these areas, which have so far been primarily limited to the US. Serco sees significant applicability to its other existing markets, including the Middle East, UK, Australia and Europe.

The acquisition, subject to regulatory approvals, is expected to close in mid-2025, at a purchase price of \$327 million. (£264m). 



ZIWO LAUNCHES INNOVATIVE AI SOLUTION IN SAUDI ARABIA

ZIWO AI to shape the future of customer experience throughout the MENA region

ZIWO, a leader in the SaaS industry, has officially announced the launch of its most recent solution, ZIWO AI, during its attendance at the recent LEAP 2025 event in Riyadh, Saudi Arabia.

The SaaS industry rapidly integrates numerous AI solutions to help users and end customers. That's why ZIWO decided to revolutionise the AI scene and create its trending intelligent features.

Based on market research, investments in AI are expected to be 10X by 2031. Considering the UAE market in particular, artificial intelligence is projected to grow at a CAGR of 43.9% between 2024 and 2030; this comes from the U.A.E.'s national strategy that encourages generative AI, enterprise AI, robotics, and AI as a utility. This drives ZIWO to take serious steps to ensure its position in this market.

One of the trending tech topics,

in which ZIWO has a distinctive vision, is AI-driven customer service enhancements, which it delivers with the latest launch of brand-new voice intelligence features.

"Now, companies can use AI to determine how customers feel (frustrated, happy, confused) and guide the agents to the perfect resolution, with the help of our advanced Sentiment Analysis," said Renaud de Gouffville, CEO and co-founder, ZIWO.

It is worth mentioning that ZIWO AI is powering businesses with actionable insights based on analysis of English and Arabic dialects; that seamlessly integrate into operational workflows, achieving higher efficiency and performance.


"After a deep analysis of the market and full comprehension of our client's needs, we've found the perfect value: a tool that can comprehend and interact with all Arabic dialects," added Renaud, speaking of ZIWO AI.

ZIWO believes that delivering

customised customer experiences starts with using tools tailored to the business. Thus, the platform can adapt to all the industry expressions and jargon to facilitate employee usage.

As AI has also made its way to the security ecosystem in the cloud landscape, ZIWO has to make its move. "To deliver unmatched security and compliance, we hosted ZIWO's secure infrastructure inside the country to meet the highest data protection standards," stated Eric Ouisse, Co-Founder and Product & Expansion Strategy.

ZIWO's team has set expectations exceeding market insights due to this launch—a 67% increase in response speed, a 60% increase in resolution speed, and a 50% increase in politeness and empathy.

As a proprietary In-House AI technology, it's crucial to mention that ZIWO AI is built by an internal team of experts in the MENA for the MENA region. It is crafted on demand, hosted locally, and fully customisable to boost performance & ROI. 

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- E-MOBILITY **NEW**
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ATERMES SHOWCASED NEXT-GENERATION SURVEILLANCE TECHNOLOGY AT IDEX 2025

Introducing SURICATE – The advanced multispectral threat detection system revolutionizing border, drone, and airport security

ATERMES, a French leader in advanced surveillance and security solutions, made a significant impact at IDEX 2025, the Middle East's premier defense exhibition in Abu Dhabi, UAE. ATERMES presented its groundbreaking SURICATE – an Advanced Multispectral Threat Detection System, reinforcing its commitment to providing innovative and adaptive security solutions tailored for the region's evolving challenges.

SURICATE is a next-generation smart surveillance camera system that integrates state-of-the-art multispectral sensors with embedded artificial intelligence and edge computing. This powerful fusion enables real-time object detection, classification, and tracking with unparalleled accuracy, even in the most demanding environments. The system's AI capabilities continuously evolve through deep learning, ensuring adaptability to specific operational needs and dynamic security landscapes.

Beyond a mere observation tool, SURICATE functions as a sophisticated virtual operator, seamlessly integrating real-time threat analysis with intelligent decision support. By rapidly processing and interpreting critical data, it empowers defense and security forces with unparalleled situational awareness, enabling swift, informed responses to emerging threats. This advanced capability not only enhances operational efficiency but also strengthens proactive security measures in complex and high-risk environments.

ATERMES will demonstrate three critical security applications of SURICATE, highlighting its superior performance across various operational scenarios. For border protection, SURICATE's high-resolution multispectral imaging provides continuous, wide-area surveillance for border security. Its advanced AI-driven detection and classification features enable real-time identification of potential threats, including human and vehicular movements, across vast and remote areas. The system enhances situational awareness and empowers military and law enforcement agencies



Walid Lahoud, Regional Sales Director MENA at ATERMES

in preventing illegal crossings, smuggling, and border security breaches.

In the realm of drone detection, SURICATE addresses the growing challenge posed by UAVs used for espionage and hostile activities. Equipped with multispectral sensors and AI-powered detection algorithms, the system ensures early identification and precise tracking of drones, even in highly complex environments. Its ability to distinguish between benign and potentially malicious aerial objects makes it a crucial asset for securing critical infrastructure, military installations, and large-scale public events, mitigating emerging airborne threats effectively.

For airport protection against bird strikes, SURICATE provides an innovative solution to the aviation industry's persistent challenge—bird strikes. The system's ability to detect and track birds with unmatched precision enables early warnings and actionable data, reducing operational disruptions and enhancing

flight safety. When integrated with ATERMES' A-TOM550 laser system, SURICATE offers a comprehensive wildlife hazard mitigation strategy for airports worldwide, ensuring safer skies.

Walid Lahoud, Regional Sales Director MENA at ATERMES. "With the UAE's dynamic defense sector and ever-expanding security demands, we are proud to reinforce our presence here. Establishing our MENA headquarters cements our promise to deliver innovative, reliable and adaptive security solutions that address the region's unique challenges."

ATERMES' participation at IDEX 2025 underscores its dedication to forging deeper collaborations with regional partners and stakeholders, offering tailored, effective security solutions to meet the Middle East's evolving defense and security needs. Recognizing the UAE as a key defense and security hub, ATERMES is also reinforcing its commitment to the region by establishing its MENA headquarters in the UAE. 

VERTIV'S LIQUID COOLING SERVICES PORTFOLIO TO SUPPORT SYSTEMS FOR AI, HIGH-DENSITY COMPUTE APPLICATIONS

Vertiv Liquid Cooling Services support and enhance the entire lifecycle of liquid cooled systems, from installation to fluid management and maintenance to digital services.

Vertiv, a global provider of critical digital infrastructure and continuity solutions, announced the launch of Vertiv Liquid Cooling Services. This offering provides customers with the tools to enhance system availability, improve efficiency, and navigate the evolving challenges of advanced liquid cooling systems with confidence. The offering is now globally available.

Vertiv has been delivering these services for more than a year to regional early adopters, refining best practices and gaining valuable insights that have now enabled the expansion of our liquid cooling service capabilities on a global scale. This experience brings a mature and proven approach, providing data center operators worldwide with expert support based on real-world application and success.

AI workloads continue to reshape the data center landscape, driving a significant increase in data center rack densities, with 30 kW racks now becoming the standard and some reaching up to 120 kW or higher. Operators are facing increased heat loads, higher power densities, and the

need for liquid cooling solutions to maintain operational continuity is in high demand.

“The increasing reliance on liquid-cooled AI servers necessitates a comprehensive approach to lifecycle management,” said Sean Graham, research director of cloud and data center at IDC. “Given the complexities inherent in these cooling ecosystems, a robust support program is not merely advisable, but a best practice to ensure both system availability and long-term operational viability.”

Vertiv Liquid Cooling Services offering is focused on providing seamless integration of liquid cooling systems with IT equipment and adjacent infrastructure. It includes expert installation and commissioning, ongoing maintenance with special attention to fluid management, cleanliness, and preventing air from entering the system — key for system reliability. Traditional maintenance practices aren't enough for the complexities of liquid cooling systems supporting critical AI applications. This offering leverages Vertiv's decades of industry experience and provides best-practices delivery of preventive and condition-based maintenance

to provide reliable and efficient system performance and to maximize availability.

Vertiv Liquid Cooling Services include a full range of solutions designed to support AI-driven and high-performance computing environments, providing seamless integration, long-term reliability, and operational continuity. Vertiv's certified technicians and field engineers provide expert support at every stage, confirming that heat rejection systems and cooling loop fluid systems function optimally:

- **Startup & Commissioning Services** – Proactively identify and address potential issues that could result from improper installation, preventing delays and enabling a smooth and efficient system launch while verifying quality of all of the connected equipment.
- **Spare Parts Availability** – Quick access to replacement components, supporting faster repairs when needed, and reducing potential downtime.
- **End-to-End Lifecycle Support** – Digital, proactive system maintenance is at the core of





this offering, allowing long-term reliability and optimized cooling performance. Documentation of all processes supporting the secondary fluid network provides a health history for the equipment to inform ongoing support.


- Comprehensive Fluid Management Services –Maintaining optimal coolant quality is essential for reliable system performance. Vertiv’s services include coolant sampling, laboratory testing, contamination prevention, and environmentally responsible disposal to maximize system longevity and efficiency while

enhancing system resilience of the secondary fluid network and technology cooling system.

- Emergency and preventive support: Emergency response teams provide rapid, on-site and remote support to diagnose and resolve issues, minimizing downtime and restoring operations quickly.

“High-performance computing (HPC) and AI are critical to business innovation and competitive advantage, making reliability and efficiency in supporting critical digital infrastructure more important than

ever,” said Ryan Jarvis, vice president global services business at Vertiv. “As organizations continue to invest in AI-driven systems, they need robust liquid cooling solutions to protect their investment and to enable long-term performance.”

Vertiv Liquid Cooling Services leverages the Vertiv Global Services network, which provides project services, product support, testing and training for Vertiv’s portfolio of products. Backed by 240+ service centers, 3,500+ field engineers, and 190+ technical response specialists, Vertiv provides expert support across multiple regions. 



GBM QATAR APPOINTS RAID SHAHIN AS NEW GENERAL MANAGER

The company is poised for innovative growth in the Qatari market

Gulf Business Machines (GBM), an end-to-end digital solutions provider, announced the appointment of Raid Shahin as General Manager for GBM Qatar. This appointment

reinforces GBM Qatar's position as a premier technology integrator in the region, further advancing excellence in AI, digital transformation, cloud computing, and cybersecurity, all driven by a customer-centric approach.

With a focus on quality, innovation and fostering partnerships, Raid will

drive technological advancements for the company, contributing to Qatar's growth and aligning with global technology trends. He will also ensure GBM's work in the country helps advance its digital transformation roadmap in line with the Digital Agenda 2030 and the Qatar National Vision 2030.

Bader Al Mana, Chairman of GBM Qatar, said: "We are excited to appoint Raid as the new General Manager of GBM Qatar. With our strong presence in the country, we work with over 150 customers to leverage our advanced technology and help translate digital ambitions into reality. Raid's rich experience and expertise, gained over his five years with us as well as during his earlier distinguished career, make him ideally positioned to spearhead our efforts and build on the success we have achieved over the last 35 years."

With over 30 years of experience as a technology leader, Raid Shahin has spearheaded digital transformation across various sectors in Qatar, contributing significantly to the country's technological advancements.

Raid takes over this role from Soubhi Chebib, an industry veteran whose leadership was pivotal in advancing GBM's initiatives in Qatar prior to his retirement. The internal appointment reflects GBM's commitment to cultivating leadership excellence and leveraging internal talent to drive continued success for its customers and partners.

Raid Shahin, GBM Qatar's new General Manager, said: "I am excited to lead GBM in driving innovation and contributing to Qatar's vision. I believe cutting-edge technologies such as Artificial Intelligence, Quantum Computing, Cloud, and Sustainable technologies are key to revolutionizing industries. GBM Qatar is committed to driving innovation in this space, exploring and implementing advanced solutions that will contribute to propelling Qatar toward a bright digital future. Together, we will continue to forge strategic synergies and deliver the innovative solutions our clients demand." 

PUBLICIS SAPIENT APPOINTS OLIVER REPPEL AND ROHIT MATHEW AS CO-HEADS OF FINANCIAL SERVICES FOR MENA

Appointment reflects Publicis Sapiient's commitment to driving digital business transformation and growth within the financial services and banking sectors in the Middle East



Publicis Sapiient, a digital business transformation company, announced the appointment of Oliver Reppel and Rohit Mathew as Co-Heads of Financial Services for MENA, based in Dubai.

Oliver and Rohit will work closely with clients across the Middle East to identify their business challenges and opportunities. By leveraging Publicis Sapiient's SPEED - Strategy, Product, Experience, Engineering and Data and AI - capabilities, deep portfolio of AI tools and platforms, and regional and industry expertise, they will help clients develop and deliver transformative strategies and navigate their digital business transformation journeys in the financial services and international banking sector.

"The Middle East's financial services sector is undergoing significant digital business transformation, presenting immense opportunities for advancement, including embracing emerging technologies

such as generative AI, and increased investment and partnerships between financial institutions and technology providers. Publicis Sapiient continues to expand its footprint in the region and I'm excited to work alongside Oliver and Rohit to shape the future of financial services and banking in this dynamic market," said David Murphy, Executive Vice President, Head of Financial Services International, Publicis Sapiient.

Publicis Sapiient works with financial services clients in the Middle East on AI-powered digital business transformation, leading pivotal initiatives to help modernise corporate, commercial and Islamic banking institutions. With a proven and repeatable approach, Publicis Sapiient is helping institutions across the Middle East and North Africa, discover new areas of business growth and innovate new customer experiences, incorporating leading-edge technologies, like generative AI.

"I'm thrilled to join Publicis Sapiient

and be part of a team that's leading the charge in the AI-driven digital business transformation marketplace," said Oliver Reppel, Publicis Sapiient's Head of Financial Services, MENA & International Banking. "Together with Rohit and the entire team, we will build upon the company's strong financial services foundation in MENA and drive forward strategic, value-focused initiatives that will help accelerate client growth and success."

Oliver joins from Accenture, where he led the financial services business in the Middle East. He brings over 24 years of experience in financial services, specifically within the domains of retail, corporate and investment banking along with central banks and payments.

"I'm looking forward to co-leading Publicis Sapiient's financial services practice in MENA at such a pivotal time for the industry driven by rapid digitalisation and technological integration, economic diversification initiatives and regulatory support for innovation. I look forward to leveraging the company's unique SPEED capabilities to create seamless, technology-driven financial solutions for our clients," said Rohit Mathew, Publicis Sapiient's Head of Financial Services, MENA & International Banking.

Rohit also joins from Accenture as Middle East Banking Lead, where he led a large portfolio of financial services clients. Prior to that, he worked at KPMG within the management consulting team focused on financial services in the Middle East. Rohit brings over 19 years of experience in financial services across both the public and private sectors in the Middle East. 



ZEBRA TECHNOLOGIES SPEARHEADS DIGITAL TRANSFORMATION IN SAUDI ARABIA, ALIGNS WITH VISION 2030

*Driving innovation and efficiency across
healthcare, retail, and logistics through
cutting-edge digital solutions*

Zebra Technologies, a frontrunner in providing digital solutions, is aligning its operations with Saudi Arabia's Vision 2030 to foster a digitally empowered economy. The company's technologies, particularly in RFID and real-time data processing, are revolutionizing healthcare by ensuring patient safety through accurate medication delivery and efficient asset management. In retail, Zebra's systems manage inventory dynamically, significantly reducing costs and enhancing the customer shopping experience. Furthermore, in the logistics sector, Zebra's solutions facilitate precise tracking and management of goods, thereby optimizing supply chain operations.

In an enlightening conversation with Hozefa Saylawala, Director of the Middle East at Zebra Technologies, Sandhya D'Mello, Technology Editor at CPI Media Group, explores how Zebra Technologies is integrating its innovative solutions with Saudi Arabia's ambitious Vision 2030. The dialogue delves into Zebra's strategic initiatives across various sectors, particularly healthcare, retail, and logistics, emphasizing the company's role in enhancing operational efficiencies and advancing digital transformation in the region.

Saudi Arabia's Vision 2030 aims to accelerate digital transformation across industries. How is Zebra Technologies aligning its solutions to support this national strategy?

Zebra Technologies is strategically aligning with Saudi Arabia's Vision 2030 by investing in digital infrastructure to support the government's objectives of diversifying the economy, enhancing public services, and improving the quality of life for its citizens and residents. Through its broad range of products and solutions, Zebra is playing a crucial role in digitizing various sectors, including healthcare, retail, transportation, logistics, and manufacturing.

A key initiative under Vision 2030 is the e-government strategy, which aims to digitize all public services, making them accessible online. Zebra contributes to this by enabling

digital IDs for individuals, which helps in integrating and optimizing public services such as healthcare. For example, in healthcare, Zebra's technologies make patient information and medical processes visible and traceable, ensuring patient safety by administering the correct medication to the correct patient through digitized IDs. These IDs are used throughout hospitals to track patient interactions, update medical records instantly, and manage resources effectively.

Additionally, Zebra supports the development of smart cities like Neom by providing technologies that redefine urban living through enhanced digital connectivity. Their products ensure that both people and assets are visible, connected, and optimized across various platforms, contributing to the Kingdom's goal of developing a robust digital economy and promoting digital literacy.

Zebra Technologies is deeply integrated into the execution of Saudi Arabia's digital transformation agenda, aligning its innovative solutions with national strategies to help achieve the anticipated growth and modernization outlined in Vision 2030.

With increasing adoption of AI, IoT, and automation in Saudi's logistics, retail, and healthcare sectors, how does Zebra Technologies help businesses leverage real-time data to enhance operational efficiency?

Being part of Zebra Technologies during such a transformative era is incredibly fulfilling and exciting. It's not just about being part of history; it's about actively shaping the future of healthcare and other critical industries through digital transformation. Our work in healthcare, for example, enhances patient safety by ensuring that the right patients receive the right medications and treatments from the appropriate healthcare specialists. This is achieved by integrating digital IDs into the healthcare environment, which allows for precise tracking and management of both patient information and medical assets.

Moreover, our solutions extend beyond patient care to improving operational efficiency within healthcare institutions. By equipping hospitals with

robust asset management solutions, such as digital IDs in the form of barcodes, RFID tags, or electronic sensors, we ensure that critical medical equipment is available and functional where and when it's needed most. This not only helps in maintaining compliance with health standards but also in preparing operation theaters and other critical areas for urgent care.

It's profoundly rewarding to know that our work directly contributes to improving healthcare delivery and efficiency, ultimately laying down a new digital foundation for future generations to build upon. This role in driving forward the digital transformation is what makes being a part of Zebra Technologies both a privilege and a responsibility.

How does Zebra Technologies contribute to managing the full lifecycle of products within an organization, from procurement to disposal, and how does it integrate with other systems to enhance operational efficiency?

Zebra Technologies plays a crucial role in managing the full lifecycle of products within an organization by providing key solutions that help track and manage assets from procurement to disposal. However, it's important to note that Zebra does not operate alone; it is part of a larger ecosystem of technologies and organizations that collaborate to create a comprehensive end-to-end solution.

Zebra's products are primarily responsible for the initial steps in this process, such as assigning digital IDs to assets. These digital IDs are essential for tracking each asset throughout its lifecycle within the organization. Once these IDs are assigned, other technologies come into play, such as wireless networks, private 5G networks, or Bluetooth networks, which help in tracking these assets across various stages of their lifecycle.

Additionally, Zebra's role extends to capturing and analyzing data associated with these assets. This data is crucial for operational efficiency as it helps organizations identify inefficiencies and reduce wastage. The output from Zebra's systems typically feeds into larger Enterprise Resource Planning (ERP) systems or Healthcare

INTERVIEW // ZEBRA TECHNOLOGIES

Information Systems (HIS), which are managed by other technology providers within the ecosystem.

With the advent of Artificial Intelligence (AI), Zebra's contribution has become even more impactful. AI technologies can analyze the data captured by Zebra's products to provide actionable insights. For example, AI can identify underutilized inventory, suggest optimizations, and predict when critical assets might run low, prompting timely reordering. This not only ensures optimal use of resources but also helps in significantly reducing operational costs and waste.

Zebra Technologies is integral to creating an efficient, data-driven environment that spans the entire asset lifecycle, working in tandem with other technologies to ensure that organizations can maximize their operational efficiency and asset utilization.

How is AI transforming demand forecast planning in the food and beverage industry, particularly for companies with products that have a limited shelf life?

AI is revolutionizing demand forecast planning in the food and beverage industry by significantly reducing errors and dependency on human predictions, which is crucial for products with limited shelf life. A prime example of this is a large CPG company in Saudi Arabia that produces a wide range of consumer products in the food and beverages sector. Given the necessity for these products to be fresh and the challenges associated with their limited shelf life, AI has been instrumental in optimizing production schedules and

minimizing wastage.

The company faces complex daily production decisions due to the variety and volume of products it manufactures, each requiring precise timing in production and distribution to ensure freshness upon reaching consumers. AI aids in addressing these challenges by integrating real-time data from various sources, including direct store deliveries and market demands, such as upcoming events or seasonal trends.

For instance, enterprise-grade mobile computers equipped with Zebra technology are used by delivery personnel to scan items as they are delivered to retailers. This data, combined with additional market insights, feeds into the AI systems that analyze trends and predict demands more accurately. The AI then advises on production quantities and schedules based on current market data, anticipated events, and seasonal preferences, ensuring that production aligns closely with actual consumption patterns and reducing the risk of overproduction and product expiry.

AI enables these companies to fine-tune their production processes and distribution strategies, leading to more efficient use of resources, reduced waste, and better satisfaction of consumer needs. This transformation through AI is setting a new standard in the industry for managing perishable goods effectively.

How do you see Saudi Arabia's investment in smart cities and industrial automation influencing the adoption of advanced tracking and asset management solutions?

Saudi Arabia's investment in smart cities and industrial automation significantly drives the adoption of advanced tracking and asset management

solutions, enhancing operational efficiency across multiple sectors.

With the integration of technologies like machine vision, RFID tags, and AI, industries from manufacturing to logistics are experiencing substantial improvements in managing their operations and ensuring product quality and compliance.

For example, in manufacturing, machine vision cameras are used to monitor production lines for quality assurance. These cameras ensure that products like beverages and consumer goods meet the specified quality standards by verifying labels and expiration dates, detecting any discrepancies in real-time. This automation reduces the reliance on manual inspections, minimizing human error and enhancing the speed and accuracy of production processes.

In logistics and supply chain management, similar technologies are applied to ensure that parcels are correctly labeled and loaded into the appropriate trucks, preventing misdeliveries and improving customer satisfaction.

The use of RFID technology in aviation for checking life jackets under passenger seats exemplifies how even safety checks can be automated, reducing turnaround times for flights and increasing the efficiency of airline operations.

In the fashion retail sector, managing extensive inventories has traditionally been costly and labor-intensive, involving staff conducting overnight physical scans of every garment in store closures. However, the introduction of RFID tags embedded in garment collars or tags, combined with ceiling-mounted RFID readers, has revolutionized inventory management. These systems continuously monitor inventory, updating in real time as items are moved or sold, eliminating the need for store closures and manual checks. This shift not only enhances operational efficiency but also ensures that stores maintain optimal stock levels, respond quickly to inventory changes, and streamline the replenishment process.

Saudi Arabia's focus on smart cities and industrial automation fosters an environment where advanced technologies are not only welcomed but are integral to driving operational efficiencies. This technological



“IT’S NOT JUST ABOUT BEING PART OF HISTORY; IT’S ABOUT ACTIVELY SHAPING THE FUTURE OF CRITICAL INDUSTRIES THROUGH DIGITAL TRANSFORMATION”

HOZEFA SAYLAWALA, DIRECTOR, MIDDLE EAST, ZEBRA TECHNOLOGIES

advancement ensures that businesses can keep pace with the demands of modern commerce and industry, significantly impacting how companies operate and deliver services.

Cybersecurity and data privacy remain critical concerns in digital transformation. How does Zebra Technologies ensure the security of its data-driven solutions in the Saudi market?

Zebra Technologies recognizes the critical importance of cybersecurity and data privacy in its data-driven solutions, particularly in the Saudi market. While Zebra is primarily focused on enabling digitization, the security and encryption of data are handled through collaborations with a robust ecosystem of partners. These partners are specialized in providing top-tier cybersecurity services that comply with local regulations and standards.

Zebra ensures that all its data-driven solutions adhere to the laws of the land, particularly in terms of data encryption, which is crucial for maintaining privacy and security. This approach not only aligns with Saudi Arabia's regulatory frameworks but also ensures that customers' data privacy and security concerns are adequately addressed through comprehensive policy implementations by Zebra and its partner organizations.

What are some of the biggest challenges businesses in Saudi face when adopting digital solutions, and how does Zebra Technologies help overcome these barriers?

One of the primary challenges businesses in Saudi Arabia face when adopting digital solutions is the human aspect of technology adoption. Given the rapid pace of digital transformation in the region, businesses often need to transition from traditional pen-and-paper processes to more advanced digital technologies. This shift requires a significant leapfrogging in technology use, which can be daunting for a workforce accustomed to legacy methods.

Zebra Technologies addresses these challenges by working closely with customers to facilitate the technology adoption journey. This involves helping



employees understand the benefits of these new technologies, such as enhanced productivity and improved job performance. Zebra provides operational insights and dashboards that demonstrate how the technology improves worker productivity and the overall efficiency of their tasks.

By offering these insights, Zebra Technologies helps to make the transition more approachable and appealing to frontline workers, encouraging faster adoption rates. This support is crucial in mitigating the resistance often encountered during significant technological shifts and ensuring a smoother, more successful integration of digital solutions within Saudi businesses.


In the context of technology adoption within companies, how do you manage the resistance from employees accustomed to traditional methods, particularly when introducing new technologies that disrupt established operational practices?

Managing resistance to new technologies within companies, especially when it involves a shift from traditional methods to modern digital solutions, is a common challenge. Here are three key strategies that can help facilitate this transition and break existing mindsets:

1. **Highlighting Tangible Benefits:** It's crucial to demonstrate the clear benefits and positive outcomes of the new technology to the employees. When individuals

understand how a particular technology can make their work easier, enhance their productivity, and improve decision-making, they are more likely to embrace the change. Emphasizing the personal and professional advantages can help reduce skepticism and resistance.

2. **Proof of Concept:** Implementing proof of concept projects can be extremely effective. These allow employees to see firsthand how the new technology works and how it impacts their daily tasks. By experiencing the improvements and efficiencies the technology brings to their workflow, employees can better appreciate its value, reducing fears and misconceptions about job displacement or increased oversight.
3. **Education and Inclusive Communication:** Regular training sessions and open communication channels that allow employees to express their concerns and receive feedback are essential. Educational initiatives should not only focus on how to use the new technology but also on why it's being implemented and how it aligns with the company's goals. This approach helps in building trust and making the transition smoother.

By employing these strategies, leaders can effectively manage the cultural shift towards digital transformation, ensuring that all team members are on board and fully capable of utilizing the new technologies to their fullest potential. 

SECURITY INDUSTRY EMBRACES MOBILE CREDENTIALS, BIOMETRICS AND AI, SAYS HID REPORT

Latest State of Security and Identity Report reveals a shift toward software-driven solutions and artificial intelligence in 2025

Organizations are navigating an increasingly complex threat landscape and security leaders are making strategic shifts toward unified platforms and emerging technologies, according to the newly released 2025 State of Security and Identity Report from HID. The comprehensive study gathered responses from 1,800 partners, end users, and security and IT personnel worldwide, and reveals a significant transformation in how businesses are approaching security, with mobile credentials and artificial intelligence emerging as key drivers of innovation.

“The security industry is at a pivotal moment where the integration of modern technology with existing infrastructure is no longer optional—it’s imperative,”

said Ramesh Songukrishnasamy, Sr. VP of Engineering at HID. “The fact that 73% of security leaders now prioritize software-driven unified solutions shows we’ve moved beyond traditional siloed approaches. Organizations are demanding platforms that can scale with their needs while providing actionable intelligence.”

Key findings from the report include:

A marked increase in mobile credentials and biometrics adoption, signaling a shift away from traditional access methods

The rapid rise of mobile credentials, with 61% of security leaders identifying their proliferation as a top trend, signals a significant shift away from traditional access methods. Nearly

two-thirds are either deploying or planning to deploy mobile solutions. Concurrently, demand for biometric technologies such as fingerprint, iris, and facial recognition is on the rise: about 35% of respondents currently use biometric technology, while 13% plan to, indicating significant growth potential in this segment.

Growing demand for unified security management solutions that streamline operations

As organizations diversify security technology today, many security leaders (67%) are making moves to adopt software-driven security solutions, citing that unifying multiple data collection methodologies would be “somewhat” or “very important” (73%) to their organization.





The Industry Report: 2025 State of Security and Identity

Strong preference for open platforms that facilitate seamless integration

Interoperability has become synonymous with progress across the security industry over the last few years, and the trend continues as more than half of security professionals reported open solutions as being “extremely” or “very” important to their organizations.

Strategic focus on converging platform solutions rather than standalone products

Nearly two thirds of organizations and 73% of integrators and consultants report a shift toward software-driven security solutions that bridge physical and digital functions like video surveillance, access control, and intrusion detection into a more unified platform.

Significant channel transformation driven by digital innovation


The security channel is undergoing significant transformation driven by digital innovation. While 77% of channel partners believe they are adapting well to these changes, growing end-user demand for AI, cloud solutions, IoT integration, and advanced analytics is reshaping service expectations. To thrive, the channel must continuously evolve and adapt to meet the evolving needs of the market and keep pace with digital transformation within the security sector.

Accelerated adoption of AI agents to enhance security operations

AI agents are being rapidly adopted to enhance security operations. Use

cases are proliferating across access control, identity management, video, and security management platforms. Key benefits cited include improved efficiency and speed of security processes (50%) and enhanced real-time data analysis capabilities (47%).

Continued emphasis on sustainability in security decision-making, budget allowing.

Sustainability is still a key factor in security decision-making, with 75% of security leaders now factoring it into their solution selection process. However, sustainability is not the most critical factor when selecting new solutions as security and cost-effectiveness are still the highest priority for 80% of integrators and consultants. 

LECHEF'S RFID TECHNOLOGY EMPOWERS HEALTHY WORKPLACE CATERING IN KSA

The KSA-based foodtech startup is leveraging smart technology and consumption data to hone its first-in-the region concept





From left to right: a food item from lechef with an RFID tag attached to its packaging, and lechef's RFID-enabled smart canteens in an office space

R FID (Radio Frequency Identification) has become an integral part of everyday life. As a technology that passively identifies tagged objects using radio waves, it is utilized in various commercial, industrial and personal applications. From tracking items in a supply chain to monitoring items checked out of a library, its potential for innovation and automation keeps growing. Similarly, lechef – a novel foodtech startup based in Saudi Arabia, is utilizing RFID technology to pioneer a first-in-the-region workplace catering concept that reimagines workplace dining with smart fridges – also known more commonly as ‘smart canteens’

Fundamentally, lechef offers unique office catering through smart canteens stocked with wholesome, freshly prepared meals that blend seamlessly with office settings, giving workplace employees a convenient way to grab meals on the run. An RFID device installed in the canteen instantaneously recognizes the meal selections and quickly completes automatic payment by deducting it from the user's pre-configured payment method. Consequently, businesses can boost their productivity and promote workplace engagement and well-being by encouraging employees to stay on workplace premises during breaks and

consume nutritious meals.

A unique feature of RFID tags for lechef is its ability to enable expiration date monitoring. Traditional bar codes tend only to include basic information, such as the product name, but neglect to include a distinctive product ID. On the other hand, RFID tags can be configured to include unique product IDs, which facilitate the tracking of expiration dates for individual products. This can then be used to implement automatic dynamic pricing and discounting for food and beverages according to their shelf life, thereby reducing food waste and minimizing unnecessary logistics trips to remove the expired products, which will then have knock-on effects of reducing carbon dioxide from travel. Furthermore, Industry leaders have experienced 50% food waste reduction in comparison to traditional restaurants when enabling dynamic pricing through RFID technology in a similar way.

“The RFID technology helps us easily track the real-time movement of the food and beverage items inside the canteen, thus giving us full control over our inventory without the need for staff to monitor it. When coupled with our analytics, we can obtain raw data, including the time of purchases and consumption habits, which helps us optimize meal delivery times and

available meal options to ensure that we are prioritizing popular meals and stocking sufficient items at the right time. This dramatically saves time, improves traceability and minimizes food waste in the long run,” said Eugen Brikcius, Founder of lechef.

lechef's use of RFID technology is supported by reliable logistics efforts to deliver meals to its smart canteens daily, offering freshness and variety in choice while eliminating the need for manual restocking by workplace employees and the need to travel off-site to find food. Overall, its efforts to improve the variety of healthy and tasty meals while smoothing the experience of selecting and receiving food aim to provide a comfortable home-like scenario for working individuals without the need to stock the canteen or prepare food.

Moreover, the next food revolution is proving to be a key driver for the adoption of RFID technology as consumers and workplace employees seek food and beverages tailored to their specific nutritional, health and even environmental requirements. As a result, more players within the global F&B and retail industry are increasingly adopting RFID technology to replace traditional bar codes, beginning with relatively higher-priced items such as prepared meals and on-the-go assortments. 

CLOUDERA POWERS AUTONOMOUS ENTERPRISE AGENTS FOR AI PRACTITIONERS WITH CREWAI

Cloudera, the hybrid platform for data, analytics, and AI, announced that CrewAI has joined the Cloudera Enterprise AI Ecosystem. This is set to revolutionize multi-agent driven workflows in the Middle East, where AI is expected to amass \$320 billion in economic benefits by 2030.

“Cloudera’s data lakehouse delivers a powerful platform for accessing high-quality data at scale, and we’re pleased to announce a collaboration with the CrewAI Platform to improve agentic process automation. This partnership represents a significant step forward in automating complex operations using intelligent and autonomous agents. By combining Crew AI’s skills with our platform, we intend to empower enterprises across various sectors, increase productivity, and promote faster decision-making, ultimately opening up new opportunities in an AI-driven future,” said Ahmad Shakora, Group Vice President- Emerging Markets at Cloudera.

CrewAI joins a growing list of AI innovators who have partnered with Cloudera to improve enterprise AI success. In October, Cloudera announced that Anthropic, Google Cloud, and Snowflake joined the Enterprise AI Ecosystem, along with founding members NVIDIA, Amazon Web Services (AWS), and Pinecone. By adding CrewAI to its ecosystem, Cloudera is doubling down on its commitment to deliver cutting-edge AI capabilities that transform raw data into actionable insights and automate decision-making processes.

This strategic collaboration aims to unlock unprecedented value from enterprise data by enabling intelligent, autonomous processes that can continuously adapt, learn, self-heal, and take action in real-time. From a



product perspective, the partnership will deliver the following set of technical use cases:

- **Agentic ETL** (extract, transform, load) elements for data processing and inference in complex scenarios.
- Dynamic reports generated at runtime by multi-agent systems capable of understanding and querying data structures.
- Cross-organizational capabilities, with agents deployed throughout the company to tap into data for better decision making, action taking, and report building.

AI agents are becoming more autonomous and widely adopted to empower the workforce. Cloudera and CrewAI’s joint customers have already put AI agents in place. Industry applications include:

- **Healthcare:** Automate complex workflows such as medical record analysis, patient triage, diagnostic image review, and real-time health monitoring to reduce administrative overhead and improve patient outcomes.

- **Financial Services:** Streamline processes like fraud detection, compliance monitoring, product offer personalization, and customer onboarding by automating repetitive tasks and applying real-time insights.
- **Industrial:** Enhance predictive maintenance workflows, optimize quality control, and ensure just-in-time inventory management.
- **Telecommunications:** Deliver seamless customer support, optimize network performance in real time, and proactively address outages.

Cloudera is empowering organizations to maximize the potential of their data assets, driving innovation, operational efficiency, and competitive advantage in an increasingly AI-driven business landscape, accelerating digital advancements in key sectors of the Middle East. This unified approach helps to ensure businesses can unlock the full potential of AI, creating impactful outcomes across their operations. 



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